

APRIL 7, 1952

TELECASTING

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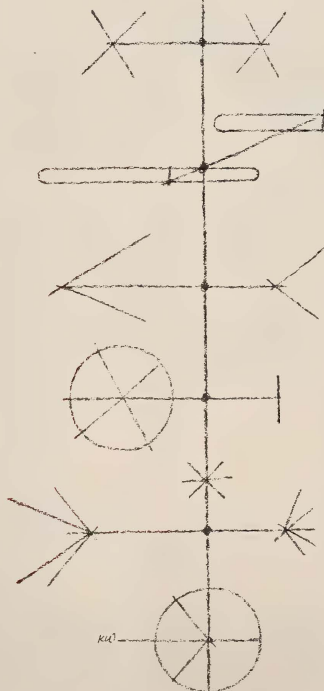
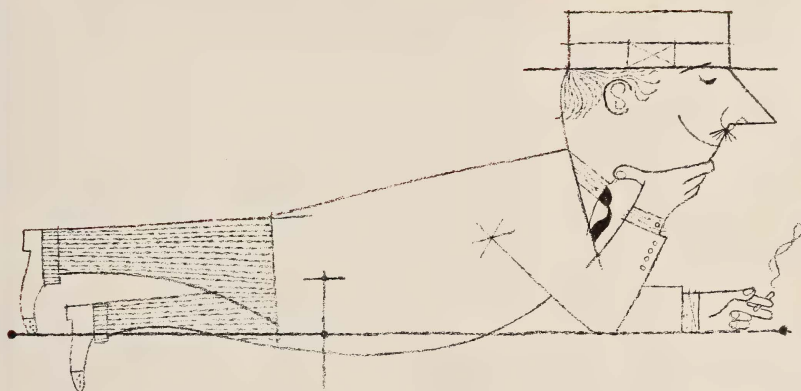
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in our
7th
year



make yourself at home ...

Southern hospitality is more than a tradition with us at WAFM-TV. It's our stock in trade.

You get the warmest welcome in Birmingham when you're on WAFM-TV. Because Birmingham viewers consistently watch WAFM-TV most often ... and are watching it more often all the time.

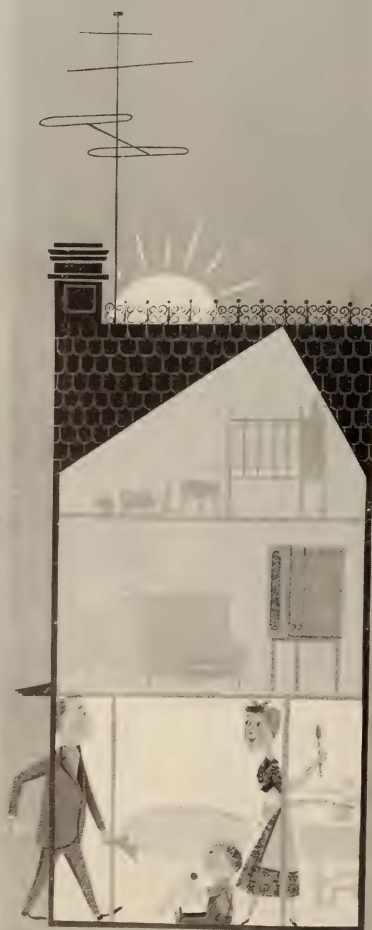
Over the 14 months Telepulse covers, WAFM-TV's score has been 2,201 quarter-hour wins to its competitor's 1,226 (or 80% more). In February, it was 179 wins to 71. Or 152% more.

In Birmingham, they're always glad to see you on ...

"Television Alabama" **WAFM-TV**
Represented by CBS Television Spot Sales



BEFORE NOON (4.8%)



NOON TO 5:00 PM (10.3%)



5:00 TO 7:00 PM (30.3%)

Better late than ever...

Count the house any way you like. Television movies in New York—big box-office for advertisers always—are better at getting an audience late at night than any other time. *And* WCBS-TV's "Late Show" is best of all.

In a new study of TV feature film shows in the New York metropolitan area (we'd be pleased to show you a copy), Advertest finds:

Of the 78% of New York viewers who regularly watch TV movies, more than half prefer to watch weekdays after 11 p.m.

They named WCBS-TV more often than all other stations combined as their first-choice station for TV movies.

More than twice as many viewers tune in WCBS-TV's "Late Show" as any feature film show, early or late, on any other station.

Or take the word of advertisers who have already been on "The Late Show"... like the one who recently increased his sales by 73% in just two months. *And cost is running as low as 78 cents per thousand viewers.*

You (and your product) can be the idol of this big home audience. *At amazingly little cost.* Ask WCBS-TV or your CBS Television Spot Sales representative about participations on "The Late Show" today.

WCBS-TV CBS Owned
New York, Channel 2
Represented by CBS Television Spot Sales

7:00 TO 11:00 PM (45.6%)

AFTER 11:00 PM (51.1%)



APRIL 7, 1952

FREEZE LIFT IMMINENT

FCC CHAIRMAN Paul A. Walker brightened the NARTB convention last week with the assurance that the TV freeze would be lifted within the next two weeks—"barring some last-minute snag"—but he warned that licensing "will apparently proceed at a snail's pace."

Speaking to a packed ballroom at Wednesday's luncheon, Chairman Walker also won the broadcasters' commendation with his assertion of faith in the future of "that celebrated bird-in-the-hand," radio, whose local-level service, he said, makes it "the indispensable medium."

He called upon telecasters to enforce a program of strict self-discipline, and praised radio and television broadcasters alike for (1) their contributions to national security through the Conelrad plan and (2) their promotion of the democratic process in acquainting the public with current political issues and their efforts to get out the vote.

On the uppermost topic Mr. Walker said:

"Frankly, I had hoped that here at this convention I could announce the lifting of the television freeze. . . . But you will not have to wait much longer. I can give you this assurance: Barring some last-minute snag, we are going to lift the freeze within the next two weeks."

Applications May Hit 1,000

The "time table" on licensing will be slow, he cautioned. After the freeze lift is announced, three months probably will be set aside for the filing of applications. In all, he estimated, "1,000 or more" may be on hand when FCC starts processing applications "around the middle of July."

Reiterating FCC's money and personnel plight, he forecast that "Besides the work of examining and passing on uncontested applications, we will be swamped by hearing cases." He expected that hearings will be necessary "in virtually all the larger cities and many of the smaller cities."

To handle these hearings and also the hearings in all other FCC fields, he noted, the Commission now has seven examiners and similarly short staffs of engineers, lawyers and accountants.

"I know this will be a bitter pill

for the many communities that have been denied television these long years and that have been hoping that the lifting of the freeze would mean a speedy end to their

have-not status," he declared.

Chairman Walker, an Oklahoman who has served on the FCC since its inception in 1934, compared the imminent freeze lift with the

Highlights of Chairman Walker's Address

"... How much longer can the Commission stand off the thwarted applicants and the public [before lifting the TV freeze]? We might remind you that the children of Israel had to wait 40 years before they were permitted to enter the promised land. The Commission has not kept you waiting that long. It only seems that long; actually it has been three and a half years. . . .

"... What we have been drawing up is, in effect, a master plan, comprehensive and detailed, for the development of one of America's leading industries, for her dominant medium of mass communication. When hundreds of applicants are waiting to invest hundreds of millions of dollars in this new service . . . we cannot build upon sand. . . . I say it would have been craven folly to sacrifice our chances for soundness and stability by capitulating to pressure for expediency. . . .

"... I will state as my considered opinion that, taking all circumstances into account, the Commission's solution of the television problem will prove to be the best that could be reached at this time. . . .

"... You will not have to wait much longer. I can give you this assurance: barring some last-minute snag, we are going to lift the freeze within the next two weeks. . . . We will then probably allow three months for the filing of applications. That would bring us up to around the middle of July before we start processing. By that time we will probably have 1,000 or more applications on file. . . .

"... We estimate that the applications will exceed the number of available assignments in virtually all the larger cities and many of the smaller cities. This means that hearings must be held in each of these cities. We estimate hearings will be necessary for a great many of the 1,000 or more applications. . . .

"We now have seven examiners to conduct hearings. . . . Besides examiners, the Commission requires engineers, lawyers and accountants to handle these hearings. And in none of these fields do we have adequate staff. . . .

"Confronted with the biggest workload in our history, we are faced with the prospect of meeting it with hopelessly inadequate funds and staff. . . . Television will not gallop into its new frontier. It will apparently proceed at a snail's pace. . . .

"Amid all our talk of technical problems, processing procedures and construction plans, we are apt to forget the ultimate goal . . . and that is the service that will finally be delivered to the public. . . .

"On the basis of [my] experience of half a century, I respectfully urge you builders of our television industry to heed the lessons of history. . . . Turn your face resolutely against the temptation of fast, easy money through unsound practices inconsistent with the public interest. . . .

"... I urge full support for efforts toward self-regulation such as your television code. The members who have agreed to take on the delicate and difficult task of administering this code are performing a service that needs to be performed if this industry is to realize its highest potentialities. . . .

"... In cities where television moves in, radio does feel the effect of the new competition. The answer to that is not surrender but readjustment. . . . The truth is that some of you radio broadcasters who have been making a poor mouth about your future have not yet even begun to fight. . . .

"Both radio and television have their jobs to do. We need both systems just as we need the railroad, the airplane and the automobile. . . . I am not one of those who believe that aural radio is doomed to be transferred in time from the jurisdiction of the FCC to the Smithsonian Institution. A flourishing, far-flung system of radio is in the public interest. . . .

Within Two Weeks—Walker

land rush in Oklahoma in 1889.

"We are at another kind of frontier—a new frontier in the ether [with] new opportunities for fame and fortune, for adding to the real wealth of the nation, for raising our standard of living, for contributing to the general welfare, for unprecedented access to information, education and entertainment."

But, he added, after pointing out FCC's shortage of personnel:

"Unlike the break-neck speed of the great runs in Oklahoma, television will not gallop into its new frontier. It will apparently proceed at a snail's pace."

Mr. Walker noted that TV last year, with 108 stations and 14 million sets, had an income of more than \$43 million before federal taxes. Independently owned stations (93) made 30 cents on the dollar, he noted, while "the networks obtained a greater proportion of their income from infant TV than they did from 30-year-old AM."

FCC's Solution 'Best'

He said it was his opinion that FCC's solution of the 3½-year-old TV freeze "will prove to be the best that could be reached at this time." It must provide for at least 2,000 assignments, recognize the needs of states for channels and of communities for local channels, while maintaining "a reasonable degree of flexibility" and reflecting "long-range thinking as a protection for the future," he declared.

Calling upon telecasters to "build for the long future" and urging "full support for efforts toward self-regulation such as your television code," Chairman Walker asserted:

"It is true that in the hurly-burly of developing any new resource or service, the public may for a time be too dazzled, too uninformed, to unorganized to realize the shortcomings and the excesses and to deal with them."

"But in the end, let me assure you, the public awakes and when that day comes, there is a day of retribution. It is a day of wailing and gnashing of teeth on the part of those who have betrayed the public interest."

He told his listeners that "the best of American broadcasting is a service in the public interest

(Continued on page 88)

HIGH TV TOWERS

Joint Meeting Is Planned

JOINT meeting of government agencies concerned with TV towers as hazards to air navigation is being planned for the near future.

Meeting is expected to include officials of the Civil Aeronautics Administration, Civil Aeronautics Board, FCC, Dept. of Defense (Army, Navy, Air Force), Treasury Dept. (Coast Guard), as well as representatives of the radio-TV broadcasting and aviation industries.

That is the latest development in a month of activities that has seen the aviation industry increasing its pressures to put restraints on the erection of tall TV towers [B•T, March 31, 17].

Summary of the proposals made by aviation interests during the last four weeks adds up to the following:

1. Request that Congress legislate an amendment to the Communications Act which specifically would give the FCC authority to deny applications whose antenna sites or heights are found to be air hazards.
 2. Requirement that all TV antennas be installed on a single tower.
 3. Requirement that all TV towers be localized in city sections already considered an air hazard area.
 4. Requirement that the height of TV towers be limited—through FCC ruling or Congressional action.
 5. Requirement that a radio warning device be installed at each antenna site.
 6. Establishment of a national set of standards that all CAA regional airspace subcommittees would be required to adhere to when considering TV tower applications.
 7. Requirement that TV coverage be obtained through the use of booster stations so that high towers would be unnecessary.
- Most significant of the recommendations is the request of the Air Transport Assn. to the House Committee on Interstate & Foreign Commerce for legislation to specify that FCC have the power to deny applications which propose to construct TV towers believed to be

hazards to air traffic.

ATA's request was made in a March 6 letter to Rep. Robert Crosser (D-Ohio), chairman of the House committee, signed by its general counsel, S. G. Tipton.

Letter recommended that the House committee include in its revision of the McFarland bill (S-658) the following additional provision to Section 303 of the Communications Act:

That the FCC shall "(s) Have authority and be required to refuse to issue or modify any license or construction permit when such license or permit would authorize the operation or construction of radio or television towers which in its judgment, after consultation with the Civil Aeronautics Administration, the Civil Aeronautics Board, the Department of Defense, and the Treasury Department, constitute, or there is a reasonable possibility that they may constitute, a hazard to air navigation."

Mr. Tipton called attention in his letter to the fact that FCC has assumed the power to deny applications proposing towers considered air hazards, but has no statutory power to back it up. He called attention to the fact, however, that the Commission has been upheld in its powers to deny an application on these grounds in one court test (*Simmons v. FCC*) in 1944.

Commission's practice of referring cases to the CAA and other agencies for tower clearances was termed advisory only by Mr. Tipton.

RADFORD IS APPOINTED

To DuMont Eastern Dist. Post

LEWIS C. RADFORD Jr. has been appointed eastern district sales manager for television transmitter division of Allen B. DuMont Labs, Clifton, N. J., National Sales Manager James B. Tharpe announced early last week.

The appointment, Mr. Tharpe said, is in line with DuMont's nationwide sales expansion program, calling for "greatly increased" activity for the TV transmitter group.

ton. He pointed out that the Commission was not bound by the objections of such agencies and could grant an application notwithstanding claims that a tower is an air hazard. He acknowledged that the Commission, in practice, has not gone that far.

He referred to the fact that FCC has already begun referring some applications to the airspace subcommittees and continued:

These applications will not only continue but are expected to increase when the freeze on new television licenses is lifted. Out of fairness to the applicants an early disposition of them should be made. The applicants want prompt decisions to permit them to find other locations for the tower in sufficient time to permit the operation of the broadcast stations at the earliest time authorized by the Commission.

As far as can be learned, the House Interstate Commerce Committee has not taken action on the request except to refer it to the FCC for "comments." One source on Capitol Hill admitted that recently the committee has been get-

UTP Expands Five

SALES of five shows in six markets were completed by United Television Programs, New York, during the four-day NARTB convention in Chicago last week, Sales Director Aaron Beckwith announced Thursday. Corona Cigars extended its sponsorship of the Bing Crosby Enterprises' *Royal Playhouse* on KECA-TV Los Angeles, and Milani's 1890 French dressing bought the same package for WENR-TV Chicago. Teletronics will sponsor the Walter Schwimmer Production *Movie Quick Quiz* on WGN-TV Chicago and E & B Brewing Co. renewed *Old American Barn Dance* on WWJ-TV Detroit. Ward Drug Co. will back *Hollywood Off-Beat*, private detective show starring Melvin Douglas, on KRLD-TV Dallas, and KFMB-TV San Diego signed for a 26-week run of *Big Town*.



HARRY WEISSBAUM (l), regional chairman of Damon Runyon Cancer Fund, presents Robert E. Dunville (r), president of Crosley Broadcasting Corp., a certificate of appreciation for work done by WLWT (TV) Cincinnati in helping to raise funds. John T. Murphy, vice president in charge of Crosley's TV operations, looks on as Mr. Dunville presents check to Mr. Weissbaum.

ting "complaints" about tall TV towers and the hazards they may be to air travel.

At present, the staff of the House committee is drafting its version of the McFarland bill, according to the committee's vote last month [B•T, March 24, 17].

The Senate Committee on Interstate & Foreign Commerce has no such proposals on its agenda.

First word of the request for legislation came at the Monday morning business meeting of the NARTB television membership in Chicago.

Thad H. Brown Jr., NARTB managing director of TV operations, said he had just learned of the request for an amendment to the McFarland bill.

It is understood that the Air Transport Assn. for several years has tried to get legislation through Congress limiting the height of all obstructions considered a menace to air traffic. It has been unsuccessful thus far.

Similar to the comments made at

(Continued on page 90)

Trouble in the Air Space AN EDITORIAL

TROUBLE brews again along the air lanes. The Air Transport Association is proposing legislation presumably designed to give the FCC specific authority to control antenna heights and locations—this with an eye toward the TV-freeze lift.

Under existing regulations, regional airspace committees must approve towers of more than 500 feet to eliminate air hazards. The proposal now is made that the pending McFarland bill (S-658) be amended to give the FCC legislative authority to deny applicants whose towers run afoul the CAA. The FCC has assumed this power right along and has even won a court action upholding this right.

The proposal of the Air Transport Assn., however, is only one facet of the aviation industry's recent campaign that has as its eventual aim the control of the nation's TV towers. Proposals have already been made

covering such matters as single tower location for all TV stations in the same market (the Empire State approach) and even use of booster stations to reduce antenna heights.

The air belongs to the people. Broadcasting services are licensed by the FCC to use this air to provide the people with radio and television and communications services. Air lines are franchised by CAA to provide common carrier service at a fee for the people. Each government agency—FCC and CAA—functions under its own enabling act.

Over the years, the air transport people—government as well as industry—have been disposed to look with disdain upon broadcast services as in the "entertainment" field, whereas they describe their sphere as involving safety of life and defense.

The development of television should not be impeded by arbitrary restraints imposed by

aviation interests through star-chamber proceedings. There were no broadcaster representatives present at the CAA sessions that already have been held on the subject. Reasonable regulations, evolved with the FCC and engineering representatives of the broadcast services exist today.

Through compliance with these regulations there have been few if any serious commercial aviation accidents resulting from tower collision. The Air Board can no more prevent erection of towers meeting FCC specifications than it can stop the construction of buildings in airport areas complying with local ordinances.

The FCC is the licensing authority from ground system to tower top. The CAA can recommend to the FCC but it cannot reverse its decision. The lines of authority should be kept that way.

NBC-TV AFFILIATES

Form Own Assn.;
Damm Is Named

FORMATION of an NBC-TV Affiliates Assn., with revision of the station compensation plan as its first major project, was completed in Chicago last week under the leadership of Walter J. Damm, WTMJ-AM-TV Milwaukee, who was named chairman.

Clair R. McCollough of the Steinman Stations was elected vice chairman and Arden X. Pangborn, WOAI AM-TV San Antonio, was named secretary-treasurer of the organization, which started with some 35 station members.

In addition to the compensation question which had concerned the affiliates in prior meetings, the association adopted a resolution asking NBC to exercise greater vigilance on cow-catcher and hitch-hike commercials, inquired about the network's intentions regarding stronger morning and afternoon programming and requested that NBC, whenever the time element is not essential, place its public service TV programs in network option time rather than in station time.

The assignment of studying the compensation formula and fashioning a new payment formula was given to a seven-man committee composed of Messrs. Damm and

★ McCollough, Raymond Welpott, WRGB Schenectady, Nathan Lord, WAVE-TV Louisville, Ky., E. R. Vadeboncoeur, WSYR-TV Syracuse, John Outler, WSB-TV Atlanta and Harold P. See, KRON-TV San Francisco.

First meeting of the committee was held Wednesday to explore the problem. When a new formula is developed, the stations will negotiate individually with NBC.

Officials of the new association expressed the view that the organization could initiate certain actions which NBC's Stations Planning and Advisory Committee cannot appropriately do, and that its formation should not be regarded as a reflection on SPAC. Activities will be channeled through SPAC. The association will meet at least twice a year, according to present plans.

Among those participating in the organization of the group were the following: Messrs. Damm, Welpott, Lord, Hoyt, Andres, WKY-TV Oklahoma City; George M. Burbach, KSD-TV St. Louis; Frank P. Fogarty and Payson Hall, WOW-TV Omaha; Wilbur Havens, WTVR (TV) Richmond; Stanley Hubbard, KSTP-TV Minneapolis-St. Paul; R. B. Hanna Jr., and E. J. Rowan, WRGB (TV) Schenectady; Gaines Kelley, WPMY-TV Greensboro, N. C.

Robert Lemon, WTTV (TV) Bloomington, Ind.; Nathan Lord and John Boyle, WAVE-TV Louisville; Mitchell Wolfson and Lee Kuytich, WTVJ (TV) Miami; Willard Schroeder, WOOD-TV Grand Rapids; Alvin D. Schrott and Frank P. Cummins, WJAC-TV Johnstown, Pa.; H. W. Slavick, WMCT (TV) Memphis; Allen Haid, WSPD (TV) Toledo; W. E. Wallbridge, WWJ-TV Detroit; Irving C. Waugh, WSM-TV Nashville; William Fay, WHAM-TV Rochester; A. M. Herman, WBAP-TV Fort Worth; John W. Murphy and Dwight Martin, Crosley Broadcasting Corp.; Campbell Arnoux and John Peffer, WTAZ-TV Norfolk.

Jack Harris, KPRC-TV Houston; Joseph Baudino, Westinghouse Radio Stations; Martin Campbell and Ralph Nimmons, WFAA-TV Dallas; Ralph Evans and Ernie Savage, WOC-TV Davenport; John Hill, KOTV (TV) Tulsa.

MINNEAPOLIS BAN

Newsman Protest Order

MINNEAPOLIS City Council last week issued a ban preventing cameramen of KSTP-TV there to take pictures of city employees on any city property without council permission after a protest by a union business agent.

The order, emanating from the council police committee, applies only to KSTP-TV, and followed a formal protest to the council by George Todd, business agent of Local 383 (AFL), representing state, county and city employees. He charged a cameraman and newsmen from the station disturbed city laborers on the city wharves while taking pictures of an ice jam in the river.

KSTP-TV officials, as well as management of other local stations, believe the move is another flare-up from the two-year-old KSTP-TV union dispute with the International Brotherhood of Electrical Workers. The station, however, "is taking pictures as usual," one official said.

James Bormann of WCCO Minneapolis, president of the National Assn. of Radio News Directors, wrote a protest to Ald. George Martens of the police committee, saying his group was "seriously concerned" about the infringement of press freedom and free access to news.

He believes the decision "was taken without full consideration of all the points of view," and volunteered to appear before the police committee to explain the NARN position. The group has a regular meeting April 14, although a special conference may be called this week.

Biblical Brown

BIBLICAL formula for guidance of those contemplating erection of UHF TV towers was offered by Dr. George Brown, RCA research engineer, at NARTB Engineering Conference in Chicago. Using as his text St. Luke 14: 28, Dr. Brown quoted the passage as follows: "For which of you, intending to build a tower, sitteth not down first, and counteth the cost, whether he hath sufficient to finish it."

FAYE EMERSON SHOW

To Be Dropped by Pepsi-Cola

PROGRAM, *Wonderful Town* owned and produced by its star, Faye Emerson, will be dropped by Pepsi-Cola Co., according to a Thursday announcement by the company president, Alfred N. Steele, who attributed the move to "inability to obtain satisfactory time."

Sponsored by Pepsi-Cola since June 16, *Wonderful Town* is seen on CBS-TV at 9 p.m. EST Saturday. Miss Emerson has been backed by the sponsor since September 1950, and announcement bowed to her dignity and appeal in television performances and identified her personal efforts as "a contributing factor to sales growth."

It was understood that Miss Emerson's final appearance would be April 19. Pepsi-Cola was reported getting a new time slot, plus a new show, for the end of June.

Moore to CBS-TV

THOMAS W. MOORE, vice president and advertising director for Forest Lawn Memorial Park, Glendale, Calif., has been named to new post as head of West Coast sales office, CBS-TV Film Sales.

CODE REVIEW

Only Few Complaints

ONLY a trickle of complaints about the quality of TV programming and advertising has come to the NARTB TV code review board, it was brought out at board sessions held last week during the NARTB Chicago convention.

At a Wednesday afternoon code discussion, board members said the one-month period of code existence has been too short to bring much public reaction. J. Leonard Reinsch, WSB-TV Atlanta, vice chairman, presided. Others taking part were Mrs. A. Scott Bullitt, KING-TV Seattle; Ewell K. Jett, WMAR-TV Baltimore, and Walter J. Damm, WTMJ-TV Milwaukee, Chairman John E. Fetzer, WKZO-TV Kalamazoo, Mich., in Europe.

Mr. Reinsch said the board is not "a super board of censors." Responsibility is clearly laid out in the code, he said. He referred station operators to the board's monthly bulletin. "Take that bulletin and flavor it with common sense," he suggested. He added that the seal "is the only real link between the code and the public. To the viewer, absence of the seal indicates absence of the code."

He complimented Thad Brown, NARTB TV director, for his management of the code project in its early days.

Answering a point raised by Clair R. McCollough, WGAL-TV Lancaster, Pa., a member of the NARTB TV board, Mr. Jett recalled instances of code complaints. In one case he said criticism had been received of lengthy coverage of an attempted suicide atop a Cincinnati building. He said a similar instance in Baltimore was covered by a two-minute film shot during a newsreel program.

Two questions that have come up in review board meetings, it was stated, centered around use of the seal in commercial programs and its use by networks. The board feels it is proper to use commercial identification in connection with the seal if it is presented in good taste, keeping the code symbol and call letters predominant.

In the case of networks, the problem of seal appearance on network affiliate station programs not subscribing to the symbol is not serious inasmuch as 90 stations are now subscribers.

Mr. Damm pleaded for cooperation. "Give us time to get organized," he said. Henry W. Slavick, WMCT (TV) Memphis, asked if the review board is interested in letters from listeners, drawing an affirmative reply. "We have many letters, particularly about religious and alcoholic matters," he said.

More than 19,000 copies of the TV code have been distributed.

PLANS have been made to televise *Life With Luigi* on CBS-TV using cast from CBS Radio version. Shows will originate from CBS Television City, L. A., this fall. Mac Benoff has been assigned to write and produce.

FEB. TIME SALES TV Network Business Skyrockets—PIB

CONTINUING its skyrocketing rise, network television in February did 80.1% more business than in the same month of last year, according to figures released last week by Publishers Information Bureau. Combined gross time sales of the four TV networks for the second month of 1952 equalled \$14,786,047, compared with a gross of \$8,210,629 for the same month of 1951.

Two-month 1952 total (January-February) was \$29,857,606, against \$16,763,262 for the like period of 1951, an increase of 78.1%, PIB reported. Correcting figures reported earlier [B*T, March 17], PIB gave

★ the individual TV network January gross billings as: ABC-TV, \$2,020,461; CBS-TV, \$5,074,643; DuMont, \$717,148; NBC-TV, \$7,259,307—a total of \$15,071,559.

Gross time sales for the individual TV networks are itemized in the following table:

| | Feb. 1952 | Feb. 1951 | Jan.-Feb. 1952 | Jan.-Feb. 1951 |
|--------|--------------|--------------|----------------|----------------|
| ABC | \$ 2,120,911 | \$ 1,254,851 | \$ 4,141,372 | \$ 2,583,570 |
| CBS | \$ 5,103,043 | \$ 2,600,339 | \$ 10,177,686 | \$ 5,201,504 |
| DuMont | 748,544 | 406,079 | 1,465,692 | 841,606 |
| NBC | 6,813,549 | 3,949,360 | 14,072,856 | 8,136,582 |
| Total | \$14,786,047 | \$ 8,210,629 | \$29,857,606 | \$16,763,262 |

STATION LIMIT

FORGET about revising the TV multiple ownership rule for a year or so until the freeze is thawed and there are more stations on the air.

That, virtually, is what Senator Edwin C. Johnson (D-Col.) wrote to FCC Chairman Paul A. Walker last week.

In a letter dated March 31, the chairman of the Senate Interstate & Foreign Commerce Committee (which handles radio-TV legislation) admitted that raising the ownership limitation from its present five-to-a-single owner "might accelerate development of UHF, but will it be done at the terrific price of still further concentrating TV in a few powerful hands?"

Senator Johnson answered his own question thusly:

"If it appears that UHF is not developing as rapidly as desired, and if smaller communities are not being served by television, and if no other solution is in sight, there will be time enough to take such a drastic step as has been suggested. . . ."

In another part of his letter, the Colorado Senator, who has actively interested himself in the freeze, color and other facets of TV, said: "First things should come first, and the vital matter right now is the 'lifting of the freeze' and the allocation of channels to a large area of the United States long denied the benefits of this most desirable medium."

Recommendation that the FCC revise its multiple ownership rules to permit one entity to own five VHF stations and any number of UHF stations was made by NBC last January [B•T, Jan. 7]. At the present time, common ownership of TV stations is limited to five.

Sterling Suggestion

The NBC petition came two months after Comr. George E. Sterling suggested that networks be permitted to have "two or three" UHF stations in addition to the five VHF they are allowed in order to get their backing for the new channels. Comr. Sterling made the recommendation in a speech to the Armed Forces Communications Assn. in New York in November 1951 [B•T, Nov. 5, 1951].

Following the NBC petition, seconding comments were filed with the FCC by:

ABC, which urged that any one owner be permitted five VHF and two UHF stations [B•T, Feb. 4].

DuMont, which urged five VHF and three UHF stations [B•T, Feb. 18].

Fort Industry, which urged that the limitation rule permit "not less than seven, including five or more VHF stations" [B•T, Jan. 18].

Group of seven Mountain States radio stations, which represented that no distinction be made between limitation on AM ownership, even, and TV. The stations were KOPR Butte, Mont.; KUTA Salt Lake City; KGEM Boise, KIFI Idaho Falls, KWIK Pocatello, KLIX Twin Falls, all Idaho. [B•T, March 24].

National Appliance & Radio

Johnson Suggests Year Delay

Dealers Assn., which claimed that retailers would benefit from the impetus given UHF through acceptance of the NBC recommendation [B•T, Jan. 28].

Opposition to lifting the limitation was expressed to the FCC by WVVW Fairmont, W. Va.; KIEM Eureka, Calif., and New England Television Co., applicant for TV stations in Fall River, Boston, Worcester and Springfield, Mass.; St. Louis and Kansas City, Mo., and Buffalo, N. Y.

On the FCC Rules book as a proposed amendment is a suggestion that one company be permitted to own in varying degrees more than five TV stations. The proposed amendment spells out degrees of ownership and the number of stations above the maximum that may be permitted. Same proposal spells out degrees of ownership to be permitted for one com-

pany to own more than the maximum of seven AM stations, six FM stations.

