

TELECASTING

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in our

7th
year

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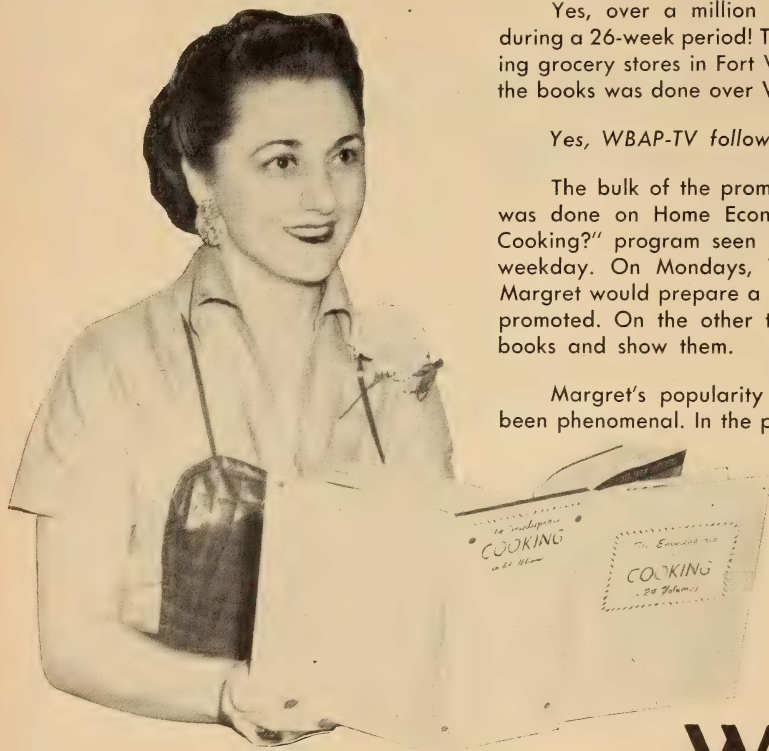
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1,050,216

COOKBOOKS SOLD BY WBAP-TV IN FORT WORTH AND DALLAS

(An Industry Record)



Yes, over a million cookbooks were sold by WBAP-TV during a 26-week period! The cookbooks were available in leading grocery stores in Fort Worth and Dallas. The promotion for the books was done over WBAP-TV, Channel 5.

Yes, WBAP-TV follows through to the point of purchase!

The bulk of the promotion for these WBAP-TV cookbooks was done on Home Economist Margret McDonald's "What's Cooking?" program seen between 1:00 and 2:00 p. m. each weekday. On Mondays, Wednesdays and Fridays vivacious Margret would prepare a recipe from the current volume being promoted. On the other two days she would talk about the books and show them.

Margret's popularity in the Fort Worth-Dallas area has been phenomenal. In the past year she has received more than ten thousand pieces of mail from housewives in this area requesting food recipes, asking for advice on interior decorating, floor-cleaning, flower arrangements, furniture and a dozen-and-one other home management topics.



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5

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MAY 12, 1952

NPA COLOR BAN

May Be Relaxed For Limited Manufacture

POSSIBILITY of a compromise regulation that would relax the ban on manufacture of colorcasting equipment in certain instances was held out by the government last week.

Despite published reports that a new order (M 90) would thaw the production freeze, it was understood that the prohibition would be retained on manufacture of color TV equipment which would preclude mass production in the industry.

The question was posed at a Thursday news conference held by Henry H. Fowler, National Production Authority administrator, and Manly Fleischmann, Defense Production Administrator. Mr. Fowler said an amended order would be issued in perhaps a week.

It was understood that the compromise goes farther than NPA's avowed intention to maintain the ban but permit manufacture of equipment for certain color TV theatre and department store uses. It would leave the door open for manufacturers to apply for authority to turn out equipment if it could be shown that there would be no conflict with defense contracts, no drain on engineers and if they used their current black-and-white TV materials allocations.

"Any relief would be much more apparent than real, however," an NPA official told BROADCASTING • TELECASTING. "It would not open the door to authorization but merely tell the manufacturer the combination to the safe. He would still have to hold the lucky number."

The "lucky number" appeared to be the three above-mentioned criteria, according to the NPA official.

If the order is approved by Mr. Fowler and screened by NPA's Clearance Committee for adoption, it could mean in effect that DPA-NPA is steering a course away from actual banning of the end product. In any event, it was emphasized, there will be no greater allocations of materials, with the result that the ban would, in effect, be retained indirectly.

The NPA official also noted that, without actual color TV broadcasting, mass production of colorcasting receivers and related equipment (adapters, converters, etc.) and scarcity of materials, "the relief would be academic."

Mr. Fowler, in response to a

newsman's query, said the order is bound to "give some relief." Mr. Fleischmann added that there would be relief "with the passing of time if nothing else." Mr. Fowler indicated that he has not reached a decision whether to press the order into effect.

"We are trying to determine how we can relax the ban without endangering the military electronics program," Mr. Fowler told newsmen, referring to a desire to avert a situation where engineers would be pulled off military contracts.

NPA has been mulling the color TV issue the past three months since the second government-industry conference called by NPA to clarify the intent of M 90 [B•T, Feb. 11, et seq.]. It has been frankly acknowledged that NPA had studied the possibility of exempting color TV theatre applications at the insistence of the Theatre Owners of America, the Motion Picture Assn. of America and National Exhibitors Theatre Television Committee.

The issue is of paramount in-

terest to 20th-Century Fox Film Corp. which, deferring to MPAA and TOA on the legal front, proposes to press its Eidophor projection theatre TV system into action.

Exemption for manufacture of closed circuit equipment used by department stores on an experimental basis also has been under study.

Mr. Fowler has indicated in the past that, whatever action the government takes, no additional materials will be made available to manufacturers for color production, and that the technical shortage remains acute.

Another question that has been raised by industry—particularly by Paramount Pictures Corp. on behalf of Chromatic Television Labs., which proposes to make the Lawrence tri-color TV tube—is whether materials may be used to produce a receiver capable of receiving both color and monochrome TV. NPA promised to clarify that, too.

In the cases of both Eidophor and Lawrence, officials have pointed out that no great quantities of ma-

terials would be needed to launch production of necessary equipment. It is this factor which touches intimately on charges that the government has, in effect, banned the end product rather than permitting manufacturers to use available allocations as they choose. The materials picture isn't likely to change substantially during 1952.

Unrest on the labor-management front has virtually dissipated any hope of the government decontrolling vital materials by year's end. These problems apparently will complicate Mr. Fowler's task as he takes over the reins of DPA June 1—subject to Senate approval.

Mr. Fowler was nominated by President Truman last Wednesday to head up DPA and will retain his post as National Production Authority administrator. He succeeds Mr. Fleischmann, who resigns to return to private law practice in Buffalo, and will report to acting Defense Chief John Steelman.

This action highlighted a week of government developments on

(Continued on page 81)

KOTV(TV) SALE

CONTROLLING interest in KOTV (TV) Tulsa has been sold by George E. Cameron Jr. and John B. Hill to Texas oilman J. D. Wrather Jr. Sum for the 85% interest owned by Messrs. Cameron and Hill was announced as in excess of \$2 million. Helen Alvarez, general manager of the station, retains her 15% interest in the licensee corporation and is expected to continue in her present position.

Sale of KOTV brings to two the number of TV stations purchased in the month since the April 14 FCC Sixth Order and Report ending the TV freeze. A fortnight ago, announcement was made of the sale of KPHO-AM-TV Phoenix to Meredith Publishing Co. for \$1.5 million [B•T, May 5].

Although in preparation before the freeze-lifting, application for FCC approval of the transfer of KOB-AM-TV Albuquerque to Time Inc. and former FCC Chairman Wayne Coy for \$600,000 [B•T, April 28] was filed after the Sixth Report and Order was issued.

All three sales were of TV out-

lets in one-station markets and all are in the Southwest.

Although Mr. Wrather makes his business headquarters in Dallas, he makes his home in West Los Angeles, Calif. In his late thirties, he is married to movie actress Bonita Granville. He has produced some independent motion pictures.

Associated with Mr. Wrather in the purchase of KOTV is his mother, Mrs. Mazie Wrather. It is believed that Mr. Wrather has his eye on TV in other cities, either through purchase or grant.

Application for FCC approval is expected to be filed in the next week or two.

Separate TV Company

It is understood that the interests of Mr. Wrather and his mother will be incorporated in a separate television company which will be the parent company of the licensee of KOTV, Cameron Television Inc.

KOTV began operation Nov. 30, 1949. It operates on Channel 6, with 16.6 kw visual power, from a 450-ft. antenna atop the National

Wrather Buying 85%

Bank of Tulsa Bldg. Antenna is 490 ft. above average terrain. It is affiliated with ABC, CBS and NBC on a non-interconnected basis. Tulsa is due to be interconnected July 1 when the AT&T throws a microwave relay link into the city from Oklahoma City. Station charges \$500 for one-time Class A hour period.

Cost of constructing the Tulsa TV station was \$265,988.34, according to the figures submitted in its license application. Major portion of this cost was for studio equipment, \$102,958.85, with the transmitter costing \$89,506.72 and the antenna system, \$29,802.77. As of June 30, 1951, KOTV was reported to have a net worth of \$463,368.12. Its net profit at that date for the fiscal year was reported as \$82,604.35.

Mr. Cameron, also an oilman, is 70% stockholder of KOTV and is president of the licensee. Mr. Hill owns 15% of the station and is secretary-treasurer as well as commercial manager.

THERE'S NO BUSINESS LIKE TV TALENT BUSINESS

By DAVE GLICKMAN

THERE'S no business like TV business as far as talent agencies are concerned. It's big business with them today.

Television requirements, both for live and film productions, have created the greatest demand for a constant supply of talent that the entertainment business has ever known.

Demand is for almost any kind of talent that will hold viewers' attention. All concerned feel this demand is hardly in its infant stage of growth. With the FCC freeze lifted and more stations eventually to be on the air, needs will multiply. As a result, talent agencies are scouting the countryside, looking for new personalities that can be developed in stature and thus be available for TV.

Many talent agencies in Hollywood and New York are doing more business with video today than with motion picture studios.

Although top salaries and story prices in television aren't to be compared with those offered by the movie industry, demand for artists of various kinds and material frequently gives an agent greater profit for a week's activity than he gets from motion picture placement. The recall of artists is more frequent too.

Off-setting present comparatively low salaries for the general run of "name" talent are residual rights agencies are creating for clients and themselves through ownership of filmed packages which may have substantial release value for many years.

Most of the TV deals with residual rights are along the same pattern, with motion picture stars asking \$2,500 and up for making a half hour film, plus 15% to 25% of net on re-sale, over a ten year period or more. Some are asking a 50% interest in the package.

A cost factor partially overlooked in the TV boom is directing and production talent now also seeking residual rights. Musicians also come under the residual rights clause through demanded AFM 5% royalty formula on TV filmed shows.

Besides spotting "name" and

TELEVISION's insatiable thirst for material and new faces has the talent scouts probing into every nook and cranny for both tried and neophyte performers. And in TV's post-freeze era that demand will reach even more fantastic proportions. Herewith BROADCASTING • TELECASTING gives a rundown of the current situation in leading TV talent centers.

lesser known artists and acts on local and network video shows as guests, several agencies package weekly live programs for advertisers or for sponsor consideration. Through talent on their rosters, some of these agencies also own a healthy percentage share in other packages.

Shows Seeking Talent

Devouring talent are such network TV programs as NBC-TV *Milton Berle Show*, *Philco TV Playhouse*, *Comedy Hour*, *Robert Montgomery Presents*, *All-Star Revue*, *Ford Festival*, *Kate Smith Hour* and *Armstrong Circle Theatre*; ABC-TV *Celanese Theatre*,

Personal Appearance Theatre, and *Pulitzer Prize Playhouse*; CBS-TV *Studio One*, *Ken Murray Show* and *Toast of the Town*, and DuMont-TV *Calvacade of Stars*.

Not to be forgotten are numerous detective-mystery programs both live and filmed, that need new faces and voices to support starring characters.

Leading the agencies most active in TV are William Morris Agency, Music Corp. of America, Famous Artists Corp. and General Artists Corp. Others are the James L. Saphier Agency, Nat C. Goldstone, Don Sharpe, Sam Jaffe, George Rosenberg, Frank Cooper, Wynn Rocamora, Mel Shauer, Paul Small

and many of similar stature on Hollywood's talent row who are busy in the new medium.

William Morris Agency, for example, represents Eddie Cantor, Jimmy Durante, Danny Thomas, Ed Wynn, June and Stu Erwin and Groucho Marx, to name but a few in TV.

Mickey Rooney's signing with NBC-TV to star in a comedy situation series was handled through William Morris Agency. The deal is similar to that recently closed with Joan Davis, comedienne.

Peter Coe, featured in Commander Films' *Hellgate*, to be released through Lippert Pictures, turns writer-director for *Port of Embarkation*, TV film series being packaged by William Morris Agency.

Ross Western Series

The 39 half-hour TV-filmed *Tom Keene*, western series to be made by Sidney R. Ross Productions, is another William Morris package. Tom Keene starred in early western movies.

Agency also is handling *The Ruggles*, packaged by Bob and June Raisback. In addition it represents Hal Roach Jr. in Showcase Productions sale of TV filmed *Racket Squad* series sponsored by Philip Morris on CBS-TV.

As agent for June and Stu Erwin, William Morris Agency also is involved in ABC-TV *Trouble With Father*, sponsored by General Mills, which Roland Reed Productions is filming.

Wally Jordan and George Gruskin are in charge of New York radio-television activities of William Morris Agency. Frank Samuels, formerly ABC Western divi-

(Continued on page 87)



ETHEL BARRYMORE and G. Ralph Branton (l), president Interstate Television Corporation, sign long-term contract under which the stage and screen star will appear as actress and commentator and serve as an advisor on *The Ethel Barrymore Theatre*, series of half-hour filmed TV shows now in production. Lee Savin (center), former New York TV producer now associated with ITC, handles productions of the series.

AIR HAZARD BILL

Johnson Bill Could Curb Tall Towers

IT APPEARED last week that Congress was suddenly being injected into the radio-aviation deliberation of the possible threat of tall TV towers to air navigation [B•T, April 28].

The new development cropped up last Wednesday with introduction by Senate Interstate and Foreign Commerce Committee Chairman Ed C. Johnson (D-Col.) of a bill (S 3129) that is entitled:

"To authorize the Secretary of Commerce to remove obstructions or hazards to air navigation, to prevent future obstructions or hazards to air navigation, and for other purposes."

The bill's debut in the Senate came as the broadcasting-aviation working committee last week labored over the problem of tower hazards to air navigation.

The bill is as wide and deep in its scope as TV towers are high. It encompasses "any object constructed or installed, including, but not limited to, buildings, towers, smokestacks, and overhead transmission lines."

Object of the legislation is aircraft safety. Air crashes of the past month at locations near airports apparently have brought need for legislation to correct hazards to a head, it was pointed out.

But it also would empower the Commerce Secretary to set up standards for any structure (including radio and TV towers) more than 500 ft. above ground.

As the bill states:

All federal agencies constructing or altering, or authorizing the construction or alteration of, any structure, or furnishing financial assistance in connection therewith, shall adhere to the standards established and regulations issued by the Secretary, or require adherence thereto.

Legal observers were asking whether this legislation if made law would make FCC a subsidiary under the Dept. of Commerce in its authorization of tower heights and sites.

Pertinent Parts Listed

Sen. Johnson's measure would add a new title XIII to the Civil Aeronautics Act of 1938.

Pertinent parts of the bill, follow:

... all ... airspace which is 500 ft. or more above the surface of the subjacent land and which is unoccupied on the effective date of this title or which hereafter becomes unoccupied and remains unoccupied for a period of seven years, is declared to be an easement for the purpose of aerial navigation and its occupancy shall be subject to regulation and control for the furtherance of that purpose.

... the Secretary [of Commerce] shall promulgate regulations limiting the height, type of construction, and nature of occupancy to which future structures or objects of natural growth may be extended or built into the airspace.

The measure would permit a "request for relief" to be filed with

the Secretary by any person holding that a regulation interferes with property right (must be presented within one year after date of publication of regulation). After the Secretary determines whether any taking has occurred, after notice and opportunity for hearing, he may do one of two things: "(1) fix the amount found due as compensation for such taking, or (2) grant such relief by exception to the regulations, or otherwise, as he may deem necessary."

The Secretary would be empowered to issue permits after application by "any person who desires to construct or alter any structure or to allow any object of natural growth to grow into airspace above 500 ft., contrary to any rule, regulation, or order issued. . . ."

If a structure (including towers) is determined to be an obstruction or hazard to air navigation,

the Secretary may "remove, relocate or alter" this structure. In addition, he could prevent its "construction, alteration or growth" or "permit the identification by appropriate means of existing structures. . . ."

Full authority for removal or alteration "of any structure or object of natural growth extending into the airspace . . . above 500 ft. without permit therefor duly issued by the Secretary" would be permitted him.

The new standards would apply to those areas which "(1) underlie the paths of flight through the navigable airspace where substantial air traffic exists or is reasonably anticipated, or (2) are in the vicinity of (a) landing areas owned, leased, or substantially used by the Federal Government, (b) landing areas used or authorized for use by air carriers, or (c) landing areas which in the opinion of

the Secretary are essential for use by aircraft engaged in air commerce."

The Secretary would exercise his powers "after consultation with the Secretary of Defense and the Civil Aeronautics Board."

It was understood that the aviation industry has tried sponsorship of similar bills over a number of years but heretofore has been unsuccessful in its attempts.

The bill was referred to Sen. Johnson's Committee on Interstate and Foreign Commerce.

A previous attempt by the Air Transport Assn. 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 did not succeed in the House Interstate and Foreign Commerce Committee. The committee then was engaged in consideration of the McFarland bill. ATA recommended its amendment be included in that bill [B•T, April 7].

Meanwhile, radio-TV representatives at the broadcasting-aviation committee meeting last week in Washington hinted that they might prefer not to have any specific national criteria for the use of airspace subcommittees. Meeting was the first of the "ad hoc" group, appointed after the general meeting last month. Another meeting was scheduled for May 16.

National Rules Opposed

Reasons for opposing the establishment of national rules were said to be two: (1) Cooperation between aviation interests and broadcasters has been effective in resolving hundreds of cases, although in some instances there have been failures.

(2) Each situation is unique, and national instructions would be unfair to individual cases—an application for Dubuque should not be considered in the same way as one for Chicago.

There was also the feeling that agreement on criteria might give the airspace subcommittee's recommendations a legal status before the FCC. This would be contrary to the Communications Act, some feel.

On the other hand, if no nationwide standards are established, some fear that there might be several, perhaps conflicting, tests—by CAA, Air Force, Navy and each of the 48 states.

Last week's meeting discussed the alleged problem and ended with the decision to postpone any action until radio-TV and aviation representatives could circulate their respective membership and get their views on the suggested criteria [B•T, May 5].

In the course of the meeting, the Air Line Pilots Assn. representatives disowned the press release put out two weeks ago in Chicago

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television applications

Digest of Those Filed With the FCC May 2 through May 8

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total
Applications filed since April 14	13	9	23

* One applicant did not specify channel number.

Listed by States

SAN BERNARDINO, Calif.—KITO Inc., UHF Ch. 18 (494-500 mc), ERP 81 kw visual; antenna height above average terrain 3,688 ft., above ground 110 ft. Estimated construction cost \$179,821, first year operating cost \$180,000, revenue \$200,000. Studio location 569—4th St., San Bernardino. Transmitter location in San Bernardino Mountain Range, 34° 14' 10" N. Lat., and 117° 14' 42" W. Long. Studio equipment DuMont, transmitter DuMont, antenna Ge. Legal counsel H. G. Wall. Consulting engineer Owen J. Ford. Applicant is licensee of KITO San Bernardino. Principals include: President J. J. Flanigan (49%), general manager of KITO; Vice President and Treasurer H. G. Wall (23%), now retired, but officer and 38% stockholder from 1942 to 1948 in WDSU New Orleans, La., and officer and 75% stockholder from 1938 to 1944 in WIBC Indianapolis, Ind., and Secretary Margaret B. Wall (28%).