Text of Sen. Johnson's letter to FCC Chairman Walker follows:

During the past seven weeks I have worried a great deal about the petitions which have been filed urging revision of the Commission's multiple ownership rules which would authorize a licensee with the current limit of five VHF outlets to increase his holdings to include at least two additional UHF stations. It is said that such a concession would act as a powerful incentive in perfecting UHF for more. I am pleased with the various steps which have been taken by the Commission and the industry to develop UHF. It is gratifying to learn that many engineers are now satisfied that high standards for UHF transmission and reception are just around the corner.

Perhaps revision of the multiple ownership rule might accelerate development of UHF, but will it be done at the terrific price of still further concentrating TV in a few powerful hands? To allow five VHF stations to one network is being most generous with the peoples' property, and it is very valuable property, too. How, in good conscience, can any network ask for more?

In any event, the monopoly problem which is inherent in the proposed revision of the multiple ownership rule should have very careful consideration by the Commission. A hearing on modification of the rule, at which time all parties would be permitted to submit comments, might develop some unexpected situations and facts. At any rate, with all the difficult problems before it which the Commission must handle during the balance of

'Culture' Competition

TELEVISION is cutting into the advancement of culture in Atlantic City, a teachers group says. Samuel Gillingham, program chairman of a winter program series sponsored by the Atlantic City Teachers Assn., blamed television for a \$1,100 loss suffered by the series during the past year. He said he will recommend discontinuing the programs which are made up of lectures, dances and music, designed to further cultural entertainment in the city.

this year, a postponement of this matter for a year or so would prove most salutary. Most of the United States does not have any kind of television. First things should come first, and the vital matter right now is the 'lifting of the freeze' and the allocation of channels to a large area of the United States long denied the benefits of this most desirable medium.

I notice that some of the interests desiring to increase their TV network holdings are complaining that our current supply of electronic engineers is so short that any additional use of engineers would amount to a diversion of engineers from defense work and would seriously affect our defense production program. If there are no engineers to work on color television, how can they be spared for the proposed UHF development at this particular time?

If it appears that UHF is not developing as rapidly as desired, and if smaller communities are not being served by television, and if no other solution is in sight, there will be time enough to take such a drastic step as has been suggested. I cannot see any harm in postponing this matter for a year when all phases of this problem can be explored and when the agenda of the Commission is not so crowded and so confused. I don't like the old rush act, and this proposal may prove to be just that.

sell, NBC Washington.

The election was part of a TV membership business session that also heard a report from Thad H. Brown, NARTB manager of television operations and counsel to the TV board.

Mr. Brown outlined regulatory and legislative developments in which the association had taken active interest in the past year.

He said the NARTB took credit for speeding the end of the TV freeze "by at least 18 months" by successfully petitioning the FCC to amend the Third Notice of Further Proposed Rule Making to permit written rather than oral testimony in allocations hearings.

Campaign Is Success

The membership campaign of the past year paid off handsomely, said Mr. Brown. As of the 1951 NARTB convention, membership totaled 55 TV stations and two networks. Last week it included 88 stations and all four networks.

The NARTB soon will distribute questionnaires to members soliciting their opinion on several proposals to request an updating of FCC rules and regulations affecting TV operation.

He said some of the rules, inherited from AM operating rules and applied to TV without adaptation, needed revising to make them more compatible with TV operation. He said the FCC had advised the NARTB it was receptive to suggestions on this problem.

TV BOARD

Swezey Elected Chairman At Organizational Meet

ROBERT D. SWEZEY, WDSU-TV New Orleans, was elected chairman of the television board of directors of the NARTB last Monday at the first organizational meeting of the new board elected earlier that day.

Clair R. McCollough, WGAL-TV Lancaster, Pa., was named vice president.

Also re-elected to two-year terms on the board were: Harold Hough, WBAP-TV Fort Worth; George B. Storer, Fort Industry Co. (WAGA-TV Atlanta, WJBK-TV Detroit, WSPD-TV Toledo and KEYL (TV) San Antonio), and Paul Ralibourn, KTLA (TV) Los Angeles. Campbell Arnoux, WTAR-TV Norfolk, was re-elected for one year.

New members elected to one-year

terms were: William A. Fay, WHAM-TV Rochester; Henry W. Slavick, WMCT (TV) Memphis; and Kenneth Carter, WAAM (TV) Baltimore.

The four networks reappointed their representatives to the board: Alexander Stronach Jr., ABC; Herbert V. Akerberg, CBS-TV; Chris J. Witting, DuMont Television Network, and Frank M. (Scoop) Rus-



NEW TV BOARD of directors of NARTB is shown after election Monday. Seated (l to r): Harold Hough, WBAP-TV Fort Worth; Robert D. Swezey, WDSU-TV New Orleans, chairman; Clair R. McCollough, Steinman Stations, vice chairman; George B. Storer, Fort Industry Co. Standing (l to r): Chris Witting, DuMont Television Network; William A. Fay, WHAM-TV Rochester, N. Y.; Kenneth Carter, WAAM (TV) Baltimore; Paul Ralibourn, KTLA (TV) Los Angeles; Alexander Stronach Jr., ABC; Henry W. Slavick, WMCT (TV) Memphis, and Campbell Arnoux, WTAR-TV Norfolk, Va. Two other network representatives on board, Herbert V. Akerberg, CBS-TV, and Frank M. Russell, NBC, were not present for picture.

NATO TV PLAN

Movement Gathers Momentum

A MASTER global TV plan to span all NATO countries—initially revealed on Capitol Hill last year in connection with a proposed "Vision of America" project—is gathering momentum under the relatively unpublicized leadership of three U. S. communications pioneers.

Envisioned in the vast international communications blueprint are varied services—radio relay systems, television networks, AM and FM broadcast stations and facsimile—with international television as the key activity.

The promulgation of international TV is being carried out on the basis that foreign countries accept U. S. video standards (525 lines, 60 fields, 6 mc) and finance installation of equipment.

Aside from the electronics aspect, there are other facets which invite interest, among them:

- The prospect of entertainment and cultural programs on an exchange basis among foreign countries—and between those nations and the United States.

- The potentiality of sponsorship by U. S. industrial firms with a stake in foreign markets, acting through their respective advertising agencies.

- The possibility of program originations overseas and concomitant interest of Hollywood film and stage entrepreneurs in this fare.

Who are the progenitors and primemovers behind this vast new concept?

The global TV plan originally was brought to light on Capitol Hill by Sen. Karl E. Mundt (R-S. D.), co-author of the Smith-Mundt Act setting up the U. S. information program and father of a proposed Vision of America to complement the U. S. overseas radio

arm. Plans laying the groundwork for a TV network among members of the North Atlantic Treaty Organization, with installations initially in Turkey, were exclusively detailed by Sen. Mundt to BROADCASTING • TELECASTING last year [B•T, July 30, 23, 1951].

Sen. Mundt has been working with the State Dept., military authorities and foreign embassy delegations in Washington, as well as Japanese communications officials on the feasibility of such a plan. They all expressed interest.

But the actual groundwork—diplomatic, engineering and electronic—has been laid by authorities with varied backgrounds. These men are: Maj. Henry F. Holthusen, a New York lawyer-diplomat-educator, who spearheads the mission, lending the diplomatic approach; William Halstead, a consultant associated with Murray Crosby, Crosby Labs. Inc., Mineola, N. Y., and co-builder of the New York State Rural Radio Network; and Dr. Walter Duschinsky, also with Mr. Crosby, a planner for UN TV facilities, who designed WWJ-TV Detroit studios. Messrs. Crosby, Halstead and Duschinsky are partners in Telecommunications Consultants Inc.

State Dept. Adviser

Maj. Holthusen also is counsel for American electronics firms, and was instrumental in laying the groundwork for the Voice of America. He consults periodically with the State Dept.

Planning for this vast global project was laid before the Senate last week by Sen. Homer E. Capehart (R-Ind.). He inserted into the *Congressional Record* copies of an article and editorial appearing in *Television Opportunities* magazine.

The editorial noted that, under the leadership of the Holthusen-Halstead-Duschinsky triumvirate, Japan had officially adopted U. S. TV standards. A bylined article by Lawrence Levey, was titled "Pathfinders for Telecommunications Blaze Tele Trails Through Europe and the Middle East."

As a result of a trip by this delegation to Japan last fall [B•T, Nov. 19, Sept. 3, 1951], the Japanese Radio Regulatory Commission Feb. 16 issued a license to the Nippon National Television Network Corp. to operate a 22-station TV network on U. S. TV standards. Mr. Halstead supervised network plans and Dr. Duschinsky studio planning. Japanese industry is sustaining the cost of installation and maintenance.

According to the editorial, two other conditions were prescribed by the New York group: Conduct of the network on private enterprise principles and permeation of network operation with the "democratic way of life." Commercial radio operation also has been au-

thorized in Japan.

"They said it couldn't be done . . . Yet, all these obstacles were overcome by the electronic mission . . . Never has a new industry been launched on an international scale with such brilliant omens for better global relations, economic and otherwise," *Television Opportunities* remarks.

Having completed the Asiatic phase, the electronics mission then visited Turkey, Egypt and the Philippines. Since the plan was conceived, Turkey has become a member of NATO with the result that certain difficulties have been minimized.

According to Mr. Levey, these are the next steps:

The master global TV plan, embodying 11 services, but stressing TV, will span all NATO countries. It will be—100 percent—a radio relay telecommunications system combining multi-channel telephone, telegraph, teletype, facsimile, FM and AM broadcasting, and TV. It will be similar to the present microwave relay now in successful operation in the United States, stretching from coast to coast, and built by the American Telephone & Telegraph Co.

The plan will provide a completely integrated telecommunications system extending nearly 2,400 miles between London, England, and Ankara, Turkey, eventually reaching east in the direction of Asia. Military and governmental authorities, here and abroad, have knowledge of the plan, which would provide a thoroughly reliable network service, 24 hours a day, for the 14 countries in NATO, and adjacent territories. Top world communication experts have expressed their unqualified enthusiasm for the plan.

The plan reportedly has been broached at Gen. Dwight Eisenhower's SHAPE headquarters [B•T, Sept. 3, 1951].

The original TV concept envisioned installation of video outlets

DuMONT FILMS

Summer Rates Offered

FILM distribution department of DuMont Television Network last week undertook a special promotion drive involving special summer rates and bonus arrangements as well as merchandising material published in booklet form as *Summer Hiatus*.

Department offers special rates during June, July and August, ranging from 15 to 50% off regular film prices. In addition, a free feature-length film will be given with every purchase of the 13-program *Illustrious Feature Films* package as well as with every booking of the 15-minute *Pathe Hy-Lights*, human interest series. DuMont is also distributing mysteries, dramas, and the new 15-minute *Streamlined Fairy Tales*, an animated series produced especially for video.

The *Summer Hiatus* brochure—distributed to more than 1,000 agencies, sponsors and station managers to help them fill summer time spots with top quality films—provides promotion ideas, selling tips, and merchandising aids, all focused on DuMont's film department project.

in Turkey first at a cost to the U. S. of between \$3 million and \$4 million and completion of the entire project at between \$30 million and \$40 million. This includes transmitters, network relays and large receivers. These funds were to be made available through Congressional allocations or, in the longer range, through American advertising firms or an advertising foundation. This concept has been abandoned.

On the basis of the Japanese success, the electronics mission is furnishing the blueprint and advice and local countries the money for putting the project on a working basis. Mr. Halstead feels that "for global TV to exist and thrive, a one-world approach is necessary."

The Mundt plan envisioned manufacturers banding together under a foundation to buy time on overseas TV stations to merchandise their wares. Advertisers would receive their money back in sales revenue in an "entirely new approach to advertising on an international scale."

In return for blueprinting and

CBS-TV SHOWS

Sunday Cuts Are Made

CBS-TV is dropping its Sunday afternoon program service, effective April 20, when it will begin feeding programs to its TV affiliates at 5 p.m., leaving the earlier hours free for local programming.

Move was officially unexplained by CBS-TV but was generally attributed to a variety of causes—advent of the baseball season with many TV stations preferring to telecast ball games on Sunday afternoons instead of network programs, preference of other stations for NBC-TV's commercial programs over the CBS-TV sustainers and the always good reason of "economy."

The one commercial on the CBS-TV Sunday afternoon schedule, *See It Now*, sponsored by Aluminum Co. of America, will move on April 20 from its current time of 3:30-4 p.m. to 6:30-7 p.m. The *Sam Levenson Show*, now in that spot, will be transferred to Tuesday, 8-8:30 p.m., following the withdrawal of the *Frank Sinatra Show* which was unable to weather the competition of Milton Berle on NBC-TV and Bishop Fulton Sheen on DuMont.

Program for the second half of the 8-9 p.m. hour on Tuesday is not set, but it will not be *Out There*, science fiction series which had been considered for the full hour.

Realignment of other Sunday CBS-TV shows will put *Lamp Unto My Feet* at 5-5:30 p.m. (from 5:30-6 p.m.); *What in the World?* at 5:30-6 p.m. (from 4:30-5 p.m.); *Man of the Week* at 6-6:30 p.m. (from 5-5:30 p.m.); *Mr. I Magination*, now in the 6-6:30 p.m. Sunday period, will move April 19 to Saturday, 1-1:30 p.m. None of these programs is sponsored.

Three other CBS-TV sustainers now broadcast Sunday afternoon are being discontinued for the present, at least. *Where Do You Stand?* (now on at 2:30-3 p.m.); *Quiz Kids* (3-3:30 p.m.); *Columbia Workshop* (4-4:30 p.m.).

CONSTRUCTION

NPA's Fowler Gives Assurance

HENRY H. FOWLER, National Production Authority administrator, told the NARTB meeting Tuesday that materials controls would be eased enough to permit construction of new television stations "on a fairly regular scale."

Mr. Fowler's announcement, made during a speech on the general subject of the Controlled Materials Plan, confirmed earlier reports that NPA intended to approve new TV construction after the FCC freeze is lifted [B•T, March 24].

Though he emphasized that copper would remain in short supply, Mr. Fowler said structural steel for building TV stations would be in good supply. He said he could not give assurances that "every application" would be "immediately approved," but he did think "the situation on approvals can be characterized as reasonably unfrozen."

financing the installation, the U. S. would buy times commensurate with Turkish programming hours on these stations. The programs would be cultural and educational in nature.

Mr. Levey notes that since "sponsorship is a required corollary to TV," manufacturers who advertise in foreign countries "would doubtless sponsor program series and shorts on an intercountry, worldwide scale." Some 300-plus ad agencies represent clients in the U. S. who advertise abroad (as much as 90% overseas), Mr. Levey notes, and such a plan would stimulate trade.

Other points made in the magazine article:

- Global TV would make possible "rapid transmission by FM of the new techniques of facsimile." Material facsimiled would augment TV.

- Europe is beset with lack of cohesion and uniformity in radio broadcasting. "Regional TV and FM stations atop mountains, as outlined in the Master TV plan would, of necessity, bring uniformity, better reception in homes. . . ."

- Air and surface transportation can be enhanced through use of conventional VHF.

- "Electronic experts believe that before long there will be telecasting on an international scale," with Latin and Central American countries joining the U. S. and Canada in a Latin American network.

- There is great need for "world adoption of U. S. technical standards."

- Six or seven program TV recording points could be located strategically for kinescoping or originating programs—a "solution" for Hollywood, producers, sponsors and advertising agencies.

- "Large-screen TV, on a global basis, is also in the offing. . . . Universal televising of feature films in world theatres would augment grosses of film producers, stimulate production. . . ."

- The global TV project will help unify NATO nations, assist electronic industries of other countries and open up avenues of employment, according to Maj. Holthusen.

- Other countries need only apparatus and guidance from the world's leader in electronics—the U. S.—to receive "democracy's message" and better their own welfare.

MGM TV Test

METRO-GOLDWYN-MAYER, in keeping with plans announced in mid-March [B•T, March 24], on a test basis and to promote its new movie *Singin' in the Rain*, has started using a schedule of one minute and 20-second filmed commercials on TV stations in 10 key cities. They include Memphis, Nashville, Providence, Richmond, Rochester, Syracuse, Toledo, Buffalo, Dayton, Houston and Indianapolis. Agency is Donahue & Coe, New York.

Motorola Seeking

MOTOROLA Inc., Chicago, manufacturer of radio-TV sets, is in the market for a 26 half-hour TV film series. Top dramatic talent is wanted, in addition to a narrator-m.c. Agency for Motorola is Ruthrauff & Ryan, Hollywood.

HILL TELECASTS

CHAIRMAN Emanuel Celler (D-N. Y.) of the House Judiciary Committee warned that "there would be compulsion for payment somewhere" if TV covered sessions and committees of Congress, in a simulcast March 30 of the *American Forum of the Air* on NBC (Sunday, 2:30-3 p.m.).

Rep. Celler's remarks were contained in "comment" on a portion of a BROADCASTING • TELECASTING editorial read to him on the program by Producer-Moderator Theodore Granik. The editorial said "the great goal of the future . . . must be the admission of radio and television to all public meetings of the Congress, on a basis of equal access with the press." It also pointed out that in the "truest sense" it would mean "the admission of the public to public meetings, on a scale made possible only by the miracles of radio and television" [B•T, March 3].

Rep. Celler appeared on the program in debate with Sen. Charles W. Tobey (R-N. H.) on the question, "Should Congress Be Televised?" His answer to Mr. Granik's query follows:

With reference to that, the government, for example, does not subsidize the newspapers that cover the proceedings and the government does not subsidize the radio; but, when it comes to television, there would be compulsion for payment somewhere.

The government would not pay. The telecasters would be paid. Now, if you are going to subsidize the telecaster industry, then subsidize the newspaper industry that covers the proceedings; subsidize the radio people that cover the proceedings.

Sen. Tobey interjected: "The newspapers are subsidized now. They get free postage."

Question of sponsorship was in

TV FILM SYSTEM

Unveiled at Convention

NEW TV film system to be available commercially in from 18 months to two years was unveiled to NARTB delegates Monday during the Chicago convention.

The 16mm system combines advantages of the flying spot scanner TV system with continuous motion film for commercial stations, according to James B. Tharpe, national sales manager of DuMont's transmitter division. The system is being shown in advance to give broadcasters planning TV stations a chance to plan their operations "without fear of obsolescence," he said.

According to the DuMont description of the system, the flying spot tubes in DuMont scanners are far advanced. The scanners are said to require no shading or adjustments and no critical accessories as back and rim lights. In addition, they are described as gamma corrected for gray scale. Other claims include lack of intermittent film movement, use as a film recorder and adaptability to color TV.

Broadcasters and engineers alike agreed that the new system constitutes the greatest advance in TV film techniques made to date and that it might be the answer to the kinescope quality problem.

Who Will Pay, Celler Asks

the chief argument made by Rep. Celler, who admonished: "I do not want to make a speech on the floor and before a speech have some commercial saying I should take a laxative."

Sen. Tobey quipped: "That might be true. You might need it."

Rep. Celler questioned whether telecasting of congressional investigatory hearings may not be invading rights of witnesses. An example of holding the witness up to ridicule and trying him by the public rather than by the courts was the Kefauver Crime Committee, Rep. Celler intimated.

Sen. Tobey, who served on the crime-busting committee, took exception. The Republican said he thought the gist of his argument is that "televising hearings is merely another form of reporting the hearings. . . . If the reporters can be there with their notebooks and take down the facts and put in their own words in the paper the

20TH CENTURY-FOX

Entering TV Production

ALTHOUGH emphatically denied, 20th Century-Fox Film Corp., one of the major holdouts on video, is reported organizing a TV film production and distributing subsidiary.

New company will not release any of the studio's current or past motion pictures to TV because of possible exhibitor reprisal, but will concentrate on making commercial spots and films to order for advertisers, BROADCASTING • TELECASTING was informed. Distribution set-up will be carried through with FCC freeze lifting when more TV stations are in operation.

To keep TV subsidiary separate from 20th Century-Fox, outside studio space will be acquired, it was said.

Six-Week Seminars

SAMUEL GOMPERS Trades School, San Francisco, on recommendation of the TV Trade Advisory Committee, will sponsor two six-week video seminars, to begin April 21-22, it was announced last week. Most sessions will be held at the school itself. Demonstrators and lecturers will be from San Francisco television stations and allied industries. Initial courses are limited to those employed in TV and those referred to the school by management or unions as prospective TV employees. Enrollment will be by mail, using special postcards which are in the hands of union officials and supervisor at each TV station. There is no charge for instruction at the sessions.

next morning, why should not the people in the humble homes of America have a chance to see these things graphically portrayed before their own eyes, through the miracle of television. . . ."

PARIS TV MEET

UNESCO Advisers Attend

DAVIDSON TAYLOR, NBC-TV general production executive, and two other members of a UNESCO advisory committee left New York last week to attend an international TV meeting in Paris starting today (Monday).

They will confer with representatives of nine countries on the importance of television as a medium of communications. Meeting will be held April 7-12, the first such international conference under UNESCO auspices.

Other committee members are Richard B. Hull, director of WOITV Ames, Iowa, and Robert B. Hudson, Urbana, Ill., TV consultant to the Ford Foundation's Fund for Adult Education. The three members are representative of a major TV network, a university which has experimented in educational TV and a research institution which has studied influence of TV on society, UNESCO pointed out.

They were chosen by UNESCO from a 13-member advisory group "in recognition of the advanced development of television in this country," according to Luther Evans, Librarian of Congress and chairman of the U. S. National Commission for UNESCO, who made the announcement in Washington, D. C.

Purpose of Meeting

Purpose of the meeting is to furnish a forum for exchange of views among experts of countries which have experimented with video or plan to launch TV service. UNESCO is exploring ways in which television can be developed internationally for education, science and culture.

"Television itself is no panacea for achieving [these things] by means of the cathode ray tube. It has to be judged against the older-established methods of press, film and radio, and invoked only where it seems likely to secure a better result," a UNESCO statement explained. Even so, it was conceded that TV "has to be ranked with the older mediums . . . as an influence on the public that can be used to aid international understanding, or to impair it. . . ."

UNESCO said it plans to concentrate on objectives which would help individual TV organizations rather than on large-scale projects by UNESCO itself.

On the agenda are questions of international TV program exchange, involving standards of definition and film; methods of circumventing language barriers, tax and customs laws, export regulations, copyright and contractual rights, and censorship or moral codes.

LONG DISTANCE TV

Marks 25th Anniversary

TODAY, Monday, April 7, is the 25th anniversary of long distance television.

On April 7, 1927, Herbert Hoover, Secretary of Commerce, in Washington, was seen and heard in New York by Walter S. Gifford, AT&T president, and an audience of about 50 scientists and newsmen in the first public demonstration of simultaneous intercity transmission of voice and image.

The signals were received on two receivers, one with a picture 2x3 inches, the other 2x3 ft.

The Hoover-to-Gifford conversation was carried, sight-and-sound, over telephone wire facilities of AT&T's long lines department. The second half of the demonstration, a telecast vaudeville show, reached New York by radio from its point of origin in the Bell Telephone Labs in Whippany, N. J.

The first intercity TV program, forerunner of today's nationwide video program service, was a milestone in a continuing program of research and development carried on by Bell Labs with the goal of paralleling for vision what had already been done for voice in long distance telephony. Dr. Herbert E. Ives, director of electro-optical research for Bell Labs, was in charge of the project, which stemmed from intercity still picture transmission that the laboratories and long lines department had first demonstrated in the summer of 1924.

Sight, Sound on One Band

Within ten days of the Washington-to-New York demonstration, on April 16, 1927, AT&T transmitted both image and sound on the same frequency band by a single radio transmitter from Whippany to Bell Labs in New York. Two years later, May 23, 1929, AT&T filed the original patent application for coaxial cable, to be used as a wide-band long distance transmission medium for both TV and telephony.

The next spring, April 9, 1930, two-way sight-and-sound communication was publicly demonstrated over a two-mile connection between special booths between AT&T headquarters and Bell Labs in New York. This demonstration was continued for more than a year.

In the mid-30's AT&T installed a coaxial cable link between New York and Philadelphia over which TV images of 240 lines were transmitted on Nov. 9, 1937, a year after the cable had first been tested for multi-channel telephone use. On May 21, 1940, video pictures of 441 lines, using a frequency band of 2700 kc, were transmitted over the cable from New York to Philadelphia and back to New York, nearly 200 miles. A month later the Republican National Convention in Philadelphia was televised and transmitted over the cable for broadcast by NBC's experimental TV station in New York.

First intercity TV transmission

of 525-line pictures (present standard) occurred on Dec. 1, 1945, when the Army-Navy game from Philadelphia's Municipal Stadium was sent to New York for broadcast there. Two months later, Feb. 12, 1946, Lincoln memorial services in Washington were transmitted to the New York transmitters of CBS, DuMont and NBC in a pooled telecast that inaugurated TV service between New York and Washington via coaxial cable. April 19, 1946, marked the first intercity color transmission over coaxial from New York to Washington and back—450 miles—in tests of the CBS color system.

Boston Completed Network

TV transmission between New York and Boston over a 4,000 mc radio-relay system was launched experimentally on Nov. 13, 1947. This, plus the New York-Washing-

ton coaxial system, formed the Bell System Eastern TV Network. On May 1, 1948, commercial intercity TV service was authorized; on Sept. 20 the Bell System Midwestern TV Network opened; on Jan. 11, 1949, the eastern and midwestern networks were united to connect TV stations from Boston to St. Louis. Augmenting the coaxial connections, a New York-Chicago microwave radio-relay system was put into service Sept. 1, 1950.

Coast-to-coast TV was inaugurated with telecasts of the opening of the Japanese Peace Treaty Conference in San Francisco, Sept. 4, 1951, and on Sept. 29, 1951, the first commercial transcontinental TV program was aired. Of the 66 cities with TV stations, 54 are already linked via Bell System facilities and eight more will be added in time for them to receive the telecasts of the national politi-

TV STAFFS

Help New Stations Train, Jett Suggests

A SUGGESTION that present television broadcasters help new ones to train staffs was made last week by E. K. Jett, vice president and director of television, WMAR (TV) Baltimore.

Appearing on a television management panel Wednesday morning at the NARTB convention, Mr. Jett said that unless the 108 stations now on the air provide assistance to new stations that will spring up in numbers after the lifting of the freeze, the present stations will find their own staffs raided by new telecasters seeking trained personnel.

The question of how to recruit personnel for the expanding telecasting industry was one of several dealt with by the management panel under the chairmanship of Dwight Martin, vice president, WLWT (TV) Cincinnati.

Most of the panel members, all of whom are operating telecasters, said they acquired their own staffs mostly from radio backgrounds, and by various means gave them the additional instruction necessary to adopt their talents and training to TV.

As new TV stations are authorized, in some abundance, they saw a serious problem of personnel recruitment arising, and it was to solve this without wholesale raiding of existing stations that Mr. Jett advanced his proposal.

The union jurisdictional difficulties that beset TV were discussed by the panel, which included, in addition to Mr. Jett, Lawrence Rogers, general manager, WSAZ-TV Huntington, W. Va.; Willard Walbridge, station manager, WWJ-TV Detroit, and Victor A. Sholis, vice president and director, WHAS-TV Louisville.

Mr. Walbridge reported that at his station five different unions were represented, a situation which could create constant hazards were it not for an agreement which WWJ-TV had managed to reach

with all five. The agreement is in the form of a letter to which all are signatory guaranteeing that no work stoppage will ensue from any jurisdictional dispute.

He suggested that other telecasters who were obliged to deal with so many labor groups might try to get a similar agreement.

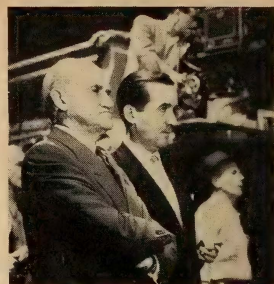
Richard P. Doherty, employer-union relations director of NARTB, said that all new telecasters would be well advised to do their utmost to keep the number of unions with whom they had contracts to a minimum.

As insurance against jurisdictional conflicts, Mr. Doherty suggested that telecasters try to keep all technicians within one union and seek long-term contracts with that one union to discourage encroachments by other unions.

Mr. Doherty also had a suggestion for operators of combined AM-TV properties. He said there was a growing tendency among technical unions to seek common seniority clauses in contracts covering both AM and TV technicians.

The danger in these, he said, was that if the broadcaster ever wished to reduce personnel on his AM station, he might have difficulties if technicians there had seniority over those at the TV station.

The panel members reported they followed policies of rotating technical personnel among most jobs within technical operations, to avoid attaching particular specialties to any. This is another protection against attempts at encroachment by other unions, and it also gives management greater flexibility in assigning personnel.



SAM GOLDWYN (l), movie producer, and Edward R. Murrow, editor of CBS Television See It Now, watch filming of a scene from forthcoming movie, "Hans Christian Andersen." Documentary report on the film will be shown April 13 over See It Now, 3:30-4 p.m.

ical conventions in Chicago this July, leaving only four of the country's 108 TV stations without interconnective TV network service.

KHJ-AM-TV ELECTIONS

IATSE, IBEW Beat NABET

BY VOTE of 7 to 1, IATSE became bargaining agent for production-program department personnel of KHJ-TV Hollywood in an NLRB supervised election contest with NABET on March 27 [B•T, March 10].

IATSE was chosen representative for makeup and scenic artists, set erectors, stage hands, construction workers, sign painters and lighting men. One vote was challenged by NABET on the ground that the voter was not on the original list of names submitted.

IBEW Local 45 was named bargaining agency for engineers and technicians of KHJ-AM-TV the following day when 36 votes were cast in its favor as against 18 for NABET. There were two "no union" votes. Latter election also was NLRB supervised.

TVA ELECTS ON COAST

Manning Succeeds Carpenter

KNOX MANNING, TV actor and moderator, KTTV (TV) Hollywood, was elected permanent chairman of West Coast section of national board of TV Authority last Monday. He succeeded Ken Carpenter, Hollywood radio-TV announcer, who resigned.

Elected to the West Coast board of directors by the membership were Lee Hogan, star of KNBH (TV) Hollywood *Lee Hogan Presents*; Peter Prouse, radio-TV actor and former West Coast executive of TVA; Vincent Price, TV-stage-film star; Lee Millar, radio-TV actor. They will serve for an indefinite period until the future of TVA is settled.

In Philadelphia more people
tune to **WPTZ**
than any other
TV Station



When ARB measured the TV viewing habits of Philadelphians *for the entire year of 1951*, WPTZ led in 48.9% of all the 15-minute periods. That's nearly as much as Philadelphia's other TV stations combined!

WPTZ—Philadelphia
NBC TV-AFFILIATE

1600 Architects Building, Philadelphia 3, Pa.
Phone LOcust 4-5500 or NBC Spot Sales

BRINK RULING

Upsets TV Movie Royalty

BREAKDOWN of the AFM 5% royalty formula and re-recording fees for use of sound tracks of old movies released to television is seen if a ruling made March 28 by U.S. referee-in-bankruptcy Benno M. Brink is sustained.

Mr. Brink ruled that four theatrical feature films recently returned to George and James Nasser by United Artists through court order can now be released to TV without payment of the royalty formula and re-recording fees, but said AFM might seek damages if estimates are caused by recording of the sound track.

The ruling came when Mr. Brink refused to grant an AFM request an injunction restraining the brothers from selling the films to video unless union demands were met [B•T, March 17]. An upholding of the opinion possibly could see other Hollywood film producers following footsteps of the Nassers in releasing old films to television.

Mr. Brink said the 5% royalty demand was unreasonable since no percentage provision was provided in the original contract, and that an "agreement to agree" in the producer-AFM contract before the films were sold to TV was merely so stated and its ambiguity made it unenforceable.

He said the injunction could not be granted because AFM held no actual interest or property rights in the films, having failed to record any liens against them. The injunction would be inequitable, he said, because it would give AFM "a powerful weapon which in effect would require the producers to agree to any terms prescribed by AFM."

Mr. Brink said any damages

sought by AFM could be estimated at prevailing rates of pay for musicians who would actually re-record the sessions demanded. An AFM appeal was expected.

Although AFM might be "deemed" to have a form of lien or mortgage against the film when the sound track is recorded, union failure to record it as provided for under California law voids any interest on its part in the pictures, Mr. Brink said. AFM attorney Leonard Horwin was granted an extension of time for reviewing the findings and the Nassers' attorney, George T. Goggin was given 10 days from filing date to answer.

AFM 5% DEMAND

Elimination Requested

ELIMINATION of AFM demand for 5% of grosses realized from sale of old theatrical movies to TV and revision of its policy on payment for re-scoring of those films, have been asked for by Independent Motion Pictures Producers Assn.

J. E. Chadwick, head of IMPPA revealed last week that his group requested James C. Petrillo to name a special committee to re-negotiate AFM demands in Hollywood "where the producers reside and where facts are more obtainable."

Request was based on the decision handed down by U. S. referee-in-bankruptcy Benno M. Brink in the George and James Nasser vs. AFM hearing (see story this page.)

Mr. Chadwick pointed out that the referee-in-bankruptcy scored the looseness of the current contract calling for TV negotiations at a future time on uncertain conditions.

"It is well to understand that in the future the producer-musician agreements must be specific and conclusive," Mr. Chadwick said. "At this time it is evident that the entire matter has to be re-negotiated."

INTERCONNECTION

Eight More Cities July 1

SEATTLE, Phoenix and Albuquerque. Those are the only cities which won't be TV-interconnected after July 1, when 104 of the 108 U.S. television stations will be able to receive instantaneous network service—including live coverage of the political conventions in Chicago [B•T, March 24].

On July 1, AT&T Long Lines Dept. will interconnect eight additional cities, bringing the total number of cities on the coaxial cable or microwave relay to 62 [B•T, March 24]. This number includes six cities interconnected with privately-owned radio relay microwave facilities—Lansing, Grand Rapids and Kalamazoo, Mich.; Bloomington, Ind.; Nashville, Tenn., and Huntington, W. Va.

The eight cities to be interconnected by AT&T in time for the political conventions are Miami, New Orleans, Dallas, Fort Worth, Houston, Oklahoma City, Tulsa and San Antonio.

Dallas and San Antonio will have two-channel service before the end of the year. The other six cities will have single channel circuits. Facilities for the eight southwestern cities were originally scheduled for the end of the year, but completion dates were moved up to meet the July political convention dates.

AT&T has no plans for interconnecting Seattle, Phoenix or Albuquerque this year. Of the three, Phoenix might be interconnected by year's end if interconnection is ordered by a network, since it is on the southern transcontinental coaxial cable. Albuquerque is 330 airline miles from Phoenix. There is also a coaxial cable running northward on the west coast from Sacramento to Portland, Ore. This could also be adapted for TV, but facilities

from Portland to Seattle would have to be installed. Seattle is 145 miles from Portland.

Actually, there are two other TV cities not interconnected. They are Newark, N. J. (which is considered part of the New York area) and Brownsville, Tex. Brownsville's TV transmitter, however, is in Matamoros, Mexico, and the AT&T has had no discussions with the Mexican authorities.

AT&T radio relay link between Washington and Charlotte was put into service April 2 for telephone use, with TV service to be available when it is fully developed. Link is final section of a \$6 million project connecting Washington, Charlotte and Atlanta. The Charlotte-Atlanta leg was opened for phone-TV service March 17.

Political Audience

SIXTY million persons—approximately 40% of the U. S. population—will be able to attend this summer's Presidential conventions via television, Sig Mickelson, CBS-TV director of news and public affairs, estimated in a speech at New York's Freedom Sales Rally for Westinghouse Electric Corp., CBS convention coverage sponsor.

MBS MEETING

Hears Television Plans

TELEVISION services being planned by MBS will offer "in many respects" the same programming advantages to small and large video stations "as are enjoyed" by Mutual radio affiliates, according to Thomas F. O'Neil, MBS board chairman [CLOSED CIRCUIT, March 31].

At a meeting of the Mutual Affiliates Advisory Committee in Chicago March 29 prior to the NARTE convention, Mr. O'Neil said studies to develop Mutual's TV service are now under way. It was his first meeting with the group since General Tire and Rubber Co. acquired a controlling interest in Mutual.

He expressed satisfaction with the manner in which Mutual, under President Frank White, "is fulfilling more than ever its primary obligation to the affiliated stations."

MBS network representatives present included: Mr. White; William H. Fineshriber Jr., executive vice president; Earl M. Johnson, vice president in charge of station relations and engineering; Robert A. Schmid, vice president in charge of advertising, public relations and research, and Charles Godwin, Robert Carpenter and Roy Danish, station relations executives.

Advisory committee members included: Gene Cagle, KFJZ Fort Worth, chairman; John Cleghorn, WHBQ Memphis; Victor Diehm, WAZL Hazleton, Pa.; Fred Fletcher, WRAL Raleigh, N. C.; George Hatch, KALL Salt Lake City; Rex Howell, KFJX Grand Junction, Col.; E. J. McKellar, KVOX Moorhead, Minn.; Robert McRaney, WCHI Columbus, Miss.; Hugh Potter, WCMH Owensboro, Ky.; Porter Smith, WGRG Louisville; Fred Wagnovod, KCRG Cedar Rapids, Iowa; and Jack Younts, WEBB Southern Pines, N. C.

KRON-TV GRANTED

Directional Antenna

KRON-TV San Francisco has become the second TV station in the country to get FCC permission for a directional antenna. The only other directional pattern used by a TV outlet belongs to WNBK (TV) Cleveland.

Directional TV operation is usually not permitted by the Commission, but KRON-TV showed that its coverage could be increased at no loss to areas now receiving service. This is the only change from omni-directional operation which the FCC allows. The Commission will not permit the use of a directional antenna to squeeze in another channel to a community.

WNBK (TV) at Parma, Ohio, was permitted to change its coverage from a circle-like area, which would waste half the signal over Lake Erie, to a directional pattern in order to cover Akron and Northern Ohio more effectively.

At the same time KRON-TV switches to its DA, its ERP will be reduced from 14.5 kw visual to 9.6 kw visual.



VIDEO-EQUIPPED automobile, one of few in world, is driven along sea drive in front of Havana's Morro Castle. Antenna is attached to rear bumper with 13-inch screen on dashboard, tilted upward toward seat next to driver. Car is owned by Mike Alonso (left), UP Havana correspondent.

(Continued from page 32)

Manufacturers reported a serious shortage of senior engineers, draftsmen and semi-skilled technical help. Some firms are using up to 85% of engineering personnel on military orders, it was reported. Lowest level is 35%.

J. A. Milling, chairman of the Electronics Production Board and director of NPA's Electronics Division, who sat in as an observer, told the set group that industry could use at least 1,500 more highly-skilled technicians and that some companies are training semi-skilled junior engineers (processing, testing help) for senior positions.

electronics program was valued at \$1.5 billion as of last January and now is at a going rate of \$2.5 billion for mid-1952 and \$3.5 billion by next January.

At another conference March 26, under chairmanship of Ralph C. Donovan, NPA General Components Division, magnet manufacturers reported active support of a program to reclaim scrap grindings. Cobalt, nickel and other scarce materials are being re-used. These firms turn out permanent magnets for radio-TV loudspeakers, radar systems and atomic research.

The industry advisory committee also discussed further reclamation of permanent magnets from magnetron tubes, with the Air Force lending active aid by channeling magnets back to suppliers for reuse of materials. Group also suggested standardization of magnets in these tubes to conserve materials and manpower. NPA promised to take it under advisement.

Small Size TV Is Down

Receiving tube sales for February 1952 reached 28,262,407 units valued at \$19,923,287 compared to 36,821,794 units in the same month last year. Breakdown showed sale of 26,107,782 entertainment-type tubes and 2,154,625 allied or non-entertainment tubes for last February.

The TV picture tube report was highlighted with disclosure that, for the first time, tubes rectangular in shape and sized from 18 inches up represented over half of purchases by manufacturers. A year ago they represented only 6% of all sales.

RTMA reported that 53% of the tubes fell in this category. Units sold were estimated at 330,431 with value of \$7,715,256.89 compared with 634,080 tubes at \$17,555,375 the same month last year. Sales for January-February 1952 now stand at 670,623 tubes with value of \$15,407,115.27, RTMA noted.

Crown Pictures Buys Rights

Feature, filmed in 35mm color over a period of five years and combining animated puppets with live cast of English actors, will be offered for national sponsorship this year only as Thanksgiving and Christmas programs.

Crown Pictures, formerly known as Exclusive Distributors Inc., has already subtitled prints of the film in Spanish for South American distribution.

LYNN POOLE, creator and producer of the *Johns Hopkins Science Review* on DuMont TV Network, has accepted an invitation from the BBC in London to visit its studios and consult with British TV personnel. Mr. Poole is scheduled to leave April 22 and return to the U. S. late in May.

Map of West Virginia showing county boundaries and names. The map is titled "Map of West Virginia" and includes a compass rose. A scale bar indicates 0.1 M/M. The legend indicates that counties shaded in dark gray are credited to WSJA-TV by the NBC Research Department, and counties with a light gray background are additional counties from which WSJA-TV regularly receives mail.

Legend:

- Counties credited to WSJA-TV by NBC Research Department (Dark Gray)
- Additional counties from which WSJA-TV regularly receives mail (Light Gray)

Base map - copyright MapSource Corporation

AAAA Analyzes Radio-TV

(Continued from page 25)

film also is better than live on other counts, he said.

"The great problem of live television is rehearsal time," he said. "... If you've ever attended the first rehearsal of a Broadway show, however great the cast, you know the vast difference between a well-rehearsed performance and a careless one.

"As we know, Broadway shows seldom if ever are brought into New York short of four weeks rehearsal and out of town performance time. I know of no television show that well-rehearsed."

A live TV show, he said, is by its very nature a "continuous stream of 'first takes.' Not one first take in a dozen is good enough to print in the average 'A' picture."

A live TV show "is a show that hasn't been polished or rewritten or edited for pace," he said. "... A filmed show is a rewritten, polished and edited show in performance form. And even the great 'spontaneous' performers, the Grouchos, Bings and Jerrys (Lewis), prefer it for that reason."

Summing up, Mr. Reagan said: "All other things being equal, a live TV dramatic show compared to the same drama with the same actors placed on film is as inferior to its celluloid counterpart as a 'B' picture is to the average 'A.' One had break, fluff or mike boom shadow will destroy the gossamer fabric of

belief on which all drama depends hopelessly and irretrievably."

Commercially speaking, TV is not show business: It's selling. And as such, it needs more advertising know-how injected into it.

This was the substance of a talk by Robert Foreman, BBDO, New York.

"We all know that one of the most obvious advantages of television is that it's the first advertising medium which comes close to the most effective type selling there is: That is, person-to-person selling," said Mr. Foreman. But too few advertisers are taking full advantage of TV's potential, he noted.

Cites Godfrey, Dick Stark

"How many announcers are there who leave us with anything but the impression, 'Here's a guy who is just able to memorize his lines and deliver them with all the conviction of P. S. 83's valedictorian?'," Mr. Foreman asked.

"How many of our announcers have that vacant stare which shows that they are reciting from a memorized script or looking at a visualizer from out of the corner of their eyes?"

Mr. Foreman cited Arthur Godfrey and Dick Stark, the announcer for Ammident commercials, as outstanding TV salesmen.

Because TV advertising is so new, the creators of TV commercials

are still more concerned with technique than with advertising content, Mr. Foreman said.

One reason for this is that many TV commercial writers have come from radio and have not learned to attach proper importance and perspective to the visual part of TV advertising. Others have come from films or other entertainment fields and they are without adequate background in advertising, the speaker observed.

Optical tricks fascinate many novice TV writers, said Mr. Foreman, and they are apt to use tricks in such abundance that simplicity and clarity are lost.

Animation is another tempting device to amateurs. As for him, Mr. Foreman said he was "damned sick" of seeing "beer bottles sing and tooth paste tubes conga and soap boxes jitterbugging."

Agencies Bypass Realism

"Why do so many smart advertisers and agencies bypass realism and completely avoid demonstration of their products?" he wondered. "Why—when they've got a medium here which for the first time permits reality in motion and demonstration in product?" What is needed to improve the effectiveness of TV commercials generally, said Mr. Foreman, is the acquisition by all in the industry of this point of view:

"Television is just another advertising medium."

If that attitude is thoroughly developed, he said, "we're sure to build a sound television copy department."

"As for the copy those folks turn out, well it'll turn handsprings for our clients simply because no advertising medium had so much to do it with."

Keynoting a panel discussion of television rating services, Fred B. Manchee, executive vice president of BBDO, who made a speech on the same subject at the AAAA meeting last spring, remarked:

"A year ago we talked about two big factors that were troubling us in audience measurement research: Confusion and the frightening costs of research. Now both have mounted."

Mr. Manchee said, however, there was "one new hope" for resolving the research muddle: The Advertising Research Foundation which, he hoped, would undertake soon a study of radio-TV rating service.

Such a study received top priority among agency subscribers of ARF in a recent questionnaire asking subscribers to enumerate their preferences for a number of projects that ARF might do.

Of the 35 agencies responding, 80% puts that study at the head of the list.

Discussions by other experts on the panel, which included some of the leading agency researchers, reflected the general feeling of hopelessness over the present research situation that prevails among

TV Defined

HERE'S a new definition of the component parts of television broadcasting as given to the AAAA last Thursday by Charles L. Whittier, Young & Rubicam, New York. Television, he said, is like an "engagement ring in which the entertainment is the platinum setting and the commercial is the valuable square cut diamond." One wag remarked: "He's in the right price bracket alright."

the customers of broadcasting.

Charles A. Pooler, vice president of marketing, Benton & Bowles, New York, said it was impossible to make a clear choice among present services "because all of them seem to have flaws."

In answer to the question: "If all have serious question marks against them, why use any?" Herbert A. Vitriol, vice president in charge of media and research, Grey Advertising Agency, New York, said that perhaps one reason that all were being used, was that:

"We're attempting to wrap up complex problems with simple yes or no answers."

That, he felt, was impossible.

The best that can be done at the moment, he thought, was to pick the service that seemed to provide the particular kind of information that was needed for a particular show.

Mr. Vitriol said that one important research project that ought to be carried out at once was that of measuring the habits of consumers before television enters their homes.

'Last Chance' Investigation

He said that once the freeze is lifted and a host of new stations go on the air, this "last chance" to make a thorough investigation of pre-TV habits will be gone. The reason for such an investigation would be to have facts on hand against which to measure habits after TV has arrived.

That is one project Mr. Vitriol would like to see ARF do.

Lyndon O. Brown, vice president in charge of media, merchandising and research, Dancer-Fitzgerald-Sample, New York, said one area in which current reading services fall down completely is in measuring radio listening in multi-set homes and out-of-home.

He said that most recent reliable information was that some 40% of radio homes have one set, 35% have two sets and 25% have three sets or more. He compared the distribution of Nielsen Audimeters with those figures and found that multiple-set homes were being short-changed.

The Nielsen sample, he said, counted far too large a percentage of homes in the one-set class.

Commenting on forthcoming cov-

Originating Station
JOHNS HOPKINS SCIENCE REVIEW

ask any
Baltimore
time buyer
about

WAAAM

TELEVISION

CHANNEL 13

Represented Nationally by

HARRINGTON, RIGHTER & PARSONS, INC.

Chicago NEW YORK San Francisco

DUMONT-ABC AFFILIATE

erage studies by Standard Audit and Measurement Bureau and A. C. Nielsen Co. [B•T, March 24], Mr. Pooler of Benton & Bowles said it was regrettable that two firms were setting out to do the same thing, though admittedly by different techniques he said.

It was to be hoped, Mr. Pooler said, that somehow Standard and Nielsen would join together in one study.

At a Friday morning session, B. B. Geyer of Geyer, Newell & Ganger, New York, and chairman of the board of Advertising Research Foundation (on which both the ANA and AAAA pin so many hopes), reported that to date ARF has 125 subscribers and an annual subscription income of \$130,900.

He summed up the ARF plan and reminded AAAA that it had been given in greater detail at the recent convention of the ANA [B•T, March 24].

"What Does the Advertising Dollar Buy Today?" was the subject of Melvin Brorby, Needham, Louis & Brorby, Chicago. Answer: Ten percent less than it did a year ago.

Mr. Brorby reported on an updating of an advertising cost study done by his agency last year. He warned that this study could not be used to compare media since there was variation in the accuracy of the figure and since the study was prepared in an index form rather than with dollar figures.

Must Spend 10% More

Overall, the study shows, the advertiser must spend 10% more now to get the same advertising impressions he got a year ago.

Trends within the various media, comparing 1951 with 1952, showed that costs-per-thousand for magazines has risen 7%; for trade publications 1%; for newspapers (milline rate) 7%; for outdoor advertising 5%; for network radio time 16%; for spot radio time 22%. For network TV, cost per thousand has decreased 14% and for spot TV it has gone down 5%.

Average talent costs for radio and television have remained unchanged in 1951-52, he said, counting only the union scale talent.

Ethical problems in radio-television were discussed Friday morning by Robert D. Swezey, executive vice president, WDSU-AM-FM-TV New Orleans, chairman of the NARTB committee which drafted the television code.

The only way the code can be enforced, said Mr. Swezey, is "with the sympathetic cooperation of you advertising agencies and your clients."

Without such cooperation, he said, telecasters will be beset by a onflict of pressures—"pressures brought upon us by the public and by militant special interest groups and the pressures which we in turn will be forced to place upon you."

An omnipresent problem in broadcasting, he said, is that of trying to reconcile moral standards with economic facts of life.

"Many of us just can't seem to

AAAA OFFICERS

Elected at W. Va. Meet

NEW officers and directors were elected by the AAAA at its spring meeting in White Sulphur Springs, W. Va., last Thursday. At the organizational meeting of the new board after the election, Frederic R. Gamble was engaged as AAAA president.

New officers and directors follow:

John P. Cunningham, executive vice president, Cunningham & Walsh, N. Y., elected chairman of the board.
Harry M. Stevens, vice president, J. Walter Thompson Co., N. Y., vice chairman.

Harold Cabot, president, Harold Cabot & Co., Boston, secretary-treasurer.

Others elected were:

Directors-at-Large

Clifford L. Fitzgerald, chairman of the board, Dancer-Fitzgerald-Sample, N. Y.; Robert E. Grove, executive vice president, Ketchum, MacLeod & Grove Inc., Pittsburgh (elected to fill Mr. Stevens' unexpired term); Henry G. Little, executive vice president, Campbell-Ewald Co., Detroit; Lawrence Valenstein, president, Grey Adv., N. Y.

Directors Representing AAAA Sectional Councils

New York Council—Marion Harper Jr., president, McCann-Erickson, N. Y.
New England Council—J. Paul Hoag, president, Hoag & Provandie Inc., Boston.

Atlantic Council—Dan W. Lindsey Jr., partner, Lindsey & Co., Richmond.
Michigan Council—Elliott E. Potter, vice president, Young & Rubicam, Detroit.

Central Council—John M. Willem, vice president, Leo Burnett Co., Chicago.

Pacific Council—Carl K. Tester, president, Philip J. Meany Co., Los Angeles.

Continuing in office are the following directors-at-large:

William R. Baker Jr., president, Benton & Bowles, N. Y.; B. C. Duffy, president, BBDO, N. Y.; Gordon E. Hyde, president, Federal Adv. Agency, N. Y.; Earle Ludgin, president, Earle Ludgin & Co., Chicago; E. E. Sylvestre, president, Knox Reeves Adv. Inc., Minneapolis.

say no to a big name or big account, even though we are convinced in our own mind that what they asked us to do does not conform to industry standards," Mr. Swezey said.

"Sometimes this is just a fear complex, but more frequently it is tied up with economic considerations.

"It takes a lot of courage to tell a big performer that the show he's set his heart on is out; it takes a lot of courage to tell a big advertiser that you're not willing to cut your rate for him.

"I'm worried about us," he said. "No advertising standards, nor radio or television code, can be successfully observed unless all of us who participate in air programming—stations, the networks, the advertiser, and their agencies—have intelligence and mettle enough to set up appropriate standards and to enforce them..."

Pattern of progress

Since December 11, 1948, the growth and development of television receivers in Memphis and the Mid-South has been truly amazing. Look at these figures.

Dec. 11, 1948 - 1444 TV Sets
March 1, 1950 - 24,172 TV Sets
Dec. 1, 1951 - 108,780 TV Sets
Feb. 1, 1952 - 118,000 TV Sets

TODAY

125,000 TV Sets

In the Memphis market area*—and this is an undivided audience, too!

WMCT is the only television station these sets can tune to. This means an undivided audience, means, too, a far better buy for your TV dollar than you would get in many multiple station markets.

*based on latest Memphis distribution figures

National Representatives The Branham Co.
Channel 4 • Memphis
Affiliated with NBC
Owned and operated by
THE COMMERCIAL APPEAL
Also affiliated with CBS, ABC and DUMONT

WMCT
Memphis ONLY
TV Station
WMC WMCF WMCT

IF NO THAW...

**We Will Legislate,
Johnson Says**

CONGRESS must act if the TV freeze is not lifted within two weeks, Sen. Ed C. Johnson (D-Col.) declared last Thursday.

Sen. Johnson is chairman of the Senate Interstate & Foreign Commerce Committee which has jurisdiction over radio-TV legislation. His remark climaxed a growing demand in Congress that the freeze on new TV outlets be thawed immediately.

The Coloradan's comment came on the heels of a request from Sen. James P. Kem (R-Mo.) that (1) the Senate committee hold hearings and (2) if necessary Congress should legislate in order to break the ice. Sen. Kem is a member of the Senate Commerce Committee. His suggestion was contained in a letter last Monday to Sen. Johnson, recapitulating the predictions on the freeze lift which have come from top-level FCC officials.

At the same time, Sen. Spessard L. Holland (D-Fla.) turned over his "file" to Sen. Johnson of correspondence he has had with FCC the past two years on the freeze. Sen. Holland suggested that the committee study the files "for whatever action they deem advisable at this time."

Sen. Johnson said FCC Chairman Paul A. Walker's speech in Chicago last week indicating the freeze will be lifted in the next two weeks (see story, page 76) was being taken verbatim.

"So far as I am concerned this is the last postponement . . . if it is not lifted Congress will have to legislate," Sen. Johnson said.

Sen. Holland deplored that "it would appear that not much progress is being made by FCC

* toward lifting the freeze which has been imposed on the nation as a whole over a period of several years." The Senator's file revealed that three letters from FCC, two from Chairman Walker (March 28 and March 26) and one from then Chairman Wayne Coy (December 1951), contained the same language in answering the Floridian's complaints.

This was noted by both the Senator and by his office assistant who has been keeping a record of the correspondence.

Sen. Holland in his letter of March 31 to Chairman Walker said in part: ". . . this most recent letter from you is in content the same as the one which was received from the Commission in December 1951. . . ." Consequently, the Senator asserted, the FCC did not seem to be making any progress.

Constituents Up in Air

In his letter to Sen. Johnson, the Floridian complained that the "lifting . . . has been quite regularly postponed from one date to another until my constituents are all beginning to get up in the air about the matter. I . . . feel that the attitude taken by the FCC is not altogether necessary."

His files also revealed that the Senator on Feb. 26 had written the FCC saying the people, "particularly in the Tampa-St. Petersburg area and the Orlando-Daytona Beach area, are getting more and more exasperated about the failure of FCC to approve TV stations which would give them direct and acceptable service." The Senator concluded "delay has now become so great as to be indefensible."

Complaints to Sen. Holland were from people representing a cross-section of business pursuits ranging from broadcaster to airline operator. One of the complaints was the existence of only two TV stations in the state, both of them on the same channel. [WMBR-TV Jacksonville and WTVJ (TV) Miami, both Channel 4 (66-72 mc).] In the House, Rep. Oakley Hunter (R-Calif.) released a statement he is circulating to his constituents explaining the current situation as described to him by the FCC.

WNBQ (TV) Sales Up

FIRST QUARTER sales this year rose 50% above sales for the same period in 1950 at WNBQ (TV) Chicago, NBC station, Sales Manager John McPartlin said last week. The three-month period was climaxed with sale of a half-hour program, *Noontime Comics*, to Jewel Food Stores five days weekly through Herbert S. Laufman Agency.



CONGRATULATIONS are extended by Sig Mickelson (r), CBS-TV news and public affairs director, to two staff members on their appointments within CBS Television Network. Francis N. Littlejohn Jr. (l) was named managing editor for CBS-TV news and Paul C. Levitan (c) was named special events producer.

Freeze Lift Imminent

(Continued from page 76)

which is unrivaled anywhere on this globe. Let us take as our standard this highest achievement of broadcasting. I know that this industry has within its ranks the vision and the statesmanship to help guide it along the high road of the future."

The FCC chief expressed certainty that "The growth of television will pose new problems affecting the public interest which the Commission must consider if it is to be faithful to its trust."

Turning to the growth of radio from less than 1,000 stations to more than 2,300, he construed it as meaning "that radio is firmly entrenched and it is entrenched because it is rendering a local service to those communities that they need and want. Radio to them is the indispensable medium. They will never again be without this ready, efficient, powerful means of local expression."

He felt that "Economically, the present overall status of radio is excellent" and that "the prospects for the future are also encouraging." He noted that radio's revenues last year were over \$450 million—"almost no loss from the total of the year before"—even though TV at the same time was taking in \$240 million.

Revenues—Some Up, Some Down

While revenues and profits of networks and their owned radio stations dropped "somewhat," he said, "the revenues of more than 2,200 other radio stations went up," and "more radio stations operated at a profit last year than in 1950."

Radio's answer to TV's emergence, he said, "is not surrender but readjustment," involving "more versatile programming, greater attention to local needs, and more development of the things that radio can do better than television or which television cannot do." He also suggested "a more aggressive,

more daring, more realistic employment of FM."

He said he regards it as "the duty of the Commission in the years ahead to take every appropriate step to preserve, perpetuate and promote radio."

Referring to broadcasters' service in national defense through the Conelrad plan and their contributions to the education of the public on political issues, Chairman Walker said:

"These services remind us again that under the American system of broadcasting, it is primarily upon the individual broadcaster that we base our hopes for a service that will best meet the needs of the community and the nation—in peace and in war."

Tribute To Sen. White

He paid special tribute to former Sen. Wallace H. White Jr., co-author of the Radio Act of 1927, whose death occurred Monday (see story page 30).

"American broadcasting will be forever indebted to Wallace H. White Jr. for his leadership in formulating the fundamental law that has served the broadcasters and the public so well for a quarter of a century," he asserted.

He offered this credo: "To perform our respective duties according to the true voice of our conscience; To consider our mutual problems in a spirit of fairness and tolerance; To labor unremittingly to improve broadcasting as an instrument of democracy."

Chairman Walker was introduced by NARTB President Harold E. Fellows.

Preceding the FCC chief's address, Dwight Clark Jr., a high school student and an announcer for KCOL Fort Collins, Col., won an ovation with the "I Speak for Democracy" speech which made him one of four national winners of this year's Voice of Democracy contest, sponsored by the NARTB, the Radio-Television Mfrs. Assn. and the U.S. Junior Chamber of Commerce.

ASCAP, TV MUSIC

Settlement Seen Possible

PROSPECT that ASCAP will reach a settlement with the all-industry TV Music Committee developed Tuesday at a committee meeting held during the NARTB Chicago convention. Dwight W. Martin, WLWT (TV) Cincinnati, presided as committee chairman, with some two-score telecasters present.

Judge Simon Rifkind, chief counsel, and Stuart Sprague, counsel to the committee, reported on the status of litigation. The committee has applied to the U. S. District Court, Southern District of New York, for establishment of terms and conditions for TV music licensing under terms of the amended ASCAP consent decree.

The committee is going ahead with its plans to obtain court action. ASCAP is reported to have expressed a desire to settle the TV music controversy by negotiation.

WOW-TV

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FASTEST GROWING TV MARKETS in the United States

Every day on average of 125 families is added to the WOW-TV AUDIENCE

PRESENT TOTAL OVER

119,000

SETS

LOW-COST
HIGH-RATED
PARTICIPATIONS
NOW
AVAILABLE

WOW-TV

A MEMBERSHIP ORGANIZATION
FOR REPRESENTING CALL FOR READ-TV OFFICE OR TELEPHONE LIST
OMAHA, NEBRASKA

COY SPEECH

"FULL OPPORTUNITY for educational institutions to have use of radio and television outlets as a supplement to, but not a substitute for commercial outlets" was advocated Sunday by former FCC Chairman Wayne Coy, making his first public address since resigning that post [B.T., Feb. 25]. He spoke on "The Future of Educational Radio-TV" at New York's Cooper Union Forum.

Mr. Coy suggested that education's greatest contribution to programming might be the study of ways to improve and develop private broadcasting.

Stressing that he would vote again to reserve 200 channels for exclusively educational use, Mr. Coy nevertheless wondered if educators have considered realistically the money problems of independent TV operation and if they could find practical answers to television financing, "especially when you think of the many other unsolved problems of education."

Required Know-How

Lacking trained technicians, trained programmers, trained producers and writers—as well as money—educators must somehow acquire these technicians in competition with professional rates to produce effective TV programming, he warned, talking to radio listeners via WNYC New York.

Educators' best interests might be served, he suggested, if they get together to produce in combination programs to be made available to commercial outlets, which would be less expensive than operating individual educational outlets—even if the educators have to purchase commercial air time.