† **YOUNGSTOWN, OHIO—WKBN Bestg. Corp.**, UHF Ch. 27 (548-554 mc), ERP 203 kw visual; antenna height above average terrain 509 ft., above ground 491 ft. Estimated construction cost \$353,000, first year operating cost \$250,000, revenue \$225,000. Transmitter location (coordinates) 41° 03' 30" N. Lat., 90° 38' 42" W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Millard M. Garrison, Washington. Applicant is licensee of WKBN Youngstown. President is Warren P. Williamson Jr., general manager of WKBN.

KERRVILLE, Tex.—Kerrville Bestg. Co. Frequency, ERP, site, etc., to be determined. Application filed by William R. Meredith.

Existing Station Change in Channel

WXEL (TV) PARMA (Cleveland), Ohio—Empire Coil Co., Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 1,000 ft., above ground 775 ft. Estimated construction cost \$237,000. Main studio location to be moved from Parma, Ohio, to 1630 Euclid Ave., Cleveland. Transmitter location remains 4501 Pleasant Valley Road, Parma, 41° 21' 47" N. Lat., 81° 43' 03" W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Morton A. Wilner, Washington. Consulting engineer Benjamin Adler, New Rochelle, N. Y. Principals include: President Herbert Mayer and Vice President and General Manager Franklin Snyder.

Applications Returned

MONROE, La.—James A. Noe (KNOE).
DULUTH, Minn.—Red River Bestg. Co. (KDAL).
ALBUQUERQUE, N. M.—Greer & Greer.
SANTA FE, N. M.—Greer & Greer.
FREMONT, Ohio—Wolfe Bestg. Corp. (WFRO).
WILKES-BARRE, Pa.—Wyoming Valley Bestg. Co. (WILK).
KERRVILLE, Tex.—Kerrville Bestg. Co. (KEVT).
SAN JUAN, P. R.—Jose Ramon Quiñones (WAPA).

GRID TELECASTS

Continue 'Harmful Effect' on Gate, NCAA Told

THOUGH colleges whose football games last year had no football TV competition fared worse in attendance than those which did have TV competition, telecasting football games "continues to exercise a harmful effect on college football attendance."

These seemingly contradictory findings are among highlights of the National Opinion Research Center's third report on "The Effects of Television on College Football Attendance," prepared for the National Collegiate Athletic Assn. and released by NCAA Friday.

"Colleges with TV in 1951 reported only a moderate loss of 4% from their 1950 levels, compared to a more serious 10% decline for colleges with no TV competition," the report asserts. It uses graphs to show, however, that the "TV differential"—defined as "the difference between the relative attendance trends of colleges exposed to television competition and those not exposed"—was "significantly" less last year than in 1950, when football TV was unrestricted. This narrowing of the "TV differential" it ascribes to the effects of NCAA's controlled-TV plan.

Slowing of Decline

"While television continues to affect football attendance unfavorably," the study asserts, "the NCAA's 1951 experimental program of limited TV did succeed in slowing the rate of decline among those colleges faced with TV competition."

In large measure the report takes the long-haul look in its comparisons, stacking 1951 figures against those for pre-television 1947-48.

The report concludes that "It is obviously too early to expect basic attendance behavior to have fully adjusted to television competition" and that "The situation is still a fluid one, and any 'final' determination of TV effects must await further years of experience and research." NCAA meanwhile planned to announce its controlled TV plan for 1952 in a few weeks.

Other highlights of the 30-page report, covering results of surveys and studies which were made before, during and after the 1951 season:

- Overall attendance in 1951 was down 6% from 1950 ("due largely to such factors as the pinch of inflation and the decline in student enrollment").

- Compared to 1947-48, "large, medium, and small colleges all reported very much lower attendance figures when they were exposed to television competition than when TV was absent. The 'TV differential' was similarly found both for attractive games, between traditional rivals or involving teams of high performance, and for less attractive games, when the teams were colorless or ill-matched."

- The high school football gate

has reflected a TV effect similar to that among colleges, except that NCAA's controlled TV plan did not appear to help the high schools.

- "The personal characteristics of television owners closely resemble those of football fans . . . and TV ownership and interest in football are themselves highly correlated. Football fans are much more likely to own a TV set than are people who lack an interest in the game."

- TV "exerted its greatest depressing effect among those fans with only a small or moderate interest" in football, according to analyses of special Boston and Pittsburgh studies.

- Studies of the effect of length of TV ownership upon attendance behavior showed no differences consistent or large enough to have "statistical significance."

- College football fans "are almost always interested in other sports as well," and watching or attending other sports can "fairly easily" be substituted when no college football is on TV on a particular Saturday.

- "The overwhelming majority of fans concentrate their attendance on the games of only one college. Thus, if the favorite team has a poor season, television rather than actual attendance at another stadium becomes an easy substitute; while if a blackout is unexpectedly encountered, the fan is more likely to substitute some other activity than to patronize the

disappointing team of his choice or to visit an unfamiliar stadium."

- Two-thirds of the football fans in TV areas were "completely unaware" of NCAA's Limited-TV plan last fall, "despite the adverse newspaper publicity in a few areas," and "even among the one-third who expressed some familiarity with the plan, the majority lacked accurate information."

- In TV areas small college football attendance was "markedly higher" when no games were available on TV, but such differences did not generally occur among larger colleges (attributed to difficulty in achieving 100% blackouts, since many fans could still tune in games from adjacent cities, and to general awareness of blackouts until too late to attend games personally).

Summary of TV Impact

The report summarized the history of television's impact on college football attendance as going from "imperceptible" in 1948, when there were less than a million TV sets, to "perceptible but small" in 1949; "substantial" in TV areas in 1950 despite attendance gains elsewhere to "falling attendance everywhere" in 1951, but with a "relatively smaller loss in TV areas with the end of unrestricted telecasting of college games."

The study showed that "colleges competing with televised football in 1951 reported a loss of 1.5 million ticket sales compared to their 'ex-

pected' attendance based on the pre-television levels of 1947-48," while "colleges with no TV competition boosted 1951 paid attendance by 318,000 over their 'expected' 1947-48 average." Putting the 15% loss in TV areas with the 6% gain in non-TV areas, compared to 1947-48, the report found a "TV differential" of 21%.

Overall paid admissions to college football games totaled 13,930,000, it was reported, for a decline of about 6% from the previous year's figure.

The following table was presented to show that "in heavily saturated television areas, attendance trends are markedly lower":

Areas where fewer than 40% of families own TV	Per Cent of Expected Attendance*	
	Large Colleges	Medium Colleges
Areas where 40% or more of families own TV	113.7%	132.2%
	85.0%	75.5%

* "Expected" attendance is actual average paid attendance reported by each college for the two pre-television years 1947-48.

Regarding findings that small colleges suffered less from television in 1951 than large ones did, the report cited "the greater importance of student ticket sales among the small colleges" and suggested: "One would expect that the small college game attracts fewer 'marginal attenders' who are likely to succumb to TV competition than the larger schools do."

As between TV owners and non-

(Continued on page 80)

THAW TO BE THWARTED? Law Suit Looms

APPEAL to broadcasters and the public not to be disappointed if the FCC's freeze-end order is held up by court actions was made last week by Washington radio attorney Arthur Scharfeld, president of the Federal Communications Bar Assn., in a speech before the Georgia Radio Institute at Athens, Ga. (see Institute story, page 24).

After reciting some of the possible actions that might be taken against the Sixth Report and Order [B•T, April 14], Mr. Scharfeld warned that the effective date might be suspended.

"If this should happen, I hope that the broadcasters and the country as a whole will realize that the entire future of television in our country is being shaped in these proceedings and they will not feel that further delay—in aid of effort to effect the best possible television system—is unwarranted," he said.

"After all, it has taken the Commission approximately four years to find what it considers to be the best solution to the television problem. If another few months should prove to be necessary to im-

prove the future of television, we should be neglecting our duty to the country and to posterity to strive for immediate advantage at the expense of achieving the finest possible use of this new and great medium of communication," he concluded.

Generally following the lines of the attack on the Commission's report laid down by FCC Comr. Robert F. Jones in his dissent and speech two weeks ago before the Ohio Assn. of Broadcasters in Columbus [B•T, May 5], Mr. Scharfeld cited the following "weaknesses" in the Commission's action:

- (1) Only through rule-making may anyone get a channel into a community not now assigned that channel. This means that a prospective TV applicant may expend money, time and energy in convincing the Commission that a certain channel should be reassigned, but there is no certainty that the applicant who got the channel reassigned will be the one who gets the grant.

- (2) Technical standards were not established before the assignments were made. Thus, "participants . . . were not informed of the rules of the game until after the game was

over." Unfairness of this was illustrated in the case of one prospective telecaster who had a VHF assigned to his community in the proposed 1951 Third Report which nobody opposed, avokey April 14 to find it gone. Because the Commission decided that co-channel separations in his area must be 220 miles, rather than the 180 miles it had proposed, the FCC found it necessary to assign his city's channel to a nearby community which had had its two VHF channels deleted because of the wider separations. Other "rules of the game" changed without notice were maximum powers and antenna heights.

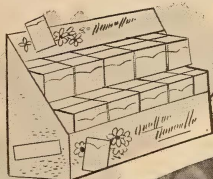
- (3) Competitive advantage for VHF stations over UHF illustrates the unfairness of the Report. VHF channels are permitted extra-wide coverage, while UHF channels by their nature are constricted in service areas. Intermixture of VHF and UHF is another "unfair" decision. Cities having VHF service are in most cases close to set ownership saturation, and thus makes it doubly difficult for a UHF station to start as a competitive equal with the existing station or stations.

"There appears to be a basic flaw in the Commission's standards permitting the use of maximum power

(Continued on page 86)

ANOTHER

Merchandising LOS ANGELES TV HEADLINER!



STORE
DISPLAYS



WINDOW DISPLAYS



SPECIAL
PROMOTIONS AND
DEMONSTRATIONS



PREFERRED
SHELF POSITION

"Foods for Thought"

with **BETTY HOYT** and guests



TIE-IN
STORE ADS

AN OUTSTANDING
FOOD
MERCHANDISING
PROGRAM
FOR SELLING
THE BILLION-DOLLAR
SOUTHERN
CALIFORNIA
FOOD MARKET

Here's the kind of TV show food advertisers dream about — and the wise ones take advantage of! Results prove it's the kind of show Southern California homemakers like, too. Betty Hoyt gives up-to-the-minute market news... the best buys of the day... menu ideas, etc. Each day the "best buys" come from a different grocery company. A rotating plan gives all markets a chance: supers, small chains, independents. What's more, Betty Hoyt and her staff work right with these stores... arrange for shelf and stack displays and get other point-of-sale merchandising aids. Tie-in grocers' ads feature TV specials. Spots are available on "Foods for Thought" *at the moment!* Time: 3:00 to 3:30, Monday thru Friday. For full details, contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

TO SELL THE BUYING MILLIONS IN

AMERICA'S 2ND LARGEST TV MARKET

NBC HOLLYWOOD



YESTERDAY and TODAY

Central Indiana at WFBM-TV "First in Indiana"

Yesterday . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . there are

232,000

Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6



"First in Indiana"

telestatus



'I Love Lucy' Tops In Two Nielsen Polls

(Report 215)

NATIONAL ratings for top ten television programs for a two week period ending April 12 have been released by A. C. Nielsen Co. as follows:

NUMBER OF TV HOMES REACHED		
Rank	Program	Homes (000)
1	I Love Lucy (CBS)	11,055
2	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	8,354
3	Arthur Godfrey & Friends (CBS) (Pillsbury Mills Inc.)	8,138
4	Red Skelton (NBC)	7,956
5	Texaco Star Theatre (NBC)	7,440
6	Your Show of Shows (R. J. Reynolds) (NBC)	7,136
7	You Bet Your Life (NBC)	7,083
8	Your Show of Shows (Participating) (NBC)	6,915
9	Colgate Comedy Hour (NBC)	6,870
10	Fireside Theatre (NBC)	6,578

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS*

Rank	Program	Homes %
1	I Love Lucy (CBS)	68.2
2	Arthur Godfrey & Friends (CBS)	60.0
3	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	56.2
4	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	55.0
5	Red Skelton (NBC)	49.9
6	Texaco Star Theatre (NBC)	46.1
7	Your Show of Shows (Participating) (NBC)	45.7
8	Your Show of Shows (Reynolds, R. J. Tobacco) (NBC)	45.4
9	You Bet Your Life (NBC)	44.1
10	Colgate Comedy Hour (NBC)	43.2

*The Nielsen "per cent of homes reached" gives a relative measurement of the audience obtained by each program in the particular station areas where it was telecast—all TV homes in those station areas able to view the telecast being taken as 100%.
Copyright 1952 by A. C. Nielsen Co.

All Night TV Pays Off For WDTV

ALL-NIGHT television, according to Harold C. Lund, general manager of DuMont's WDTV (TV) Pittsburgh, can be a profitable operation. And he has the profitable operation to prove it.

WDTV, currently the only television station operating around the clock, found swing-shift programming a paying proposition from the start, eight weeks ago. Right now, advertisers are waiting to get on.

Mr. Lund conceived of all-night programming in response to letters from swing-shift workers in Pittsburgh's industries who complained that they reached home in time to see only a little TV each night—or maybe none at all. A check of steel mills and other plants indicated there would be a potential audience of about 200,000 swing-shift employees.

So advertisers were lined up and WDTV, which had signed off at 1 a.m. on the average, started programming on through the night, Monday through Friday.

The first feature is sponsored on a rotating basis. After that, the advertising consists of spot announcements. Rates are "a little lower" than the station's class C charges, Mr. Lund reports. WDTV relies on film for its swing-shift

programming, and employs about 10 persons through the night. Frequently, films which have been shown previously on the station during the daytime are repeated in the early morning hours. But, Mr. Lund points out, this is an entirely different audience anyway. A serial is carried regularly at 3:30 a.m. and has won a considerable following.

A short time ago, Guidepost Research, Pittsburgh, took some ratings on the post-midnight showings. At midnight, Mr. Lund said, the rating was 29.4. From there it graduated down to about 5 at 3 a.m. From 4 to about 6 o'clock it hovered around 2. Then it started to pick up, and jumped substantially with the advent of "morning" and the start of NBC-TV's two-hour Today program at 7 a.m.

Hoffman Sees Annual Set Replacement at 8 Million

SIZE of the TV receiver replacement market was put at a potential of 8 million sets a year when 86% saturation of all the families in the U. S. occurs, according to Hoffman Radio Corp. President, H. L. Hoffman last week at the San Francisco convention of the National Federation of Financial Analysts Societies.

Mr. Hoffman said the 86% mark
(Continued on page 79)

Weekly Television Summary—MAY 12, 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	150,148
Amet	WOI-TV	90,456	Matamoros (Mexico)		
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000	Brownsville, Tex.	XELD-TV	20,300
Baltimore	WAAM, WBAL-TV, WMAR-TV	380,263	Memphis	WMCT	130,255
Binghamton	WNSB-TV	62,400	Miami	WTJ	116,000
Birmingham	WAFB-TV, WBRC-TV	90,000	Milwaukee	WTMJ-TV	328,084
Bloomington	WTTV	142,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	321,400
Boston	WBZ-TV, WNAC-TV	886,349	Nashville	WSM-TV	68,418
Buffalo	WBBN-TV	264,618	New Haven	WNHC-TV	262,000
Charlotte	WBTV	146,213	New Orleans	WDSU-TV	89,108
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,133,992	New York	WABD, WCBS-TV, WJZ-TV, WNBC	3,059,400
Cincinnati	WCPC-TV, WKRC-TV, WLWT	348,000	Newark	WOR-TV, WPX, WATV	115,100
Cleveland	WEWS, WNBK, WXEL	605,329	Norfolk	WTAR-TV	127,041
Columbus	WBNS-TV, WLWC, WTVN	227,000	Oklahoma City	WKY-TV	127,913
Dallas			Omaha	KMTV, WOW-TV	127,913
Fl. Worth	KRLD-TV, WFAA-TV, WBAF-TV	166,000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,031,966
Davenport	WOC-TV	98,445	Phoenix	KPHO-TV	55,100
Dayton	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	235,000	Pittsburgh	WDTV	393,000
Detroit	WIBC-TV, WLWD	750,000	Providence	WJAR-TV	212,000
Erie	WJBK-TV, WWJ-TV, WXYZ-TV	162,384	Richmond	WTNR	124,342
Fl. Worth			Rochester	WHAM-TV	144,000
Grand Rapids	WBAP-TV, KRLD-TV, WFAA-TV	166,000	Rock Island	WHBF-TV	98,445
Greensboro	WOOD-TV	217,081	Quid City	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	235,000
Houston	WFMY-TV	113,034	Salt Lake City	KDYL-TV, KSL-TV	75,900
Huntington	KPRC-TV	132,500	San Antonio	KEYL, WOAI-TV	75,531
Indianapolis	WSAZ-TV	84,750	San Diego	KFMB	130,000
Jacksonville	WFBM-TV	232,000	San Francisco	KGO-TV, KPX, KRON-TV	361,000
Johnstown	WBAB-TV	36,000	Schenectady		
Kalamazoo	WJAC-TV	144,116	Albany-Troy	WRGB	206,600
Kansas City	WKZO-TV	200,040	Seattle	KING-TV	139,800
Lancaster	WDAF-TV	201,846	St. Louis	KSD-TV	390,500
Lansing	WGAT-TV	146,631	Syracuse	WHEN, WSYR-TV	174,718
Los Angeles	WJIM-TV	90,000	Toledo	WSPD-TV	158,000
	KECA-TV, KHJ-TV, KLCAT-TV, KNBH	1,232,000	Tulsa	KOTV	111,970
	KNTX, KTLA, KTTV		Alta-Rome	WKTV	70,000

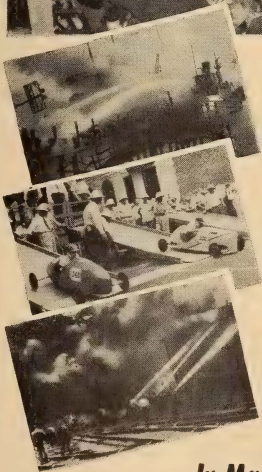
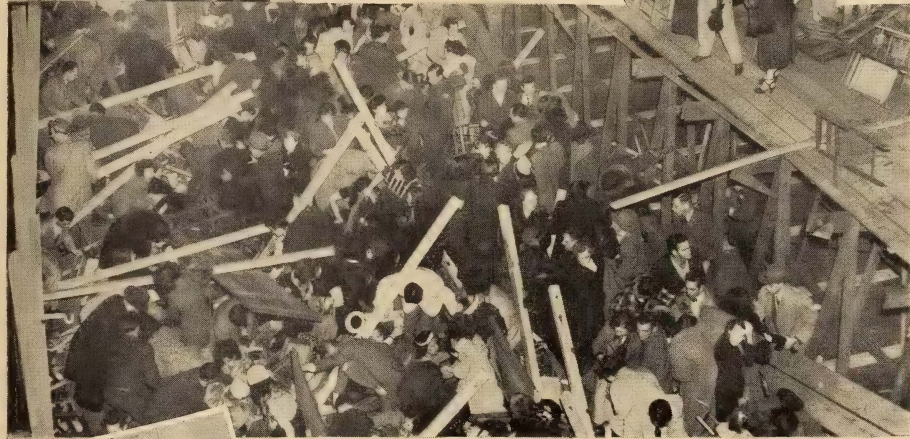
Total Markets on Air 64*

* Includes XELD-TV Matamoros, Mexico

Stations on Air 109*

Estimated Sets in use 16,967,590

Editor's Note: Totals for each market represent estimated sets with 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.