Mr. Coy suggested forming a private organization for development of arts and radio in the public interest to study improvement and development of television programs, to emphasize citizen participation in program criticism and to collect money for new programs coupling high audience interest with educational content. The group might open its fund for

TV use by state and local groups educationally and even by commercial sponsors of newer program ideas.

His own programming suggestions, which Mr. Coy said he had long wanted to share, centered on the use of film to preserve and circulate "great sermons by great preachers" (as well as complete religious services), "great lectures by great university instructors" such as Albert Einstein, and "great statements by great statesmen" such as Herbert Hoover and Bernard Baruch. "There are many others," he reported, but these could contribute to "a better general understanding" if they were distributed, through a central educational TV organization, to all stations throughout the country.

At the outset of television, educational institutions were not very interested in video, to judge by the number of station applications, Mr. Coy recalled, adding that only one college (Iowa State at Ames, Iowa) currently is operating a TV outlet.

To consider the future of educational TV as very bright is, for Mr. Coy, an "impossible assertion," but he is encouraged by educators' recognition of the medium. He is more encouraged, however, by prospects of TV use as studied by the Joint Committee on Educational TV, the Ford Foundation and the proposed mid-April educators' meeting at Penn State.

Conceding "nauseating" soap operas on AM and "offensive" variety shows on TV, he nevertheless maintained that the proposed cure—operation of channels by educational institutions—is "an oversold idea."

Broadcasting Successes

"I, for one, have difficulty in accepting the thesis that radio and TV have failed," Mr. Coy asserted, "even if you admit nothing more than that broadcasting has provided news—the most unbiased in the United States—for the past 30 years." Bowing also to presentation of fine music and drama on both TV and radio, Mr. Coy identified broadcast media as having "served to extend the lives of many, many people," in terms of life span as well as intellectual outlook. A particular compliment was handed by the music-loving administrator to the "cameraman at NBC who caught Toscanini's expressions" during NBC Symphony telecasts.

Quizzed after his hour-long speech, Mr. Coy suggested that colleges and universities might meet production costs by operating commercially part of the time, an idea being considered by Michigan State. The TV consultant to Time Inc. turned thumbs down on educational TV via state or municipal channels, however, since he feared that elected politicians might be

Offers Educational TV Views

tempted to use civic outlets for political purposes.

Asked about telecasts of Congressional sessions, he doubted the feasibility of covering all meetings, but believed that the public should be allowed to attend important sessions via broadcasts and telecasts.

MULLEN, KERSTA

Form Consulting Service

TELEVISION consulting service which will include assistance in financing as well as application procurement, facility construction and detailed plans for station operation was announced last week by Noran E. Kersta and Frank E. Mullen.

The two have combined their operations to cover both the East and West Coasts with Mr. Mullen's office at 121 South Beverly Drive, Beverly Hills, Calif., and Mr. Kersta located at 143 Meadow St., Garden City, N. Y.

Mr. Kersta was director of NBC television until 1949 and was one



Mr. Mullen



Mr. Kersta

of those who developed station and network television plans. He left NBC and formed his own consultation company. Ray Kelly, former NBC production director, is associated with Mr. Kersta in New York.

Mr. Mullen, who was formerly executive vice president of NBC, has been a consultant in radio, television and motion pictures since 1949 in Los Angeles.

"In the next two years, it is probable that between \$500 million and a billion dollars will be required for capital investment by the 2,000 television broadcasters in prospect," Mr. Mullen said. "The work we have already done in the field has convinced Mr. Kersta and myself that by joining our efforts we can provide a complete consulting service in all respects, not only to the new broadcasters entering television but also to the radio broadcasters now ready to get into television with both feet."

ACE Meets May 2-3

USE of television in education will be among topics discussed at the annual meeting of the American Council on Education, May 2-3 in Chicago.

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High TV Towers

(Continued from page 77)

The March 5 meeting of CAA, FCC and ATA officials, held under the aegis of the Airspace Utilization Branch of CAA [B•T, March 31], were the recommendations of the Air Line Pilots Assn. made at a March 18 meeting of the Chicago Regional Airspace Subcommittee.

"Because ALPA believes that the erection of steel 'needles' 1,000, 1,500 and 2,000 ft. above the surface . . . will seriously affect the safe and efficient operation of present and future air transportation," it proposed that all TV antennas be required to be placed on one tower and that such towers be placed in "known areas of obstructions," such as on top of buildings or within the confines of a city. It also suggested that a height limit be placed on radio-TV towers.

ALPA observed that lighting of towers was not sufficient during weather conditions requiring planes to operate on instruments. It recommended that a radio warning device "such as the 75 mc fan marker" be located at the tower site.

Fact that jet-powered planes would soon be in commercial use was stressed by ALPA. It pointed out that an aircraft travels five miles in one minute when it is flying at 300 mph; 10 miles in one minute when flying 600 mph.

"Definite Criterion" Needed

Chicago airspace subcommittee did not concur in all the ALPA recommendations, but agreed that some action was mandatory immediately to establish a "definite criterion" for radio-TV towers.

The subcommittee comment also stated that TV applicants had received quotations from tower builders for 3,000 ft. structures "and they [the broadcasters] do not consider the cost prohibitive when evaluating the anticipated results."

CAA Planning Officer D. D. Thomas, named to coordinate the CAA's work of the situation, last week wrote to all 14 of the agency's regions asking for comments and recommendations. When replies are received, they will be correlated and a specific set of criteria is expected to be evolved for the guidance of all regions.

Purpose is, according to the CAA executive, to ensure that all regions and airspace subcommittee, use the same set of standards in evaluating applications for TV towers.

As it is now, he explained, some regions are inclined to be liberal in their interpretations of existing regulations, while others are more conservative.

Mr. Thomas conferred with FCC staff officials last week in the first move of his "exploration" of the situation.

Exaggerated belief by air industry officials that immediately after the TV freeze is lifted there will be 2,000 TV stations under construction—all with 1,000-2,000-ft. antennas—is believed at the root of their activity.

Among the cities where such

towers are being considered are Chicago, Boston, Norfolk, Nashville and Cincinnati. Costs generally are from \$400,000 for a 1,500-ft. tower to \$815,000 for a 2,000-ft. structure.

All radio-TV towers over 500 ft. have to be submitted to regional airspace subcommittees, under Part 17 of the Commission's rules.

CAA regulations require that planes fly not less than 1,000 ft. above the highest structures in the airways.

What the aviation industry has in mind was spelled out in detail in the following comments of the Air Line Pilots Assn. included in the minutes of the March 18 meeting of the Chicago Regional Airspace Subcommittee:

The number of applications for the erection of TV towers already received, plus those anticipated, will create serious hazards to enroute and terminal navigation unless some workable plan is adopted to serve as a guide in solving this problem.

Erection of such "needles" 1,000, 1,500 and 2,000 feet above the surface, within or immediately adjacent to airport control zones and airways, will seriously affect the safe and efficient operation of present and future air transportation.

Certainly it is much easier to regulate the erection of man-made obstructions than it is to have them moved or knocked down after they have been erected. The following suggestions are offered so that some plan can be adopted to prevent undue hardships on either the Television and Radio industry or the Air Transportation industry.

1. Unless from a technical standpoint it is impractical, it would be more desirable and safer for air navigation to have one tower of sufficient height to adequately serve an area with several antennas mounted thereon, than several towers of equal or nearly equal height, scattered all over the surrounding countryside. If one tower can be used by several broadcasters, the cost of erection as well as maintenance, could be shared by those companies granted FCC licenses. Television set owners would benefit from such an installation because they could tune to one tower and not have to compromise on signal location.

2. From a pilot's viewpoint, it would not be as great a hazard to have a tower located in a known area of obstructions, such as on top of a building or within the confines of a city, than to have a tower located in an area where it is the only tower in the region, and is also an added hazard to air transportation. The exception to this would be when a tower can be erected in an area where it would not become a hazard to the normal flow of traffic into or away from an airport. The thought behind this is that cities are known areas of obstructions and every effort is being made to avoid operation over congested areas.

3. Clear heights should be established for TV and radio towers.

4. During weather conditions which require aircraft to operate on instruments, or during periods of reduced visibility, obstruction lighting on a tall tower is not sufficient warning. Perhaps it would be wise to begin installing about a radio warning device, such as the 75-mc fan marker, to be located at the tower site. This would serve as an obstruction warning during IFR weather conditions and during periods of low visibility when the obstruction lights are not operating.

Commercial jet aircraft will soon join the military jets now in operation and the speeds of these aircraft should serve as a guide for future planning—at 300 mph an aircraft travels five miles in one minute; at 600 mph an aircraft travels ten miles in one minute.

If we keep these speeds in mind and also future air travel, it is not difficult to understand why serious thought should be given this problem now to restrict the erection of obstructions, which will substantially affect the safe and efficient operation of air traffic.

The minutes of the subcommittee also included the following comments:

Although the Subcommittee was not in concurrence with all the suggestions

outlined above, it was in unanimous agreement that immediate action was mandatory for establishing a definite criterion for antenna erection in order that the television industry and aeronautical interest may have a guide on which to base their own regulations to this highly important and competitive activity [italics not supplied].

The television industry has received considerable publicity in connection with its towers up to 3,000 feet and they do not consider the cost prohibitive when evaluating the anticipated results.

The aeronautical interest has claimed that from an engineering viewpoint, one structure supporting several antennae is highly desirable in addition to placing all stations within the centralized area when separate antennae are necessary.

Text of ATA Letter

FOLLOWING is the text of the March 6 letter to Rep. Robert Crosser (D-Ohio), chairman of the House Interstate & Foreign Commerce Committee, from S. G. Tip-ton, general counsel of the Air Transport Assn., regarding legislation to specifically give the FCC power to deny applications which propose antenna towers which may be considered air hazards:

The bill now before your Committee [S 658] permits you to deal with the hazards to air navigation created by the erection of radio and television towers. The enormous height of proposed television towers makes them a special problem, and the large number of applications now being or soon to be filed with the Federal Communications Commission for tower construction permits makes it an urgent matter requiring immediate consideration.

The Federal Communications Act in its present form does not deal directly with this problem; it provides, in Section 303, that the Commission shall "(a) Have authority to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation." There is not, however, specific authority to deny permits to construct towers, and the mere illumination of them does not necessarily eliminate the hazard. Although the Commission is, at least one, denied the authority for a license to reconstruct a radio station in part because the antenna structure is hazardous to air navigation and was sustained by the courts in *Simmons vs. Federal Communications Commission*, 145 Fed. 2d 578 (1944), it has decided to exercise the Commission's general powers to issue, renew, or modify licenses contained in Section 309 of the Federal Communications Act, and not on specific statutory authority. Congress has not specifically authorized the Commission to deny applications when such towers constitute a hazard to air navigation.

In the absence of precise statutory authorization the Commission is employing an administrative procedure of referring doubtful cases to the other government agencies interested in air safety. The agencies often hear the applicant's proposal and recommend an approval or disapproval. This procedure has little, if any, statutory basis, and is advisory only. If the recommendations by the agencies responsible for air safety are rejected by the applicant, he can demand a hearing before the Commission.

I recognize that this comment on S. 658 comes late in your consideration of the bill. The industry of this problem has arisen recently and will be so pressing within the coming months that it is urgent to consider it. The bill is before the Subcommittee. The Federal Communications Commission has already referred several proposed applications for construction permits for television towers which are now being studied by the Air Force, the Navy, the Coast Guard, the Civil Aeronautics Administration, and the Civil Aeronautics Board. These applications will not only continue but are expected to increase when the application of new television licenses is lifted. Out of fairness to the applicants an early disposition of them should be made. The application of the provisions to permit them to find other locations for the tower in sufficient time to permit the operation of the broadcast stations at the earliest time

WJIM-TV EXPANSION

Higher Antenna Is Planned

WJIM-TV Lansing, Mich., filed with the FCC an application to increase its tower height from 320 to 500 ft. and install a new six-bay antenna to replace its present three-bay radiator. General Manager Howard K. Finch announced last week. CAA approval has been obtained, Mr. Finch said.

Also ready to be filed with the FCC is an application to install a new 25 kw RCA transmitter, Mr. Finch said. Upon FCC approval, the higher transmitter power and antenna height and gain will improve service for the central Michigan area with approximately 25 times the present 19 kw effective radiated power of WJIM-TV, he said. What is now secondary coverage will become the single Lansing station's primary area, Mr. Finch pointed out.

Consistent noise-free reception and increased viewing power will be provided to such cities as Flint, Saginaw, Bay City, Jackson and Battle Creek, he said. Additional TV service will be provided to Dearborn, Grand Rapids, Kalamazoo, Pontiac, Midland and Ann Arbor, he added.

WAUG to Seek TV

WAUG Augusta, Ga., announced last week that it plans to file for TV but is waiting until the end of the TV freeze. Melvin Purvis, president of the 250 w daytime station on 1050 kc, said that since the formation of the company two years ago it has been a "firm objective" to apply for TV. Augusta has a population of 71,508 and is about 140 miles east of Atlanta. WJBF Augusta has a TV bid pending at FCC.

authorized by the Commission. At the same time, the potential hazards to air navigation should receive the consideration to which they are entitled. We recommend, therefore, that the Communications Commission be given clear authority to deal with them by amending the Federal Communications Act by inserting a provision in this bill which would add to Section 303 of the Communications Act a new paragraph (s), which would read as follows:

"(s) Have authority and be required to permit to issue, or modify any license or construction permit when such license or permit would authorize the operation or construction of radio or television towers which in its judgment, after consultation with the Civil Aeronautics Administration, the Civil Aeronautics Board, the Department of Defense, and the Treasury Department, constitute, or there is a reasonable possibility that they may constitute, a hazard to air navigation."

Such a provision would remove any doubt that the Commission could deny construction permits where towers are a hazard to air navigation after consultation with agencies responsible for air safety. Each of the departments to be consulted would have a responsibility for the operation of aircraft. The Treasury Department's interest is due to the Coast Guard's operation of aircraft in rescue operations, and the Civil Aeronautics Administration and the Civil Aeronautics Board are responsible for safety in civil air navigation.

"What's Cooking" is Hot Stuff in FORT WORTH-DALLAS!

WBAP-TV

BOWMAN BISCUIT CO.

Last September the Bowman Biscuit Company of Texas started TV advertising on WBAP-TV exclusively in the Fort Worth-Dallas market. Only five daytime announcements weekly were used, mainly participations in WBAP-TV's own local kitchen show "What's Cooking" with Margret McDonald, from 1:00 P.M. to 2:00 P.M. early in the afternoon.

After two months, "Four times as many Mayfair Cookies have been sold in the Dallas-Fort

Worth Area as ever before during a comparable time period" reported Mr. J. J. Sanders, Vice President and Division Sales Manager of Bowman--"This record constitutes the largest output of any single item ever sold out of the Fort Worth Branch." Grocer cooperation was excellent resulting in many tie-in displays and the comment "Customers say, 'I saw it on Television, and it looked so good!'"

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 | WPXI |
| (THE NEWS) | |
| ST. LOUIS | KSD-TV* |
| (POST-DISPATCH) | |
| SAN FRANCISCO | KRON-TV* |
| (THE CHRONICLE) | |

*Primary NBC Affiliates

*Yes, Spot Television Sells Goods!
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EV

| | SUNDAY | | | | MONDAY | | | | TUESDAY | | | | WEDNESDAY | |
|----------|--|---|----------------------|--------------------------------------|--|---|---------------------------|--|--------------|---|-----------------------------|--|--|---|
| | ABC | CBS | DuMONT | NBC | ABC | CBS | DuMONT | NBC | ABC | CBS | DuMONT | NBC | ABC | CBS |
| 6:00 PM | Ralston (alt. sp.) Space Patrol L | Mr. Imagination | | General Foods Roy Rogers F | | | | | | | | | | |
| 6:15 | | | | | | | | | | | | | | |
| 6:30 | Reichhold Chemicals Town Meeting L & F | Sam Levenson Show | The Week in Religion | Those Endearing Young Charms | Kellogg Space Cadet L | | | | | | | | Kellogg Space Cadet L | |
| 6:45 | | | | | | | | | | | | | | |
| 7:00 | Skippy Peanut Butter You Asked For It L | Wrigley Gene Autry Show | Georgetown U. Forum | U.S. Rubber Royal Showcase L | | | General Foods Capt. Video | RCA Kukla, Fran & Ollie Vit. Corp. of Am., The Goldbergs L | | | General Foods Capt. Video | Natl. Biscuit Kukla, Fran & Ollie Bob & Ray Show | | |
| 7:15 | | | | | | | | | | | | | | |
| 7:30 | Foursquare Court L | American Tobacco This Is Show Business | | General Foods Young Mr. Bobbin | Ironrite Hollywood Screen Test L | GM-Oldsmobile News Chesterfield Perry Como | | Those Two L Camel News Caravan L | P&G Beulah F | Columbia Records News Fatima Star Club | | Chevrolet Dinah Shore L | Bendix Swanson (alt. wks.) The Name's The Same L | GM-Oldsmobile News Chesterfield Perry Como |
| 7:45 | | | | | | | | | | | | | | |
| 8:00 | | | | | | | | | | | | | | |
| 8:15 | King's Crossroads F | Lincoln-Mercury Dealers Toast of the Town | | Colgate Comedy Hour C-P-P | Film (alt. sp.) Bristol-Myers Mr. D. A. L. | Lever Lux Video Theatre | Penlagon Washington | Crosley Spicdel (alt. wks.) P. Winchell J. Mahoney | Film | Life is Worth Living Bishop Fulton J. Sheen | | Texas Oil Co. Texaco Star Theatre | The Paul Dixon Show L | Pillsbury Toni (alt. wks.) Godfrey & His Friend |
| 8:30 | | | | | | | | | | | | | | |
| 8:45 | | | | | | | | | | | | | | |
| 9:00 | Arthur Murray Inc. Arthur Murray Party L | General Electric Fred Waring | | Clorets Chlorophyll Gum King Detect. | Goodyear Corp. (alt. with) Philco Corp. TV Playhouse | Philp Morris Instant Maxwell Coffee Claudia | | Firestone Voice of Firestone L | Film | Schick Crime Syndicated (alt.) Carter Prod. City Hospital | Scrutiny Battle of the Ages | P&G Fireside Theatre | Bayuk Cigars Elroy Queen L | Colgate Strike R. Rich |
| 9:15 | | | | | | | | | | | | | | |
| 9:30 | | | | | | | | | | | | | | |
| 9:45 | | | | | | | | | | | | | | |
| 10:00 | | | | | | | | | | | | | | |
| 10:15 | | | | | | | | | | | | | | |
| 10:30 | Young People's Church Youth on the March F | Jules Montenier What's My Line | | Crawford Clothes They Stand Accused | | | | | | | | | | |
| 10:45 | | | | | | | | | | | | | | |
| 11:00 | | | | | | | | | | | | | | |
| 11:15 PM | | | | | | | | | | | | | | |

DA

| | SUNDAY | | | | MONDAY - FRIDAY | | | | SATURDAY | | | | |
|----------|--------|-----|--------|-----|-----------------|-----|--------|-----|----------|-----|--------|-----|---------|
| | ABC | CBS | DuMONT | NBC | ABC | CBS | DuMONT | NBC | ABC | CBS | DuMONT | NBC | ABC |
| 9:00 AM | | | | | | | | | | | | | 1:30 PM |
| 9:15 | | | | | | | | | | | | | 1:45 |
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| 12:15 PM | | | | | | | | | | | | | 4:45 |
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| 12:45 | | | | | | | | | | | | | 5:15 |
| 1:00 | | | | | | | | | | | | | 5:30 |
| 1:15 | | | | | | | | | | | | | 5:45 PM |

TELECASTING

[illegible]

IME

| SUNDAY | | | MONDAY - FRIDAY | | | SATURDAY | | | |
|--|--------|--|-----------------|--|---|----------------------------|-----|---------------------|-----|
| CBS | DuMONT | NBC | ABC | CBS | DuMONT | ABC | CBS | DuMONT | NBC |
| Easter Parade '13 only) | | American Inventory L | | Garry Moore Show | | | | | |
| | | Battle Report (Go-op) | | (See footnote) | | | | | |
| | | Bohn Alum Forum L | | P&G First 100 Years | | | | | |
| Where Do you Stand | | Johns-Manville Fair Meadows USA L | | Mike & Buff Show | | The Big Payoff CPP (M-W-F) | | | |
| Quiz Kids | | Recital Hall L | | G. Foods (W-F) Bert Parks* Cannon (Th) Give & Take | | Ralph Edwards | | | |
| Alcoa um. Co. It Now | | Revere | | Arrival of Queen Juliana (4/2 only) | | Nick Kenny L | | | |
| bodyear reatest Story er Told (see note) | | Meet the Press | | | Participating Sponsors Kate Smith Hour | | | | |
| hat in World | | Hallmark Sarah Churchill L | | | | Lever Hwkns. Falk (MWF) | | | |
| in of the Week | | Quaker Oats Zoo Parade L | | See Footnote | | Gabby Hayes's | | Youth Wants to Know | |
| up Unto y Feel | | Derby Foods Sky King Thr., F (alt. with Meet the Masters | | | Mara, C.F.-I Welch, Klog Int. Shoe Wanderer Howdy Ddy L | | | Rootie Kuzotte | |
| | | Long Canger | | | | | | Morgan Beatty Neas | |

Explanation: Programs in italics, sustaining; Time, EST. L, Live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern; N, non-interconnected stations; S, sustaining.

ABC—Gaylord Hauser, Minute Maid (also Fri., same time, sustaining) (L).

CBS—1:30-2:30 p.m., Best Foods, General Electric, P&G, Qtr. Oats, Reynolds, Scandia Brands, Stokley-Van Camp, O'Cedar, Owens-Corning, 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. 11:30-12 n. Tu. & Th. Strike It Rich, sustaining.

12-12:15 p.m., Mon., Wed., Fri., The Egg & I, sustaining.

3:30-4 p.m. Tues., Mel Torme, sustaining.

3:30-4 p.m., Mon. Bert Parks Show S.

4-4:30 p.m. Sun., Goodyear, Greatest Story Ever Told 4/27, 5/25, 6/22 only. CBS-TV Workshop, sustaining.

4-6 p.m. Sun. 5/18 only, Palm Beach Round Robin Golf Tournament 5-6 p.m. portion sponsored by Palm Beach Fabrics.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EST & CST. 7:15-20 Wed.—Fla. Citrus. 7:45-50 Mon.—Fla. Citrus. 7:50-55 Fri.—Anahit. 8:15-20 Mon.—Kiplinger. Tue.—Fla. Citrus. Thu.—Fla. Citrus. 8:20-25 Mon.—Pure Pak. Wed.—Kenwill. Fri.—Fla. Citrus.

Quaker Oats—Mon. & Fri.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

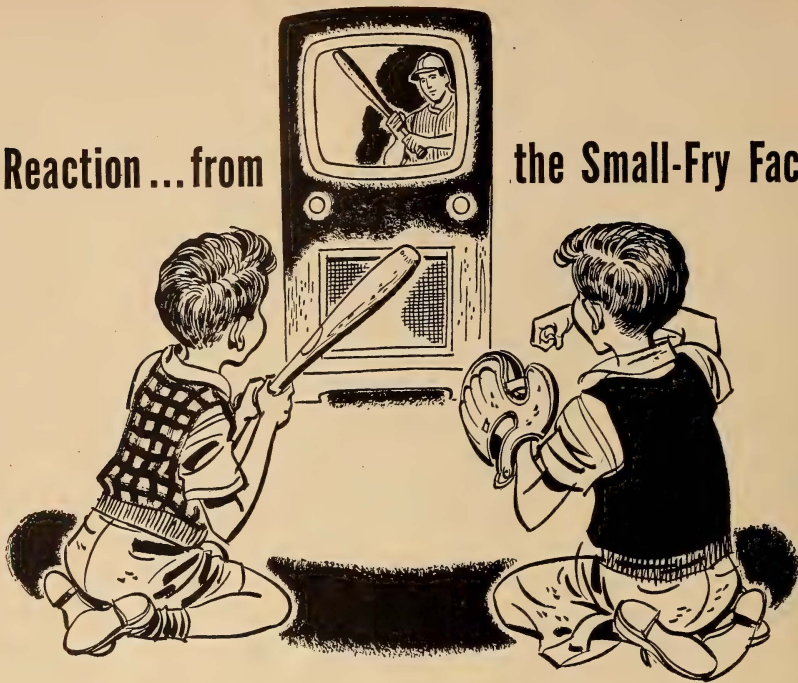
BROADCASTING
The Newsworld of Radio and Television
TELECASTING

April 7, 1952

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Want Reaction ... from

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**Here's a constructive youth
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“ACTION UNLIMITED”**

“Action Unlimited” talks on even terms with a full-sized audience of half-sized halfbacks and keen-minded teen-agers—emphasizes the importance of fair play, sportsmanship and education. Penny handles his popular sports and hobby program the way kids (and their parents) like to see it handled. Penny's pointers help realistic youngsters to understand the fundamentals of sports—the pleasures of educational hobbies. They pick up background information on class work and scout work—they get the right answers to their own ques-

tions—they see and hear big name guest stars they admire.

Thousands of these young citizens look and learn when “Action Unlimited” hits TV screens in this area from 5:30 to 5:50 p. m. Monday through Thursday. *What* they learn comes in handy when Mom's washer—or Dad's car—needs fixing. And they earn a strong vote when it comes time to replace them, too.

So here they are—an interested, influential audience of tomorrow's adults—tuned four times a week to the station that's made a name for itself with a long, long list of public service programs. They're all yours on WHIO-TV's “Action Unlimited.” George P. Hollingbery, national representative for WHIO-TV, can give you market data and availabilities.



teletatus



Huge Stage-Lighting Plan Set By CBS-TV

(Report 210)

CBS will install what it calls the largest stage-lighting control system at its television city in Hollywood in August for Oct. 1 operation, CBS-TV Vice President Harry S. Ackerman announced last week at the NARTB convention. Mr. Ackerman is in charge of network programs originating in Hollywood.

The C-1 system, named for Century Lighting, which built it, and George C. Izenour, the inventor, is the only all-electronic system of its kind, Mr. Ackerman said. It can control 5½ million watts and achieve a gradual effect of a brilliant sunset, he said. The inventor claims the C-1 extends "the 10 human fingers many, many times," with its "memory board" enabling the operator to remain at least 10 light cues ahead of the performance at all times.

Mr. Izenour claims the system "eliminated the hit-and-miss method of light cueing, and makes possible a system of light-cue notation equivalent to that of music cues in radio." Stage designer Jo Mielziner was quoted as saying the control system "is in my opinion the most important single development that has been made in the theatre during the past 25 years." The system was designed to point up camera action and to aid the artist in his expression, Mr. Izenour said. Previewed at the

NARTB convention, it was described in a paper at the engineering session Wednesday afternoon.

Late Feb. Nielsen

Topped by Godfrey, 'Lucy'
CBS-TV's *I Love Lucy*, reaching 8,261,000 homes and *Arthur Godfrey's Talent Scouts*, being viewed by 57.8% of homes, were the leading programs in A. C. Nielsen's second TV report for February [B•T, March 10].

Ratings are based on two weeks ending Feb. 23. Complete ratings follow:

| Rank | Program | Homes (000) |
|------|---|-------------|
| 1 | <i>I Love Lucy</i> (CBS) | 8,261 |
| 2 | <i>Red Skelton</i> (NBC) | 8,249 |
| 3 | <i>Texaco Star Theatre</i> (NBC) | 8,168 |
| 4 | <i>Calgate Comedy Hour</i> (NBC) | 7,951 |
| 5 | <i>Your Show of Shows</i> (NBC) | 7,177 |
| | (Reynolds, R. J., Tobacco) | |
| 6 | <i>Your Show of Shows</i> (NBC) | 6,900 |
| | (Participating) | |
| 7 | <i>Philo TV Playhouse</i> (NBC) | 6,692 |
| 8 | <i>Arthur Godfrey & Friends</i> (CBS) | 6,634 |
| | (Liggett & Myers Tobacco) | |
| 9 | <i>You Bet Your Life</i> (NBC) | 6,634 |
| 10 | <i>Fireside Theatre</i> (NBC) | 6,624 |
| Rank | Program | Homes % |
| 1 | <i>Arthur Godfrey's Scouts</i> (CBS) | 57.8 |
| 2 | <i>Red Skelton</i> (NBC) | 54.1 |
| 3 | <i>I Love Lucy</i> (CBS) | 53.7 |
| 4 | <i>Texaco Star Theatre</i> (NBC) | 51.8 |
| 5 | <i>Calgate Comedy Hour</i> (NBC) | 51.4 |
| 6 | <i>Your Show of Shows</i> (NBC) | 47.1 |
| | (Reynolds, R. J., Tobacco) | |
| 7 | <i>Your Show of Shows</i> (NBC) | 46.9 |
| | (Participating) | |
| 8 | <i>Arthur Godfrey & Friends</i> (CBS) | 45.7 |
| | (Liggett & Myers Tobacco) | |
| 9 | <i>Philo TV Playhouse</i> (NBC) | 43.2 |
| 10 | <i>Big Top</i> (CBS) | 43.1 |

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Godfrey, Lucille Ball Lead March ARB Ratings

ARTHUR GODFREY'S *Talent Scouts* was the nation's top TV show percentage-wise but *I Love Lucy*, starring Lucille Ball, reached the greatest number of homes, according to ratings for March by the American Research Bureau.

Percentage-wise, *Talent Scouts* drew a rating of 52.1; *I Love Lucy* followed closely behind with a rating to 50.6%. Difference may be traced to Mr. Godfrey's show being telecast in 25 cities, and Miss Ball's in 62.

| Rank | Program | Homes % |
|------|------------------------------------|---------------|
| 1 | <i>Talent Scouts</i> (CBS) | 52.1 |
| 2 | <i>I Love Lucy</i> (CBS) | 50.6 |
| 3 | <i>Red Skelton</i> (NBC) | 50.5 |
| 4 | <i>You Bet Your Life</i> (NBC) | 48.6 |
| 5 | <i>Star Theatre</i> (NBC) | 47.9 |
| 6 | <i>Show of Shows</i> (NBC) | 45.8 |
| 7 | <i>Blue Ribbon Bouts</i> (CBS) | 41.0 |
| | (La Motta vs. Hairston) | |
| 8 | <i>Comedy Hour</i> (NBC) | 39.9 |
| | (Donald O'Connor) | |
| 9 | <i>Cavalcade of Sports</i> (NBC) | 39.6 |
| | (Young vs. Durando) | |
| 10 | <i>Godfrey & Friends</i> (CBS) | 39.1 |
| Rank | Program | Homes (100's) |
| 1 | <i>I Love Lucy</i> (CBS) | 8,260 |
| 2 | <i>You Bet Your Life</i> (NBC) | 7,960 |
| 3 | <i>Star Theatre</i> (NBC) | 7,890 |
| 4 | <i>Red Skelton</i> (NBC) | 7,800 |
| 5 | <i>Show of Shows</i> (NBC) | 7,730 |
| 6 | <i>Comedy Hour</i> (NBC) | 6,370 |
| | (Donald O'Connor) | |
| 7 | <i>Fireside Theatre</i> (NBC) | 6,130 |
| 8 | <i>TV Playhouse</i> (NBC) | 5,980 |
| 9 | <i>Godfrey & Friends</i> (CBS) | 5,920 |
| 10 | <i>Cavalcade of Sports</i> (NBC) | 5,770 |
| | (Young vs. Durando) | |



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Weekly Television Summary—April 7, 1952—TELECASTING SURVEY

| City | Outlets on Air | Sets in Area | City | Outlets on Air | Sets in Area |
|--------------|--|--------------|--|------------------------------|--------------|
| Albuquerque | KOB-TV | 14,400 | Louisville | WAVE-TV, WHAS-TV | 146,181 |
| Anas | WOL-TV | 88,106 | Matamoros (Mexico) | | |
| Atlanta | WAGA-TV, WSB-TV, WLTV | 185,000 | Brownsville, Tex. | XELD-TV | 19,200 |
| Baltimore | WAAM, WBAL-TV, WMAR-TV | 372,937 | Memphis | WMCT | 123,020 |
| Birmingham | WNEB-TV | 52,585 | Miami | WTVM | 110,000 |
| Bloomington | WAFB-TV, WBRC-TV | 90,000 | Milwaukee | WTMJ-TV | 320,945 |
| Boston | WBZ-TV, WNAC-TV | 137,000 | Minn.-St. Paul | KSTP-TV, WTCN-TV | 318,200 |
| Buffalo | WBBN-TV | 873,761 | Nashville | WSM-TV | 65,785 |
| Charlotte | WBTV | 258,940 | New Haven | WNHC-TV | 250,000 |
| Chicago | WBK, WENR-TV, WGN-TV, WNBQ | 1,116,386 | New Orleans | WDSU-TV | 85,359 |
| Cincinnati | WCPO-TV, WKRC-TV, WLWT | 342,000 | New York | WABD, WCBS-TV, WJZ-TV, WNBC | 2,890,000 |
| Cleveland | WEWS, WNEK, WXEL | 595,015 | Newark | WATV | 107,101 |
| Columbus | WBNS-TV, WLWC, WTVN | 222,000 | Norfolk | WTAR-TV | 121,014 |
| Dallas | KRLED-TV, WFAA-TV, WBAP-TV | 160,415 | Oklahoma City | WKY-TV | 125,171 |
| Fl. Worth | WOC-TV | 96,000 | Omaha | KMTV, WOW-TV | 1,021,966 |
| Davenport | Quod Cities Include Davenport, Moline, Rock Is., E. Moline | 230,000 | Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 55,100 |
| Dayton | WHIO-TV, WLWD | 750,000 | Phoenix | KPHO-TV | 289,000 |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 162,384 | Providence | WJAR-TV | 113,505 |
| Erie | WICU | 160,415 | Richmond | WTBR | 138,000 |
| Fl. Worth | WBAP-TV, KRLED-TV, WFAA-TV | 217,001 | Rochester | WHAM-TV | 91,563 |
| Dallas | WBAP-TV, KRLED-TV, WFAA-TV | 105,740 | Rock Island | WHBF-TV | 74,600 |
| Grand Rapids | WOOD-TV | 127,500 | Quod Cities Include Davenport, Moline, Rock Is., E. Moline | KDYL-TV, KSL-TV | 71,704 |
| Greensboro | KPRC-TV | 80,350 | San Antonio | KEYL, WOAI-TV | 130,000 |
| Houston | WSAZ-TV | 216,350 | San Diego | KFMB-TV | 348,500 |
| Huntington | WFBM-TV | 53,000 | San Francisco | KGO-TV, KPX, KRON-TV | 202,800 |
| Indianapolis | WBVR-TV | 144,116 | Schenectady | WRGB | 135,300 |
| Jacksonville | WJAC-TV | 185,140 | Seattle | KSD-TV | 382,000 |
| Johnstown | WKZO-TV | 195,674 | St. Louis | WHEN, WSYR-TV | 171,126 |
| Kalamazoo | WPAF-TV | 139,552 | Syracuse | WSPD-TV | 158,000 |
| Kansas City | WGAL-TV | 85,000 | Toledo | KOTV | 109,665 |
| Lancaster | WJIM-TV | | Utica-Rome | WKTV | 70,000 |
| Lansing | KECA-TV, KHJ-TV, KLCAT-TV, KNBH | | Washington | WMAL-TV, WNSW, WTOP-TV, WTTG | 344,004 |
| Los Angeles | KNXT, KTLA, KTTV | 1,232,000 | Wilmington | WDEL-TV | 96,081 |

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 set 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 16,761,792



film report

For the first time current TV feature films are receiving prominent motion picture awards. *Seven Days to Noon*, produced by Alexander Korda and distributed by Snader Telepictures Sales Inc., won recent Academy of Motion Picture Arts & Sciences "best original film story" award for 1951.

Southern California Motion Picture Council cited another Korda film, *Bonnie Prince Charlie*, also distributed by Snader. It is now being released to television.

Jerry Fairbanks' special hour-long Biblical TV programs, *Hill Number One* and *That I May See*, have been released for Easter weekend. They were filmed for *Family Theatre* and are set for 142 presentations on 86 stations. Arthur Pierson directed both pictures.

Films are offered without charge. Sponsorship plans have been cancelled due to religious nature of programs.

Frank Wisbar Productions, Hollywood, to film Procter & Gamble's *Fireside Theatre* series in approximately six months in order to cut costs. By using same production crew, additional savings will be effected.

Mel Ronson, Hollywood film writer, acquired TV film rights to *New York's Finest* from New York Police Benevolent Assn. PBA, sharing in proceeds of series, will suggest retired policemen whose stories may be film possibilities.

Production . . .

Tele-Voz Studios, at Churubusco Studios, Mexico City, plan May 6 production of *Gloria Swanson Show* on 13 half-hour TV film series. Miss Swanson, under contract to Simmel-Meservey TV Productions Inc., Beverly Hills, will receive salary plus residual rights.

Hal Roach Jr. Productions signs Joan Harrison, producer at Universal Pictures, as associate producer on new half-hour dramatic TV film series, *Sunday Nights*, to

be distributed by Official Films.

Mr. Roach also preparing *Guns of Destiny*, half-hour TV film series with Kenneth Noyes as associate producer. Format concerns gun collector dramatizing story of each gun in collection.

Official Films announces that negotiations have been completed with film stars Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea and Robert Cummings to make half-hour television films.

Messrs. Boyer, Powell and McCrea and Miss Russell will appear in Official's *Four Star Playhouse* produced by Don Sharpe.

The Robert Cummings Show features the actor and Julie Bishop in a comedy-mystery series.

Douglair Productions has finished filming *Terry and the Pirates* for TV audiences. Douglair and officials have concluded arrangements for distribution of the series.

Judy Canova, star of NBC radio's *Judy Canova Show*, completing TV pilot film at Republic Studios for proposed NBC-TV version. Cast includes Mel Blanc, Franklin Pangborn and Mari Blanchard. Del Lord is directing.

Film People . . .

George Giroux Jr., recently resigned staff director KTTV (TV) Hollywood, appointed West Coast television program supervisor Procter & Gamble Productions Inc. Mr. Giroux has been associated with motion pictures, radio and TV for the past 10 years.

John H. Mitchell, director of United Artists Television, announced that Bernard Hendel, general manager of the Hendel Fruit Company, has been appointed sales representative of UA-TV in Pittsburgh, Johnstown, Erie and Huntington, Pa.

Mr. Mitchell also announced that Edward J. Potter has been appointed sales representative of UA-TV in San Antonio.

Charles Kerr signed by Filidan TV Productions as production manager on half-hour film series based on Ernest Haycox stories. Mr. Kerr has been associated with RKO, Walter Wanger and Frank Melford in similar capacities.

Bob Bennet joins Jerry Courneya Productions, Beverly Hills, as film writer for 26 quarter-hour TV films starring Noah Berry Jr.

Joan Vohs, film actress, and Allyn Smith signed by Scandinavian-American Television Co., Beverly

Hills, for leads in Hans Christian Andersen film series. Films are being produced in Copenhagen by Karl E. Moseby.

Screen Televideo Productions, Hollywood, signed Georgia Johnstone, secretary to Agnes Moorehead, as casting director.

Lorraine V. Hanley, production department at WROK Rockford, Ill., to Jerry Fairbanks Productions, Hollywood, as research editor of creative department.

Jane Nigh (Lorelei in CBS-TV *Big Town*) married Lt. James Baker March 16.

ROLE FOR BANKS IN TV

Cited by Bankers Trust

THERE'S a place for the bank in the television industry, according to Alex Ardrey, executive vice president of Bankers Trust, New York, who said that the bank's role will not only be financing of video productions, but other business services as well.

State of the industry and lack of bank participation to date raises questions that can only be investigated now, he pointed out, but Bankers Trust is considering naming someone within the next three months—probably from among its own staff—to see what possibilities are. "The big problem is to find someone who knows about banking interests as well as television," he said, "so it may mean that only after five years' active study will we really know where we stand."

George Herliman

GEORGE HERLIMAN, 50, head of Herliman Productions, producer of films for television, died Sunday, March 30, in Doctors Hospital, New York. Mr. Herliman started his film career in 1925 when, with his brother, he operated Herligraph Studios to process motion picture film, a business sold to Consolidated Films in 1930. He moved to the West Coast where he was a producer for Republic Studios and, independently, Caledonia Films. Returning to New York, he founded Herliman Productions and Film Classics, a rental library later sold to United Artists.

NEW SERIES of 3½-minute films, *In the Fashion Spotlight*, featuring fashions of America's top designers and filmed in cooperation with leading women's magazines and fashion houses, is being distributed by DuMont TV network's film department.

PENNANT GROUP

Forms in Hollywood

INCORPORATED for \$100,000, new Hollywood television-radio production and packaging company, Pennant Productions Inc., has been organized with headquarters at General Service Studios.

Ed Woodworth, formerly production supervisor for Commodore Productions Inc., who recently formed Citation Productions, heads group as president. Harrison Dunham, attorney and former general manager of KTTV Hollywood, is secretary and counsel.

New company plans four half-hour TV film series, first to be *Date With Destiny*, which was to have been produced by Citation Productions. Pennant will establish New York and Chicago offices, it was said.

Mr. Dunham also is spearheading formation of General Television Network, and reportedly backed by a group of nationally known TV station owners and financiers, has been negotiating purchase of General Service Studios from George and James Nasser for \$2½ million.

Telecourse Expands

EXTENSION to western Michigan of college courses by television given by the U. of Michigan on its *Television Hour* (Sunday, 1 p.m.), planned and taught by faculty members, has been announced. WKZO-TV Kalamazoo, in an arrangement by General Manager John E. Fetzer and WWJ-TV Detroit's Manager W. E. Walbridge, will broadcast to western Michigan. WWJ-TV, where the program originates, and WJIM-TV Lansing already carry the program.

WTVJ (TV) Expands

WTVJ (TV) Miami, Fla., is renovating the Capitol Theatre in the city to give it additional space for studio, office, storage and maintenance facilities. The structure will contain three stories when it is completed, the station has announced. It is adjacent to a three-story building which already houses WTVJ.

CBS-TV Rodeo

CBS-TV has announced plans for a weekly hour telecast of its own rodeo featuring top talent if audition passes test. Kinescope will be filmed April 13 at Knott's Berry Farm near Santa Ana, Calif.

CALIFORNIA'S Gov. Earl Warren resumes half-hour monthly KECA-TV Hollywood Report to the People April 16.

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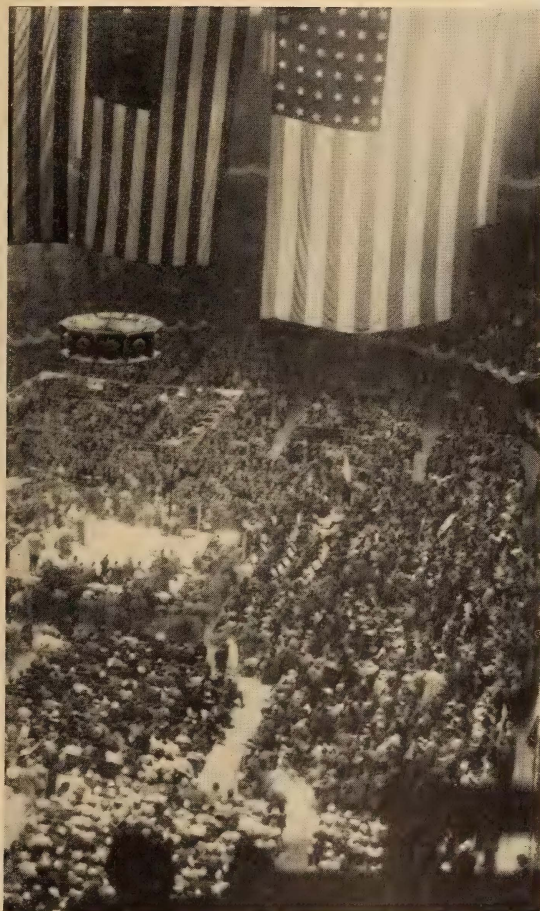
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BEGINNING APRIL 26 and continuing through JULY 1, KPRC-TV and The Houston Post will cooperate with television distributors and dealers in a GIANT promotion and merchandising campaign to stimulate TV set sales in the Houston area.

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

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Higgins, Roche Winners

BRAVING inclement weather, more than 80 divot diggers fought the battle of Bunker Hill Country Club in Chicago March 30 to decide the champions of the 18th annual BROADCASTING • TELECASTING-NARTB golf tournament at convention opening last week.

The golfers recorded excellent scores despite the weather, with Joe M. Higgins, WTHI Terre Haute, Ind., shooting a 79 for low gross first prize and Steve Roche, NBC Chicago, scoring 61, aided by a blind bogey handicap of 30, to win low net honors.

The two received silver trophies from BROADCASTING • TELECASTING, which entertained with its annual "19th hole party." Tom O'Connell of J. Walter Thompson Co., Chicago, took second low gross score with an 80 and S. (Bud) Fante Jr., KELO Sioux Falls, S. D., totaled 81 for third place.

The Bolling Co.'s John Coy, Chicago, shot a net 64, helped by a 30 handicap, for second low net, while Glenn Wilkinson of Wilkinson, Boyden & Crogun, attorneys, Washington, took third net honors with a 67.

Tom O'Neil of General Tire & Rubber Co., Akron, Ohio, and Tom Wilson of Dow, Lohnes & Albertson, attorneys, Washington, won free subscriptions to the *Golf Digest* which were donated by John Barnett, editor, for the most pars in the first nine holes.

FLORIDA BROADCASTERS

Schedule Meeting May 22-23

TWO-DAY meeting of the Florida Assn. of Broadcasters will be held May 22-23 at the Royal York Hotel, Miami Beach. Officers and two new directors will be elected for the year commencing July 1. Current president and secretary-treasurer are S. O. Ward, WLAK Lakeland, and John Browning, WSPB Sarasota, respectively.

Speakers for the Thursday night dinner meeting, Friday banquet and business sessions have not been announced. Program chairman for the meeting is George Thorpe, WVCB Coral Gables.

Sixty six of the state's 75 stations are members of the FAB, said to be the oldest state broadcasters group in the country.

Wins Scholarship

KURT F. W. MOELLER, electrical engineering major at Polytechnic Institute of Brooklyn and graduate of RCA Institutes, was announced Wednesday as winner of a four year university scholarship offered by RCA. Scholarship committee consisted of Dr. Alfred N. Goldsmith, consulting engineer; Dr. Ernst Weber of the Polytechnic Institute, and Maj. Gen. George L. Van Deusen, RCA Institutes president, with final selection approved by the RCA education committee.



SECOND-TIME winner Joe Higgins (r) of WTHI Terre Haute, Ind., in BROADCASTING • TELECASTING's annual golf tourney conducted during the NARTB convention, congratulates Steve Roche of NBC Chicago, who won the low net trophy with a 61 score on a 30 handicap. Mr. Higgins took the low gross cup with a 79. The tournament took place Sunday preceding the meeting in Chicago.

POPPELE CHOSEN

Heads Radio Pioneers

JACK R. POPPELE, WOR New York, was installed as president of the Radio Pioneers Club at the club's annual dinner held Tuesday night during the NARTB Chicago convention. He succeeded Carl Haverlin, BMI, in the office.

Other officers elected were: Paul W. Morency, WTIC Hartford, first vice president; Martin Campbell, WFAA Dallas, vice president; Raymond Guy, NBC, vice president; O. H. Caldwell, Tele-Tech, vice president; Charles A. Wall, BMI, president; Samuel R. Dean, CBS, secretary; James E. Wallen, MBS, treasurer.

Citations for unusual contributions to radio were awarded Dr. Lee de Forest, radio inventor; Brig. Gen. David Sarnoff, RCA; Hon. Herbert Hoover; Dr. Alfred N. Goldsmith, consultant, and Charles Pannill, inventor. Mr. Guy made the presentations, with Mr. de Forest responding. The post-humous Radio Hall of Fame award went to Reginald Aubrey Fessenden for pioneering inventions in transmitting light, sound and electric waves. William S. Hedges, NBC, announced the selection. Dr. Christopher Crittenden, director, North Carolina Dept. of Archives and History, accepted the award.

Ex-President Hoover greeted the club by tape recording.

Mr. Haverlin announced that Victor C. Diehm, WAZL Hazleton, Pa., had been elected a life member in the club. The station staff surprised him by sending the \$100 fee to the club.

Thomas K. Finletter, Secretary of the Air Force, delivered the principal address of the evening, reviewing progress of the air construction program.

CBS has donated offices in recently leased Earl Carroll Theatre, Hollywood, to Radio-Television-Recording Charities Inc.

Broadcasting - NARTB Golf Scores

| | Gross | H | Net |
|----------------------------|--------------------|----|-----|
| Lloyd Nelson | 92 | 18 | 74 |
| Dick Hushes | 86 | 15 | 71 |
| Rolie Fishburn | 96 | 27 | 69 |
| Tom O'Connell | 80 | 12 | 68 |
| Malcolm Sullivan | 104 | 21 | 83 |
| Norman C. Lindquist | 112 | 30 | 82 |
| Bob McGarrin | 118 | 38 | 80 |
| Tye Robinson | 98 | 18 | 70 |
| John Coy | 94 | 30 | 64 |
| John T. Carey | 95 | 18 | 77 |
| Carlton F.J. Jewett | 104 | 24 | 80 |
| Jerry Glynn | 90 | 18 | 72 |
| H. Leslie Alass Jr. | 107 | 27 | 80 |
| Joe M. Higgins | 79 | 4 | 75 |
| Harry Dieter | 107 | 30 | 77 |
| Al Schroeder | 86 | 18 | 68 |
| Steve Roche | 91 | 30 | 61 |
| Jim Wehrman | 98 | 27 | 71 |
| Charles Pratt | 102 | 30 | 72 |
| Joe Perry | 99 | 30 | 69 |
| Howard Medici | 99 | 30 | 69 |
| Neil Murphy | 92 | 21 | 71 |
| Bill Mailliefert | 102 | 30 | 72 |
| George Bachus | 103 | 30 | 73 |
| Bill Harms | 94 | 12 | 82 |
| Franklin H. Small | 101 | 30 | 71 |
| S. (Bud) Fante | 81 | 9 | 72 |
| Glenn Wilkinson | 97 | 30 | 67 |
| C. N. Layne | 98 | 30 | 68 |
| Pete Shuebruk | 101 | 30 | 71 |
| Bill Ryan | 94 | 32 | 62 |
| R. Peterson | 93 | 21 | 72 |
| Lewis G. Green | 82 | 9 | 73 |
| Walter Preston | 86 | 15 | 71 |
| Dan Meadow | 96 | 24 | 72 |
| Bob J. Burow | 88 | 18 | 70 |
| Max Everett | 89 | 12 | 77 |
| Wesley | 86 | 21 | 65 |
| Fred Kline | 99 | 24 | 75 |
| Bruce Bryant | 84 | 15 | 69 |
| Bill Oldham | 82 | 12 | 70 |
| Lou Smith | 86 | 9 | 75 |
| Ted Jeffrey | 101 | 21 | 80 |
| Dan Harding | 109 | 30 | 79 |
| Jack Matthews | 113 | 30 | 83 |
| Brody Bell | 110 | 30 | 80 |
| Jack Stillwell | 99 | 30 | 69 |
| Bill Nelson | 98 | 30 | 68 |
| Russ Jolly | 116 | 30 | 86 |
| Vogue Wright Studios | Chicago | | |
| Edward Petry Co. | St. Louis | | |
| Edward Petry Co. | Chicago | | |
| J. Walter Thompson Co. | Chicago | | |
| J. Walter Thompson Co. | Chicago | | |
| Atlas Film Corp. | Chicago | | |
| Quaker Oats Co. | Chicago | | |
| Sunbeam Corp. | Chicago | | |
| Bolling Co. | Chicago | | |
| WIND | Chicago | | |
| Robert Meeker Assoc. | Chicago | | |
| AM Radio Sales Co. | Chicago | | |
| WIND | Chicago | | |
| WTHI | Terre Haute | | |
| Foote, Cone & Belding | Chicago | | |
| WMAQ | Chicago | | |
| NBC | Chicago | | |
| Chicago | Chicago | | |
| Edward Petry Co. | Chicago | | |
| Totham-Laird | Chicago | | |
| Ruthrauff & Ryan | Chicago | | |
| NBC | Chicago | | |
| Edward Petry Co. | New York | | |
| Edward Petry Co. | New York | | |
| WNRD | Syracuse, N. Y. | | |
| KELO | Sioux Falls, S. D. | | |
| Wilkinson, Boyden & Crogun | Washington | | |
| KID | Idaho Falls, Ida. | | |
| Fly, Shuebruk & Blume | Washington | | |
| Marshall | Chicago | | |
| WBKB (TV) | Chicago | | |
| Green Assoc. | Chicago | | |
| WBKB (TV) | Chicago | | |
| NBC | Indianapolis | | |
| WDAN | Danville, Ill. | | |
| Everett-McKinney | New York | | |
| Perry, Robinson & Frank | Chicago | | |
| Toni Co. | Chicago | | |
| Edward Petry Co. | Chicago | | |
| Edward Petry Co. | Chicago | | |
| Edward Petry Co. | Chicago | | |
| Kraft Foods Co. | Chicago | | |
| Edward Petry Co. | Chicago | | |
| Edward Petry Co. | Chicago | | |
| WLS | Chicago | | |
| WLS | Chicago | | |
| NBC | Chicago | | |

Rain prevented the following from finishing after playing nine holes:

| | Nine Hole |
|---------------------------|-----------------|
| Hal Holman | 49 |
| Kent Holman | 46 |
| Ken Pante | 56 |
| WBKB (TV) | 48 |
| Bruce Roberts | 49 |
| Dan O'Neil | 48 |
| Harold M. Gross | 48 |
| Clair L. Stout | 48 |
| Tom Wilson | 38 |
| Bob Harrington | 42 |
| Gene Tracy | 40 |
| Jack LaMarr | 41 |
| Bill Eberling | 44 |
| Bill Thompson | 44 |
| Dick Cass | 44 |
| Tom Henry | 44 |
| Bill Shaw | 39 |
| WVLA | 41 |
| Maurly Long | 40 |
| Jack Evanson | 40 |
| Tony Weber | 40 |
| John Nelson | 40 |
| Barbara Mattson | 40 |
| Bert West | 46 |
| Marge Pierson | 40 |
| W. Ted Pierson | 40 |
| Tom N. Dowd | 42 |
| Tom O'Neil | 40 |
| Dick Byrne | 41 |
| Mac Chandler | 46 |
| Paul Schlesinger | 45 |
| Bill Davis | 45 |
| Jim Shaw | 61 |
| Hal Holman Co. | Chicago |
| Hal Holman Co. | Chicago |
| WBKB (TV) | Chicago |
| WBKB (TV) | Chicago |
| WBKB (TV) | Chicago |
| WBKB (TV) | Chicago |
| H. M. Gross Co. | Chicago |
| Dow, Lohnes & Albertson | Washington |
| Dow, Lohnes & Albertson | Washington |
| WWSA | Harrisburg, Pa. |
| Youngstown, Ohio | 42 |
| J. Walter Thompson Co. | Chicago |
| Monogram Pictures | Chicago |
| MBS | Chicago |
| MBS | Chicago |
| MBS | Chicago |
| Broadcasting-Telecasting | Chicago |
| Broadcasting-Telecasting | Washington |
| Broadcasting-Telecasting | Washington |
| Henry Atkinson Inc. | Chicago |
| Henry Atkinson Inc. | Chicago |
| CBS | Chicago |
| CBS | Chicago |
| CBS | Chicago |
| CBS | Chicago |
| Pierson & Ball | Washington |
| Pierson & Ball | Washington |
| General Tire & Rubber Co. | Akron |
| MBS | Chicago |
| CBS | Chicago |
| Tatham-Laird | Chicago |
| CBS | Chicago |
| Henri, Hurst & McDonald | Chicago |

GOOD MUSIC GROUP

Plans Audience Study

AUDIENCE surveys on listener-ship, composition, family habits and income level will be completed by the Good Music Stations which include WFLN (FM) Philadelphia, WEW St. Louis, WEAW (FM) Evanston, Ill., WQXR New York, WGMS Washington, WXHR Boston, WSNJ Bridgeton, N. J., KFAC Los Angeles, KEAR San Mateo, Calif., KIXL Dallas and WBIB (FM) New Haven, Conn.

Report will be ready in June for use by the group's national sales organization. Results of two local studies made in Philadelphia and New York will be correlated with surveys being done in St. Louis,

Raymond Green, chairman, announced last week.

Sales strategy was outlined by managers of Good Music Station who met during the NARTB convention. Meeting was centered around attracting more local and national business to the stations seven of which are both AM and FM outlets.

Combined sales presentation will deal with "discriminating listening, and buying audiences" which the group claims to have.

ALAN REED, who portrays Mr. Clyde and John Brown, who portrays Al of CBS Radio *My Friend Irma*, are partners in manufacture of new speakers hoping to be demonstrated at Sonn & Electronics Show in Long Beach, Calif., this summer.

COVERAGE RIGHTS

Argued in Chicago



CEREMONY launches Hal Fellows (r), NARTB president, as commodore in the Oklahoma Navy. Doing the honors by bestowing the certificate on behalf of Gov. Johnston Murray is J. J. Bernard, KOMA Oklahoma City general manager. Presentation was made during Oklahoma Broadcasters Assn. meeting [B*T, March 24].

RADIO and TV are having their microphones and cameras pushed out of court and legislative proceedings but it's their own fault.

This charge spiced a wide-open debate on coverage of trials and hearings as NARTB's convention wound up three days of meetings in Chicago last week.

An afternoon of formal debate by nationally known legal figures wound up with agreement that the rights of the public to hear and see such proceedings must be protected against hasty and unfair action by rule and law—making

Pitted against each other in a contest that was regarded as an outstanding presentation of the radio and TV case were James M. Landis, attorney, and Louis Waldman, labor attorney.

Mr. Landis argued on behalf of radio-TV reporting of proceedings. He contended the public is entitled to know how its judicial, regulatory and legislative bodies operate.

Taking an oratorical position against pickup of proceedings, Mr. Waldman readily conceded in a free-for-all discussion after the formal debate that broadcasters' telecasters have their own rights. He hid the industry for lying flat on its face in failing to get its position known while the New York legislature was considering its recent bill banning radio-movie reporting of proceedings involving subpoenaed witnesses. The bill recently became law.

Mentions Broadcasters Rights

Mr. Waldman is chairman of the New York State Bar Assn. committee on human rights, a committee that endorsed the legislative position. He said he would like to see "a better arrangement between broadcasters and the bar." He conceded again that broadcasters' rights should be protected well as those of the general public.

In a final observation, Mr. Landis defended the old Mayflower decision of the FCC "ridiculous." He added, "I can't understand it." The decision had prevented broadcasters from taking editorial stands.

He runs-hits-errors tabulation made of the 2½-hour contest. It was conceded by most of the participants and observers that the industry's position was greatly strengthened by the exchange of views and the running fire of oratory. The debate started out with two chief participants taking metonymically opposite views. It ended with what was described as a healthy statement of positions that will inevitably clear up misapprehensions of the way public proceedings are covered by electronic media.

Newspapers were criticized at several points for their unfair headlines and biased presentation.

of hearings and trials, pointing up the relatively accurate and uncolored versions given the public when the microphone and camera are present. At the same time, Mr. Waldman made the point that stations tend to pick the exciting and the dramatic in their coverage.

Referring to Speaker Sam Rayburn's recent ruling that House of Representative rules do not permit radio-TV coverage, Mr. Waldman said he had congratulated Speaker Rayburn for the decision but added this pointed comment, "I deplore his decision."

As the debate got under way, Mr. Landis reduced the issue to this point, "Does TV create new possibilities of abuse?" Then he asked rhetorically, "is there anything fairer than TV? It eliminates the possibility of misrepresenting the situation. Unlike newspapers, TV can't color proceedings. Greater publicity develops an interest in good government."

Inequities in the conduct of hearings and trials must be solved by forms in rules and laws, he said, rather than by mere suppression of publicity. He conceded there is some "hamming" by politicians and witnesses but suggested this would backfire in the end.

Actually the effect of TV coverage is "serving," he contended, serving as a protection of basic rights of the witness. He felt an innocent man would want TV coverage instead of mere reporting by the press.

Judicial proceedings are different from legislative hearings, he agreed, but predicted that if the public could see a judge asleep on the bench or watch mal-administration of justice it would bring fast reforms that are hard to accomplish by means of bar association reports and resolutions.

Kefauver's TV Success

Mr. Landis referred to the prominence Sen. Estes Kefauver (D-Tenn.) achieved as a result of TV, setting off a point that was referred to frequently. Mr. Waldman suggested the "lesson of Kefauver has not been lost on other legislators," who observed what TV could accomplish. "Where human rights are involved it's a different situation," he warned. The legal questions centering around human rights were worked over at some length by both debaters. The matter of "mike fright" was brought up, too. Mr. Waldman said the mechanics of broadcasts and telecasts can jeopardize ability of a witness "to be himself." He called the Kefauver hearings "a Barnum & Bailey performance."

Mr. Landis predicted the public will decide whether the hearings were merely a circus. "If trials are dignified, let the people know," he said. "If they are not, let the people know."

Newspapers have deadlines, Mr.

Landis said, and all legislators and committee lawyers know them, arranging testimony accordingly.