The essence of top news reporting is being in the right place at the right time. And by being ever on-the-spot, the Sunpapers Television News is there for every big local news story.

FROM OUR NEWSREEL:

ABOVE . . . The collapse of the 5th Regiment Army stands at the recent Sonia Henie Ice Show disaster.

TOP LEFT . . . Firemen battle the tremendous Hawkins Point fire in January, 1951.

CENTER LEFT . . . It's away and rolling at the annual Sunpapers Soap Box Derby.

BOTTOM LEFT . . . The Washington Lumber Yard burns furiously in April of this year.

In Maryland, most people watch **WMAR-TV**
SUNPAPERS TELEVISION
CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

KFMB TV Channel-8

**SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET**

**San Diego's
Remarkable
Advance In
POPULATION
Has Continued
Almost
Uninterruptedly
During The
Past 50 Years!**

**Wise Buyers
BUY-**

KFMB

**For
More
Business!**

**KFMB-TV
Channel-8**

**KFMB-AM
550-K.C.**

John A. Kennedy, owner.
Howard L. Chernoff, Gen. Mgr.
Represented by The Brannan Co.

Air Hazard Bill

(Continued from page 73)

[AT DEADLINE, May 5]. They admitted that it was ill-advised and done without coordination with the Washington office. The press release by ALPA President Clarence N. Sayen "viewed with alarm the increasing number of TV towers being erected and concurs with recent restrictions on TV tower heights recommended by the aviation industry."

Mr. Sayen also said that "obviously it would be much more to the public's benefit to regulate the erection of such towers now than to have them moved or razed after it is proven through air crashes that they are unsafe."

The ALPA, at a meeting of the Chicago Airspace Subcommittee last March, submitted recommendations to restrict heights and sites of TV antennas [B•T, April 7].

Under present FCC procedures, all antennas more than 500 ft. above ground must be submitted to regional Airspace Subcommittees for "aeronautical study." It is the function of the subcommittees, composed of representatives of the CAA, civil airlines, military services, etc., to determine whether a proposed antenna would be a hazard to air navigation.

The present study was begun after aviation organizations became alarmed at reported 1,000, 2,000 and 3,000-ft. TV antennas. Some have talked of going to Congress for legislation to restrict TV antenna heights, while others have suggested single antenna locations, radio warning devices on towers, a system of short towers and high powers, among others. This limited height idea was specifically frowned on by FCC Comr. Edward M. Webster presiding at the first meeting. He said tall towers were fundamental in the FCC plan.

MONTCLAIR TEST

Educators Hail Results

AN experiment in education by television—an entire day of school programs for classroom use, characterized as "a history-making experiment"—was conducted by the Montclair (N. J.) State Teachers College in conjunction with the Allen B. DuMont Labs. last Wednesday. It was pronounced a significant success.

The college produced live shows on such subjects as Spanish language, music appreciation, map making, etc., which were transmitted by DuMont's UHF experimental station in New York and received on sets installed in a dozen Montclair and Bloomfield, N. J., schools. Eight programs were presented, designed for different grades.

TV work, such as production, direction, writing, camera work, etc., was handled by members of the college's TV workshop, which is assisted by a grant from the Allen B. DuMont Foundation. The pickups were relayed by microwave to the DuMont UHF transmitter in New York for broadcast.

Educational leaders were enthusiastic with the results which they felt were indicative of far-reaching future application of TV to teaching.

New Tenn. Co-axial

AT&T has commenced installing a new coaxial cable between Chattanooga and Knoxville to supplement present wire lines. Cable, scheduled to be ready for service late this year, will contain eight coaxial tubes, four to be equipped for telephone service initially. Others can be also used for phone service or can be equipped for TV program transmission if ordered for that use.

POLITICOS TO GET TUTORING

CBS-TV Plans School on TV Technique

PLANS for a television school for political hopefuls were announced last week by CBS-TV, which said all Presidential aspirants and senatorial candidates of the major parties have been invited to enroll and that it was hoped, later, to expand the school to include all members of Congress.

Both group and private instruction sessions are planned, to teach "students" such fundamentals as how to walk, sit, stand, talk and read a script. Films and TV recordings of the candidates will be reviewed and analyzed. Live cameras will be used for classroom practice, and monitoring devices will enable each candidate to study his own performance.

First private sessions, CBS-TV said, will be for Sens. William Benton (D-Conn.) and Irving M. Ives (R-N. Y.). Presidential aspirants who have been invited include Sens. Robert Taft (R-Ohio), Estes

Kefauver (D-Tenn.), Robert Kerr (D-Okla.), Richard Russell (D-Ga.) and Brien McMahon (D-Conn.); Gen. Eisenhower, Harold E. Stassen, California Gov. Earl Warren and W. Averell Harriman. "Faculty" for the school, to be conducted at WTOP-TV Washington studios, will include Bill Wood, Washington director of TV news and public affairs for CBS-TV; Producer Charles von Fremd, and Associate Producer Alma Walker.

"There is no doubt that television will play an important part in the choice of a President in 1952," Mr. Wood said. "How a candidate handles himself in front of the cameras can be decisive to his chances. Anyone with a background of public life can learn the talent requirements of the television medium with a minimum of instruction, and greatly increase his appeal to the average viewer, who represents a lot of votes."

SKIATRON

Second Phase in Sept.

SECOND phase of the Skiatron plan for SubscriberVision is tentatively planned to begin in New York sometime in September, it was indicated last week, with the start of controlled tests similar to those conducted by Zenith in Chicago a year ago. WOR-TV New York is cooperating with Skiatron in the development of the system.

First phase of the pay-as-you-see television is virtually complete with development of the system on paper and on the air, so far by closed circuit, officials reported. Unlike Zenith's Phonevision, which involved the calling of telephone operators for unscrambled sight and sound, the Skiatron plan calls for insertion of a notched key-card which can be purchased for the program well in advance of actual transmission.

The New York organization, headed by Arthur Levey as president, is now working on test programming, time clearance on commercial outlets, selection of test broadcast periods in audience terms, and other related problems, all of which will be completed, spokesmen said, before test permission is requested from the FCC. September is the test goal, but not necessarily the deadline, it was pointed out.

It is assumed that permission will be granted to operate SubscriberVision with several hundred sets—installed in consumer homes—and that tests will run for several months.

POPPELE ELECTED

To Skiatron Board

ELECTION of Jack Poppele, vice president of WOR-AM-FM-TV New York, to the Skiatron Electronics & Television Corp. board of directors was announced by Arthur Levey, Skiatron president.



Mr. Poppele

Mr. Levey pointed out that the addition of Mr. Poppele to the board has important long term significance in view of Skiatron's system of pay-as-you-see TV. He disclosed that WOR-TV has been broadcasting Skiatron's system, known as Subscriber-Vision on an experimental basis for more than a year. Mr. Poppele is a past president of the Television Broadcasting Assn.

AWARD for modesty in television apparel has been given to Rosemary Oberling, WLWT (TV) Cincinnati, by a Catholic church in Covington, Ky. Miss Oberling is scheduled to appear on new show, *Captain Glenn's Play Club*, beginning May 10.

TV BIDS

Two More File at FCC

(Also see digest, page 73)

TOTAL of two new television applications was filed at the FCC last week, but one of them was immediately returned. Also returned last week were applications from KNOE Monroe, La.; KDAL Duluth, Minn.; WAPA San Juan, P. R.; WILK Wilkes-Barre, Pa.; WFRQ Fremont, Ohio, and bids for Albuquerque and Santa Fe by Greer & Greer.

The accepted application was from KITO San Bernardino, the first station to apply for TV outlet in that city. It seeks UHF Channel 18 with an ERP of 81 kw visual. Its antenna would be 3,688 feet above average terrain, located in the San Bernardino Mountain Range north of the city; it would be 110 feet above ground. Construction cost was estimated at \$179,821.

The returned application was from KEVT Kerrville, Tex. Besides being filed on the old forms, it gave its frequency, ERP and transmitter location on a "to be determined" basis, not allowable under the Rules as set forth in the FCC's Sixth Report and Order [B.T., April 14].

Meanwhile, five prospective applicants announced their intentions of filing for TV stations.

Ted R. Gamble, director of the nation's war bond program during the war, is president of Northwest Television and Broadcasting Corp., a new Portland, Ore., corporation. He and Mrs. Gamble have 21% interest in KLZ Denver, and he has 4% of WFRS Grand Rapids, Mich., and 49% of KCMJ Palm Springs, Calif.

Other officers are John D. Keating, associated with KPOA Honolulu, KILA Hilo and KYA San Francisco, vice president; Elroy McCaw, Centralia, Wash., treasurer, and Gale Livingston, Portland, secretary. Mr. McCaw has 50% interest in KELA Centralia, Wash., 21% of KLZ, 50% of KPOA, KILA and KYA, and 33% of KYAK Yakima, Wash., and KALE Richmond, Wash.

WTRF-AM-FM Wheeling, W. Va., announced last Tuesday that it planned to file for Channel 7

with an ERP of 316 kw. Cost of the station was estimated at \$700,000.

WSTV Steubenville, Ohio, reported that it will amend its pending application and ask for Channel 9 with an ERP of 200 kw. Construction cost was estimated at \$400,000, with first year operating cost about \$250,000.

In West Palm Beach, Fla., Palm Beach Television Inc. has been formed to apply for Channel 5. President of the firm is William H. Cook, Palm Beach attorney. Vice president and general manager is J. Robert Meachem, owner of WEAT Lake Worth, Fla., and former owner of WEIM Elmir, N. Y. List of 19 stockholders includes Theodore Granik of *American Forum of the Air* fame, and local businessmen.

WJLL Niagara Falls, N. Y., is preparing to file for a TV outlet, the station announced last week. WJLL did not reveal the channel it planned to apply for.

EDUCATORS URGED

Action on TV Channels--Hennock

CALL for action to secure educational TV stations was sounded by FCC Comr. Frieda B. Hennock fortnight ago at the convention of the National Jewish Welfare Board in Detroit.

"Action in the form of applications for TV licenses is needed and needed now, if we are to insure against the loss of this opportunity by default," Miss Hennock said. She added: "See to it that all your community's educators, schools, libraries and museums, civic organizations and public welfare groups of all denominations, join in a combined effort to get this station on the air."

Miss Hennock referred to estimates of 50 million TV sets in the near future, continuing: "Truly, 50 million TV sets could become 50 million of our best equipped classrooms."

WABD(TV) SALES

Separated From Network

SEPARATION of local sales staff from the network sales group was effected in New York last week by Chris J. Witting, director and general manager of the DuMont Television Network, as the first step toward establishing WABD (TV) as an autonomous operation.

Local salesmen will be directed by Richard E. Jones, newly-appointed manager of DuMont's O&O stations, who is assembling WABD's administrative, sales and programming staff at 515 Madison Ave., New York.

Network salesmen will continue under the supervision of Ted Bergmann, DuMont's sales head.

George Monaghan, formerly of the sales staff of WOR New York, was added to WABD's local retail sales. Other WABD sales members are Ralph Baruch, William Vernon, Robert Adams, Richard Hamburger and L. Wynn.

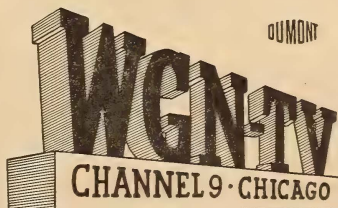
MORNING TELEVISION

Gets Results!

WGN-TV's "Chicago Cooks with Kay Middleton" program, now seen at 9:00 - 10:00 a. m., Monday through Friday, came up with an increase in mail the first week at this new time.

Letters came from 58 Illinois cities in addition to Chicago... 13 cities in Indiana... 4 cities in Wisconsin... 2 cities in Michigan — TOPS in television coverage.

"Chicago Cooks" is a great buy in Chicago, delivering a large, loyal audience, and top results for your advertising dollar. Check your WGN-TV representative for available participations.



The Chicago Tribune Television Station

Telestatus

(Continued from page 76)

is the present saturation figure for refrigerators. That would mean a total of 36 million TV sets in use, he said.

With the present 17 million TV receivers in use, the replacement market is estimated at 4 to 5 million, he said. Mr. Hoffman predicted that 5½ million TV sets would be sold in 1952, 6½ million in 1953 and 8 million in 1954.

Glen McDaniel, president of the Radio-Television Manufacturers Assn., earlier this year had quoted industry leaders whose estimates ranged from a high of 5.4 million to a low 4.5 million.

FINAL TELEVISION ALLOCATIONS REPORT

**EXTRA COPIES
AVAILABLE
NOW
AT \$3.00
EACH**

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

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870 NATIONAL PRESS BLDG.
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Please send copies of the Final Television Allocations Report at \$3.00 each.

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NAME

COMPANY

STREET

CITY

ZONE

STATE

Grid Telecasts 'Harmful', NCAA Told

(Continued from page 74)

owners, the study found that in television areas "the overwhelming majority even of non-owners report watching TV programs at least occasionally."

In special studies in Boston and Pittsburgh it was found that "the average 1951 attendance of our past attenders. . . was less than one game per fan, and even in pre-television years in such cities which had strong teams the average fan would attend no more than two or three games a season."

Thus it was held that "if non-owners can partially satisfy their football interest by watching a few games on television during the season, even a reduction of one game in their annual attendance on this account would make it extremely difficult, from a survey point of view, to establish any significant differences from the behavior of TV owners."

In Boston it was found that TV owners queried had attended an average of .80 games in 1951, compared to .82 for non-owners. Those who had had TV sets less than two years attended an average of .76; those with sets for two years or longer, .84. In Pittsburgh, on the other hand, those with sets less than two years attended slightly more games than those who had had sets longer than two years.

Sampling Not Conclusive

Nationally, it was reported, "during the nine-week football season from Sept. 29 to Nov. 24, 1951, in areas where there was no television competition, an average of 5.3% of all fans attended a game in any given week. In television areas, by contrast, only 3.3% of the fans attended in the average week."

"On blackout days in the television areas, 5.5% of the fans attended a game, but when a game was available on TV, only 2.5% appeared at the stadium. Had our national sample been larger, such differences could have been accepted with complete confidence, but as it is, they must be viewed as suggestive rather than conclusive."

It was pointed out that "the great majority of fans neither attend nor watch a college game on TV on the average Saturday." In Pittsburgh, however, it was found that half the fans either watched a game on TV (30%) or listened to one on radio (20%), while in Boston 17% listened on radio while 16% watched on TV. Nationally, however, there were no figures on radio listenership—a lack which the report termed "unfortunate."

NORC also reported that "when asked how they first became interested in college football, only one attender in 100 mentioned television viewing as the reason."

Among Pittsburgh and Boston fans who said they did not plan to attend a game during the 1951 sea-

son, 10% mentioned TV as one reason.

The NORC survey, a \$50,000 project, involved two national surveys conducted on a personal interview basis; pre-season questionnaires to college athletic directors; week-by-week game reports from each NCAA college playing football; personal interviews in Boston and Pittsburgh, with telephone callbacks, plus telephone surveys in six other cities; questionnaires distributed at 37 games of 16 colleges; mail questionnaire surveys of a cross-section of alumni of four universities; and collection of game-by-game attendance data for the past five seasons from a cross-section of high schools throughout the nation.

The NCAA TV committee for 1951 was headed by Ralph Furey of Columbia U. and Thomas J. Hamilton of the U. of Pittsburgh, while Edwin S. Reynolds was NCAA television program director for that season. The current TV committee, working up next fall's program, is headed by Robert A. Hall of Yale, with Asa Bushnell, Commissioner of the Eastern Collegiate Athletic Conference, as TV director.

ABC-TV SUSTAINERS

May Cutback in South

ABC-TV last week was pondering a cutback in the amount of sustaining programming it would deliver during this summer to affiliates on a southern leg of the network to Atlanta and Birmingham.

The question, spokesmen said, is being considered in negotiations with WLTW (TV) Atlanta. They conceded the negotiations may lead to an adjustment for the station in its affiliation contract, but insisted the discussions were entirely "amiable."

In response to reports that ABC-TV sustaining service in the South was being substantially curtailed, they said any cutbacks would be for the summer months and that the extent of reduction had not been decided.

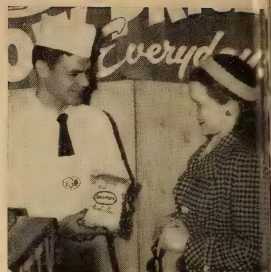
They said two affiliates would be affected: WLTW and WAFM-TV Birmingham.

MICHIGAN TV TAX

Levied on Boxing Proceeds

TAXING television proceeds at boxing matches became legal in Michigan when Gov. G. Mennen Williams signed a bill recently enacted by the state legislature.

Without specifically mentioning TV, the measure provides that the present 5% and 10% tax shall be levied on all sources of revenue at boxing matches, excepting food, refreshments and programs. The 5% tax applies to championship matches and the 10% tax to other sports events.



COOPERATIVE grocery advertising as shown here, is used on WTTV (TV) Bloomington, Ind., with 55 members of Independent Grocers Alliance of Central and Southern Indiana and their distributor, John Figg of Bloomington, pointing up featured items during NBC-TV's *Dangerous Assignment* presented on the station, 8 p.m. Wednesday. It is the group's only advertising. Station reports success by noting an example where weekly sales jumped from 20 to 1,000 cases of a private brand of canned fruit as a result of the live commercials, delivered by George Langwell, a participating grocer. Six stores are mentioned on each program.

SPORTS AIDS

RTMA Group Offers Plan

ALL SEGMENTS of the radio-television industry were urged last week by J. B. Elliott, RCA Victor Division and chairman of the Radio-Television Mfrs. Assn. Sports Committee, to join in RTMA's new year-round campaign to promote attendance at sports events [B•T, April 21].

Pointing out that RTMA already has made considerable progress in improving goodwill between radio-television and sports industries through cooperation of set makers, distributors and dealers, Mr. Elliott said his committee has submitted detailed suggestions on steps to be taken by industry segments.

Promotion of televised sports and frequent suggestion to "see the game or event in person" will be contained in consumer advertising.

Manufacturers were advised to ask distributors to aid local Distributor Television Sports Committees, organized in cooperation with RTMA, to build goodwill among local sports officials. The report suggested that cooperation of RTMA members along with plans for the World Series should increase attendance at baseball games as well as increase receiver sales. "The problem of a drop of 20% in attendance in the minor leagues in 1951 is still cause for concern in relation to future telecasts," the report said.

In further recommendations the committee urged RTMA members "to cooperate with the home club, team or arena in purchasing seats or a season box in radio-television row at the ball park; urge employees to attend events and to consider sponsorship of sports events."

Color Ban

(Continued from page 71)

materials which will bear on the course of the civilian economy during the remainder of the year. A symposium on component parts also commanded the attention of electronic industry members (see story this page).

While NPA is still pursuing its policy of easing allotments to radio-TV manufacturers and broadcasters, both Messrs. Fleischmann and Fowler urged Congress last week to extend controls on materials beyond June 30 when the Defense Production Act expires. Defense needs will not be met before next spring, they testified before the House Banking & Currency Committee.

The prospect for a "free market" in materials has been dampened by strikes and labor unrest, with the result that steel, copper and aluminum supplies could suffer appreciably in coming months. Earlier talk of decontrol has evaporated and, while manufacturers and broadcasters currently are receiving allocations for appliance and construction needs, notice has been served, in effect, that the picture could change even short of all-out war.

Intensified labor strife could affect supply of these three materials for receivers, tower structures, transmitters, antennas, building alterations and various component parts.

Capsule Summation

This is a capsule summation of the status and prospect for each key metal:

- **Steel**—Threat of a prolonged strike still hangs over industry despite lifting of the freeze on shipments by the government. Over 2 million tons already lost to industry. Could have major long-range effect on new TV station equipment or radio-TV construction projects on which freeze was partly lifted.