"If Senator McCarthy (R-Wis.) were after me, I would want television coverage," Mr. Landis said. "If the government is run badly, put congressmen and senators on the screen where we can look at them. I'm deeply sincere in that conviction."

Mr. Waldman said protection must be given people whose lives and rights are involved. "We can't use public education as a device to kick people around," he argued.

During the question period Lester L. Gould, WJNC Jacksonville, N. C., criticized Mr. Waldman's bar group. "You acted without my consent, you deprived me of my rights," he said. Again Mr. Waldman struck at the industry, saying, "You should have insisted on public hearings in the New York legislature. You were asleep." Mr. Waldman conceded he would not have opposed telecasting of such hearings.

Due Process Clause

R. Russell Eagan, Washington radio attorney, asked how coverage could jeopardize the due process clause. Mr. Landis replied that constitutional law "is really only horse sense and statesmanship."

Mr. Waldman finally observed that the New York statute is borderline in its application though constitutional in regard to the way it was drafted.

"What power has a senator to call a witness a racketeer before 20 million people," Mr. Waldman asked, drawing a quick response from Mr. Landis who termed this one of the foundations of free government.

Rep. Howell, KFXJ Grand Junction, Colo., long a leader in the fight on behalf of editorializing on the air, raised this point, drawing from Mr. Landis the harsh criticism of the former FCC policy.

Ralph W. Hardy, NARTB government relations director, said there was a tendency to confuse closed and open hearings. "If a

witness is subpoenaed to testify in an open hearing, is it his right to decide whether to tell his story?" he asked Mr. Landis.

"That's the committee's right," Mr. Landis replied. "If the hearing is open, open it to this means of communication." He praised *Meet the Press* and similar programs, and said he might have decided not to vote for a Presidential candidate he had watched in action on television. "It's wonderful what the public gets out of these programs," he added.

Getting back to the Kefauver hearings, Mr. Waldman called Rudolph Halley a lawyer whose television appearances had brought him into a top public position in New York City. "Halley was put in office because he cleaned up a condition that smelled to high heaven," Mr. Landis responded.

On the stage fright issue, Judge Justin Miller, who moderated the proceedings, posed this question, "Suppose a witness on the stand in a trial is embarrassed? Does that mean he is not required to testify?" Mr. Waldman thought it was a question of degree.

Don Elias, WWNC Asheville, N. C., observed it is "the fairest thing in the world to let the public hear—to let the public see your actions and note your intonations."

What Has TV Done to RADIO in Syracuse?

In spite of the fact that Syracuse is a two-TV-station city—even though 71% of the homes in the Syracuse area have TV sets—two separate surveys* show that radio is very much alive and kicking.

3.07 Hours a Day

is the average daily radio-listening time in TV homes in Syracuse. These same homes watch TV an average of 4.52 hours a day. Non-TV homes listen to radio 4.4 hours a day. TV has not replaced radio in Syracuse—merely supplements it as a source of entertainment and information.

WSYR ACUSE
NBC Affiliate

*Write, wire, phone or Ask Headley-Reed for your FREE Copy of the Surveys

RADIO'S ECONOMIC FUTURE

'Strictly Marginal'—Shouse

RADIO, which almost alone among U.S. businesses continued to expand during the depression '30s, may now face an economic future in which its gains will be "strictly marginal," James D. Shouse, chairman of the board of Crosley Broadcasting Corp., said last week.

In a major address to the NARTB convention, Mr. Shouse saw signs of a general U.S. recession.

"I might as well come right out and say it," he said. "I do not think our economy is healthy by any standard that I can determine."

Mr. Shouse said that whereas a year ago "virtually every plant in the country was straining for capacity production rather than relying upon consumer demand as the limiting factor," now there was a definite lull in consumer industries.

"In a wide and growing range of consumer industries," he said, "plant capacities are idle. Employment and hours of work are reduced. Raw material prices have broken and now many retail prices are shaky."

Profits Compared

Generally, he said, corporate profits in the first quarter of 1952 are down about 20% from profits in the first quarter of 1951. In consumer industries "that provides your income and mine" the decline in profits has been greater than 25%.

Mr. Shouse, who is also vice president and a director of Avco Mfg. Corp., said that tax increases have slowed down consumer spending, particularly for durable goods.

"The pyramiding of two tax increases has caught the whole country completely unaware," he said. Its effect has been to hit a "really big segment of the population" with big taxes "for literally the first time in the history of the country."

In this economic atmosphere, Mr. Shouse said, broadcasters "need to

exercise extreme caution, extreme care and extreme adroitness if we are to survive in the highly competitive era which I am sure we are approaching."

"I do think," he said, "that it is always well for us in broadcasting to continuously remember that we have never yet run into a really depressed year."

"The rest of the country had a depression through most of the '30s, but we were an infant industry and we continually showed gains when almost every other business was in trouble."

"That can happen only so long."

"It could be that radio broadcasting has reached something approaching a point of stabilization. We could anticipate in radio some gains in the future. My guess is that they will be strictly marginal."

Television, Mr. Shouse said, is now in a position somewhat like that of radio in the '30s: "It has more of its future ahead and lacks most of radio's 30 years of past."

Though he "would be the last person in the world to try to evaluate the ultimate future relationship between radio and television," Mr. Shouse said he was "glad that I have both kinds of stations and I am sure there will always be both kinds."

Impact of TV on Radio

One reason that radio was the first of the major media to feel the impact of TV was that "radio has had a terribly bad break from the time that television really got started," Mr. Shouse stated.

"There is literally no more reason for radio budgets to be cut in favor of television than for magazines or newspapers to be cut in order to provide funds for television," he said.

"But the tragedy has been in the sheer mechanical facts of the way advertising is bought."

At the outset of TV, television buying was taken as a prerogative of radio departments and time-buyers in advertising agencies, Mr.

Shouse pointed out. Psychologically, this had a profound effect within the agencies and upon their clients, for TV interest distracted from radio interest within the time-buying departments and hence TV was emphasized. Had TV buying been lodged with spacebuyers, newspapers and magazines would have suffered instead of radio.

Mr. Shouse thought there is now a tendency to dissociate radio and television timebuying within some agencies, a trend which he hoped would be encouraged.

Mr. Shouse said the uncertainty "must arise in the minds of every one of us as to whether our advertising economy can continue to support the thousands of stations we now have in our business."

In his opinion, these stations must continue to exist if what he described as a trend toward statism in the U.S. is to be abated.

The majority of radio stations are operated as proprietorships and they, along with most newspapers, small retailers and farmers represent the "last great proprietorship class left in the United States."

"You are a part of the remaining bulwark which stands between this country and statism in whatever modified form it may appear," he told the broadcasters. "Your importance as a vital and pervading force in the small but hard core of the proprietorship class in this country cannot be overestimated."

He said that broadcasters "knew long before most of the rest of American business what it was to be regulated."

"We have been regulated by Congress since 1928 and I think it is a peculiar commentary on what has happened in this country to

find that the Communications Act under whose provisions and interpretations we have, from time to time, been restive, has through these past 24 years actually supplied us with a degree of protection from further encroachment that almost every other business wishes it had. It has been in these later years just as much a charter of freedom as it has been an act of restriction."

MANAGEMENT

Panel Airs Problem

EXCHANGE of ideas on improvement of station management practices marked a forum held Tuesday afternoon during the NARTB convention in Chicago. Panel moderator was Chet Thomas, KXOK St. Louis.

The four panel members set the pace by discussing current practices. William B. McGrath, WHDH Boston, urged managers to hire carefully, pay well and make the station a happy place to work. Simon R. Goldman, WJTN Jamestown, N. Y., suggested careful checkup on costs and sales.

Robert T. Mason, WMR Marion, Ohio, and Leslie C. Johnson, WHBF Rock Island, Ill., discussed problems in their areas.

Topics discussed included talent fees, development of personalities, special problems in different markets, impact of television, use of budgets, turnover, pooling of talent fees and pirating of personnel.

GEORGE LEWIS, director of National Assn. of Gagwriters, will address Washington, D. C., branch April 1. Founder of NAG, which sponsors comedy development centers in cities throughout the U. S., will discuss "Careers in Comedy."



ASSOCIATED PRESS Broadcasters of Arkansas elected new officers at Little Rock meeting March 16. They include (front row, l to r): Ray Dexter, station manager, KDRS Paragould, president; Oliver Gramling, AP assistant general manager for radio; Fred J. Stevenson, general manager, KGRH Fayetteville director. Standing (l to r): W. N. McKinney, general manager, KELD Dorado, director; L. B. Tooley, manager, KNAR Hope, director, and Mar Weaver, news editor, KLRA Little Rock, vice president.

AGRICULTURE

We've been programmed for the farmer for 25 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas
in TOPEKA

SUMMER in St. Louis and details of the \$900,000 sale possibilities there are outlined in promotion piece issued by KMOX St. Louis. Folder points out for advertiser's benefit that "they listen just as much—they buy just as much" as during any other period of the year. Results of a market survey taken for the summer of 1951 are also stated.

LETTER PLUGS PROGRAM

REPRINT of congratulatory letter written by a satisfied sponsor has been distributed by KYW Philadelphia to promote KYW *Feature Drugs*, merchandising idea worked into a program by Hal Moore of station's staff. Copy states enthusiastic response show has received from druggists who are participating in the plan.

CONVENTION COVERAGE

FIRST hand information on goings-on at both Republican and Democratic national conventions will be supplied to listeners of WHIM Providence, R. I., by one of station's newsmen who will be present at both party meetings. Fifteen minute program daily will be tape recorded by the reporter and flown to WHIM for broadcast next day. Recorded telephone interviews have also been planned by the station.

PRO-RADIO CAMPAIGN

STANDARD Radio Transcription Services Inc., L. A., slogan, "Get More For Your Dough on Radio," is being given full promotional treatment in company's advertising. Company's newest idea is Sponsor-Tailored Idea Cards, containing suggestions for use of Standard Program Library material in its subscriber stations' campaigns.

KXOK GOES TO HOME SHOW

UNIQUE among exhibits seen at Bldors Home Show which opened March 29 in St. Louis was display levoted to KXOK-AM-FM that city as well as station's advertisers. Remotes were conducted every afternoon and two monitor-speakers carried KXOK programs throughout the show which closed April 6.

VDSM SPONSORS CONTEST

NAVIGATION Jackpot Contest has been launched by VDSM Superior, Wis., based on opening of avigation in the Duluth, Minn., Superior, Wis. harbor. Person most closely guessing exact arrival time of the first boat entering the harbor wins \$500. Registrants also have chance to win prizes valued at over \$1,000 which have been contributed by local merchants. Time buyers and agency people from all over the country are also able to enter the contest to compete for special \$100 navigation jackpot prize.

programs promotion premiums



'RED CROSS BUN' DRIVE

RED Cross Buns instead of Hot Cross Buns proved a popular gimmick at WHAM Rochester when Bob Keefe introduced new product into the current campaign. Local supermarket chain adopted the idea and announced that all receipts from sale of the buns would be donated to the Red Cross drive.

'PROMOTION' IS DEFINED

POSTCARD promotion based on Webster's definition of the word "promote" has been issued by Robert S. Keller Inc., N. Y., radio promotion firm. Mr. Keller suggests you mail the card, if you're in the market for more national business, to his organization which has "been contributing to the growth and prosperity of radio clients . . . on a promotional level" since 1946.

STATION-LIBRARY TEAM

PROJECT designed to afford the listener an opportunity to brush up on coming radio events has been worked out by WKBZ Muskegon, Mich., and the Hackley Public Library there. Program schedule listing Metropolitan Opera selection, topic of coming *America's Town Meeting of the Air* and other ABC features are posted in the library along with references as to where information on each subject can be obtained in the library files.

TALENTED COMBINATION

COMBINING station's on-the-air personalities, KLAC Hollywood has introduced *Platter Pulse* featuring five disc jockeys, Dick Haynes, Peter Potter, Bob McLaughlin, Gene Norman and Alex Cooper playing ten top tunes each day received from Music City, Hollywood record store. The store in turn promotes the show by displaying life size pictures of the five emcees in new serve-yourself record bar.

WIP'S EXTENSIVE COVERAGE

MORNING disc show beamed by Mac McGuire to armed forces around the world from WIP Philadelphia has a varied listening audience, according to station reports. Japanese listener in Tokyo wrote in that he had heard Mr. McGuire's request for funds for the March of Dimes and sent along 200 yen to help out.

PROGRAM EXPANDS TO FM

RADIO series, *Studio Schoolhouse*, sponsored on WFIL Philadelphia by RCA Monday through Friday, has been made available for FM reception. Programs designed for in-school listening are in their ninth year on the station. Nearly 7,000 students have visited the studio for participation in the broadcast.

STATIONS UNIT OPERATION

RADIO stations in Milwaukee, Wis., combined operations for a two week period in March for the 28th annual Milwaukee Home Show held in the city auditorium. Broadcasting from the special events stage, WMAW, WISN, WFOJ and WOKY interviewed show visitors and described exhibits, fashion shows, interior design and cooking demonstrations for benefit of listeners. Special feature presentations were prepared by each station providing greatest coverage by radio in home show's history.

PHOTOGRAPHY COMPETITION

CONTEST open to both amateur and professional photographers has been inaugurated by CBS at site of CBS Television City now being constructed in Los Angeles. Photographers may shoot pictures of the center from noon to 3 p.m. on three successive Saturdays. Prizes for best pictures range from TV sets to U. S. Defense Bonds.

KNX's STORE PROMOTION

CROSS promotion has been started by KNX Hollywood with a monthly salute to a "Store of the Month" ranging from grocery store to pharmacy. Selected place of business receives a printed scroll bearing its name and that of the manager. In return, store displays products it handles which are advertised on KNX.

SPOTS GET RESULTS

NINE new car dealers were brought to the microphone at WAKU Latrobe, Pa., forty times in one day in promotion carried out by the station. In connection with auto show, station had dealers transcribe announcements calling attention to time and date of showing. WAKU reports spots brought overflow crowds and one additional dealer into the station's family of sponsors.

KBIG'S COAT-OF-ARMS

COAT-OF-ARMS dignifying KBIG Avalon, Calif., new station starting May 1, consists of two crossed sticks, all that remains of two Eskimo Pies. Reason for such heraldic blazonry is that Golden State Co. Ltd., San Francisco (Eskimo Pie Co.), is station's first national sponsor with purchase of 52 minute and half-minute spot announcements through Guild, Bascom & Bonfigli Inc., that city.

ADDED ATTRACTION

NEW cast member has been added to *Paul Dixon Show* on WCPO-AM-FM-TV Cincinnati. Pamela Dixon, Mr. Dixon's daughter, has been chosen to play the part of "Miss Bonnie Nu Maid" in the Nu Maid commercials in addition to assisting her father in pantomiming of latest records. Pamela, incidentally, is three years old.

POLITICAL INFORMATION

PROGRAM package designed to acquaint listeners with election mechanics from the "precinct to the national level" is being aired by WMT Cedar Rapids, Iowa. *Politics is Your Business* will be heard in 20 half-hour installments. In addition to featuring candidates from the state, 300 high schools are participating in contest conducted by the station to stimulate political interest among students.

KSL ANNOUNCES CODE

TEARSHEET has been mailed out by KSL-TV Salt Lake City picturing seal adopted by NARTE TV Code as well as reprint of text of code itself. Copy announces that KSL-TV subscribes to the code and that practices it outlines are adhered to by the station.

TELEVISION SERIES ON MAN

SIX-PROGRAM television series on general subject of "man" will be produced by NBC television network and American Museum of Natural History, New York. Scientists and explorers associated with museum are to counsel and perhaps appear on programs on physical, social and psychological aspects of man and the earth, sea and universe he lives in. Project may be completed by the end of the year.

immediate revenue produced
with regional promotion
campaigns

23 years of
service to the
broadcasting industry

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager



experienced sales
personnel will sell community
programs throughout
your coverage area

ACTIONS ON MOTIONS

By Hearing Examiner Fanny N. Litvin
Azalea Bestg. Co. Mobile, Alabama—Granted petition for continuance of hearing from March 26, without date and until further order of Commission, in proceeding re its application; applicant's consulting engineer is engaged in preparation of certain data which, it is alleged, may obviate necessity of hearing.

WTOD Toledo, Ohio and The Rural Bestg. Co. Oak Harbor, Ohio—Granted motion of WTOD to file reply to proposed findings and conclusions of other parties in proceeding re its application, and to Rural Bestg. Co. of Ohio to file its answer thereto.

By Hearing Examiner Leo Resnick
Paramount Pictures Corp.—Granted petition authorizing taking of depositions on written interrogatories of certain officers of Paramount Pictures Corp. and Paramount Television Productions Inc. in proceeding re Docket Nos. 10031-10034.

By Hearing Examiner
James D. Cunningham

WKOW Madison, Wis.—Granted petition for continuance of hearing upon its application. Upon Commission's own motion, hearing continued until further order pending action by FCC on banc on petition for reconsideration of action ordering the hearing which petitioner alleges is being prepared for filing.

FCC CORRECTION

By Hearing Examiner
Elizabeth C. Smith

Frank D. Tefft Jr. Big Rapids, Mich.—Ordered that exhibits No. 18, 19 and 20 be received in evidence in this proceeding. Further Ordered that record be closed.

March 28 Applications . . .

ACCEPTED FOR FILING

AM-1460 kc

Paul A. Brandt, Big Rapids, Mich.—Application for CP new AM station on 1550 kc, 1 kw D. AMENDED to change

fcc actions



MARCH 27 THROUGH APRIL 3

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp-synchronous amplifier

ant-antenna
D-day
N-night
aur-aural
vis-visual
cond-conditional
LS-local sunset
mod-modification
trans-transmitter
unl-unlimited hours

STA-special temporary authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 107.

frequency to 1450 kc, power to 500 w D, etc.

Application Amended

Gulf Beaches Bestg. Co., St. Petersburg, Fla.—Application for CP new AM station on 1310 kc, 1 kw D. AMENDED to change trans. and studio locations and change from non-directional ant. to DA.

License for CP

WLCS-FM Baton Rouge, La.—License for CP, as mod., which authorized new FM station.

Modification of CP

WJWL Niagara Falls, N. Y.—Mod. CP, which authorized changes in trans. location and new ant., for extension of completion date.

License Renewal

Following stations request renewal of licenses:
WMLM-FM Macon, Ga., KVOP-FM El Paso, Tex., and WMOC Covington, Ga.

TENDERED FOR FILING

AM-810 kc

WKVM San Juan, P. R.—CP to change frequency from 1070 kc to 810 kc, change trans. location and DA pattern.

AM-930 kc

KSDN Aberdeen, S. D.—Mod. license to change from DA-DN to DA-N.

March 31 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Robert F. Jones

WEIR Weirton, W. Va., and WSTV Steubenville, Ohio—Granted motion of WEIR for dismissal without prejudice of its application and dismissed as moot its petition to enlarge issues in proceeding; also dismissed as moot petition of WSTV for leave to intervene in proceeding re application of WEIR.

Chief, FCC Broadcast Bureau—Granted petition for extension of time to April 4 to file exceptions to initial decision issued re application for license to cover CP for Station KCH Shreveport, La.

Liberty Bestg. Co., Liberty, Tex.—Granted petition for acceptance of its late appearance in proceeding re its application and that of KTH Houston, Tex.

By Hearing Examiner J. D. Bond

WOOK Washington, D. C.—Granted petition for leave to amend its application to show in application operation of proposed synch. amp, nighttime only and to delete all reference to daytime operation in order to give improved coverage to Washington area.

By Hearing Examiner

James D. Cunningham

KCIL Houma, La.—Ordered that record of hearing be reopened. Granted

Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the FINAL TELEVISION ALLOCATIONS REPORT. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at \$3 each.

CP for extension of completion date to 6-1-52.

KMPC Los Angeles—Granted mod. CP for extension of completion date to 9-30-52; cond.

April 1 Applications . . .

ACCEPTED FOR FILING

AM-1430 kc

WHIL Medford, Mass.—Mod. CP, as mod., which authorized new AM station, for change frequency from 1340 kc to 1430 kc, increase D power from 250 w to 500 w, etc.

Modification of License

KWLM Willmar, Minn.—Mod. license to change studio location.

Modification of CP

KDSJ Deadwood, S. D.—Mod. CP, as mod., which authorized frequency change, power increase, DA-N, etc., to change studio location and trans.

WRDB Reedsburg, Wis.—Mod. CP, which authorized change in location, for approval of ant., trans. and studio locations.

WVTFM Coldwater, Mich.—Mod. CP, as mod., which authorized new FM station to change ERP from 770 w to 311 w, ant. height from 220 ft. to 233 ft. above average terrain and type of ant.

License Renewal

Following station request renewal of license:

KWHN Fort Smith, Ark., KFFA Helena, Ark., KXAR Hope, Ark., KNEY Newton, Ark., KRIN Walnut Ridge, Ark., WIKC Bogalusa, La., KLFY Lafayette, La., WLOX Biloxi, Miss., WGVW Greenville, Miss., WJDX Jackson, Miss., WLAU Laurel, Miss., and WVIM Vicksburg, Miss.

TENDERED FOR FILING

AM-570 kc

WACL Waycross, Ga.—CP to change hours of operation from D to unl., install DA-N, using 1 kw.

AM-1060 kc

KXOC Chico, Calif.—CP to change frequency from 1150 kc to 1050 kc, increase power from 5 to 10 kw, etc.

AM-1280 kc

KTLN Denver, Col.—CP to change frequency from 1150 to 1280 kc, increase power from 1 kw to 5 kw, install DA-DN, change hours of operation from D unl., and change trans. location, etc.

April 2 Applications . . .

ACCEPTED FOR FILING

AM-810 kc

WKVM San Juan, P. R.—Mod. CP, as mod., which authorized frequency change, power increase, DA-DN, change trans. and studio locations, etc., to change frequency from 1070 kc to 810 kc, change DA, etc.

AM-920 kc

Montezuma Bestg. Co., Andalusia, Ala.—Application for CP, new AM station, AMENDED to change frequency from 1190 kc to 920 kc and change ant.

AM-930 kc

KSDN Aberdeen, S. D.—CP to change from DA-DN to DA-N.

License for CP

KFXD Nampa, Idaho—License for CP which authorized power increase and change from DA-DN to DA-N.
KIOA Des Moines, Iowa—License for

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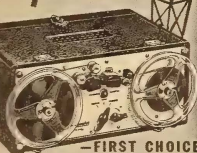
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quency change, hours of operation, installation of DA-N, etc.

WSB-TV Atlanta—License for CP, as mod., which authorized new TV station.

WTSV-FM Claremont, N. H.—License for CP which authorized changes in FM station.

WFBC-FM Greenville, S. C.—License for CP which authorized changes in FM station.

WMRC-FM Greenville, S. C.—License for CP which authorized changes in FM station.

Modification of CP

KPOL Los Angeles, Calif.—Mod. CP, as mod., which authorized new AM station, for extension of completion date.

KNBR North Platte, Neb.—Mod. CP,

as mod., which authorized new AM station, for extension of completion date.

Application Amended

WOOK Washington—Application for CP synch. amp. AMENDED to specify N operation only.

Jackson Bestg. Co., Jackson, Miss.—Application for new TV station AMENDED to change trans. location from Lamar Life Bldg. to Deposit Guaranty Bank & Trust Co. Bldg., in Jackson.

Extension of Authority

Following request extension of authority to transmit programs from their studios and facilities to Canada: WHYN Holyoke, Mass., to CFRA Ottawa; WITH Baltimore to CFRA, and

Church of Universal Triumph, Dominion of God, Detroit, to CKLN Windsor.

License Renewal

KQ2XBH Cincinnati, Ohio—Renewal of license experimental TV station licensed to Crosley Bestg. Corp.

APPLICATION RETURNED

Cy N. Bahakel, Roanoke, Va.—RETURNED application for new AM station on 1410 kc, 5 kw D.

TENDERED FOR FILING

AM—1450 kc

KPUY Puyallup, Wash.—Mod. license to increase power from 100 w to 250 w.

(Continued on page 107)

CP which authorized changes in DA-N.

KTOE Mankato, Minn.—License for CP which authorized increase in D power, etc.

KALE Yakima, Wash.—License for CP, as mod., which authorized fre-

BROADCASTING • Telecasting

April 7, 1952 • Page 103

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Help Wanted

Managerial

Manager-teacher to be half-time executive secretary Oregon State broadcast teachers' Association and half-time teacher professional radio courses University of Oregon. Position requires solid radio-management-sales background plus at least bachelor's preferably master's degree. Up to \$500 monthly salary. Write full details by April 21 to Dean Gordon Sabine, Journalism School, University of Oregon, Eugene.

General manager, functional music, transit casting, store casting background. Progressive FM station in new market. East. Exceptional opportunity right man. Box 703M, BROADCASTING • TELECASTING.

Sales manager, radio experience essential. Must know New York agency and local contacts. Salary \$12,000-\$14,000. In reply give all details including starting salary. All replies must be held in strict confidence. Box 723M, BROADCASTING • TELECASTING.

Salesmen

Salesman. Excellent opportunity for good salesman around 30 for 5 kw independent midwest station. Volume during initial period. Good potential. Box 333M, BROADCASTING.

If you think sales, breathe sales, sell sales, you're the man for us. Salary plus commission in Texas ABC station. Box 563M, BROADCASTING • TELECASTING.

Can you pitch sports? Progressive station in midwest market, 250,000 population, four stations, needs salesman who is now selling sports, likes sports, lives sports and knows how to sell sports. No restricted accounts. Volume such that \$8,000 to \$12,000 per year could be earned. Salary and commission. Year around sports schedule, afternoon and night. If at convention, leave name at Superior 7-8177, or write Box 652M, BROADCASTING • TELECASTING.

Experienced salesman wanted to sell and service accounts for live wire suburban Chicago station. Big market, good opportunity for man who can produce. Box 697M, BROADCASTING • TELECASTING.

Salesman—Must be thoroughly experienced in competitive market selling. Immediate opening in Kentucky. Average earnings here now better than \$200 weekly. Reliable man with good record only. Box 720M, BROADCASTING • TELECASTING.

50,000 watt AM, needs topflight salesman working profitable accounts, in a frontier and easy to sell in South Texas market. Write K-SOX, Harlingen, Texas.

Salesman, excellent opportunity for experienced salesman. WAIR, Winston-Salem, N. C.

Opening branch office in neighboring city leaves immediate local salesmen opening. Good opportunity. Contact Bill Tedrick, WOKZ, Altamonte, Illinois.

Announcers

Key job for better than average experienced announcer with full class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. \$75.00 and raises. Send audition and facts Box 183M, BROADCASTING • TELECASTING.

Wanted, experienced announcer-engineer for progressive southeastern city. Announcing ability-permanency most important. \$700.00 per week and salary shows. Send photograph and disc first reply. Box 296M, BROADCASTING • TELECASTING.

Experienced announcer by Rocky Mountain area network station. Send full particulars, audition record and salary requirements by letter. Box 393M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Combination announcer-engineer, 1st phone, needed for opening at northeastern station. This will be a permanent position for the right man, who can handle all kinds of programs capably. Starting salary \$300 per month. Regular pay increases. Rush full details. Box 504M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliate. Pay dependent on ability. Box 536M, BROADCASTING • TELECASTING.

Combo-man, with first phone for progressive station in new market not independent. We've been enjoying the results of sound business operation for over two years. There is a good future for a man who wants to settle down in a friendly community. Salary starts at \$300 per month with regular increases. No floaters wanted. Box 564M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket, \$65.00 to start. Southern network station. Opening immediate. Box 571M, BROADCASTING • TELECASTING.

Experienced news writer-announcer, midwest NBC affiliate. Must be able to write, edit and present news. Send tape, photo, experience, references. Box 619M, BROADCASTING • TELECASTING.

Fulltime kilowatt independent in northeastern market of 300,000 wants a morning man who can air and sell top morning show. Full details and disc. Box 628M, BROADCASTING • TELECASTING.

Hillbilly and commercial man. South-west NBC regional wants early morning hillbilly jockey and MC who can also do acceptable straight commercial, 40 hours. TV minded. Send detailed letter, photo and versatile tape or disc. Box 639M, BROADCASTING • TELECASTING.

Wanted: Announcer-salesman for ABC affiliate situated in the Rockies, serving an expanding oil city. Good opportunity for right man. Send tape or photo, references, full first letter. Box 647M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket, \$60.00 to start. Virginia network station. Opening immediate. Box 724M, BROADCASTING • TELECASTING.

News and special events, mike and TV experience for New York City. Must be top-notch. Staff job on salary plus commercial fees. In reply give full details including salary required. Box 720M, BROADCASTING • TELECASTING.

Local news editor must have college and journalism background. Gather, write and broadcast local news on a \$275.00 monthly to start. Contact Radio Station KCOW, Alliance, Nebraska.

Fine opportunity for announcer-engineer first phone. With sales ability can sell and service one station market half-time if desired. Permanent. Salary open plus commission. Send tape, particulars to KDAC, Fort Bragg, California.

Immediate opening announcer-engineer, emphasis announcing, \$60.00 week start. KKDD, Clinton, Missouri.

Announcer with first phone license, emphasis announcing new and old time shows. Send complete letter to KSUE, Susanville, California. Immediate opening, no collect phone calls, please.

Announcer: only light experience necessary if you can write in words for staff. WBEX, Chillicothe, Ohio, 3-2244.

Good announcer who can handle programming and write local news. Excellent opportunity, immediate opening. Air mail voice disc salary requirements, Complete personal data. Manager, WHIT, New Bern, N. C.

Help Wanted (Cont'd)

Personality plus DJ with plenty of zany promotional gimmicks for morning show. Must be strong on ad lib commercials. Send audition disc, detailed letter and photograph to WORL, Boston.

WPAP, Pottstown, Penna., needs good matured voiced morning man who wants to sell in the afternoon and a live man with deep voiced disc jockey. You will replace an announcer going to a major network and a disc jockey called back into service. Personal interview preferred.

Staff announcer wanted. Good place for family man. Must have car, operate turntables. Prefer someone with independent station experience. Send audition, details, to WPIC, Sharon, Pa.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Pittsburgh area: Immediate opening. Permanent. First class engineer. Must have car. Transmitter work only. 250 watt, non-directional daytime. AM (30A) and 1 kw FM (Westinghouse). 3 miles from Pgh. Transmitter one mile from Pgh. Good living conditions. Friendly staff of 12. \$55 for a five day, forty hour week. Paid vacation. One week this year. Two weeks next year. Considering small local TV but can't promise. Box 636M, BROADCASTING • TELECASTING.

First class license holder. Transmitter only. \$46.00 for 44 hours. Box 677M, BROADCASTING • TELECASTING.

Engineer, first class ticket, experience unnecessary, no announcing, western Penna., 250 watt, network, \$50 for 40 hours. Paid vacation, address Box 701M, BROADCASTING • TELECASTING.

Engineer-announcer with first class ticket. Starting pay \$65.00 weekly. Southern network station. Present opening. Box 707M, BROADCASTING • TELECASTING.

Opportunity for combo. Box 710M, BROADCASTING • TELECASTING.

Immediate opening experienced chief engineer for progressive kw station southeast Oklahoma. Excellent working conditions, good pay. Must have car. Give complete details first letter. Box 737M, BROADCASTING • TELECASTING.

First class engineer, no announcing, state minimum salary. Box 740M, BROADCASTING • TELECASTING.

Wanted, one first class engineer. Box 742M, BROADCASTING • TELECASTING.

Permanent position for first phone engineer. Excellent equipped AM-FM network affiliate in central Texas town of 28,000 population. No announcing. Good pay. For details contact Burton Bickel, KTEM, Temple, Texas.

Excellent opportunity for engineer-announcer. Emphasis on engineering ability, offering position of chief in near future. Include all facts in first reply. KTUR, Turlock, California.

Engineer: First phone. Starting salary commensurate with ability. Contact Chief Engineer, WBCK, Battle Creek, Michigan.

Engineer wanted. No experience necessary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

1000 watt, daytime only, needs first class engineer, some announcing. Will consider inexperienced man willing to work short hours, excellent working conditions. Write or phone WFRX, West Frankfort, Illinois.

Help Wanted (Cont'd)

Immediate opening first phone engineer-announcer. Beginners considered 40 hour evening shift, mainly network good working conditions and opportunity to advance. Air mail voice disc salary requirements, complete data Manager, WHIT, New Bern, N. C.

Chief engineer for WKYV, 1 kw, daytime, Western Electric equipment, studio engineer, 1 kw, 24 hour station. Want qualified, experienced working engineer. Steve Cisler, WKYV, Louisville, Kentucky. Can use one transmitter engineer. IBEW scale.

Wanted—Engineer, first phone, experience unnecessary. WLOK, Lima, Ohio. **Engineer, 1st phone, experience not necessary.** Immediate employment. Write or manager, Wm. Benson, Moundsville, W. Va. (phone-1730).

Wanted: Engineer, first phone, Young staff, announcing or sales. Top base with overtime and talent money. Those over 30 and experienced. Benson, WMPA, Aberdeen, Mississippi.

Engineer needed, no experience necessary, immediate opening, WREL, Lexington, Virginia.

First class engineer, no experience necessary. Immediate opening. Permanent position. Wire or call, WRMN, Elgin, Illinois.

Wanted: Immediately, transmitter operator with first class phone license. No experience necessary. Starting salary fifty-five per week. Write Chief Engineer, WSP, Paintsville, Kentucky.

Immediate opening for first phone. 1 kw. No experience necessary. Need car. Contact Chief Engineer, WTNS, Coshocton, Ohio.

Production-Programming, Others

Wanted—Capable young lady for continuity. Real opportunity with network affiliates in Michigan, midway between Detroit and Boston. Prefer someone with air work who can build daytime women's show. Kindly send details of experience, well as salary. Good living if available. Box 700M, BROADCASTING • TELECASTING.

News director, supervisor, 4 man sports, farm and news department. Only experienced men with journalism degree need apply. Good salary with bonus. 5 kw midwest. Box 705M, BROADCASTING • TELECASTING.

30 kw CBS affiliate, one of the nation's most progressive and outstanding stations, needs a program director with solid experience, ideas and program experience. Good salary. Good working opportunity for right man. Box 723M, BROADCASTING • TELECASTING.

Wanted: Continuity chief. Experienced writing for all types of clients. Send letter full details, copy samples. Moderate, healthful climate. Salary according to your ability. Program Director, WFLB, Jacksonville, Florida.

Continuity writer. Need a "take charge" guy or gal for commercial continuity department. KIRX, Kirksville, Missouri.

Situations Wanted

Managerial

Attention southern station owners. Two young men, general manager and chief engineer want to operate southern station, hard workers. Can take complete charge only working interest, or chance to buy in. Box 625M, BROADCASTING • TELECASTING.

Manager, available soon. Know all the details. Like to work. Prefer southwest or west. Dependable, guarantee results. Box 640M, BROADCASTING • TELECASTING.

General manager, now successful commercial manager, major market independent experience. Hard worker. Saleable ideas. Box 691M, BROADCASTING • TELECASTING.

I'm ready for manager's job. 7 years experience all phases of radio. College graduate, active in civic affairs, ready to meet competition. Want opportunity for security earned by hard work. Good potential must be present. Prefer north or midwest, but will consider all areas. Send references. Box 704M, BROADCASTING • TELECASTING.

Salesman

Sales or sales-management. Seven years well-rounded radio. Presently earning in excess of \$200. 32 Family. Box 703M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

alesman-salesmanager. Experienced national, local, regional, well-known. Accepted permanent position with future. Box 716M, BROADCASTING • TELECASTING.

Announcers

portscaster, baseball, football. Boxing a specialty, 2 years experience. Single. Box 716M, BROADCASTING • TELECASTING.

nnouncer, married, draft exempt. Recently employed. Northeast preferred. Audition on request. Box 68M, BROADCASTING • TELECASTING.

nnouncer: News, DJ, console, also ad on copy. Disc speaks for me. Box 657M, BROADCASTING • TELECASTING.

nnouncer: 14 months experience all bases. Disc, sports, color, dance band, imotes, news. Night turn preferred. Single. Box 690M, BROADCASTING • TELECASTING.

nnouncer, deep clear voice, college graduate, competent, trained commercial radio Pathfinder, 26, single. Photo and disc on request. Box 685M, BROADCASTING • TELECASTING.

xperienced announcer, operate radio. Friendly, informative DJ show. Subject plenty "sell" into any type commercial. Know-how in news. Capable staff duties. Presently employed, prefer net affiliate. Reliable, married, draft exempt. Air check, photo, details available. Box 716M, BROADCASTING • TELECASTING.

nnouncer/copy writer would like night shift so he can devote daytime to call news coverage. Six Horatio Alger says for sixty Harry Truman dollars. Single. Box 716M, BROADCASTING • TELECASTING.

mmercial night announcer. 8 years experience. No DJ. Very steady. Family. Now employed. \$100 minimum. Box 72M, BROADCASTING • TELECASTING.

a progressive Florida station is interested in a thoroughly experienced announcer with successful production and sales records and the position is permanent. Please write. Box 714M, BROADCASTING • TELECASTING.

n years experience, announcer. Prefer Michigan. Available end of April. Box 716M, BROADCASTING • TELECASTING.

nnouncer, vet, single. Deep mature voice that sells. Two years experience. Assume disc, upon request. Prefer east. Box 717M, BROADCASTING • TELECASTING.

nnouncer, 2 years experience. Armed forces Radio Service, 2½ years. Scheduled all phases good commercial program, write copy. Married. Prefer south-east. Available May 4. Box 728M, BROADCASTING • TELECASTING.

nnouncer, with nine years experience. Complete background in music, news, sports, special events. Married, draft exempt. 27 years old, university degree. Excellent references. Travel for work. Box 727M, BROADCASTING • TELECASTING.

nnouncer, experienced all phases with mutual affiliate. News, DJ, operate ad. Single, veteran, draft exempt. Box 728M, BROADCASTING • TELECASTING.

id it! More than "staff announcer". Experienced in all phases of announcing, production. Currently chief announcer. Can deliver for you. Tape and details available. Box 733M, BROADCASTING • TELECASTING.

nnouncer, news, 2 years experience. Veteran, excellent references. Will be buying stock of small percent. Box 61M, BROADCASTING • TELECASTING.

perienced young announcer, draft exempt, seeking connection with station created in integrity, perseverance, ability, talent. Strong on continuity, popular class material. Available immediately. Moderate salary. Disc, references, photo. Box 738M, BROADCASTING • TELECASTING.

available April 12: Conscientious announcer six years experience all phases, single, 27, college graduate, vet, will travel. Box 739M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Experienced play-by-play baseball and football sportscaster available shortly. Audio, photo and references on request. Will consider top salary offer only. Box 741M, BROADCASTING • TELECASTING.

Excellent radio voice, they say. First class license. Combo operation experience. Box 323, Palm Desert, California or telephone 76-2095.

Experienced announcer, single, draft exempt, serious minded. Available at once. Eugene L. Books, 1808 Summit St., Eau Claire, Wisconsin.

Announcer, experienced, operate panel, mature voice; friendly approach DJ shows college background. Available immediately. Write Julian Bronstein, 2218-33 Street, Galveston, Texas for tape etc.

Deep-voiced graduate of SRT. College grad. Draft exempt. William Mitchell, 10619 Hamilton, Chicago. Box 8-1028.

Announcer, operate board. Age 27, draft exempt, 2 years college, college experience foremost. Salary nominal. Contact E. H. Osborn, phone 874541, Tampa, or write P. O. Box 255, Tampa 1, Florida.

Technical

This cost a buck. I cost more. Combo job. Currently chief engineer. Box 702M, BROADCASTING • TELECASTING.

West coast. Five years commercial radio. Control or transmitter. Good on audio. Married, 29. Car. \$65.00 minimum. Box 731M, BROADCASTING • TELECASTING.

First phone license, no experience. Radio-television school grad. Draft exempt. Will travel. Box 735M, BROADCASTING • TELECASTING.

Production-Programming, Others

Station or agency radio-TV production man. Experience includes 1 kw Chicago area PD, announcing, continuity, news rewrite, TV and theatre production. Married, veteran, age 27. Northwestern B.S. in Speech (Radio). Both innate and acquired production sense. Ideal production staff addition with announcing, writing and art talent to wrap up the package. Box 706M, BROADCASTING • TELECASTING.

Program director, top independent and network experience. Box 708M, BROADCASTING • TELECASTING.

Capable woman immediately available: Experienced small station sales, public relations, mike, traffic, program. Box 709M, BROADCASTING • TELECASTING.

Program—Music director; university graduate, married, mature; experienced in 50 kw radio-television affiliate; all phases radio-TV production-direction; teaching ability; excellent music ability. Box 713M, BROADCASTING • TELECASTING.

Qualified program director—announcer seeks affiliation with progressive independent. Five year experience in programming, production and all phases announcing. Want local permanent position with outlet in east. Request it, we'll send it. Box 732M, BROADCASTING • TELECASTING.

Sports and news director 3 years New England metropolitan stations. Play-by-play baseball, small basketball. Gather, edit, broadcast local and regional news. Age 28, college graduate, single, will travel. Box 741M, BROADCASTING • TELECASTING.

Vet, draft exempt, available immediately. Sports director four years, experience all phases of sport. Will travel and sell. Send full details first letter. Contact Bob French, 8817 Houston, Chicago 17, Illinois, phone Bayport 1-3894.

Television

Announcers

Experienced in TV-AM. Announcing, directing and production. Some technical. Sports a specialty. Presently with major TV station. Desire position with progressive TV operation. Will arrange personal interview. Box 67M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Technical

Recent S.R.T. graduate looking for position in small TV station. Have TV and radio servicing background and some knowledge of film and movie cameras. Veterans age 29. Photos on request. Box 465L, BROADCASTING • TELECASTING.

TV engineer, chief or staff: 4 years TV studio and transmitter experience with network owned station. Interested in good paying opportunity. Box 722M, BROADCASTING • TELECASTING.

Licensed technician, 10 years aural transmitter experience to 10 kw. Seeking work in California television station. Knowledge of video circuits. Presently employed, married, 32, car. 22 Hanover, San Francisco.

Production-Programming, Others

Young man with unusually full radio and TV background wishes one of the top production-program positions with new TV station. College degree, 2 years radio, 2½ years TV experience. Box 612M, BROADCASTING • TELECASTING.

For Sale

Stations

Southwest, 250 watts. Well equipped. Gross \$2500 month. Asking \$35,000. Terms. Box 718M, BROADCASTING • TELECASTING.

Notice of sale. Radio Station WWXL including license and all physical property, will be sold at public auction on Wednesday, May 1, 1952, at 10:00 a.m., 1225 Jefferson Building, Peoria, Illinois, on April 10, 1952, at 10:00 a.m. Write trustee for terms of sale and further particulars.

For sale—broadcasting stations. Leonard J. Schrader, 509½ East Green St., Champaign, Ill. Phone 9094.

Equipment, etc.

Tower—Winchager, model 300, galvanized, guyed triangular, good condition, including beacon, tuning unit, lightning filter, transmission lines, as is, where is, Washington D. C. area. Make us offer. Box 622M, BROADCASTING • TELECASTING.

For sale—radio towers, at bargain prices, with base insulators, lighting equipment, guy cables and anchors. 5-300 foot towers, 3-360 foot towers, 3-400 foot towers. Box 635M, BROADCASTING • TELECASTING.

For sale: 10 kw Western Electric frequency modulation transmitter, model 506 B-2. Never been used. Box 673M, BROADCASTING • TELECASTING.

RCA 70C-2 turntable, \$300. M1-11304. Relay power supply, \$150. M1-11850C. Recording head, new, \$150. Two 7-D polydirectional microphones with 90-C boom stands, \$150 each complete. 44XB velocity microphone, \$60. Two 90A program stands \$25 each. Two Weston 861 TV meters with multipliers \$30 each. All excellent or new condition. Also 40C line amplifier \$50. Box 698M, BROADCASTING • TELECASTING.

Magnacorder tape recorder PT63 A2 EX-100 and other equipment used 15 hours. Must sell. Box 736M, BROADCASTING • TELECASTING.

A 300 foot Andrew 2 inch angle wrought iron tower. Offers accepted for quick disposal. All other equipment sold from previous ad. KGKB, Tyler, Texas.

Wanted to Buy

Stations

The owners of a successful small market radio station in a middle Atlantic state desire to expand their interests through the purchase of additional properties preferably in the east or south. If you are interested in selling your station to experienced broadcasters who will operate it in the best interest of your community, please write. Box 664M, BROADCASTING • TELECASTING and your letter will be treated in confidence.

Wanted to buy. Radio station in Florida east coast. Prefer 250 watt fulltime. All replies will be held confidential. Address Box 721M, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted: Flasher for single tower, photoelectric control unit and 250' RG-17/U or RG-19/U coax. Box 671M, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

Wanted, all or any part 1 kw equipment. Need everything. Box 694M, BROADCASTING • TELECASTING.

Wanted—FM frequency modulation monitor. Prefer Hewlett-Packard 335-B. State condition, type and price. Box 699M, BROADCASTING • TELECASTING.

1000 watt transmitter, coaxial cable, field intensity meter, phase monitor or microphones. Write Box 725M, BROADCASTING • TELECASTING.

Two RCA 70-C or 70-D turntables. WLFM, P. O. Box 625, Suffolk, Virginia.

Miscellaneous

Owner profitable western station seeks TV financing. Box 719M, BROADCASTING • TELECASTING.

Help Wanted

Managerial

WANTED Local Sales Manager

5,000 watt independent needs young experienced local Sales Manager. Terrific potential as yet not wholly developed. Wonderful opportunity for the right man. Box 642M, BROADCASTING • TELECASTING.

Salesman

Now looking for replacement in our Sales Department. Must be man with proven sales record in radio. Salary and commissions should run in excess of \$7,000. Reply direct to Gene DeYoung, General Manager, Radio Station KERO, Bakersfield, California.

Situations Wanted

Television

Production-Programming, others

AVAILABLE IMMEDIATELY

top tv programming executive

EXPERIENCED NETWORK AND LOCAL OPERATIONS

Formerly program manager newspaper owned station, N. Y.

Formerly program manager network flagship station, N. Y.

Head of programming midwest division of national network, Chicago

EXCELLENT REFERENCES

AND RECORD:

Kefauver Hearings

Richard Rodgers Tribute Show

Top Chicago network originations

Outstanding local programs

Responsible for syndication of first major feature film package in TV and creating first international TV Newseel

Can build impregnable network or local program structure and support same before FCC.

Please contact: Box 743M,

BROADCASTING • TELECASTING

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. FRAZIER

TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

(Continued on next page)

2
of every
3

PERSONNEL ORDERS

are for

ENGINEERS

(First and Second Phone)

Write for Placement Forms

Edward C. Lobdell Associates

17 East 48th St., New York 17, N. Y.

Schools

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.

RCA Exhibit

RCA exhibited industrial television and electronic metal detection equipment at the National Packaging Exposition and Conference of American Management Assn. April 1-4 in Atlantic City. Company demonstrated its small industrial TV camera—used as a monitor device—in a “see yourself” setup, enabling visitors in RCA booth to see themselves on television. Eriez Mfg. Co., national distributor for RCA electronic metal detectors, demonstrated its line of magnetic separators with RCA products.

Southwest Scenic Mountain Area

\$65,000.00

Network station serves isolated market. Ideal living conditions. Good plant and equipment. Liberal financing. Profitable under absentee ownership.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Ray W. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

WWL MARKS 30TH ANNIVERSARY

Ceremonies Recall Station's Humble Start

WWL New Orleans celebrated its 30th anniversary March 31 in ceremonies which recalled its growth from 10 w to its present status of a 50 kw clear-channel station.

A mere \$400 and the dreams of Jesuit priests of Loyola U. were funneled into electronic ingenuity to give the station its start three decades ago. Today, WWL, a CBS affiliate, serves 659,040 homes in 330 parishes and counties within its four-state primary coverage area.

In addition, listeners have picked up WWL's signal in all 48 states, Alaska, Guam, Israel, the Aleutian Islands and aboard ship in the English Channel.

As early as 1907 the Jesuit fathers began their work in radio. The success of the pioneer station, KDKA Pittsburgh, later fired the imagination of the radio-minded faculty and plans were envisioned for a similar station to serve New Orleans.

As time went by, a radio school was set up in the physics laboratory under the direction of young Father Edward Cassidy. Father Cassidy's “hams” did their part in helping defeat the enemy during World War I.

Father Cassidy and his co-workers were determined to build a broadcasting station but they had little money. A retired sea captain who had been admiring the Jesuits' work in wireless offered \$400.

A wireless trunk set discarded from an old government ship was bought by Father Cassidy. Then on March 31, 1922, when the nation was cheering Dempsey's victory over Carpentier, and still mourning the untimely death of Enrico Caruso, WWL was born. President of the university, Father Edward Cummings, made the initial broadcast. Then a phonograph record of John McCormick singing “When Irish Eyes Are Smiling” was played.

During the trying years of



Mr. Summerville (l), compares a tube used today with a small tube held by Mr. Bloom. WWL used the smaller tube in 1922.

World War II, both Loyola and WWL had at their helm the Rev. Thomas J. Shields, S.J., who is given much credit for the station's progress.

WWL also has applied to FCC for TV Channel 4.

Father Shields is soon to receive a change in assignment and his duties will be shouldered by the Rev. W. P. Donnelly, S.J.

General manager of WWL is Howard (Slim) Summerville, a veteran of 28 years of broadcasting, who joined the station in 1939. Another veteran is Chief Engineer J. D. Bloom, who joined the staff in 1924.

Other present staffers include Larry Baird, commercial manager; Ed Hoerner, program director; Ray Liuzza, promotion manager; Don Lewis, news director; Flo Shannon, farm director; Bill Brengle, sports director, and Jill Jackson, women's director.

ADS BELIEVED?

Test Method Suggested
QUALITATIVE and quantitative analysis, used in balance, can aid advertisers in learning whether their sales messages are believed rather than merely read.

This theme was propounded by Stuart Henderson Britt, vice president and director of research of Needham, Louis & Brorby, Chicago, as he spoke to members of the American Marketing Assn. in Toronto last Monday.

One reason for the lack of believability, he said, was “almost identical claims” made by refrigerators, beer, whiskey, soaps and cars.

After contrasting the four basic methods of market research, Mr. Britt suggested that people in advertising “almost take them too seriously.”

“We like to quantify,” he said, “and love to make up tables and graphs and charts. As a psychologist, I find it becomes difficult to encompass the complexities of the human mind in bar charts and statistical tables.”

Strictly Business

(Continued from page 12)

gest advertisers at that time, went into radio first in 1932 with sponsorship of Ida Bailey Allen and her women's commentaries.

Today, National Biscuit products—Premium, Ritz, and Graham crackers, Triangle Thins, etc.—are represented by Arthur Godfrey on CBS. (Company salesmen, Mr. Oliva reports, say he does them a lot of good.) National Biscuit also sponsors a newscast on the full Dor Lee network and is planning spots on 84 local stations.

“We're new in television,” the advertising head explains, but his organization sponsors Kukla, Fran and Ollie and was surprised at the volume of mail it received when the show was cut to 15 minutes. “We answered all letters,” Mr. Oliva said, “telling them we could only buy what the network offered—and that we were taking two segments to replace our former half hour.”

The advertising executive's office—located in the largest manufacturing plant in Manhattan—overlooks the Hudson River, but the busy Mr. Oliva says he doesn't look out very often. He has other things to survey, if he wants, such as the just-awarded grand medal from the Art Directors' Club, which means that one National Biscuit poster was judged best in all classes, receiving the grand award. Other company posters won first, second, and third prizes in the bake goods classification.

Mr. Oliva and his wife, the former Ruth Schiele, live in Englewood, N. J., where, in his spare time, Mr. Oliva prefers golf to other activities. They have one son, George Jr., who is working on radio-TV for McCann-Erickson, Cleveland.

A member of the Assn. of National Advertisers, Mr. Oliva serves on the steering committee of the outdoor group and has just been named a director of Traffic Audit Bureau.

'ALERT AMERICA' SPOTS

Radio and TV Being Used

SERIES of radio and TV spot announcements featuring radio-TV personalities is being distributed to stations by the Federal Civil Defense Administration to promote its touring Alert America convoys.

Transcribed and filmed spots were made by John Cameron Swayze, John Daly, Jay Jostyn, Quentin Reynolds, Lowell Thomas and others. Stations are using the 50-second announcements in advance of the arrival of the convoys in New England, the Midwest, Southwest and Far West. Produced by FCDA's Audio-Visual Division under Jesse Butcher, the spots urge local citizens to see the convoy and learn about civil defense.

BROADCAST day has been expanded one hour to 1 a.m. at CKX Brandon, Man.

Docket Actions . . .

FINAL DECISION

Brazosport Bestg. Co., Freeport, Tex.—FCC adopted initial decision granting 1460 kc, 500 m, daytime (original application filed Jan. 19, 1950). **ROUND-UP, CP, Dec. 4, 1950**, asked 1490 kc, 250 w, fulltime. Estimated construction cost \$9,825. Principals are Kelly Bell, 75%, 66% interest in law firm application and Reavley and owner KOSF Nacogdoches, and J. C. Stallings, 25%, manager KOSF. Decision and order March 27.

OPINIONS AND ORDERS

By memorandum opinion and order FCC granted petition filed by Gulf Beaches Bestg. Co., St. Petersburg Beach, Fla., for review of ruling examiner in his hearing on application and those of Alabama-Gulf Radio, Foley, Ala., and WEBK Tampa, Fla., denying permission to Gulf Beaches to complete its lay testimony at further hearing to be held April 14, 1952, on engineering matters; set aside examiner's ruling; granted permission to Gulf Beaches to complete its lay testimony at further hearing, to offer testimony of John D. Callan and J. Tweed McMullen in support of non-competency of its competitors, Gulf Beaches and Alabama-Gulf both seek new stations to operate on 1310 kc, 1 kw, daytime; WEBK seeks frequency change from 1290 to 1300 kc, with its present power of 1 kw daytime. Opinion and order March 27.

WTUX Wilmington, Del.—FCC granted authority to continue temporary operation until June 10, pending action on petition for rehearing and other relief filed on Jan. 10, 1952. Decision released Oct. 12, 1950, denying license renewal because station allegedly broadcast obscene material. Station has been of value to gamblers. Order March 27.

New Applications . . .

TV APPLICATIONS

Spokane, Wash.—**KHQ Inc., Ch. 6** (82-88 mc), ERP 100 kw visual, 50 kw aural, antenna height above average terrain 941 ft. (above ground 686 ft.). Estimated construction cost \$331,896, first year operating cost and revenue not estimated. Applicant is licensee of KHQ Spokane. KHQ Inc. is owned by Spokane Chronicle Co., publishers of *Spokane Daily Chronicle* (evening), the *Cowles Publishing Co.*, publishers of *The Spokesman-Review* (morning and Sunday), and Associated Farm Papers, publishers of *The Washington Farmer*, *The Idaho Farmer*, *The Oregon Farmer*, and *The Oregonian*. President of Spokane Chronicle Co. and Cowles Publishing Co. is William H. Cowles Jr., general manager. H. E. Held is president and general manager of KHQ Inc. is Richard O. Dunning. Filed April 4.

Dayton, Ohio—**Skyland Bestg. Corp., GUF Ch. 22** (518-524 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 500 ft. Estimated construction cost \$349,777.45 First year operating cost and revenue not estimated. Applicant is licensee of WKVO-AM-FM Columbus, WONE and WTWO (FM) Dayton and WEOL-AM-FM Elvira Lorain, Ohio. Filed April 4.

Chattanooga, Tenn.—**Mountain City Television Co., Ch. 3** (60-66 mc), ERP 17,205 kw visual, 8,603 kw aural, antenna height above average terrain 1016 ft. (above ground 250 ft.). Estimated construction cost \$238,018.58, first year operating cost \$24,000, revenue \$20,000. Principals are President Ramon G. Patterson (50%), manager WAPO Chattanooga, owner 25% interest in WAPO, 25% interest in estimated stock in turn owns 50% interest in WAPO; Vice President Helen H. Patterson, program director of WAPO and wife of Mr. Patterson; treasurer Will Cummings (50%), retired farmer, and three other persons who hold no interest in station. Filed April 1.

AM APPLICATIONS

Roañoche, Va.—Cy N. Bahakel, 1410 ce, 5 kw, daytime. Estimated construction cost \$31,650.45, first year operating

Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the **FINAL TELEVISION ALLOCATIONS REPORT**. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at \$3 each.

Frequency

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH APRIL 3

| | On Air | Licensed | CPs | Pending | Appls. In |
|-------------------|--------|----------|-----|---------|-----------|
| AM Stations . . . | 2,337 | 2,320 | 93 | 326 | 220 |
| FM Stations . . . | 642 | 573 | 81 | 9 | 10 |
| TV Stations . . . | 108 | 97 | 11 | 523 | 183 |

CALL ASSIGNMENTS: KLWO Dallas, Tex. (Lakeview Bestg. Co., 1480 kc, 1 kw 150 w N); KWSP Pratt, Kan. (Pratt Bestg. Co., 1570 kc, 250 w D); WTUS Tazewell, Ala. (580 kc, 500 w D); WEOR Eugene, Wis. (1400 kc, 250 w D); WPDH Portage, Wis. (Portage Bestg. Co., 1350 kc, kw D); WSWF Fort Myers, Fla. (Robert Hecksher, 1410 kc, 1 kw D); WIUK Luka, Miss. (R. W. Towery, 580 kc, 1 kw D); KSCY Searcy, Ark. (1450 kc, 250 w uni.); WCNI Central City, Ky. (Central City Bestg. Co., 1380 kc, 500 w D); KCMG Sacramento, Calif. (Capitol Radio Enterprises, 1380 kc, 1 kw D); WHVF Wausau, Wis. (1230 kc, 250 w uni.); WHWD Hollywood, Fla. (Circle Bestg. Corp., 1320 kc, 1 kw D); WSHF Sheffield, Ala. (Daylight Bestg. Co., 1380 kc, 1 kw D); WPAJ Painesville, P. R. (Jose Ramon Quiñes, 1380 kc, 250 w uni.); WKW Wellston, Ohio (Stephen H. Kovalan, 1570 kc, 250 w D); WKVO Columbus, Ohio (Sky Way Bestg. Co., 1580 kc, 1 kw D); WGAR-FM Cleveland, Ohio (The WGAR Bestg. Co.); WJOI-FM Florida, Fla. (Florida Bestg. Co.); KPOC Pecos, N.M. (Pocahontas Radio Inc.); WPCS-FM Tarboro, N. C. (Coastal Plains Bestg. Co.); WVLN-FM Olney, Ill. (Olney Bestg. Co.); WPRS-FM Paris, Ill. (Paris Bestg. Co.); WSAI-FM Cincinnati, Ohio (Buckeye Bestg. Co.); WAUG-FM Augusta, Ga. (Garden City Bestg. Co.); WDDW-FM Dawson, Ga. (Dawson Bestg. Co.); WST-FM Charlotte, N. C. (The Bestg. Co. of the South); KKKX (FEM) San Francisco (Electronic Service Corp., changed from WGSF [FM]); KFCP Twin Falls, Ida. (Radio Sales Corp., changed from KVMV); WQVL Florence, Ala. (Daylight Bestg. Co., changed from WMPF); WICE-M-FM Providence, R. I. (Narragansett Bestg. Co.); WDEM-AM-FM WOSA (FM) Merrill, Wis. (Alvin E. O'Konski, changed from WLN-FM); WBRF (FM) Detroit, Mich. (Booth Radio & Television Stations Inc., changed from WJLB, MI); KTAG Tacoma, Wash. (Tacoma Bestg. Co., changed from KTBZ); WDBQ-AM-FM Dubuque, Iowa (Dubuque Bestg. Co., changed from WDBQ (FM) and WKBB); WTBN Birmingham, Ala. (Pilot Bestg. Co., changed back from WILD); KONG Visalia, Calif. (Tulare County Bestg. Co., changed from KRN 1480 mc, Mont. (Lewis & Clark Bestg. Corp., changed from KFDW); KEAR San Mateo, Calif. (Bay Radio Inc., changed from KSMO); WIAC San Juan, P. R. (Radio Station WBS Inc., changed from WBS); WKQA San Juan, P. R. (Radio Station WBS Inc., changed from WBS); WGRD Grand Rapids, Mich. (Grandwood Bestg. Co., changed from WLAV-TV, and WTIX New Orleans, La. (Royal Bestg. Corp., changed from WHHW).

(Also see Actions of the FCC, page 102)

cost \$40,000, revenue \$60,000. Mr. Bahakel is licensee of WKOZ Kosciusko, Miss., and WKIV Kingsport, Miss. Resubmitted April 4.

Kinston, N. C.—Edwin J. Schuffman, 1230 kc, 250 w, fulltime. Estimated construction cost \$18,341.55, first year operating cost \$12,500, revenue \$40,000. Mr. Schuffman is program director and 10% stockholder of WELS Kinston and has 33% interest in Schuffman's Furniture Store, New Castle, Ind. Filed April 4.

Jackson, Ohio—Luther M. Jones, 1280 kc, 1 kw, daytime. Estimated construction cost \$23,000, first year operating cost \$2,000, revenue \$18,000. Mr. Jones is a retired businessman. Filed April 1.