- **Aluminum**—The government is thinking in terms of "possible" decontrol by mid-'53—or perhaps during the second quarter—but not before, it was learned authoritatively last week. Possibility of wildcat strikes among aluminum workers was held out.

- **Copper**—As with other materials, allocations are slightly higher for May than April but the lowest for refined copper, copper alloy and scrap since controls began. Copper wire is short for loudspeakers. Again, however, threat of strike in the Chilean mines imperils imports of this scarce metal.

- **Nickel and cobalt**—Still in relatively tight supply. Industry has used conservation and substitution techniques to meet demands for loudspeakers and other parts using these allows. Both under complete allocation.

- **Selenium**—There has been a temporary improvement in supply but the outlook is still gloomy for manufacturers of rectifiers, though they may apply for foreign imports.

- **Mica**—Substitutes are being developed for this material used in insulating electronic items.



LEADERS IN ELECTRONIC components field at the three-day Washington symposium (l to r): J. G. Reid Jr., symposium chairman, National Bureau of Standards; Lt. Col. C. B. Lindstrand, USAF, Electronics Production Resources Agency; A. V. Astin, acting director, NBS; J. A. Milling, Electronics Production Board; Glen McDaniel, president, Radio-Television Mfrs. Assn.; Edwin A. Speakman, Research & Development Board, Dept. of Defense; Capt. Rawson Bennett, USN; G. W. A. Dummer, Telecommunications Research Estab., England.

* * *

D. C. SYMPOSIUM

RTMA and AIEE Sponsor Meet

RADIO and television set manufacturers are operating without the handicap of material shortages and have not curtailed production in 1952 or 1951 because of shortages, J. A. Milling, director of the Electronics Division, National Production Authority, told the Electronic Components Symposium last week.

Three-day meeting held May 5-7 in Washington was attended by more than a thousand representatives of industry, engineering and government. Sponsoring the symposium were Radio-Television Mfrs. Assn., Institute of Radio Engineers and American Institute of Electrical Engineers.

Mr. Milling addressed the opening session, along with Glen McDaniel, RTMA president, Capt. Rawson Bennett, USN, and others. In analyzing electronic production problems from the defense standpoint, Mr. Milling said "consumer demand has been the determining factor of most production schedules."

A high spot of the three-day meeting was a Tuesday evening session on transistors. J. A. Morton, Bell Telephone Labs., was chairman of this discussion. Other speakers included W. R. Sittner and P. S. Darnell, both of Bell; R. F. Shea, General Electric Co., and Lt. Col. W. F. Starr, Electronics Production Resources Agency, Dept. of Defense.

Mr. Shea demonstrated a "transistorized" megaphone using only tiny batteries and two transistors about the size of a pea. No external connections were needed.

Potentialities of the transistor were discussed, with speakers commenting on its limitations. These include power and ability to operate only at relatively low frequencies. Advantages include reliability, indefinite life and improved design as a result of saving in space and new circuitry.

A radio set using nine transistors was demonstrated. It was able to pick up seven stations on the sidewalk outside the Interior Dept. auditorium. A power supply weighing only a few ounces is used.

Mr. Shea predicted transistors will be used in TV sets, though probably not in the front end.

Col. Starr said transistors are

mass production has always been geared to the exploitation of new entertainment media, first radio broadcasting and now television." He added that "within a matter of years no wishful thinking will be able to hide the fact that entertainment equipment markets will be replacement markets."

He was concerned over reliability of equipment, asking manufacturers if they can "any longer afford to allow equipment unreliability with an eye to tube sales."

"People are asking each other, what kind of TV does not require frequent service calls," Capt. Bennett said. "If customer dissatisfaction is bad at present, what will it be when the more ticklish UHF equipment hits the market? Who will service it, if it breaks down too much?"

RTMA President McDaniel cited a remark by Gen. Carl Spaatz that superior electronics will be decisive in the next war. He spoke critically of the lack of project responsibility in military procurement. Efforts of manufacturers to spread work through subcontracting are handicapped by reduction of contractor's profit in such cases and a proposed requirement that prime contractors be responsible for compliance by their subcontractors.

Importance of a free flow of information between tube manufacturers and circuit engineers was stressed by Robert L. Kelly, manager, application engineering field group, RCA Tube Dept.

PEABODY AWARD 1951

originating Station of

THE JOHNS HOPKINS SCIENCE REVIEW

**Around
Baltimore
they always
keep an eye on**

WAAM

TELEVISION

CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Righter & Parsons, Inc.

PARAMOUNT

Scophony Relationship Studied

FOR the second consecutive week, FCC counsel explored the relationship of Paramount Pictures and Scophony Corp. of America as hearings continued on the so-called Paramount case. Basic in the case is whether the Commission will approve the merger of ABC and United Paramount Theatres Inc.

Questions directed by FCC counsel to Arthur Levey, president of SCA (now Skiatron Corp.) implied that at best the dealings between Scophony management and Television Productions Inc. and General Precision Equipment Corp. tended to be in restraint of trade and at worst attempts to suppress the development of TV.

Hearing, adjourned last Thursday, resumes today (Monday) with A. H. Blank, a UPT director, on the stand for cross-examination by FCC counsel on Des Moines theatre acquisitions and booking practices.

Following Mr. Blank's testimony, Mr. Levey will return to the stand on Wednesday. Then Dr. A. H. Rosenthal will testify. Dr. Rosenthal, a physicist and electronic engineer, was connected with Scophony Ltd. of England, the parent company to SCA, for several years before joining the American firm in 1943. While in England, Dr. Rosenthal contributed to some of the more important Scophony

developments including the dark trace Skiatron TV tube.

Later, six theatre operators will testify. They are: Mrs. J. M. Anderson, Boone, Iowa; Carl Knudson, Seward, Neb.; Fred F. Curdts, Greenville, S. C.; Charles Waeder, Miami, Fla.; Sam J. Myers, Chicago (a brother-in-law of Barney Balaban, Paramount Pictures president), and Arthur F. Saas, also of Chicago.

After the theatre operators, Dr. Allen B. DuMont will return, and then Barney Balaban is due to come back.

Mr. Levey was questioned about letters he had written to Earle C. Hines, president of GPE, copies of which were sent to Paul Raibourn, a Paramount Pictures executive then. Mr. Raibourn is a Paramount Pictures vice president now and is also president of Paramount Television Productions Inc., licensee of KTLA (TV) Los Angeles.

Letters Exchanged

In some of his letters to Messrs. Hines and Raibourn, Mr. Levey sought aid from GPE and TPI, which he indicated had been promised by the two firms but which was not forthcoming.

When Dr. Rosenthal was hired by SCA, it was apparently with the understanding that a laboratory would be built for him so that he

could continue his work. However, GPE and TPI did not furnish the funds for the laboratory as quickly as Mr. Levey had hoped.

In one letter to Mr. Hines, Mr. Levey asserted:

... I believe it was generally understood that the engagement of Dr. Rosenthal as Director of Research and Development for SCA and the establishment of an electronic laboratory are indivisible.

In May, 1943, Mr. Levey claimed that the Class "A" stockholders (Scophony Ltd. of England, Mr. Levey and three others) had provided more than their share of work and effort, and asserted that GPE and TPI, as the Class "B" stockholders were acting as "squatters," doing little to aid SCA.

Mr. Levey wrote to Mr. Hines, sending a copy to Mr. Raibourn:

... The "A" stockholders of this company are entitled to participate fully in the rewards due pioneering enterprise. They have labored over fourteen years and spent more than \$1,600,000 to create and develop the present unique Scophony system of "supersonic" television projectors, and, in addition, have proved by a demonstrable model the advanced "Skiatron" method of television which combines the best features of both "electronic" and "supersonic" methods into a completely new and novel system of television protected by basic patents and including (a) Transmission ... (b) Reception ... and (c) Colour Transmission, can be reduced from theory to practice. ...

Experts recently consulted by GPE have stated "The Skiatron inventions enable the achievement of colour television just as monochrome. The inventor—Rosenthal—had a stroke of genius whether by thought or accident."

Similarly the report of the expert engaged by TPI [Paramount] to advise on the Skiatron potentialities is also completely favorable and of such a convincing and compelling nature as to warrant immediate energetic action.

I cannot acquiesce in permitting our licensees (GPE and TPI) to remain simply as "squatters" holding very valuable franchises and doing practically nothing to consolidate and improve our unique patent position, while our competitors energetically proceed to develop "alternate" methods.

... It is therefore for the "B" shareholders now in the fortunate position of benefiting largely by the preliminary work and expenditure of the "A" shareholders, to recognize and energetically support these truly great Scophony inventions which can contribute much in postwar television and in the public interest, assist in the nation's recovery program when the present emergency is over.

I do not actually anticipate difficulty (all things considered) in securing approval of GPE and TPI to a sound program of research and engineering development consistent with wartime conditions, as I cannot imagine these companies would wish to be guilty of such business indiscretion.

There were 1,000 shares of both "A" and "B" stock. The "A" stock was distributed to the following:

Scophony Ltd. (of England), 625 shares; Mr. Levey, 125 shares, and

one block of 250 shares held by Hans Kraft of London, England; Otto Augstein of Montreal, Canada; and John Augstein of New York City.

The "B" stock was owned by GPE and TPI, each with 50%.

The English company was putting in its equipment, transferring it and also its patent applications to the American company, and in return was getting stock and having its debts paid off (English funds were "frozen" during World War II).

The Class "A" stockholders elected 3/5 of the board of directors, the president and certain other officials. The Class "B" stockholders were entitled to elect 2/5 of the board of directors and certain remaining officials.

SCA could not borrow money from any source unless stockholders of each class had been afforded the opportunity to lend the company the same amount of money.

The Class "A" stockholders could not sell their holdings unless they first offered the rights to the Class "B" stockholders. However, the Class "B" stockholders were under no similar compulsion to offer their stock to the Class "A" group and could dispose of it whenever and to whomever they wanted.

The quorum for a board of directors

ANTI-TRUST SUIT

Includes Eight Producers

ANTI-TRUST suit against National Screen Service Corp. was filed fortnight ago in New York federal court. It also includes the following eight major motion picture producers: Paramount Pictures, Warner Bros., 20th Century-Fox, RKO, United Artists, Columbia and Universal.

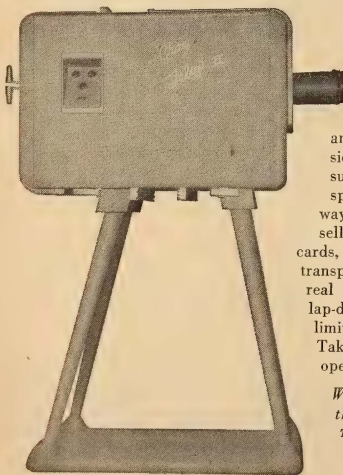
Paramount Pictures is the licensee of KTLA (TV) Los Angeles. It is one of the parties to the so-called Paramount hearing now going on which has as its major consideration the merger of ABC with United Paramount Theatres Inc. License renewal of KTLA is also one of the points at issue in that hearing.

All of the producers (United Artists is a distributing organization) are parties to the movie industry's request to the FCC for exclusive theatre-TV frequencies. That hearing was postponed for the third time several weeks ago [AT DEADLINE, April 14] but is expected to be rescheduled in the near future.

The civil complaint by the Justice Department charges violation of the Sherman Anti-Trust Act in that National Screen Service Corp. has a monopoly in the manufacture and distribution of movie trailers and accessories (posters, signs, still pictures and other advertising matter).

The charges link the eight producers with National Screen by claiming that they conspired to assist in the monopoly by giving National Screen sole rights in that field.

PRODUCE PROFESSIONAL COMMERCIALS AT LOW COST with the New Gray TELOP II



● Now, with the new, versatile Gray TELOP II you can produce and broadcast an amazing variety of professional-quality commercials at surprisingly low cost. Local sponsors will marvel at the way TELOP II presents their selling message with opaque cards, photographs, art work and transparencies. And you get the real effect of superimposition, lap-dissolve and fade-out. Only limitation is your imagination. Takes up very little space. One operator does it all!

Write for full information on the new and exciting Gray TELOP II.

GRAY RESEARCH

and Development Co., Inc., 598 Hilliard St., Manchester, Conn.

Division of THE GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Autograph



tors meeting was three, but there had to be one representative from each of the Class "A" and "B" stockholders groups present.

Cartel implications are involved in an agreement made in August, 1942, when SCA and Scophony Ltd. agreed to divide the world into two mutually-exclusive non-competing trade areas.

Much of Mr. Levey's testimony revolved around entries he had made in a personal diary which he has kept since 1919. Because he said that the entries were made on the day of the events referred to, or the next day, that part of his testimony—after extended discussions between the counsel for Paramount, former FCC Chairman Paul A. Porter and FCC Counsel Max Paglin—was accepted as part of the record.

Donald A. Stewart, DuMont film manager, preceded Mr. Levey last Monday.

He said that UPT, as a \$30,000,000 buyer of film, would put the other three networks to great disadvantage when buying film. Mr. Stewart said that the total buying power of the ABC-UPT would influence the producer to deal with ABC, since purchase of films for TV is not made by competitive bidding.

DuMONT STRIKE

Union Issues Ultimatum

STRIKE was threatened last week by Television Broadcasting Studio Employees Union against DuMont Television Stations WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh, unless the terms of a new agreement could be reached before this Wednesday.

Local 794 New York, representing about 150 engineers and technicians, voted unanimously Tuesday to call a strike and were assured that the comparable International Alliance of Theatrical Stage Employees locals in Washington and Pittsburgh, representing another 50 workers, would follow suit.

Negotiations for all network-owned stations have been in progress for more than a month. DuMont, through its attorney, Harry Friedman, offered on May 2 to grant a 4% cost-of-living increase, rejected by the union through General Counsel Harold Spivak as being "entirely unsatisfactory and out of line with the revaluing increases given in the industry to employees performing comparable jobs."

DuMont spokesmen said late last week that after their initial offer had been refused, negotiations were to be reopened.

JA Names Brott

JOE BROTT, for past five years head of Washington public relations firm bearing his name, has been appointed sales representative for United Artists Television in that city. Mr. Brott formerly was MBS news editor and public relations director in Washington.

CORONATION COVERAGE

Proposed for Trans-Atlantic Television

COVERAGE of the coronation of Queen Elizabeth II in June 1953, was proposed as first trans-Atlantic telecast last week by J. R. Poppele, vice president of WOR-AM-FM-TV New York, who urged that the Radio and Television Manufacturers Assn. "adopt a spirit of aggressive cooperation by sponsoring the televising of this international event."

Mr. Poppele, who engineered the first trans-Atlantic broadcast when the late Sir Thomas Lipton made a special radio address to the British people over WOR on Oct. 6, 1922, proposed that television could span the Atlantic by one of two methods: A series of ships at fixed locations at sea could be interconnected by microwave relay; or, relays could be installed in airplanes flying circular patterns eight miles above sea level.

"Obviously, the latter suggestion is more practicable since the margin of error will be much less,"

Mr. Poppele said in his letter to Glen McDaniel, RTMA president. Use of ships would require 100 vessels stationed 30 miles apart, with more than \$2 million of TV equipment manned by 200 technicians. The aircraft relay could be established with six planes flying in a circular pattern at altitudes from 30-40,000 feet at 500-mile intervals. In that case, 12 technicians and \$500,000 of TV equipment

would be required.

Noting the production cost would be "slight" compared to the overall value to the advancement of the industry, Mr. Poppele said, "the industry regularly televises events of national importance, and while it is not necessary that television continue to prove itself, I believe that this event of universal significance can be brought to the American people."

The WOR-TV vice president estimated that by coronation time there will be another four or five million TV receivers in the U. S. to bring audience potential to 100 million persons.

UTP SHOW GUIDE

To Stress Film Use

A BASIC programming guide which emphasizes the use of film shows will be available to TV station management upon request within the next 60 days, Milton Blink, executive vice president of United Television Programs, New York, said last week in announcing his company's plans for the brochure.

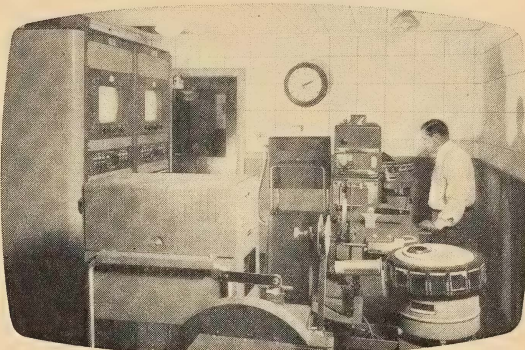
The new service, still in the planning stage, will consider such questions as: why films are used, how a station can merchandise a film, how much sponsors should be charged, and advantages of film over network programming. The brochure also will offer general programming suggestions, Mr. Blink pointed out, and will not be devoted exclusively to film matters.

"Many prospective TV stations are seeking advice from every quarter," the UTP executive said. "We're not going to try to sell them on the idea that film is the answer to all their problems. There are, however, many recognized advantages to film shows, especially for a new station which will be troubled providing suitable programming at the outset."

"UTP is not setting itself up as an oracle in the business," he emphasized, "but lately we have had many requests for advice and suggestions—particularly on the use of films—from station applicants."

DuMont Busy

TWICE as many cathode-ray instruments were shipped by Allen B. DuMont Labs. during the first four fiscal periods of 1952, ending April 21, as for the comparable period last year, Rudolf Feldt, instrument Div. manager, announced May 2.



you can see the difference on WBNS-TV

WBNS-TV Projection Room . . . two complete film camera chains with four 16mm film projectors and duplicate slide projectors. Pre-check visual and audio facilities and special audio equalizers provide the best possible sound quality. Superior equipment, carefully installed, rigidly maintained and efficiently operated is but another reason why you can SEE the difference on WBNS-TV.



WBNS-TV film department equipped with full facilities for making slides from original art work or photographs. Another commercial service offered to sponsors on WBNS-TV.

Armchair Theatre—11:10—Featuring first run TV films on a top-rated program where commercial messages are successfully carried through the use of slides.



wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street REPRESENTED BY BLAIR TV



IN REVIEW . .

Program: Hats in the Ring, May 4, 43
NBC-TV stations, 2-2:30 p.m.; NBC
radio, 2:30-3 p.m.
Film: "The Case for a Republican Congress."

Film Producer: Kirby Hawkes; Byron
Studios, Washington.

Cast: Professional actors—Maurice
Franklin, Wilfred Lytell, Henry Ham-
ilton. Witnesses—Two Senate, five
House members.

Production: Republican Congressional
Committee.

Network Producer: Ad Schneider.
Director: Ted Ayres.

THE CASE for a Republican 83d Congress was placed before the American viewing and listening people in what may well be the first political presentation of its kind on television or radio this election year.

As a political venture, the GOP Congressional Committee kicked off NBC's ambitious new radio-TV series, *Hats in the Ring*, with a wind unlikely to sway low political convictions one way or another.

But as broadcast fare, the network has come up with a stimulating series likely to command a faithful share of the radio and television audience before the national conventions in July. This opinion is buttressed by the fact that NBC has come up with both flexible format and key political participants.

Obviously wanting no part of the melange that characterizes the philosophical conflicts of the Taft and Eisenhower forces, the GOP Congressional Committee wisely confined itself to a film on "The Case for a Republican Congress." The format it used was that of trial-by-jury.

The Republicans threw together three professional actors (a judge, and a prosecuting and defense attorneys) and seven GOP Senate-House members to justify the 80th Congress and indict the Democratic administration on foreign and domestic issues.

It will come as no surprise that, while the jury must yet render its "verdict" next November, the court was so packed as to invite recollections of the Roosevelt Supreme Court plan over 15 years ago. The "stopper": the judge constantly overruling objections of the defense attorney, who gave the appearance of being a possible candidate for Alcoholics Anonymous.

"Testifying" were such GOP stalwarts as Sens. Styles Bridges (N.H.) and Karl Mundt (S.D.); House Minority Leader Joseph

Martin (Mass.); and Reps. Clarence Brown (Ohio), Charles A. Halleck (Ind.), Daniel A. Reed (N.Y.) and Walter H. Judd (Minn.). One by one, they diagnosed the country's ills, ranging from high taxes to the Korean war, and lauded the achievements of the 80th Congress.

This initial effort was filmed by Bryon Studios, Washington, and written, directed and produced by

the congressional committee with the cooperation of the Republican National and Senatorial Committees. In an unusual move, NBC-TV aired the film 2-2:30 p.m. and the tape on radio 2:30-3 p.m.

Aside from the 43-plus TV stations which carried it live, Rep. Leonard Hall (R-N.Y.), Congressional Committee chairman, explained that 16 copies of the film were made for TV showing throughout the country.

The Democrats were to present their case for an administration Congress yesterday (Sunday) after which all Presidential aspirants will have an opportunity to state their qualifications—each to his own format.

Major problem bothering NBC network officials last week: How to cram in every candidate before the conventions with everybody throwing their hats in the ring.

Program: Kentucky Derby, at Churchill Downs, Louisville. CBS Tele-
vision, May 3, 5-5:45 p.m. Fed by
WHAS-TV Louisville. (Also covered
by CBS Radio)

Cast: Bryan Field, Bill Corum, Sammy
Renick, Pete French.

Producer: Judson Bailey (CBS); as-
sociate producer, Sandy Sanders
(WHAS-TV)

EVERYONE and everything clicked to give the nation a good show as the Kentucky Derby was telecast live for the first time in its 78-year history. Racing fans and those attracted by the glamor of the historical event were given 45 fascinating minutes of viewing, climaxed by the two-minute race.

The Gillette-sponsored half-hour segment, starting at 5:15 p.m. EDT, opened with a view of the grandstand from an infield camera, panning the crowd of 110,000. Sammy Renick, ex-jockey, handled early commentary, followed by a Bill Corum commercial.

Pre-race programming was excellent as horses paraded from the paddock and moved toward the starting gate. WHAS-TV Louisville, handling the pickup for CBS Television, had two cameras on the grandstand roof, one on the infield judges' stand and one that looked down into the clubhouse garden and paddock.

Mr. Renick, who tended to overdramatize, had difficulty pacing his description of the individual horses with the camera closeups. In contrast were the calmer narrations of Pete French, WHAS-TV special

events announcer, handling color, and Bryan Field, who called the race.

Gillette appropriately used a horsey commercial shortly before the race started and then kept off the screen for 10 minutes. Mr. Field made it easy for viewers once the horses left the gate. Camera work was excellent though the horses almost disappeared from view a few seconds, just before coming into the stretch, because of shadows, obstructions and background. Going down to the wire, Mr. Field went out on a limb by predicting that Sub Fleet, coming up fast on Hill Gail, would never make it. His judgment was authenticated as Hill Gail won by two lengths.

Post-race ceremonies were interrupted by a network bulletin announcing the Supreme Court's ruling in the steel case.

The race was piped to New York and the network by a reversed spare circuit between Louisville and Dayton, possibly losing some quality en route. Betting and crowd both set records, which may be of interest to those who claim TV spoils sports attendance.

Fast time was made by wedging a kinescope of the race into the Ken Murray show on CBS Television the same evening (8-9 p.m. EDT).

Program: White House Tour, May 3, NBC-TV, CBS-TV, ABC-TV; 4-4:45 p.m. EDT Live.

Cast: President Harry Truman, Walter Cronkite, Bryson Rash, Frank Bourgholtzer.

Directors: For CBS, Charles Von Fremd; for NBC, Heyward Siddons. **Coordinating Producer:** Ralph Burgin. **Technical Coordinator:** Charles H. Colege.

THAT substantial portion of the public within view of 17 million TV sets has had a chance to know its President intimately in both official and informal capacities. A week-end ago, many millions of U. S. citizens enjoyed a cozy visit in the reconstructed White House, with

All Clear

"IS THAT piece cleared?" Bryson Rash, ABC commentator, asked Eugene Juster, WNBW (TV) Washington, as President Truman started playing the Mozart Ninth Sonata during his May 3 TV tour of the White House. "Don't worry," said Margaret Truman, standing with the radio men in the East Room. "It's in the public domain."

President Truman as their television host.

Relatively few persons have had a chance to walk from room to room as a President explained the layout, but the May 3 three-network audience heard their Chief Executive spin poignant yarns about famous paintings and historical furnishings as he strolled around. The program involved months of planning.

Three White House radio-TV newsmen—Walter Cronkite (CBS-TV), Bryson Rash (ABC-TV) and Frank Bourgholtzer (NBC-TV)—fed questions to the President as they held microphones under his nose, apparently an unavoidable technical nuisance since experiments with "beer mug" and other miniature transmitting facilities had been futile. All handled themselves well in the difficult role but their task was simplified by the relaxed manner of the President, who seemed to enjoy the whole proceeding.

Lighting difficulties were myriad. Viewers were subjected to brief blackouts as cameras panned into unshaded windows. Three times, furtive figures in the background ducked in obvious and disconcerting confusion as they came within camera range instead of moving along unobtrusively.

Wide public interest in the re-



INTERESTING moment in President Truman's historic tour of White House for TV audience was brief performance at piano. Holding mike is Frank Bourgholtzer, NBC White House newsmen.

furbished White House might have been more completely satiated had cameras provided more panoramic shots instead of concentrating on a microphone and two speakers. Thoughts of color TV must have been stirred among-viewers as the President went through the Green, Red and Blue rooms.

The Chief Executive showed professional attainments as a TV commentator in contrast to his piano rendition of a bit of the Mozart Ninth Sonata after a gentle hint by Mr. Bourgholtzer. The President holds a union card presented a few years ago by AFM President James C. Petrillo.

In any case, the program was a notable contribution to American culture and history. If Mr. Truman is wondering about a job next January, he might look into the video field—especially if he will talk instead of read or memorize his lines.

NBC SIGNS BOYD

New 'Hopalong' Series Set

WILLIAM BOYD, known as "Hopalong Cassidy" to youthful television fans, has signed a 10-year contract with NBC, Edward D. Madden, NBC-TV vice president in charge of sales and operations, announced last week.

During the next two years, Mr. Boyd will make new series of 52 half-hour films, all of which will be syndicated by NBC-TV to national video markets, Mr. Madden said. Work on new series—to start on the air in October—is already underway. Negotiations for NBC were made by Mr. Madden and John B. Cron, NBC-TV manager of film syndication.

'TODAY' SEGMENTS

Two Sponsors Added

TWO Chicago firms, Bauer & Black and Armour & Co., last week signed for portions of NBC-TV's *Today* with Dave Garroway.

Bauer & Black, division of The Kendall Co., through Leo Burnett agency, Chicago, bought five-minute segments, one each on Tuesday and Thursday for 16 and eight weeks, respectively, starting June 17.

Armour will sponsor the daily weather reports, aired four times during the two-hour show, starting June 2 for 52 weeks. Agency is Foote, Cone & Belding, Chicago.

Kefauver TV Aid

SEN. Estes Kefauver's (D-Tenn.) primary victories in Broward and Dad Counties "were substantially aided" by his appearances on WTVJ (TV) Miami, according to Judge W. Raleigh Petteway, Sen. Kefauver's Florida campaign manager. Sen. Richard Russell (D-Ga.) and Sen. Kefauver, competing for the Democratic Presidential nomination, parried issues over WTVJ from 9-10:15 p.m. May 5.

WNHC-TV Scores

WNHC-TV New Haven, Conn., took pride last week in a May 2 news beat over two local newspapers whose management's competitive attitude toward radio stations, it was claimed, once extended to the point of refusing to sell them advertising space. A tragic 11 a.m. fire which cost the lives of four women in a convalescent home 20 miles from the WNHC-TV studios was covered by the station with still and motion pictures. Stills were telecast at 2:30 p.m., while the simultaneous afternoon paper had no pictures of the fire; the movies were telecast at 6:30 p.m., while the final edition of the paper, on the streets late in the afternoon, carried a single shot of the fire scene—after the blaze had been put out, according to WNHC-TV spokesmen.

AFM TRUST FUND

Brings Musicians' Protest

LOS ANGELES musicians, protesting through signed petitions that AFM 5% trust fund format deprives them from getting work in TV films [B•T, April 21], have prompted union national headquarters to consider a survey of the situation.

Musicians claim the trust fund, set up as it now stands and to which TV film producers must contribute, discourages filming of video shows with live music. Their contention is backed up by officers of Los Angeles Musicians Mutual Protective Assn., Local 47, who discussed problem with James C. Petrillo, AFM president, in Chicago a few weeks ago.

Mr. Petrillo reportedly agreed to take the protest under advisement and to consult with the AFM executive board. Meanwhile, however, as a result of the Chicago conference, it is understood he may send Clair Meeder, his TV assistant, to Los Angeles within the next ten days to investigate and confer with TV film producers as well as local union officials.

White House Repeat

TELECAST tour of the White House, broadcast live May 3, was to have been repeated over CBS Television yesterday (Sunday), 1-2 p.m. EDT. During filmed repeat telecast, Sig Mickelson, CBS-TV director of news and public affairs, last Friday presented the original television recording to Dr. Luther Evans, director of the Library of Congress, for placement in the Library's archives. Additionally, U. S. Dept. of Education has requested six copies of the White House kinescope for distribution to schools.

KEFAUVER SPOT

Refused After TV Tour

ON-AGAIN, off-again developments marked effort of the Kefauver National Campaign Committee to place spot announcements immediately following President Truman's TV tour of the White House last Saturday, 4-4:48 p.m. on NBC, CBS and ABC television networks [B•T, May 5].

Robert J. Enders Adv., Washington, notified publications and wire services May 2 that announcements would be carried by WTOP-TV Washington and WBNS-TV Columbus.

John S. Hayes, president of WTOP-TV, informed BROADCASTING • TELECASTING May 5 the station had not carried the spot.

Mr. Enders in turn claimed WTOP-TV had accepted the spot through its sales department and had mailed a station contract for the time. "At 6:15 p.m. (May 2), long after the business office of WTOP-TV was closed, the program manager of the station's TV operation advised us that the spot would be carried," according to Mr. Enders. "Then shortly after 7 p.m. we were advised that, on orders of John Hayes, station manager of WTOP and WTOP-TV, the station was cancelling the spot. Mr. Hayes, incidentally, was out of town. The cancellation was made over our most strenuous protests." He added "The WTOP-TV contract covering the Kefauver spot is now in our files."

Mr. Hayes told BROADCASTING • TELECASTING May 7, "WTOP-TV did not broadcast an announcement Saturday following the telecast by President Truman. An attempt was made by the Enders agency to purchase a spot announcement. The station did not broadcast the spot, considering it in bad taste for a Presidential candidate to follow immediately a broadcast by the incumbent President."

Ohio Primaries

PRIMARY ELECTION returns in Ohio May 6 were telecast directly from the secretary of state's office in Columbus for the first time by WLW Television to its three video outlets, WLWC (TV) Columbus, WLWT (TV) Cincinnati, WLWD (TV) Dayton, and the Crosley station fed reports to a regional network emanating in Toledo and to NBC.

S-C UHF Converter

UHF converters for Stromberg-Carlson's earlier TV sets are going to distributors and dealers, C. J. Hunt, radio-TV division general manager, said last week. In production several months, the converters retail in the East for \$49.50.

NO "BUNK" ABOUT IT!



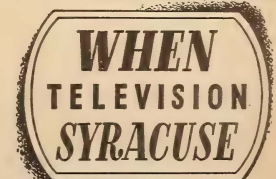
offers you "paydirt" in BOB EHLE'S BUNK HOUSE



"Pied Piper" of TV to Central N. Y. youngsters, Bob is a singing story teller who keeps young eyes and ears glued to WHEN from 5 to 6 every weekday afternoon. Oldsters, too, enjoy the combination of Bob's singing and filmed adventures of the Old West. It's a mighty pretty spot for your product story, and Bob can sell it effectively on this area's most looked at television station.

Represented Nationally
By the KATZ AGENCY

CBS • ABC • DUMONT



A MEREDITH TV STATION

Thaw To Be Thwarted?

(Continued from page 74)

anywhere in the country regardless of the area in and around the community which should be served in the public interest," the Washington attorney declared. That is, he said, because the Commission established standards of power, antenna heights and separations on the basis of the needs of a few large cities "rather than on the basis of the needs of the particular area or community to be served."

This makes for administrative convenience, he stated, but leaves a legal doubt whether the Commission has not abdicated its responsibility to act in the public interest, convenience and necessity.

Mr. Scharfeld stated his belief that a court test based on the inequalities of VHF and UHF channels would be decided against the FCC, on the grounds that the Communications Act's provision for a "fair and equitable distribution of facilities among the states," was not carried out.

Another ground for appeal to the courts, Mr. Scharfeld pointed out, was the fact that none of the existing VHF stations on the air had to change to UHF. Thus, he said, New York's seven VHF assignments prevents any similar assignments to the whole state of New Jersey.

Meanwhile, a major clarification question was being studied by the FCC following the raising of the

question in two communications last week. The question: Do separations and antenna heights depend on the zone in which the city is located or the zone in which the antenna is located?

In a question raised by the radio law firm of Fly, Shuebruk & Blume, this point was made: A boundary between Zones I and II cuts through a city. It is proposed to erect a transmitter in Zone II, thus utilizing the 2,000-ft. maximum height permitted. The law firm takes the position that this meets the Commission's intent, rather than the 1,000-ft. limitation in Zone I.

In the exact opposite position, WAVE-TV Louisville notified the Commission that it plans to move its transmitter from downtown Louisville to a site across the Ohio River in Indiana, which would put the antenna in Zone I. However, since its channel is assigned to Louisville, in Zone II, it stated that it was assuming that it could utilize the 2,000-ft. maximum tower height permitted by Commission's rules.

Other such "border" cases are expected to be called to the FCC's attention.

Stinging opposition to the request of WMCT (TV) Memphis to amend the Commission's order [B•T, May 5] was filed last week by WREC of the same city.

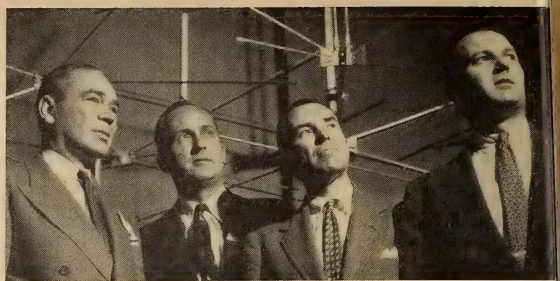
WMCT, now operating on Channel 4, asked the Commission to switch the channel to which it must move from Channel 5 to Channel 3. Among the reasons for this request, WMCT declared, was that the separation between Channel 5 in Memphis and same frequency in Nashville was less than the 190-mile minimum established in the new rules.

Request Termed 'Selfish'

The WREC petition called WMCT request "selfish," due to "fear" that another TV station in Memphis will have equal or better coverage than WMCT.

WREC argued that the WMCT petition should be denied or dismissed because: (1) WREC fought to have Channel 3 assigned to Memphis, has applied for that frequency, while WMCT did not participate to have Channel 3 assigned to Memphis. (2) WMCT agreed to change from Channel 4 to Channel 5, and anyway the separation between Memphis and Nashville Channel 5's is still greater than the proposed 170-mile transmitter-to-transmitter or 180-mile city-by-city minimums proposed by the Commission last year. (3) WMCT cannot increase its antenna height to the 2,000 ft. maximum permitted under the new rules because its antenna is on top of one of the towers in the AM station WMC's directional array and would impair the efficiency of the WMC signal.

Reaction was immediate. Motion to strike the opposition was filed Friday by WMCT, calling it "replete with name calling" and "vituperative." In addition, the WMCT



CBS-TV officials at third CBS-TV Clinic on station operations May 1-2 in New York [B•T, May 5], pose against an antenna stage-setting. They are (l to r) J. L. Van Vollenburg, president; Sig Mickelson, news and public affairs director; Hubbell Robinson Jr., vice president in charge of network programs, and Fred M. Thrower, vice president in charge of network sales.

motion claimed that WREC's conclusions are erroneous and unsupported by engineering data, and are "self-serving." The WMCT request was based solely, the Memphis station asserted in its motion, on the fact that if it is required to change to Channel 5 that wavelength will have to be deleted.

WKDA Nashville Friday filed a motion in favor of the WMCT Channel 3 request.

Only other petitions concerning the Commission's final TV order were filed last week by a group of Milwaukee radio stations. They asked that the effective date of the order deleting them from hearing status [B•T, April 14] be changed from immediately to the same date on which the final report becomes effective.

The stations, WFOX, WISN and WEMP, actually had gone through most of their hearing when caught by the TV freeze in 1948. They gave no reason for their request, but it is believed they want more time to study the possibility of court tests.

Official effective date of the FCC's Sixth Report and Order is June 2. The final TV report appeared in the May 2 issue of the *Federal Register*, and according to law becomes effective 30 days thereafter. Since June 1 is a Sunday, the effective date becomes June 2.

Appeals to the FCC for rehearings must be filed within 20 days after the effective date of the order, according to regulations. Petitions to Federal courts may be filed up to 60 days after June 2.

DuMONT HONORED

In Industrial Exhibit

AN EDISON Institute exhibit showing American industrial progress over the past century includes a range of DuMont television equipment and a tribute to Dr. Allen B. DuMont as an outstanding contributor to the field of home entertainment.

Called "Industrial Progress, U.S.A.," the show was displayed from Sunday through Thursday at the Henry Ford Museum, Dearborn, Mich., and was scheduled to begin a national tour.

PROBE OF MFRS.

Slated to Start Today

FEDERAL investigation of the radio-television manufacturing industry for possible violations of anti-trust laws was scheduled to begin today (Monday), date for which company records, correspondence and other documents were subpoenaed last February for presentation to the grand jury [B•T, March 3].

Today's deadline was postponed for some, but not all manufacturers, it was learned last week, when spokesmen for the anti-trust division indicated that the precedent was to grant time extensions when requested. The number and compass of documents asked for was, as in many anti-trust studies, extremely comprehensive, with some information dating back as far as Jan. 1, 1934, and it was understood that major organizations needed extra time to compile the data.

RCA, singled out in the subpoena text as a corporation of particular interest, was the only manufacturer among virtually all the nation's major producers of AM, FM and TV transmitting equipment who were served, who took legal steps against the court order, petitioning for withdrawal or change of the action which, RCA charged, was "too broad, unreasonable, and oppressive" [B•T, April 14]. Records of RCA will not have to be delivered until this side action is settled, presumably some time after the next hearing, June 12.

Records only were to be delivered today by the subpoenaed corporations to the U. S. Court for the Southern District of New York, with individual witnesses due to be called later after investigators have studied the documentary evidence. Legal authorities emphasized that the closed-door action so far is only exploratory—to determine whether an indictment of any sort appears justified.

Besides RCA, companies known to have been subpoenaed include General Electric, Westinghouse, Philco, Hazeltine Corp., International Telephone & Telegraph Co., Zenith, CBS, and DuMont.

91,563 TV SETS
IN THE QUAD-CITY AREA

EACH month this TV set total is ascertained by Quad-City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Cities well—and advertisers profitably.

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

There's No Business Like TV Talent

(Continued from page 72)

sion vice president, heads West Coast radio-TV department.

Famous Artists' radio and television department, under Joe Donohue, has set many of its clients on various live video shows in guest spots. Besides James and Pamela Mason and Ann Sothern, they include Corinne Calvet, Virginia Field, Elizabeth Scott, Dana Andrews and Kirk Douglas.

The firm also is in TV film packaging business through President Charles L. Feldman's 50% interest in Jack Chertok Productions, headquartered at General Service Studios. Mr. Chertok, in addition, heads Apex Film Corp.

When Messrs. Feldman and Chertok announced formation of their TV film production company, Famous Artists said many of its own name clients as well as "outside" talent would be utilized in tailored-to-order video shows.

On the planning board for early production are *Harbor Patrol*, a half-hour weekly detective-Coast Guard series, starring Bruce Bennett; *Bush Pilot*, in which Sterling Hayden would star, and a *Private Secretary* series starring Ann Sothern.

Jack Chertok Productions is currently shooting the 26 half-hour TV film *Sky King* series sponsored by Derby Foods Inc. (Peter Pan Peanut Butter) on NBC-TV stations. It stars Kirby Grant, with Gloria Winters and Ron Haggerty. On the shooting schedule is a new series of 52 half-hour *Lone Ranger* TV films for General Mills Inc., starting in May.

Series to Star Irene Dunne

Irene Dunne, one of the top Hollywood motion picture stars, at an over-all salary of \$84,500, was set by Famous Artists to introduce, and m.c. as well as act in the *Irene Dunne Television Theatre*, series of 26 half-hour programs being filmed by Edward Lewis Productions. Thirteen in the series have been completed, with the balance yet to be filmed. Joan Bennett was to have had the assignment in the Lewis produced series through deal worked out by MCA, but arrangements were later cancelled. The Irene Dunne film series will be sponsored by Schlitz Brewing Co. starting May 30 on CBS-TV *Playhouse of Stars*. Lennen & Mitchell, new agency servicing account, set deal with budget per film reported as \$17,500.

Choice of Irene Dunne series was made by Nicholas E. Keesely, agency's vice president in charge of radio and television, who spent several weeks in Hollywood inspecting many film shows.

George Raft, a Famous Artists client, is starred in *I'm the Law*, TV film series being made by Cosman Productions at Hal Roach Studios. Seven 30-minute programs

have been shot, with six to be produced in July.

MCA also is deep in TV activity. Besides placing talent from its extensive roster of names on various live radio and television shows, MCA has its own TV film packaging and production subsidiary, Revue Productions, headquartered at Eagle-Lion Studios in Hollywood.

Besides filming the half-hour packaged dramatic *Gruen Guild Theatre*, (Gruen Watch) and *Chevron Theatre* (Standard Oil Co. of Calif.), Revue Productions has completed the *Kit Carson* 30-minute Western adventure series with Bill Williams and Don Diamond in the leads.

Alan Miller, MCA motion picture vice president and George Stern, of radio-television division, recently were shifted to Revue Productions to turn out jointly the two filmed *Gruen Guild Theatre* and *Chevron Theatre*. They succeed Barney Sarecky who had been handling production.

On Revue's planning board are three additional TV film packages, *Famous Playhouse*, *Regal Theatre* and *From Hollywood*.

Gertz Clients Enter TV

More than a score of Mitchell Gertz Agency clients are also working in TV production at networks and independent production companies. This agency more or less specializes in writers, directors, producers, musical directors, name cameramen and other production personnel.

In addition to controlling TV and film rights to more than 1,000 published stories, Mitchell Gertz Agency also has packaged two video shows. They are *Prestige Theatre* and *Nothing New Under the Sun*. Of the latter, 13 half-hour films are completed and were directed by Bill Heath, with Art Pierce coordinating production. Ed Kelso and Leslie Swabacher wrote the scripts. Others in the series are still to be filmed.

Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea, Robert Cummings and Douglas Fairbanks Jr. are also joining the fast growing list of motion picture stars going into television.

In a deal worked out through their radio-television representative, Don Sharpe Agency, with Official Films, New York production-distribution company, they will be rotated in the weekly 30-minute *Four Star Theatre*. Series will be produced by Don Sharpe Enterprises, a division of the talent agency. George Jenkins directed pilot film.

Don Sharpe Enterprises also will produce *My Hero*, comedy accented mystery TV film series starring Robert Cummings, with Julie Bishop in the feminine lead. Official Films is to distribute. It also will handle distribution of *Impulse*, psychological suspense series

written by Larry Marcus which Don Sharpe Enterprises is to produce. Alfred E. Green who directed *The Jolson Story* for Columbia Pictures, has been set in similar capacity on *Impulse*. Cast comprises King Donovan, Paul McVey, Christine Larson and Tol Avery, with filming done at Sam Goldwyn Studios in Hollywood.

Blue-printed for future production are two other packages Don Sharpe is handling. Based on NBC radio series which stars Joel McCrea, the *Texas Ranger* TV film show will be open-ended with Craig Stevens in the lead. Mercedes McCambridge, who does *Defense Attorney* on radio, is slated to do a TV film version too.

Comics Provide Material

Another series to be handled by Official Films is *Terry and the Pirates*, produced by Dougfair Corp. Richard Irving will direct, with scripts by John and Gwen Bagni. Cast includes John Baer, Mari Blanchard, Gloria Saunders, William Tracy and Jack Kruschen. Series is based on the comic strip of same title.

Alliance between television and movies continues to grow stronger every day despite refusal of some film leaders to look ahead to the

time when their studios will be shooting for video.

Even now, according to Basil Grillo, vice president in charge of production for Bing Crosby Enterprises, more hours of film are being shot in Hollywood for television than for movie consumption.

He predicts the day is not too far off when 75% to 80% of time on all TV channels will be occupied by film programs. Concurring are such industry leaders as Jerry Fairbanks, head of Jerry Fairbanks Productions; Louis D. Snader, president, Snader Telecriptions Corp.; Frank Wisbar, producer of *Fireside Theatre* series (Procter & Gamble Co.), and William F. Broidy, president, William F. Broidy Productions.

Sam Goldwyn, always an independent thinker and worker, in a recent interview predicted a "wedding between TV and motion pictures" within the next two or three years.

Others of the top names being offered for TV by their respective agents include Bette Davis, Loretta Young, Joan Crawford, Barbara Stanwyck and Ginger Rogers, but at figures and on conditions that networks or independent cannot meet at this time.

Most of the top comics already
(Continued on page 89)

Washington Watches News

11 p.m. News
with
RAY MICHAEL

Now Available Monday and
Wednesday

Nightly except Saturday, Ray Michael
airs a concise five-minute news
summary. With an average daily rating
of 5.3 (ARB, April, 1952), the 11
o'clock news offers good programming
in a choice time spot.



Watch Washington

Add to the District of Columbia nine Virginia counties, six in Maryland, one in West Virginia . . . and you have the WNBW coverage area, with a population of 1,717,200, an effective buying income of two and a half billion dollars, and TV set ownership of 354,129 . . . an area that bears watching.

wnbw
Channel 4

NBC Television in Washington

Represented by NBC Spot Sales



film report

Production . . .

Newly incorporated, **Wrather Television Productions Inc.**, Hollywood, is starting 13 half-hour sophisticated comedy TV film series, *Boss Lady*. **Lynn Bari**, film star, assuming leading role of feminine head of building contracting firm, is co-featured with film actors **Glen Langdon**, **Nicholas Joy**, **Richard Gaines**, **Lee Patrick** and **Charlie Smith**. Firm president **Jack Wrather** is co-producing with **Bob Mann**, writer of scripts, and **Bill Russell** director.

* * *

Howard Welsh, executive producer with **Fidelity Pictures**, plans to enter the TV field and independently produce a half-hour film series, *The Lady From Lloyd's*, built around a feminine investigator from **Lloyd's** of London. Negotiations are being concluded with **Constance Bennett**, film actress, to portray "The Lady." **Norman Foster**, feature film director, has been signed to direct the series. Shooting will start June 1 at the Motion Picture Center. Each film, budgeted at \$20,000, will contain a new cast apart from central figure of the title.

* * *

After converting the recently-leased **Marcel Theatre** in Hollywood to television, **Filmcraft Productions** plans production this month of *The Bickersons*, a half-hour TV film series based on former **NBC** radio program of same name, which will be filmed before live audience from theatre stage.

William Rapp, owner-writer-director of the radio package, will serve in the same capacity, with **Isidore Lindenbaum**, firm president, as executive producer, and **Ferenz Fodor** as production supervisor.

New automatic camera control system, used by the company in filming **John Guedel Productions' Groucho Marx Show** for **NBC-TV**, will be utilized in this series.

* * *

Availabilities . . .

Olio Video TV Productions Inc., New York, has added seven films—three British and four American—to its feature list, now totaling 36 titles available for TV. Titles include: "Great Guy," "Man Who Lost Himself," "White Legion," "Wallaby Jim of the Islands," "The Man From Yesterday," "The Silver

Darlings" and "You Can't Fool an Irishman." The entire group of 36 is available in full-length and specially-edited 26-minute versions.

* * *

Sales . . .

Durkee Famous Foods Div., Cleveland (condiments), has started *Dangerous Assignment*, a half-hour TV film series produced by **Donlevy Development Corp.**, Hollywood, on **KNBH (TV)** Hollywood, May 1. Series on **KRON-TV** San Francisco for firm since first of year. Agency is **Leo Burnett Co. Inc.**, Hollywood.

* * *

NBC's WNET (TV) New York has acquired exclusive New York area rights to *TV Disc Jockey Toons* from **Screen Gems Inc.**, New York. The series includes production numbers, animated cartoons, pantomimes and marionette routines, providing visual elements for use with latest popular record releases.

* * *

Film People . . .

Douglas Fairbanks Jr. will portray his late father, the silent film star, in a new half-hour TV film series, *Tales of a Wayward Inn*, based on **Frank Case's** book dealing with theatrical and literary personages who frequented **Algonquin Hotel**, New York. Co-producers are **Hal Roach Jr.** and **Carroll Case**.

* * *

Jane Wyatt and **John Shelton**, film stars, have been signed for *Love Without Wings*, half-hour TV film in *Fireside Theatre* series for **Procter & Gamble**. This carries through plan of **Frank Wisbar**, producer, to include motion picture names in upcoming films.

* * *

Andy and Della Russell, night club-recording stars, have been signed by **Arena Stars Inc.**, Hollywood, for half-hour TV film series with husband-and-wife format. The series will be filmed at **Churubusco Studios**, Mexico City, and financed by **Don Frankel**, oil and racetrack industrialist.

* * *

Andy Clyde, motion picture character-actor, has been signed by **Interstate Television Corp.**, Hollywood subsidiary of **Monogram**, to a long-term TV contract. The first major assignment will be *Buffalo Bill*, half-hour TV films starring

Jimmy Ellison in title role. Production started last week with **Lewis Collins** directing from a script by **Joseph Poland**. **Vincent M. Fennelly** is the producer.

* * *

John Archer, film actor, has been signed by **Jerry Fairbanks Productions**, Hollywood, for starring role in *America For Me*, half-hour film for the **Greyhound Corp.**, Chicago (transcontinental busses). Locale will encompass 16 states and film will be photographed in black and white for TV release.

* * *

Harry Zimmerman, musical director, **KHJ Hollywood**, is to provide musical background from his original score for *The Greatest Mother*, special Mother's Day half-hour TV program being filmed by **Jerry Fairbanks Productions**, Hollywood, for *Family Theatre* presentation. **Edward Paul**, the firm's musical director, will supervise a 32-voice choir.

* * *

Ralph Winters, casting director with **RKO Radio Pictures**, to **Ziv TV Programs Inc.**, Hollywood, in a similar capacity for all **Ziv's** TV film series.

* * *

William Tinsman, casting director, **Warner Bros.**, to **Roland Reed Pro-**

NEW UTP SALES

Shows Go to 8 Markets

EIGHT recent sales in as many markets were reported last week for **United Television Programs** by **Aaron Beckwith**, sales director, who said that the husband-wife program, *Double Play With Durocher and Day*, leads the list with purchase in two markets and debut in a third.

WJBK-TV Detroit, through **W. B. Donner** agency, bought the sports-discussion series for the **Michigan Wine Co.**, and **KMTV (TV)** Omaha purchased it for **Storz Beer**. The program started May 1 on **WFBN-TV** Indianapolis for the **Fehr Brewing Co.** with a special press party, at which plans for extensive merchandising—including autographed baseballs, sales displays, and a concerted radio-newspaper campaign—were announced.

Big Town, program developed by **Lever Bros.** but offered to other advertisers in other markets through **UTP**, was purchased for **WFMY-TV** Greensboro, N. C., and **WSAZ-TV** Huntington, W. Va., by **Streitman Biscuit Co.** The 26-week package will be distributed nationally on film in early October, **Mr. Beckwith** said, pointing out that it is currently available only to 29 non-Lever markets.

Other sales were for *Royal Playhouse*, a re-run of the *Fireside Theatre* series, to **WDSU-TV** New Orleans and **KFMB-TV** San Diego. **WENR-TV** Chicago purchased *Hollywood Off-Beat*, a half-hour private detective series starring **Melvyn Douglas**, and *Movie Quick Quiz* was signed for **Dixie Cup** sponsorship on **WJZ-TV** New York.

ductions, **Culver City**, in similar capacity.

* * *

Elmo Billings, feature film editor signed by **Semaphore Film Corp.**, Hollywood, in a similar capacity of half-hour TV film series, *Hot Rails* scheduled to go into production June 1.

* * *

Sol Lesser, who recently acquired travelogue library of **Burton Holmes** for TV and theatrical release, has been named president of newly-incorporated **Burton Holmes World Productions**. Serving as directors are **Julian Lesser** and **Mr. Holmes**.

* * *

Mrs. Dorothy Clune Murray has been elected chairman of the board of directors for **Werner Janssen Productions Inc.**, Hollywood.

ONE CH. CITIES

Monopoly Inference Answered

MONOPOLY situations in TV—where a total of 902 communities each have but one TV channel allocated in the table of assignments accompanying the **FCC's** Sixth Report and Order [**B•T**, April 14]—are no better or worse than similar situations existing in AM, according to **FCC** sources. Anyway, they say, it is a matter of the "nature of the beast"—radio waves propagation.

FCC comments were solicited after some observers had pointed to the 902 single TV station cities under the allocation plan as instances of monopoly. Commission reaction was along the following lines:

- Of the 902 single-station markets, 26 channels are reserved for non-commercial, educational stations in "primarily educational centers."
- There are 970 cities which have a single AM station in operation today.
- Of the 1,360 radio communities in the U. S. (i.e. having one or more AM stations), about 250 have only 250 w daytime or part-time stations.

Other points made by **FCC** officials, in countering monopoly inferences, are: (1) All TV channels have not been assigned; it is possible to squeeze in more channels, particularly UHF frequencies; (2) there is a question whether the communities with only one TV channel available are going to be able to support a TV station anyway—the average population size of the 902 single-station TV communities is 9,300.

WTVN (TV) Center

WTVN (TV) Columbus' ultra-modern Television Center will be ready for occupancy shortly after May 15, **Edward Lamb**, station owner, announced last week. **Russell Mock**, **WTVN** promotion director, is arranging formal opening details.



RANGERTONE
BEST FOR TV FILMS
USED BY →

DESILU PRODUCTIONS
"I Love Lucy"

SYNC-SOUND
RANGERTONE
73 WINTHROP ST.
NEWARK 4, N. J.

There's No Business Like TV Talent

(Continued from page 87)

are committed. They include Red Skelton, Eddie Cantor, Bob Hope, Danny Thomas, Jimmy Durante, Jack Benny, Donald O'Connor, Alan Young, Martin & Lewis and Abbott & Costello.

In line with the pattern now evolving, Ethel Barrymore was recently signed for a substantial salary, plus residual rights in a contract with Interstate Television Corp., subsidiary of Monogram Pictures, for a series of 26 half-hour TV films tentatively titled *The Ethel Barrymore Theatre*.

Deal was handled by William Morris Agency, which also will supply Interstate with a good portion of the package, including writers, directors and other talent for the series.

Miss Barrymore, actress and narrator on the series, also will act as consultant to producer Lee Savin.

Loretta Young reportedly wanted \$100,000 and 50% rights in a proposed TV film series in which she was to star, so the advertiser dropped negotiations. CBS, however, is said to have worked out an agreement with her through William Morris Agency for a planned TV series starting in the fall. Details haven't been revealed, but it is understood the money involved is a flat fee for 26 half-hour filmed programs, plus residual rights.

Despite statements to the contrary, talks between network executives and her agent Paul Small, are still under way for Ginger Rogers to do a weekly CBS-TV show. If it materializes, series will be filmed so she can continue motion picture commitments. Paul Small Agency, incidentally, also set David Rose as musical director on NBC-TV Ezio Pinza program for the five weeks it originates from Hollywood.

Adventure Films

A TV film version is to be made of the new adventure series, *The Chase*, packaged by Frank Cooper Agency for origination from New York on NBC radio. Show was created by Lawrence Klee who writes CBS-TV *Man Against Crime* starring Ralph Bellamy with Camel cigarettes as sponsor.

General Artists Corp., with probably the largest number of recording stars in the popular category of any of the major talent agencies, is active in live TV packaging and artist placement. It also has blue-printed plans to set up a TV film division utilizing much of that talent.

CBS-TV *Perry Como Show*, sponsored thrice weekly by Chesterfield, is a GAC live package. Patti Page, incidentally, is being offered as summer replacement for the *Perry Como Show* with GAC, her agent, discussing the deal with CBS-TV New York executives.

Mel Torme, singer, with a CBS-TV show of his own, is a GAC

client. Frank Fontaine, comic, Mindy Carson and Frankie Laine are others on GAC list who have been working in live TV on a rather frequent basis. Mr. Fontaine is to have his own CBS Radio show starting shortly. GAC also will star Mr. Laine in a TV film series starting in the fall.

With Louis Bromfield, author, as narrator-host, deal was recently concluded whereby Bing Crosby Enterprises will film a 30-minute TV dramatic series which GAC, in cooperation with Mr. Bromfield's agent, Stanley Bergerman, has packaged under title of *Crisis*.

Agreement was worked out by Basil Grillo, vice president in charge of production for BCE and Milton Krasny, vice president of GAC. It calls for the latter to handle national sales. BCE will produce and film the series.

Besides handling Bob Hope and Herbert Marshall for radio and television, James L. Saphier Agency, among others, handles placement of Eileen Wilson, singer on NBC-TV *Hit Parade*, and Steve Allen, comedian and m.c. on CBS-TV *Songs for Sale*. Agency is also packager of CBS-TV *Al Pearce Show* and CBS-TV *Meet Corliss Archer*.

Conte, Kennedy Co-produce

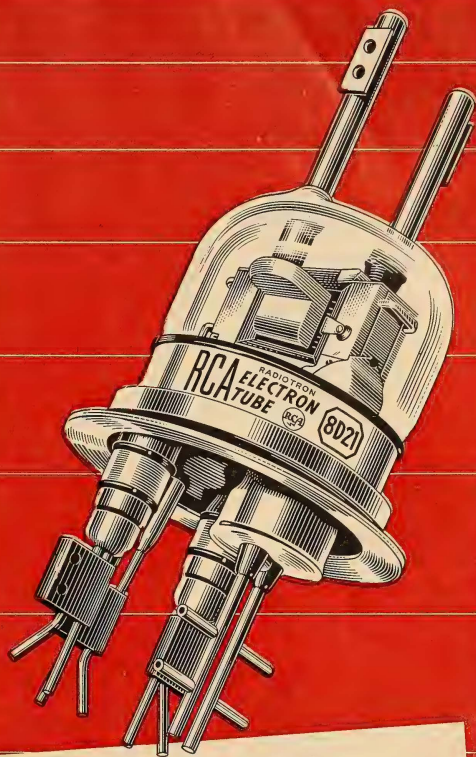
Richard Conte, stage and film actor, in early April finalized a deal with Jimmy Saphier and Jay Kennedy for half interest in TV rights to their radio package *The Man Called X*, which stars Herbert Marshall. He will co-produce with Mr. Kennedy and also star himself with his wife, Ruth. Mr. Marshall also is narrator of the Ziv TV film series *The Unexpected*, sponsored by Rheingold beer on Eastern stations.

Wynn Rocamora has blue-printed a proposed TV film series based on the life of Chaminade, French composer, with Diana Lynn, film star and pianist, in title role. He also plans a TV film series starring Dorothy Kirsten, Metropolitan opera star, plus situation comedy package starring Florence Bates and Ellen Corby, stage and film actresses.

Sam Jaffe Agency, in addition to Donald O'Connor, has other star names on its list who guest on radio and television shows. Agency also is negotiating with NBC-TV in the Alexander Korda deal, whereby network would aid in financing of 26 feature films by putting up \$100,000 on each. In return, NBC-TV would have exclusive television rights. Agency represents the British film producer in the negotiations. TV film packages handled by Jaffe Agency include *Byline*, *Washington Lady*, *Purple Playhouse*, *Brass McGannan* and *Alarms in the Night*.

George Brent has formed his own company to produce films for video

(Continued on page 90)



The tube that "wears spectacles"



Electronic spectacles, so to speak—built right into the tube itself!

Using a unique arrangement of beam-forming electrodes, RCA engineers have combined in this tube advanced principles of electron optics and of cooling to make a push-pull power tetrode that can handle inputs up to 10 kw in the VHF band. The techniques used in the 8D21 made high-power television a practical reality!

Power tube development is just one phase of RCA's program to bring you new and better tubes for broadcast operations.

For deliveries in minimum time, call your local RCA Tube Distributor.



RADIO CORPORATION of AMERICA

ELECTRON TUBES

HARRISON, N. J.

FINAL TELEVISION ALLOCATIONS REPORT

**EXTRA COPIES
AVAILABLE
NOW
AT \$3.00
EACH**

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Henneck's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

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870 NATIONAL PRESS BLDG.
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Please send copies of
the Final Television Allocations
Report at \$3.00 each.

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NAME

COMPANY

STREET

CITY ZONE STATE

There's No Business Like TV Talent

(Continued from page 89)

as well as theatrical release. First TV series scheduled is *Address—Tangiers*. Mr. Brent is 50% stockholder in the company with William B. White, his agent, as partner. Firm is listed as George Brent Productions Inc.

Mr. White also is packaging a TV film series, *Her Honor the Mayor* which will star Bette Davis if a deal agreeable to both can be worked out. She made her TV debut with Jimmy Durante on NBC-TV *All Star Revue* on April 19. Eve Arden, starring in CBS *Radio Our Miss Brooks*, will do likewise in the CBS-TV version starting in the fall, in a deal worked out by Mr. White's agency.

Gloria Swanson will be starred in a half-hour TV film series to be made by Tele-Voz Co., Mexico City. Deal calls for salary, plus residual rights. She is under contract to Simmel-Meservy TV Productions, Beverly Hills, subsidiary of Simmel-Meservy Co., which will handle distribution of the series, titled *Gloria Swanson Show*.

Joan Crawford's offer to major networks, through her agent Music Corp. of America is said to be for a five-year TV deal, in which she would get \$200,000 per year to star in 26 half-hour films, plus 50% ownership of the properties.

Established names will be used in some of the upcoming filmed *Fire-side Theatre*, sponsored by Procter & Gamble Co., in a new policy announced by Frank Wisbar, producer.

Stars Being Sought

Among those he is or will be negotiating for on the new 40 films currently being shot are Andrea King, Geraldine Brooks, Mary Sinclair, Frances Dee, Virginia Grey, Vanessa Brown, Sarah Churchill, Barbara Britton, Mari Aldon and Ruth Warrick. Shooting of the new group of half-hour TV films which started April 14, continues through September 28.

Dan Duryea, available to radio and television through MCA, will be starred in 52 half-hour TV films, *The Affairs of China Smith*, packaged by Tableau Television Ltd., which Edward Lewis Productions is shooting. Prokter Syndication International will handle distribution. Robert C. Dennis has writing assignment for series which is being financed by Messrs. Lewis and Duryea, and Bernie Tabakin, who will produce and direct.

With Arthur Kennedy, Edward Arnold, Diana Lynn and Akim Tamiroff among stars, National Repertory Theatre Inc., newly organized to produce films for TV, has set itself up at Motion Picture Center.

With it will be identified such directors as King Vidor, David Miller, Tay Garnett, Robert Florey, Christian Nyby and Ray Enright.

Tony Owen is president with Donald Hyde, Jay Hyde and Arthur

Kennedy, vice-presidents. William Kozlenko is secretary-treasurer.

One of the most ambitious ventures in making TV films, this group will function like a stock company with players alternating as stars and support, it was said. Group will share profits on participation, with Interstate Television, subsidiary of Monogram Pictures Corp. financing and handling distribution.

Completed are two half-hour films, *The Victim*, co-starring Messrs. Arnold and Kennedy, with Mr. Kozlenko, writer, and Robert Florey, director, and *This Is Villa*, with Messrs. Tamiroff and Kennedy co-starred, and Josephine Niggli, writer, and Ray Enright, director. Lee Savin is supervising production for Interstate.

Virtually every big name in Hollywood, especially those not under exclusive movie studio contract, has an eye on television. Some are talking deals direct with TV film producers or packagers, while others are working it through their respective agents. These include stars and lesser name talent, producers, directors and writers too. Many who appear to shun the new media only await an opportunity to enter the field.

Strictly Business

(Continued from page 16)

the same territory, watching business in Minneapolis, Milwaukee, Cleveland, Detroit and Indianapolis.

A specialist in Canadian stations, Mr. Reilly has worked with outlets there on both jobs. The Adam Young Co., represents 23 Canadian and 20 U. S. stations. While attending the annual broadcasters' convention in Canada this spring for the first time in several years, Mr. Reilly recommended that managers increase their radio rates before television installations are put into operation, presumably this fall.

Spot business, in which he has seen no rate cuts of any kind, is up everywhere, Mr. Reilly says, and will continue to climb as station managers cooperate in local promotion and merchandising for the client.

His stations, in general, report a heavy demand for early morning and daytime spots. CKLW Windsor, which hit its sales peak in October 1950, last year recorded an increase in sales of 104%—with new accounts still coming in.

Mr. Reilly, a native New Yorker, attended Fordham U., for a liberal arts course, later studying law in night school for two years. He acquired financial experience in a bank and a Wall St. brokerage house before the depression, at which time he went to work for the City of New York as a welfare investigator, prosecuting relief frauds. His checking resulted in the first conviction of such a violator.

Bill Reilly lives in suburban Park Ridge and is a member of the Chi-



ATTESTING to successful results for its Red Band Flour, General Mills presented pouch of 90 silver dollars to WIRC Hickory, N. C., winner of GM first prize. WIRC competed with 27 other outlets in five southeastern states with listener contest based on theme, "Win Your Weight in Silver Dollars." (Above) Mrs. Mattie Padgett, WIRC program director, receives five pounds of silver dollars from J. C. Lawton of Charlotte, GM district sales manager. Knox Reeves Adv., Minneapolis, GM agency, also congratulated WIRC General Manager Edmond H. Smith Jr. for "splendid job" by station in getting results.

cago Radio Management Club. He spent a leisurely vacation in Florida this spring teaching his daughters, Rita, 14, and Adelaide, 11, how to fish in the Gulf waters. Although he knew more than they about the theory, the girls showed him that practice in this case was more successful.

SLOAN AWARDS

To Be Announced May 20

FOURTH annual Alfred P. Sloan radio and television awards for highway safety will be presented at a dinner at the Waldorf-Astoria in New York on May 20. Winners will not be announced until that time.

The awards, administered by the National Safety Council in conjunction with its public interest awards, are "designed to recognize outstanding public service in traffic accident prevention by radio and television stations, networks, and advertisers."

Dramatized themes of this year's award-winning programs will be presented on NBC-TV's *American Inventory* program, which will be telecast at the dinner.

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.

Write to: PLACEMENT MANAGER



RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 West Fourth Street, New York 14, N. Y.

Vandalism Fight

DRAMATIC documentary on window-breaking by young vandals was broadcast Thursday as a one-time production, by WOL Washington, repeated Sunday, and will be repeated at the city's schools in an effort to curb this costly damage. District of Columbia school, church, civic and business leaders took part in the broadcast along with children at a school playground where an organized effort is under way to control breakage. The WOL news staff prepared the program after weeks of recording and editing under direction of George W. Campbell, program manager, and Gene Berger, newsman.

BROADCAST BAN

Moody Terms It 'Mistake'

HOUSE ban on radio and television at committee hearings is a "mistake," Sen. Blair Moody (D-Mich.), former newsman and commentator, said last week in a transcribed radio show, *Meet Your Congress*, which he moderated before he was appointed to the Senate.

Two other former newsmen turned politicians, Sens. A. S. Mike Monroney (D-Okla.) and Fred A. Seaton (R-Neb.), appeared on the program. Sen. Seaton is president of KHAS Hastings, Neb., of KMAN Manhattan, Neb., and vice president of KGGF Coffeyville, Kans.

Program discussed freedom of access of information in government. All three criticized the Presidential order which cloaks some government news with secrecy. The information classification order as a security measure issued by President Truman last September also was "a mistake," Sen. Moody said. Sen. Monroney, former *Oklahoma City News* editorial writer, said it was "obnoxious, destructive" while Sen. Seaton described it as "worse than the disease it tried to cure."

On broadcasts of Congressional committees, Sen. Moody said Congress "ought to have better rules covering the conduct of hearings and the protection of witnesses. But the public should be admitted." Sen. Seaton, seeing most meetings open to the public, added, "we shouldn't turn them into a hippodrome, into a circus." Lights flashed by newsreel photographers, flashbulbs of still cameramen and the presence of TV equipment, he said, are "not conducive to the peace of mind." Sen. Monroney suggested the telecasting of "educational" hearings but not those in which a witness' reputation may be smirched.

ABC Radio Hollywood Workshop won Net-Workshop Award for "best production of month" with presentation of *The Word*, written by Arch Oboler, produced by Steve Markham and John Eppolito.

NJBA HITS CURBS Committee To Seek Coverage Rights

APPOINTMENT of a committee to confer with state officials in an effort to clear the way for radio coverage of public hearings conducted by legislative committees was authorized in a resolution adopted by the New Jersey Broadcasters Assn. at its spring meeting last Monday in Atlantic City [B•T, May 5].

Representing the state's 20 radio and TV stations, and acting after WALK Asbury Park and WTTM Trenton were denied permission to broadcast hearings on a bill concerning bingo, the NJBA adopted a resolution which said, in part: "Any effort on the part of elected officials to deprive the public of immediate access to public proceedings through the medium of radio is an infringement on the right of the electorate to full and immediate information, and an indication of the growing trend to censor and stifle a free press and a free radio."

Meanwhile, NJBA members were told in a speech by FCC Comr. Rosel H. Hyde that the Commission's procedures in handling the new TV allocations are designed to bring television to the largest number of persons as soon as possible. Denver is the largest city without television service and tops the list, he said, explaining that a city 40 miles distant from a TV station is considered a city without TV service.

Comr. Hyde cautioned the broadcasters that with only seven hearing officers and multiple applications for each channel in the major cities, early action cannot be expected.

No Handouts By FCC

With respect to the educational reservations, Comr. Hyde pointed out that FCC cannot hand out endowments or what amounts to land grants in the way of channels for educational institutions. It has earmarked channels for non-commercial educational stations in the public interest. But the policy of the FCC, Comr. Hyde said, is to make changes as changes are required, and any change in the educational reservations will depend upon an examination of the facts. If the present allocations should prove unrealistic and the public interest would be served by some other use, the FCC will examine these reservations on the basis of new evidence, he stated.

At an afternoon session, Walter Erickson, radio director of Gray & Rogers Agency, Philadelphia, gave the broadcasters an insight into the problems that an agency faces in recommending radio and television to its clients.

"On the surface," he said, "it would seem that both radio and television should be used. Unfortunately, in a good many cases that is impossible."

"It's surprising the number of advertisers whose total budget is \$50,000 a year or less. When you deduct from that sum allowance for direct mail, point of sale material, the amount left for radio, newspapers and television is considerably less than \$50,000."

"In Philadelphia," he continued,

"three 20 second spots a week cost approximately \$45,000 per year. Granted that television has high visual impact, high ratings and low cost per thousand, are three spots a week sufficient if that is to be the only advertising effort?"

"I am not trying to imply," he went on, "that television can't do a job. It can and it's working for advertisers every day. I am just saying that television on a limited budget creates a problem which is not always easily resolved."

Daytime Radio Selling

Daytime radio isn't hard to sell, he pointed out, because survey figures show that listening is at about the same level as it was before TV. Too, some advertisers feel that housewives are too busy during the day to spend an appreciable amount of time watching television, Mr. Erickson added.

Television sets-in-use figures, he said, have often been misinterpreted. Since viewing is high, it is sometimes taken for granted that the bulk of viewers are former radio listeners. But, he continued, television has attracted a good

percentage of persons who were not regular listeners. To substantiate this point, Mr. Erickson referred to the Philadelphia Radio Pulse for January-February 1946, which showed 28.8% sets in use between 6 and 12 p.m. Six years later, 1952, the same period showed 58.5% television and radio sets in use.

This, he said, means that there is almost twice the listening and viewing audience between 6 and 12 p.m. as there was listening to radio in 1946. He saw it as proof that the public, given something it wants, will be receptive and, he admonished, it is up to radio to give them what they want.

WVOK WINS SUIT

For Book Ad Debt

JUDGMENT in favor of WVOK Birmingham, Ala., was reported by the station in its suit May 1 for collection of a debt due WVOK for advertising a book for Simon & Schuster, New York publishing firm.

The suit, which WVOK termed as unprecedented in radio annals, was brought directly against Simon & Schuster by Howard B. Cohen, Birmingham attorney, after unsuccessful attempts to collect from National Radio Adv., which placed the ad "a mail order deal," for the book, *1951 Tax Instruction Book*, the station reported.

It Figures!

It figures... that with our Unlimited Opportunities for business and industry - our Sunshine, Sea Breezes and Tropic Allure - Miami, (Dade County) Florida is the fastest growing Key Market in the South!

And, it figures - that to get your portion of this billion-plus buying income market, your smartest choice for Mass Sales is WIOD... the Radio Station that for over 26 years has served, sold and entertained with unexcelled performance not only Miami, but Florida's entire lower East Coast!

For all the other figures, just call our Rep... George P. Hollingbery Company.

Established January 18, 1926

James M. LeGate, General Manager
5,000 WATTS • 610 KC • NBC

TRADE RULES

SUGGESTED trade practice rules for radio-TV set-makers, based on recommendations drawn up by a special All-Industry Committee, were released by the Federal Trade Commission last Wednesday and tentatively set for discussion at a third government-industry conference June 18.

Rules were drafted by the industry group under leadership of Radio-Television Mfrs. Assn. and at the request of FTC's Trade Practices Conference Bureau. They will be circulated to industry members prior to the third and probably final conference before they are adopted.

Standards will guide manufacturers, dealers, distributors and other groups operating in interstate commerce under FTC's jurisdiction. When finally adopted, they will extend radio trade practices on the books since 1939 to cover television.

The industry draft once again poses the colorcasting issue, though this is rendered academic by virtue of the government's ban on mass production of color TV equipment.

Industry committee backed up FTC's suggested provision (last year) touching on certain phases of adaptability and convertibility of video receivers by recommending addition of Section II under Rule 9:

Under this rule and with respect to devices or accessories to convert an existing black and white television receiver to receive a color signal, it is an unfair trade practice to fail to

FTC-Industry Conference Slated June 18

★

disclose that the result of the installation of such devices or accessories, will be a smaller picture than the original black and white picture of the set if such be the fact.

A related point cropped up during two previous industry conferences held by the commission last June and September, with CBS Inc. arrayed against certain industry segments over the question of picture "degradation". Inherent in conversion of monochrome sets under the CBS color system. Advertisements of color converters claiming they will attain actual viewable area commensurate with tube size also were discussed.

Following the second of the two conferences, FTC asked the industry to name a special committee to solicit industry views and work out a draft. The commission's own proposed draft served as the basis for the second session.

The rules touch on misbranding and deceptive selling methods: a set of standard definitions; advertisements to be prohibited; sponsorship; alteration of brand names; deceptive use or change of cabinets; alteration or removal of serial numbers; deception as to size of actual picture, price, discontinued models, identity of manufacturer; misuse of term "factory rebuilt"; misrepresentation as to effectiveness of TV antennas; guarantees and warranties; misuse of the word "free"; false invoicing; imitation of trade marks, names; "spiffs" and "push money"; tie-in sales; threats of infringement suits; use of lottery; coercion to fix prices; defamation of competitors; commercial bribery.

One significant new proposal is that involving deception as to picture actually shown on any TV set, which prompted considerable discussion last year. It would be unfair practice to deceive prospective purchasers as to actual viewable tube, with or without added devices. "It shall not be deemed deceptive to use the size which has become standard and accepted in the industry . . . provided there be a conspicuous and non-deceptive disclosure of the size of the actual viewable picture if it be smaller."

"Standard measurement" was described as that "in inches, to the nearest inch, of the largest bulb diameter or diagonal of the tube," with any tube on a one-half inch dimension being assigned the smaller inch measurement.

The industry recommendations were drawn up by a committee under chairmanship of Louis B. Calamaras, executive vice president, National Electronics Distributors Assn. Other committee members: Glen McDaniel, RTMA president; Edwin A. Dempsey, National Television Dealers Assn.; John Martindale, National Assn. of Cathode Ray Tube Mfrs.; Ross D. Siragusa, Admiral Corp.; Morton Farr, National Appliance & Radio Dealers Assn., and Fred Walker, Arlington, Va., radio-TV dealer.

Omitted from the industry draft

was an RTMA proposal, offered in June 1951, that "advertisements . . . stating, purporting or implying that any television receiving set can be adapted to receive color broadcasts in black and white which do not also state that the resulting black and white picture gives materially less picture detail than a standard black and white broadcast picture, if such be the fact," be considered an unfair trade practice.

CBS Inc. let it be known at the first conference, through an attorney, that it felt such a proposal to be discriminatory and traced

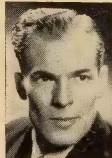
testimony which eventually culminated in FCC's approval of the CBS color system. National Production Authority, acting for the Office of Defense Mobilization and in apparent agreement with industry members, then levied its equipment ban.

In recent months, however, there reportedly has been general agreement that the rules as now drafted would not prove objectionable. All segments of the manufacturing industry were consulted before the industry draft was submitted to FTC.

milestones . . .

► FIFTEEN years of broadcasting have been completed by WFTC Kinston, N. C. Celebration was marked by anniversary broadcast featuring greetings from Ernest Lee Jahncke, ABC radio network vice president, as well as from ABC stars. FCC's birthday present to station was announcement of an initial decision to grant change in facilities from 250 w to 1230 kc to 5 kw day, 1 kw night directional on 960 kc [B*7, March 8].

► WLW Cincinnati's farm program, *Everybody's Farm*, has been aired for the 4,000th time. In tribute, Roy Battles, WLW farm program director, presented an account of the history of the program and the 137-acre farm itself, reportedly one of only two farms in the U. S. owned and operated by a radio station. Program is broadcast directly from the fields and farm house.



Mr. Battles

► Jean Hersholt's 15th anniversary as star of the *Dr. Christian* CBS Radio show will be celebrated May 21 by theatrical luminaries at New York's 21 Club, before Mr. Hersholt leaves on a European business tour. The show will con-

tinue through the summer on tape. Chesebrough Mfg. Co. (Vaseline brand products) is sponsor.

► HARVEY OLSON, program manager, WDRC Hartford, Conn., observed his 17th anniversary with the station during April.

► WTTM Trenton, N. J., early last month celebrated its 10th anniversary, marking occasion with open house and several "birthday" parties. The station received special commendation from Mayor D. J. Connolly of Trenton.

► HELOISE PARKER BROEG, "Mother Parker" of *Food Fair*, aired daily on WEEI Boston, has marked her 12th anniversary with the station.

► TELENNEWS Productions Inc., New York, subsidiary of INS, in April marked beginning of its fifth year of *Telenews Daily*, television newsreel service. Herbert Scheffel, Telenews president, said firm is only independent newsreel producer "that has been supplying television stations with daily newsreel footage for so long a time."

► NATIONAL Assn. of Home Builders noted the first birthday of its national radio program, *Housing Headlines*, May 1. Show has been recognized by builders all over the country as a powerful selling aid and a public relations medium and is now heard in 43 cities.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad Libs, Financial Comment, Mystery Plots, Gossip Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

Key to a
\$6 Billion
Market

WPHL

560 kc.

The Philadelphia
Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

NSRB CHAIRMAN

Urges Plant Dispersion

DISPERSION of top industries is a key factor in deterring any enemy attack on the U. S., Jack Gorrie, chairman of the National Security Resources Board, declared last Tuesday.

Addressing the annual Armed Forces and Veterans meeting of Brotherhood Temple Ohabei Shalom in Boston, Mr. Gorrie noted that America is "developing programs for the protection of defense-supporting industries" by dispersion of new manufacturing plants and other security measures. About two-thirds of major production centers have organized committees to pursue this program, he added.

CBC Clergy Clinics

SPECIAL CLINICS for Canadian clergy using radio are being held in various parts of Canada by the Canadian Broadcasting Corp. These clinics are conducted to acquaint clergymen with the use of the microphone, radio writing and speaking, religious series on CBC networks and stations, and other broadcast topics intended to familiarize them with the special requirements of the radio audience. About 20 clinics have been held to date and a number are scheduled in various parts of Canada for the early summer months.

Hersholt Contributes

AS a "link in the chain of Danish-American friendship," Jean Hersholt, CBS Radio's *Dr. Christian* for the past 15 years, last week presented his collection of Hans Christian Andersen manuscripts, letters and first editions to the U. S. Library of Congress. Presentation was made to Library Director Luther Evans, and backed by "enthusiastic" approval of the government of Mr. Hersholt's native Denmark. Collection, reportedly valued at \$75,000, is in addition to Mr. Hersholt's previous donation of 120 Andersen items.

allied arts



NICK ARCHER, Paramount News, JOHN PEPPER, feature writer formerly with *Life*, *Fortune* and *Argosy* and ERFORD BEDIET, *Courier-Express*, Buffalo, to news staff, Telenevs Productions, N. Y.

KENNETH C. MEINKEN Jr., mid-western sales manager, National Union Radio Corp., Orange, N. J., appointed vice president in charge of equipment sales of cathode ray tubes, receiving tubes and government business. F. W. TIMMONS, regional sales manager, Allen B. DuMont Labs, joins National as eastern sales manager.

ALLEN B. DuMONT Labs, Clifton, N. J., has released brochure on meaning of UHF. New development in TV is explained in non-technical terms aimed at clarifying problems which UHF presents for perspective station owner. Booklet deals with difference between UHF and VHF, and cost and installation of the former.

WALTER P. CHRYSLER Jr. and LEONARD SILLMAN announce formation of Entertainment Management Corp., 33 West 42nd St., N. Y. Firm will manage and represent artists in all entertainment fields.

J. T. McALLISTER, manager of factory service, RCA Hollywood, to Hoffman Radio Corp., L. A., in similar capacity.



Mr. McAllister

VINCENT COLBERT, Western Litho Co., S. F., appointed sales promotion manager for radio, television and traffic appliances, General Electric Supply Corp., S. F.

DR. WINSTON E. KOCK, head of acoustics division, Bell Telephone Labs, Murray Hill, N. J., to receive honorary degree of Doctor of Science from U. of Cincinnati at June 6 commencement.

W. S. HARTFORD, vice president in charge of sales, Webster-Chicago Corp., Chicago, retires May 15 after 25 years in electronics field.

LEE ORGEL, former manager of radio-TV department, Nardella, Collins & Co., N. Y., named head of new West Coast office of Sterling Television Co., producers and distributors. Headquarters are located in Hollywood.

ADELE HAGER, WHVR Ann Arbor, Mich., to Broadcast Productions Inc., Detroit, as account executive.

RICHARD ROBBINS, Television Film Productions, Columbus, appointed film correspondent for state of Ohio by Associated Press serving Spot News Productions.



Miss Hager

FRANK J. DIEHL, chief engineer of Garod Radio Corp., N. Y., named vice president and chief engineer of Majestic Radio & Television, division of Wilcox-Gay Corp., Brooklyn.

Equipment . . .

RCA, Camden, N. J., announces production of new portable radio, Model 2B400, designed to use newly developed RCA long-life batteries providing power for 10 times more playing time than present batteries. Unit also features automatic volume control to eliminate alternate fading and blasting. Radio plays instantly with no warm up necessary.

SIMPSON ELECTRIC Co., Chicago, announces engineering changes in Model 381 Capacity Bridge making unit more compact and useable. Push button arrangement has been perfected to obtain desired range. Bridge arm must be adjusted for maximum meter deflection. Capacity can then be read on the scale.

Technical . . .

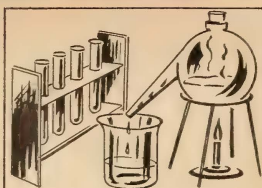
JOHN ROGERS, engineering staff, NWB (TV) Washington, appointed chief engineer at that station and WRC-AM-FM Washington.

JAMES L. PRESTON, chief engineer, KCHI Chillicothe, Mo., to engineering staff, KRNV Lexington, Ky.

JOHN McLEOD, engineer, KFI Los Angeles, recuperating from appendectomy.

AP Radio Style

ASSOCIATED PRESS last week issued a 25-page booklet entitled, "AP Radio News Style Book." The booklet was written by Andrew C. Lang, day supervisor, AP Radio News Report. In a brief foreword, John A. Aspinwall, AP radio news editor, comments that the book "is designed primarily as a guide to the special requirements of processing copy for the AP radio news wire." The booklet was distributed to 100 domestic AP bureaus and to the 1,175 member AP radio and television stations.



And the final test is cost per 1000!

You'll find KWK's LOW—low cost per thousand radio homes delivered makes...

KWK the radio buy in St. Louis!

Your Katz man has the facts based on Pulse reports!

Globe-Democrat Tower Bldg. Saint Louis



Representative
The KATZ AGENCY

What a Buy!

N
B
C

PROGRAMS

For "Minutes" & Chain Breaks

IN

YOUNGSTOWN, O.

5000

WATTS

Serving America's
34th Market

W F M J

REPRESENTATIVES
Headley-Reed Co.

GATES

QUINCY,
ILLINOIS

Your ONE SOURCE Supply for
ALL Broadcasting Equipment NEEDS

THESE OFFICES
TO SERVE YOU

QUINCY, ILL.	TEL. 8202
HOUSTON, TEXAS	TEL. ATWOOD 8536
WASHINGTON, D. C.	TEL. METROPOLITAN 0522
MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200

Hyde Renominated

(Continued from page 27)

section handling applications for new facilities and assisted in a probe of network broadcasting.

Beginning his international broadcast activity, which later was to place him in a position as top expert at FCC, Comr. Hyde was a member of the U. S. delegation to the Third Inter-American Telecommunications Conference in Rio de Janeiro in 1945 when he was still General Counsel.

In 1947, he made a flying trip to Havana and Mexico City on NARBA, attempting to work out new uniform standards of potential interference for standard broadcast stations. He was active in the same year during argument before FCC on the clear channel question.

Two years later, Comr. Hyde was chief of the U. S. delegation at the Third NARBA conference in Montreal and again at a similar conference in 1950 in Washington.

Lineup of FCC members is three Democrats, three Republicans and one Independent. Other Republicans, aside from Vice Chairman Hyde, are Comrs. Robert F. Jones and George E. Sterling. Democrats are Chairman Paul A. Walker, Comrs. Frieda B. Hennock and Robert T. Bartley (appointed this year to vacancy caused by resignation of ex-Chairman Wayne Coy). Comr. Edward M. Webster is the Independent.



EXPANSION plans for Edward Lamb Enterprises Inc. were discussed in connection with opening of Mr. Lamb's New York headquarters at the Hotel Barclay. Conferring on advertising budget and other facets of his radio-TV newspaper properties are (l to r): Bernard H. Pelzer Jr., manager of New York office and national sales manager of Lamb Enterprises; Edward Lamb, radio-TV station owner and newspaper publisher, and Carl F. Hallberg, general manager of WHOO-AM-FM Orlando, Fla. Station managers and newspaper executives convened in Erie, Pa., and accompanied Mr. Lamb to New York for opening of new offices (Suite 250-251) at 111 E. 48th St. Lamb properties include WICU (TV) Erie and the Erie Dispatch; WTVN (TV) Columbus, Ohio; WTOD WTRT (FM) Toledo, and WHOO-AM-FM. Office opened late last month.

BALANCED FARMING DAY

WIBW-Instigated Project Gathers Momentum

INTEREST is mounting throughout Kansas in a Smith County farm project instigated by WIBW Topeka, Kan.

The project, entitled Balanced Farming Day, is designed to illustrate improvements which would mean better living for farmers. Activities of Balanced Farming Day will center on a farm near Lebanon, Kan., Aug. 7.

WIBW says that the project will fill "a dire need for dramatization of balanced farming and family living in North Central Kansas."

Alan Young, WIBW promotion manager, announced that the station has scheduled a concentrated build-up campaign. WIBW will air remotes from the project site on Balanced Farming Day.

Cooperating in the project are county, district, state, regional and national soil conservation officials. Kansas State College is helping. And, of course, so is the WIBW farm department.

How will Balanced Farming Day be financed? WIBW emphasized that no cash donations will be solicited. Each agency, organization and business association will contribute time, energy, equipment and facilities, the station added. Several organizations have volunteered to assist with the feeding of workers.

In turn, each business firm and agency will be provided with adequate opportunity to exhibit and demonstrate whatever it uses on Balanced Farming Day.

One project official explained, "We propose to install a complete soil conservation program on the farm in one day. We propose to start a soil building program on the farm which should, if continued, return the farm to its former posi-

tion of providing a comfortable living for one family.

"We propose to relocate, construct, repair, modernize and paint several of the farmstead buildings," the official added. "We propose also to mend fences and corrals, landscape the property and to modernize the house."

N.Y. AD WOMEN

Miller Named President

NEW OFFICERS of the Advertising Women of New York will be formally installed during the club's 40th anniversary dinner tomorrow (Tuesday) at New York's Hotel Martini.

Nadine Miller, director of press and public relations for C. E. Hooper Inc., succeeds Helen Berg, vice president and director of her Majesty Underwear Co., as organization president, with Miss Berg continuing to serve as ex-officio board member.

Other officers elected for the new term include:

Ruth M. Volekmann, New York manager of Sawyer-Ferguson-Walker Co., newspaper representatives, first vice president; Harriet Raymond, Plastic advertising manager, Celanese Corp. of America, second vice president; Mary Heeren, assistant to president of Douglas Leigh Inc., treasurer; Hortense Fillion, public relations consultant, assistant treasurer; Hulda Kloenne, director of education, Paper Cup & Container Institute, corresponding secretary, and Marjorie Reiners, Printers' Ink, recording secretary.

Newly elected members of board of directors are Beverly Brice, promotion assistant, Life magazine; Antoinette M. Casey, assistant director of advertising and sales promotion, Frankfort Distillers Corp.; Rita Otway, executive secretary of Publicity Club of New York, and Virginia G. Smith of the importing firm bearing her name. Continuing as board members are Catherine Owens, Hearst advertising service; Emma Weinstein, associate advertising manager of Forbes magazine; Barbara Wells, WOR-AM-TV New York commentator.

FM'S PULL

Zenith Tests Reported

FM ADVERTISING by Zenith Radio Corp. produced inquiries having an overall cost 55% below AM radio in a recent nationwide spot announcement campaign for hearing aids, according to Ted Leitzell, Zenith public relations director.

Speaking last Tuesday in Birmingham, Ala., Mr. Leitzell said in some areas FM outpulled AM by a substantial margin, with AM leading in others, but the cost per inquiry was lower for FM. There were other areas where AM outpulled FM and had a lower cost.

Duplicate transcriptions were prepared for the AM and FM announcements, identical except for post office box numbers. Some FM-only stations were used and stations normally duplicating their AM and FM were asked to separate their facilities and run individual quick announcements for each medium.

Since this separation could not be obtained in some cases, Zenith was able to make valid comparisons in limited areas, Mr. Leitzell said. "Full theoretical coverage was secured on both FM and AM separately in only one state, North Carolina," he explained. "Here FM pulled five times the number of inquiries obtained from AM, and cost per inquiry of FM was only one-seventeenth of the AM cost."

"In the state of Michigan, full coverage of AM was obtained while FM coverage included just the areas of Grand Rapids and Detroit. In spite of this, FM outpulled AM two to one, while AM's cost per inquiry ran eight times greater than FM's. In West Virginia only partial coverage on FM was secured. Returns from this state were almost identical for FM and AM, but the inquiry cost for AM was almost twice that for FM."

FM cost was lower in Wisconsin, Alabama and Ohio FM equalled or bettered AM's cost per inquiry, Mr. Leitzell said. In Washington, D. C., FM and AM announcements were separated, numerical returns being almost identical but FM's cost per inquiry was only half that of AM.

TALL TALE...

Lubbock ranks second in FURNITURE & HOUSEHOLD SALES
(% of gain, 604) 1939-49
Top 20 metropolitan county areas.

U. S. Dept. of Commerce

Covers wholesale and retail trade territory.

National Representative: Wm. G. Rombau Co.
Southwest Representative: Clyde Neville Co., Dallas, Texas

Mr. Dick Grahle
Wm. Esty & Co.
New York City

Here Dick:

Th' largest Chevrolet dealer in th' state just up an' bot hisself ads in two Sunday papers to tell people to listen to his spot announcements on WCHS with 5000 at \$80



Yrs.
Algy

WCHS
Charleston, W. Va.

CBS-IBEW AGREE

Contract from May 1

AGREEMENT was reached last week between CBS and International Brotherhood of Electrical Workers (AFL) for renegotiation of contract covering all AM-TV technical workers in network-owned stations.

Previous contract had expired May 28, 1951, but renegotiation was halted until IBEW's status as bargaining agent—challenged by National Assn. of Broadcast Engineers & Technicians (CIO)—was certified by workers' vote held a few weeks ago.

Agreement raises salaries from \$135 in major centers and \$130 in minor centers to \$147.50 in all centers, as top in four-year escalator clause, which previously had been for five years. A 10% salary differential was granted midnight-to-7 a.m. workers, extra vacation allowances were given, and other general improvements in working conditions were agreed upon. Contract, still to be signed, is to be effective for two years from date of signing, which will probably be established as of May 1. Subject to Wage Stabilization Board approval, increases will probably be 50% retroactive.

DR. SUITS NAMED

Joins Electronics Panel

DR. C. GUY SUITS, vice president and research director of General Electric Co., Schenectady, N. Y., has been named to the Electronics Committee of the Defense Dept's Research and Development Board.

Dr. Suits will serve as a civilian member of the committee that already includes D. A. Quarles, Western Electric Co. and Sandia Corp., who is chairman; Dr. E. W. Engstrom, research director, RCA Labs., and Dr. William L. Everitt, dean of engineering, U. of Illinois.

Three representatives from each of the military services round out membership of the group, which was set up to conduct research on military applications of electronics. Dr. Suits also is a member of the board's Special Technical Advisory group and Joint Chiefs of Staff.

O'Hara Bill Would Offer Libel Guard

(Continued from page 25)

the Communications Act—Sec. 315.

Because of the relation, it is entirely in legislative setting for an amendment to be proposed to the McFarland bill when it comes up on the floor soon.

This would bypass an important glut in the legislative mill—committee hearings in both House and Senate, committee reports, and passage by both houses.

Thus, in one broad sweep the political broadcast question could ride through both houses on the coat tails of the McFarland bill which in all likelihood is headed for joint Senate-House conference.

It is acknowledged that at least two House members see the solution in this direction and reportedly are ready to introduce the Horan bill as an amendment.

Alternative to this broad plan is to take the slower, albeit more thorough, method of committee hearings and eventual passage.

Since the McFarland bill's fate in the House is the key to the progress made, backers of the Horan measure will wait to see what happens. If no amendment is forthcoming, they will turn their fire on Chairman Crosser, who already has indicated he recognizes the broadcaster's problem of political liability.

Other Committee Studying

Another committee in recent weeks has recognized the problem. This is the Senate Committee on Government Operations, a subcommittee of which has heard testimony on not only the broadcaster's dilemma on libel but also the entire picture of campaign expenditures [B•T, April 28].

Should the House clear the Horan bill as an entity separate from the McFarland bill, the Senate Interstate & Foreign Commerce Committee probably would hold hearings. However, the understanding in the upper chamber is that the bill would have little trouble getting out of Senate committee.

This also brightens the picture should the Horan bill be combined with the multi-faceted McFarland legislation. Either Sens. Ernest W.

McFarland (D-Ariz.) or Ed C. Johnson (D-Col.), of the Senate Commerce Committee, and perhaps both, are destined to be conferees on the McFarland bill.

Consensus is they would be inclined favorably toward the bill, which is designed to clarify the political broadcast section.

While the O'Hara bill looked promising as a starter in broadcast circles, certain Capitol Hill authorities privately expressed doubt late Thursday as to the reception it will get from legislators themselves.

As one spokesman expressed it: Will the Congress go along with the apparent theory in the bill that the broadcaster should have the authority over political broadcasts that he enjoys over other types of programming?

In the now famous *Felix v. Westinghouse* case in 1949, the U. S. Court of Appeals ruled in effect that broadcasters can censor spokesmen who speak in behalf of a candidate [B•T, March 20, 1950].

As it appears to those who have given the O'Hara bill a first study, the legislation, if enacted, would extend this to candidates, themselves.

DEFENSE ADVISORY GROUP

Suggestions Being Adopted

RECOMMENDATIONS of a special committee, designed to spread electronics defense orders around small plants, are being adopted by the Air Force and Small Defense Plants Adm., Glen McDaniel, president of Radio - Television Mfrs. Assn., told a Senate subcommittee Thursday.

Mr. McDaniel testified at a hearing before the Senate Small Business Subcommittee on Mobilization and Procurement, headed by Sen. Blair Moody (D-Mich.). Last year Mr. McDaniel was secretary of a special committee that conducted a small business survey for the Air Force.

Half of the 34 recommendations in the special committee's report have already been put into effect by the Air Force, Mr. McDaniel testified. The others have been passed on to Small Defense Plants Adm.

WIP Music Awards

WIP Philadelphia announced winners in its first annual Showmanship Awards contest last week. Listeners voted for favorites in three categories: band leader, male vocalist and female vocalist. Stan Kenton won the band leader poll, with Billy May and Les Brown runners-up. Buddy Greco led the male vocalists, beating out Eddie Fisher and Johnny Ray, and top spot among the girl singers went to Patti Page, followed by June Christy and Doris Day.

Everywhere You Go . . .

RADIO AMATEUR show by inmates of the big Prince Albert Provincial Penitentiary at Prince Albert, Sask., was held under auspices of 40 members of the local branch of the Associated Canadian Travelers and four members of CKBT there. It is believed to be the first such entertainment program to be broadcast publicly from any Canadian penal institution. Some 27 prisoners took part with listeners' contributions aiding the campaign against tuberculosis. Typical introduction: "Here's Nitro Jake to sing you a song of the West." Prisoners not taking part heard the program on the public address system.

WCCM Moves