Narrows, Va.—H. J. Romanus, tr/as Giles Bestg. Co., 890 kc, 1 kw, daytime. Estimated construction cost \$25,000, first year operating cost \$30,000, revenue \$36,000. Mr. Romanus is retail dry goods merchant, owns controlling interest, manages and operates store in Narrows and Pearisburg, Va. Filed April 1.

TRANSFER REQUESTS

KLOK San Jose, Calif.—Involuntary assignment of CP and license from E. L. Barker and Claribel Barker to general partners, and T. H. Canfield and Opal A. Canfield, limited partners, d/b as Valley Bestg. Co., to E. L. Barker and Claribel Barker, general partners, and Paul Grim, special administrator of estate of T. H. Canfield, deceased, and Opal A. Canfield, limited partners. Interest to be transferred from Mr. Canfield, deceased, to T. H. Canfield, Jr. No monetary consideration. Filed March 28.

KCSJ Pueblo, Col.—Transfer of control from The Star Bestg. Co. Inc. to Douglas D. Kahle and Robert L. Clinton Jr. for a total consideration of \$73,750. Mr. Kahle, to have 67% interest, is general manager of KCSJ and owns 1% interest in KCSJ. Mr. Clinton, to have 33% interest, is commercial manager of KCSJ. The Star Bestg. Co. Inc. is now owned by KMYR Bestg. Co. (67%), A. G. Meyer (17%) and F. W. Meyer (17%) for total of 99% interest. Filed April 1.

KCSJ Pueblo, Col.—Assignment of license from A. G. Meyer and F. W. Meyer, d/b as The Star Bestg. Co. Inc., to Douglas D. Kahle and Robert L. Clinton Jr., d/b as KCSJ, for a total of under lease arrangement for ten years at base annual rental of \$12,000 and with option for Messrs. Kahle and Clin-

ton to extend terms of lease upon expiration for another decade. Contingent upon FCC grant of transfer of control of station to Messrs. Kahle and Clinton. Filed April 1.

[Note: KCSJ Pueblo, Col., transfer and assignment transaction, in two parts as noted above, will place full control of KCSJ in hands of Douglas D. Kahle and Robert L. Clinton Jr., upon FCC approval. First application for transfer of 99% shares of KCSJ (99% of The Star Bestg. Co. Inc., licensee of KCSJ, from KMYR Bestg. Co. (650 shares), A. G. Meyer (170 shares) and F. W. Meyer (170 shares) to Messrs. Kahle and Clinton, d/b as partnership. (Remaining 10 shares [1%] now held by Mr. Kahle will be transferred to partnership so partnership will control all authorized and issued stock of company.) Second part of transaction, contingent upon FCC approval of transfer of control, is to assign license of KCSJ from The Star Bestg. Co. Inc., all of stock of which will then be owned by partnership, to Messrs. Kahle and Clinton. Physical assets of station KCSJ are not included in the assignment. Reason for two-step transaction is because transferees desire to sell corporate stock rather than its assets. On

the other hand, partnership desires to operate KCSJ under partnership license rather than as stockholder in corporate licensee.]

WJPS Evansville, Ind.—Acquisition of control of WJPS Inc. by Robert S. Davis, Nettie R. Davis and Hazel D. Seacat. J. Porter Smith held 11,875 shares common stock, no par value; he transferred 200 shares to Mr. Davis, 250 shares to Mrs. Davis and 250 shares to Mrs. Seacat (sister of Mr. Davis), leaving Mr. Smith with 11,375 shares. While stock has actually been transferred on books of corporation, no change in management and no change in board of directors has been made. Transaction is planned. It was believed that no prior FCC approval was necessary because stock transfer did not give Mr. Davis control in his own right. Sale was to provide capital for construction of new residence costing \$23,900 and to prevent sale of stock on open market. Filed April 1.

KUGN Eugene, Ore.—Transfer of negative control from O. E. Berke and P. R. Berke to Ewing C. Kelly. The Messrs. Berke, who each held 24% will sell total of 5% to Mr. Kelly for \$4,602.91 (leaving them with total of 45%); in addition, if Mr. Kelly has option to buy remaining 45% within the next two years for \$41,426.19 plus 5% interest rate from time sale closed following FCC approval. If Mr. Kelly does not buy remaining 45% within two year period, the Messrs. Berke have option to buy remaining 45% interest sold to Mr. Kelly for \$4,602.91. (Other 50% of KUGN owned by C. H. Fisher.) Filed April 2.

WKBP McComb, Miss.—Assignment of license from H. Bee Wood, trustee in bankruptcy, to Lester Williams for \$25,800. Mr. Williams owns 73% interest in WKBP. Mr. Wood, who is of Columbia, Miss., owns 49% interest in and is manager of Columbia Publishing Co., Columbia; is sole owner of *Wood's Life* (monthly farm magazine); former owner of *Tyler-ton Times*, Tyler-ton, Miss., and former 48% owner of *Anytime Item*, Picaune, Miss. Filed April 2.

WBML-AM-FM Macon, Ga.—Relinquishment of negative control from E. D. Black and E. G. McKenzie to Allen M. Woodall through transfer of 25 shares each out of 75 shares each (or total of 50 shares out of 150 shares) from Messrs. Black and McKenzie to Mr. Woodall for \$16,666.66, to be paid to each of sellers. Mr. Woodall owns 1% interest in WDAK Columbus, Ga., 1% interest in WCOB-AM-FM Columbia, S. C., and 1/5 interest in WRDW Augusta. Filed April 2.

Record Brush

A SMALL record brush, which attaches to the tone arm of any pick-up and sweeps the disc clean as it is being played, is now being marketed nationally. Brushes are being made by Permo-Fideliton, Chicago, after the product was designed in collaboration with Mystik Adhesive Products, Chicago. Firm says brush is made of hair from ears of Chinese mountain goats.

When It's **BMI** It's Yours

Another BMI "Pin Up" Hit—Published by Marks

YOU'RE NOT WORTH MY TEARS

On Records: Three Suns—Vic.; Jack Richards — King; Mills Brothers — Dec.; Rosemarie — Mer.; Art Mooney — MGM; Dolly Dawn—Jubilee.

On Transcriptions: Mindy Carson—Associated; Dolly Dawn—Thesaurus.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



SEVENTH ANNUAL reunion of the U. S. Radio Mission to European Theatre of Operations was held in Chicago March 30 in connection with the annual convention of NARTB. Present were (clockwise from left) William S. Hedges, NBC vice president; Martin B. Campbell, WFAA Dallas; NARTB Board Chairman Justin Miller; J. Leonard Reinsch, managing director, Cox Radio and TV Stations; Sol Taischoff, editor and publisher, BROADCASTING • TELECASTING; Clair R. McCollough, Steinman Stations, winner

of VIP-ers award for meritorious service to radio for 1952; Joe Csida, editor, *The Billboard*; Col. Harry Wilder, WSYR Syracuse; Morris Novik, radio consultant; Col. E. M. Kirby, Army radio-television director and escorting officer of the 1945 mission; Joseph H. Ream, executive vice president, CBS; and Robert D. Swezey, WDSU-AM-FM-TV New Orleans. Not present were John E. Fetzer, WKZO Kalamazoo; Mark Woods, Woods & Watwick; Abel Green, *Variety*; and Jack Alicoate, *Radio Daily*.

Affiliates Committee

(Continued from page 71)

record in this matter of rates. In fact, some of the most important deviations are attributable to them. They are in a difficult position, it is appreciated, but this must be straightened out."

The resolution on network relationships recognized "that particularly in view of the current uncertainty among many of radio's principal clients as to the extent of the inroads which television will make upon other media including radio, there is considerable question concerning the proper steps to be taken to insure the continued strength and prosperity of radio."

Confidence Expressed

The resolution expressed confidence that affiliates "are perfectly willing to consider open-mindedly any suggestions made by the networks with a view to improving network service or increasing its value to the public and to advertisers," asking only that the networks consider affiliates' recommendations open-mindedly.

"Therefore, be it resolved, that the network affiliates . . . reaffirm their confidence in the power and efficacy of network radio, and assert their willingness fairly and objectively to consider any and all efforts reasonably calculated to strengthen, improve or protect the position of network radio as a public service and advertising medium; and,

"Be it further resolved, that said affiliates earnestly petition the networks to refrain from any action which might in any respect modify the pattern of network radio or the basic arrangements between networks and their affiliates, without full and frank consideration with their respective affiliates of the reasons for such action and the end to be attained by it, with due regard to long-term industry values as compared with immediate competitive gains or curtailment of temporary losses, and with like regard to the encouragement of the solidarity of the industry incumbent upon them as a dominant factor in it; and further petition the networks to exert their great-

est efforts to re-establish the essential dignity, prestige, and stability of network radio."

The rate-card resolution noted "a tendency on the part of certain individual stations, involved in competitive situations, to look with favor on . . . proposals to desert their published rate cards, in fact in some cases to have approached both local and national advertisers with solicitations for future business at rates well below their published figures."

Such practices, the resolution continued "have as their ultimate result the depreciation of the value of individual radio stations . . . and the confirmation of the belief already held in some quarters that radio as a medium is in desperate circumstances and that individual station operators are ready and willing to prostitute their properties in order to obtain revenue, the combination inevitably leading to the ruin of the industry;

"Therefore, be it resolved that all radio station operators give thought to this dangerous situa-

Queen Juliana's Visit

QUEEN JULIANA'S arrival in the U.S. with Prince Bernhard Wednesday and her address to Congress Thursday received almost full network radio and television coverage, with only ABC-TV and DuMont not carrying the events. Arrival ceremonies for the Netherlands' Queen were carried live by CBS Radio and CBS-TV, using WTOP-AM-TV Washington facilities, and her address (also live) by NBC-TV MBS, ABC radio and WOR-TV New York. Tapes of speech were carried same day by NBC radio, CBS Radio and WJZ New York. At request of U. S. State Dept., NBC-TV made kinship of Queen Juliana's Congressional address, had Dutch continuity dubbed in by a member of the Netherlands' New York consulate, and flew the film on a KLM plane to Europe, where it was to be shown on Dutch television Friday.

Resolutions

(Continued from page 26)

a one-TV-station market and that in Detroit, where there are three stations, WWJ's radio volume was down 20% last year.

Somebody wanted to know how a TV station fixed its initial rate. Mr. Hough observed that "that's between you and God."

Mr. Compton made clear that he felt that "any man who gives in to a minimum-crew demand [by a union] is going to wreck us," and that it should be made clear to unions that "minimum or maximum crews are a prerogative of management."

RADIO'S IMPACT

Cited by Zeckendorf

"IF WE woke up tomorrow morning and found that no advertising was permitted on radio . . . we would have the greatest financial catastrophe this country has ever known," William Zeckendorf, president of Webb & Knapp, New York realtor and former director of ABC, told the Sales Executives Club in New York Tuesday.

Mr. Zeckendorf's talk was the result of his being included in the list of "America's 12 Master Salesmen," which is the title of a book being issued by B. C. Forbes Pub. Co.

Radio's master salesman was Mary Margaret McBride, ABC commentator and the only woman included in the book, who, to prove her point that women are not necessarily "long-winded," gave a terse acceptance speech at the same luncheon meeting.

"The frontiers of business are greater now than they ever have been and are, in fact, cruelly infinite," Mr. Zeckendorf said. Citing the important role in American economy played by selling, he described salesmanship as "probably the greatest factor in this nation which raises our standard of living above that of the rest of the world."

To prove his point "in reverse," he made the supposition that advertising not be permitted on radio, which, he said, would result in economic catastrophe. Volume of cigarette sales, alone, would drop 25%, he estimated.

"I believe that the stimulant from advertising has caused and created that extra volume of business for most corporations dealing in advertised products," Mr. Zeckendorf continued. "And those who don't deal in advertised products get the benefit of the progress in success and prosperity of those who do."

Again referring to broadcast advertising, he said he could not even estimate, just in terms of employment, what would happen "if the hundreds of products that have been introduced since it's become possible to reach into a home" were denied access to radio.

tion, take effective measures to insure the maintenance of their own rate cards, and use such methods of persuasion as seem most desirable to inhibit such practices."

There was no call for further financial contributions toward committee activities, Treasurer George B. Storer reporting that \$19,083 had been collected and \$7,288 spent. Expenditures include fees for legal counsel and reimbursement of committee members at the rate of seven cents a mile for their most recent meetings. They paid their own expenses at initial sessions. A total of 354 stations had supported the committee financially.

REGULATION W

Appliance Dealer Views

APPLIANCE retailers are about evenly divided on the question of whether Regulation W (consumer credit restrictions) should be extended with other controls after June 30, according to a survey by the National Appliance and Radio-TV Dealers Assn.

The membership survey revealed that 45% favored retention and 45% favored abolition of the credit regulation. The remaining 10% requested it be kept on the books as a "standby" measure. The survey was based on a questionnaire issued with NARDA's newsletter, *Appliance & Radio-TV Dealers News*.

Members also were polled on wage-price controls. A majority of 61.3% felt they no longer are necessary and only 11.3% wanted continuance. Another 27.4% favored controls on a standby basis.

Regulation W in the Defense Production Act now calls for a minimum 15% down payment and 18 months maturity on installment purchases of radio and television receivers.

KTLA (TV) Leases Films

KTLA (TV) Hollywood has leased 20 feature films, produced or released by Lippert Pictures Inc. during 1949-50, from Tele Pictures, Los Angeles, under two-year contract of unlimited runs.

ABC-UPT MERGER

ATTEMPT to saddle American Broadcasting-Paramount Theatres Inc. directors with the burden of anti-trust violations of Paramount Pictures Inc. was angrily opposed by Leonard H. Goldenson, president of United Paramount Theatres Inc., last week at the FCC hearings on the proposed merger of UPT with the American Broadcasting Co.

Two-day cross-examination of Mr. Goldenson was marked by acrimonious exchanges between DuMont Counsel Morton R. Galane and UPT Counsel Duke M. Patrick.

FCC hearings were recessed until April 14, following the completion of Mr. Goldenson's cross-examination. When they resume, the following schedule of witnesses will be followed:

1. Gordon Brown, owner of WSAY Rochester, N. Y., and long-time foe of networks, will appear as a public witness to oppose the merger.

2. DuMont officials will appear in rebuttal to the testimony favoring the merger.

3. Witnesses in the issue concerning the transfer of Paramount Pictures, half-interest in WSMB New Orleans to UPT will be heard.

4. Cross-examination by FCC Counsel Frederick W. Ford of Paramount Pictures and UPT directors concerning specific theatre acquisitions will be undertaken.

Denies Responsibility

Denial that the responsibility of Paramount Pictures anti-trust violations can be laid to AB-PT executives was made by Mr. Goldenson on the ground that only six of the 18 AB-PT directors ever had anything to do with the producing company. They were, he said, himself, John Balaban, A. H. Blank, Walter W. Gross, Robert H. O'Brien, Robert B. Wilby.

Of the other 12 directors, five of them will come from ABC, Mr. Goldenson pointed out. They are Edward J. Noble, Robert E. Kintner, Earl E. Anderson, Robert H. Hinkley, Owen D. Young.

The other seven directors are from other industries, he emphasized. They are John A. Coleman, Adler, Coleman & Co., brokers; Charles T. Fisher Jr., president, National Bank of Detroit; E. Chester Gersten, president, Public National Bank & Trust Co., New York; Robert L. Hufniss Jr., president, Burlington Mills Corp.; William T. Kilborn, president, Flannery Mfg. Co., Pittsburgh; Walter P. Marshall, president, Western Union Telegraph Co.

"ABC will have prudent business practices because of the men who are operating that business," Mr. Goldenson said. "Mr. Kintner is president and will continue to be president of the American Broadcasting division. He is subject to

the control of the board of directors, composed of seven who are independent and had no previous connections with Paramount Pictures Inc., five of whom have been associated with ABC, and six of whom have been associated in the past with the management of the theatres of Paramount Pictures Inc.

"It is and has been our desire to operate our business in the spirit and in the principles laid down in U. S. v. Paramount [the consent decree] and that we will have prudent, sound and fair management operating these respective businesses—whether they be theatres or whether they be the American

VOA MONEY House Unit Hears Collins, Asks \$27.5 Million For Voice

LARGELY on the strength of vigorous military support and radio's effectiveness in piercing the Iron Curtain, the Voice of America could be a financially stronger operation after July 1.

A glowing testimonial to the "enormous benefit" of U. S. transmitter bases abroad for military use and the effectiveness of shortwave broadcasting could very well turn the tide money-wise for the Dept. of State in fiscal 1953.

VOA transmitters would aid the U. S. armed forces and other friendly nations "in time of war" and overall are vital in the "psychological warfare for men's minds," Gen. J. Lawton Collins, Army chief of staff, had advised a House Appropriations subcommittee.

Proof of the efficacy of the Collins testimony was evidenced by the full House Appropriations Committee in a mid-week report voting more funds for VOA operation during the coming fiscal year. The House was to vote on the expenditures late Friday.

Large appropriations were approved by the House group, which noted in its report that radio broadcasting "is our most effective way of reaching the people behind the Iron Curtain." The committee allotted \$27.5 million of \$30 million requested for this activity. The reduction, it was explained, "will in no way interfere with the effectiveness of that operation." VOA received \$19.8 million plus in regular appropriations this fiscal year.

Additionally, the committee earmarked \$20.5 million for nine station projects—a paring of \$16,227,086—covering two more sea-borne relay stations and five overseas transmitter projects looking toward "completion of a ring of radio broadcasting facilities . . . (in) critical target areas throughout the world." A bid for two new one-megawatt (1 million watts) home base, domestic stations at \$7,280,790 each was denied. Two such transmitter units already are under construction on the east and west coast [CLOSED CIRCUIT, March 31].

The House group thus voted

Hearings Recessed

Broadcasting division. . ."

During his cross-examination, Mr. Goldenson was asked how the value of \$14.70 per ABC share was arrived at when its book value indicated that the stock was worth \$3 per share. He answered that ABC with five TV stations in five of the six top markets was assumed to have a potential of about five times its book value.

In his answers regarding the future of radio and TV, Mr. Goldenson made these remarks:

"I think the real reality in the future of TV is in live broadcasting. TV has the opportunity to do things I do not think any other

medium has. It is unlike the stage, it is unlike motion pictures, it is unlike radio. I think it has the opportunity of getting behind the scenes, such as the Kefauver hearings indicated, such as MacArthur arriving in San Francisco, and things of that nature."

The future of radio is still bright, Mr. Goldenson declared. He repeated what he had said in his direct testimony—that there are radio sets in 22 million automobiles, that there are multiple receivers in homes, that people can listen to the radio while doing other things.

"Radio, by pinpointing itself to its particular markets, in my opinion, can develop a great vitality and serve a great need which TV cannot serve," he said.

"I find that a great number of people who formerly watched TV to a great extent are now shifting back to radio when they want to read magazines or books. They may want to do other things in the home and they may be listening to the radio while they are doing these other things."

Is it possible that TV will grow to such an extent that the broadcasting division will contribute more to the merged company's earnings than theatres, Mr. Goldenson was asked by Mr. Ford. He answered that that is possible.

In the course of DuMont counsel's position that the capital strength of the merged company would leave DuMont trailing a "bad fourth" among TV networks, FCC Hearing Examiner Leo Resnick was prompted to remark:

"I am not prepared to say that leaving DuMont a bad fourth has no effect on the competitive situation. DuMont does appear to be the remaining unmarried sister in the family of four and is objecting to the engagement of the American Broadcasting Co."

Recommendation that the FCC look into the question of whether the proposed merger of ABC and UPT violates the 1949 U. S. v. Paramount consent decree, which forbade the combination of producers and exhibitors, was made last week in a letter to FCC Chairman Paul A. Walker by the American Civil Liberties Union. The ACLU has had an observer at all the hearing sessions.

On the other hand, the ACLU also recommended that the Commission consider whether approval of the merger would strengthen ABC so that it is "better able to compete with the two dominant networks [NBC and CBS] and thus enlarge the area of diversification."

Zenith on ABC

ZENITH Hearing Aid Division of Zenith Radio Corp., Chicago, will sponsor 10 minutes of *Monday Morning Headlines* on ABC each Sunday from April 20 through BBDO, same city. Show is broadcast for 15 minutes weekly at a different time for each zone. See-man Bros., for Air-Wick, sponsors opening five minutes.



at deadline

HOPE TO CONSOLIDATE FILM STANDARDIZATION

INDUSTRYWIDE action by technical groups to bring all TV film standardizing studies under one roof to be started by joint committee created under NARTB auspices.

Move started by NARTB Recording and Reproducing Standards committee, revived last week with Neal McNaughten, NARTB engineering director, as chairman. Inactive several years, committee studies during last decade ended confusion in disc and tape recording by setting up uniform standards. Proposed changes in these standards based on practical use will be considered by committee.

Film standards, both optical and sound, now being worked out piecemeal by Institute of Radio Engineers, Society of Motion Picture and Television Engineers, Radio-Television Manufacturers Assn. and NARTB. Work is to be correlated and results analyzed on systematic basis.

NARTB group has created two new subcommittees covering disc and magnetic recording. Heading disc subcommittee is K. R. Smith, Allied Record Mfg. Co. Topics to be studied include thickness of pressings, fine grooves, speeds and reference discs.

W. Earl Stewart, RCA-Victor division, heads magnetic subcommittee. Topics cover timing limits, frequency response at different speeds, reel thickness, reference tape, half-track recording and signal-to-noise ratio.

THEATRE TV PLANS

REQUEST for information on plans for common carrier facilities for theatre TV was asked of AT&T, Western Union and Independent Telephone Assn. in letter from FCC last Thursday. Identical letters asked that following information be worked up for presentation at hearing, scheduled for May 5: (1) Existing or planned intercity TV links; (2) new developments in broadband transmissions; (3) ability of common carriers to expand TV networks to provide for theatre TV requirements; (4) experiences in providing theatre-TV services; and (5) intracity plans for theatre TV pickups and remote pickup facilities.

CIVIL LIBERTIES COMPLAINT

QUESTION of black listing in radio-TV because of alleged associations or beliefs will be put up to FCC in complaint to be filed this week by American Civil Liberties Union, citing specific persons, stations, and networks. Complaint, being prepared last week, is based on radio-TV blacklisting report made for ACLU by Merle Miller and being published Wednesday by Doubleday & Co. as book titled *The Judges and the Judged*.

WESTERN UNION REPORT

WESTERN UNION Telegraph Co. reported Friday February gross revenue of \$16,675,319, amounting to net of \$246,154 after provision of \$369,000 federal income taxes, as compared to February 1951 gross of \$15,314,258 with net of \$471,497 after \$264,000 for taxes. Revenues for first two months this year totaled \$34,318,866—increase of \$2,552,296 or eight per cent over comparable period last year—with net of \$528,712 after provision of \$767,000 for taxes.

50¢ ON RCA COMMON

FIFTY CENTS dividend on RCA common stock, payable May 29 to holders as of April 18 close, was declared by RCA board Friday. Dividend of 87½ cents per share was voted for April 1-June 30 period on first preferred stock, payable July 1 to holders as of June 9.

Business Briefly

(Continued from page 5)

8 to 10 p.m. Kenyon & Eckhardt, New York, is agency appointed to plan and prepare show.

HOPALONG ON RADIO ● General Baking Co., New York (Bond bread), through BBDO, same city, understood to be considering placing half-hour radio version of *Hopalong Cassidy*, once a week in number of non-TV markets.

JELKE CONSIDERS RADIO ● John F. Jelke Co. (Jelke margarine), division of Lever Bros., New York, through its newly appointed agency, Hewitt, Ogilvy, Benson & Mather, New York, understood to be considering quarter hour radio show five times weekly on spot basis.

KORDOL NAMES JONES ● Kordol Corp. of America, N. Y., has appointed Duane Jones Co., N. Y., to handle Dordolin, drug product to relieve arthritic and rheumatic pains. Newspapers, radio and TV spots will be used.

TODAY SPONSOR ● Mystic Foam Corp. (rug and woodwork cleaners), Cleveland, to sponsor 8:15-8:20 a.m. Wednesday segment of NBC-TV's daily *Today*, starting this week. Agency: Carpenter, Cleveland.

'VOICE' FUNDS AXED

IN SHARP reversal, House late Friday axed funds for State Dept. Voice of America and other activities. Chamber deleted \$20.5 million for five new overseas stations and two sea-borne projects, and pared information budget from \$133 million to \$85.5 million, including VOA broadcast money. (See early story page 109.)

KENYON & ECKHARDT SHIFTS

IN REALIGNMENT of copy department at Kenyon & Eckhardt, N. Y., Garth Montgomery, vice president in charge of radio and TV, moves to copy department as one of its supervisors, retaining his vice presidency, along with Leslie Munro and Howard Wilson, who were appointed vice presidents last week. Meanwhile, Werner Michel will become acting director of radio-TV department until another appointment is made.

HICKERSON AGENCY

J. M. HICKERSON, who resigned from presidency of Albert Frank-Guenther law last month, reestablishing his own agency, J. M. Hickerson Inc., at 270 Park Avenue in New York, as a creative copy agency with efforts directed at hard selling campaigns.

PEOPLE...

DONALD A. NORMAN, KNBH (TV) Hollywood sales manager, appointed manager to succeed Thomas B. McFadden, new director of NBC National Spots Sales (see story, page 29). James M. Gaines, NBC vice president of owned stations, said Friday. Associated with NBC since 1943, Mr. Norman has been spot sales manager for western division, account executive in national spot sales, and sales director of WNBC and WNET (TV) New York before being named KNBH sales manager in July 1950. Previously, he was field supervisor for A. C. Nielsen Co. and, before that, with Standard Brands for four years.

EUGENE KATZ, executive vice president of KATZ agency, station representative, to talk on film programming needs of local video outlets at Television Film Council's quarterly forum, to be held in New York Wednesday. CAROLYN BURKE, NBC's only woman TV producer, to speak on integrating film in live shows, and DR. A. N. GOLDSMITH, RCA chief consultant, to discuss future TV trends. Entire agenda of day-long forum, to be held in Warwick hotel, will be keyed to TV problems.

GEORGE DIRADO, formerly with Raytheon Co., Watham, Mass., appointed assistant to president of CBS-Columbia Inc. to succeed Mort Barron, recently appointed assistant sales manager.

JOSEF C. DINE, director of NBC press department, has been appointed director of public relations of Ziv Television Programs Inc., John Sinn, Ziv president, announced in a statement for publication today. Mr. Dine joined NBC six years ago. His successor at NBC has not been named.

O'NEIL, WHITE TO BE AT GENERAL TIRE EXHIBIT

THOMAS F. O'NEIL, General Tire & Rubber Co. vice president, president of Lee Enterprises and chairman of MBS, and Frank K. White, MBS president, are scheduled to be present in Washington tomorrow (Tuesday) at General Tire's elaborate exhibit in Statler Hotel. Day has been marked as "William O'Neil Day" honoring General Tire president. Exhibit shows various products and interests of General Tire, parent company of Lee Enterprises—Yankee, Don Lee and WOR divisions—and 58% owner of MBS. Radio-TV properties and interests occupy first spot inside exhibition door. Hidden TV camera picks up entering visitors, relays their picture to large TV receiver at one end of radio-TV display. Washington is first city to see exhibition. After April 16 it will probably go to Akron. General Tire headquarters.

EDUCATIONAL SERIES

INSIDE OUR SCHOOLS, educational series produced by local stations with *Life* magazine and currently on WNBC and WNET (TV) New York after having been on WHAS-TV Louisville, WRGB-TV Schenectady, and KSD-TV St. Louis, to be seen on following schedules: WEWS-TV Cleveland, Friday to end of school year; WDTV (TV) Pittsburgh, April 27 to May 3; WJBK-TV Detroit April 28 to school year's end; WFBM-TV Indianapolis, April 28 to May 9, and WCPO-TV Cincinnati, May 5-11. Other stations to focus on local schools at dates to be announced, include KNBH (TV) Los Angeles, WPTZ-TV Philadelphia, WSPD-TV Toledo, WTOP-TV Washington and WLWD-TV Dayton.

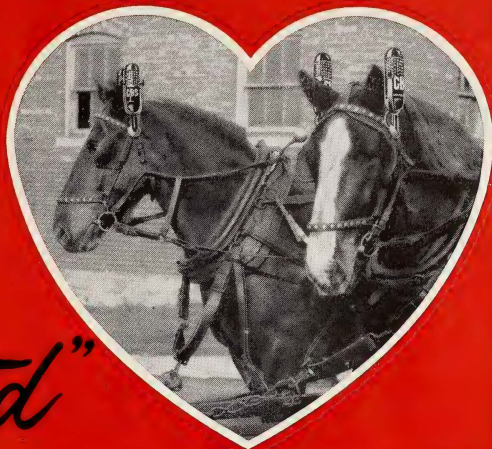
"IN THE HEART OF AMERICA . . .

It's The

**KMBC
KFRM**

Team and It's

Wholehearted"



7½ MILLION "HANDS HIGH"...

Measurement, in equestrian vernacular, is expressed in "hands." By these standards the KMBC-KFRM Team is well on its way to 7½ million "hands high." Why 7½ million? Because that is the number of hands on the 3¼ million people living within the half millivolt contour of The Team — and those are the hands which daily take the measure of The KMBC-KFRM Team and which have applauded and lifted The Team to the number one spot in the Heart of America!

The tremendous lead of The Team is now being increased by the affiliation of KFRM with the CBS Radio Network. That means the addition of CBS

service to the outstanding local programming of KFRM by KMBC of Kansas City that has made KFRM the favorite of the people of Kansas. It means a host of new listeners are joining the thousands who daily ride the wagon drawn by The KMBC-KFRM Team. In this step, The KMBC-KFRM Team becomes "CBS for the Heart of America" and in doing so brings about a greater sales potential for KMBC-KFRM advertisers, for those same measuring "hands" also hold the purse strings in the Heart of America! Write, wire or phone KMBC-KFRM, Kansas City, Missouri, or your nearest Free & Peters Colonel!



TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S



The **KMBC-KFRM** Team.

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

Namesakes of a voice...

WWJ's "LAURA"



Lady LAURA



Baby LAURA



LAURA HEIFER

And they're all real—the thoroughbred West Highland White Terrier duly registered with the American Kennel Club as "Lady Laura"; the baby "Laura" who arrived a few hours ahead of schedule while her parents tuned in WWJ to while away anxious moments futilely waiting for a cab to take them to a hospital; the Flushing, Michigan, farmer who listened nightly and showed his appreciation by naming the queen of his dairy herd "Laura Heifer".

Real, too, are the thousands of 2:05-6:00 A.M. listeners to "Lovingly Yours, Laura". You can reach those thousands at surprisingly low cost.

Ask any Hollingbery man.

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV



AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES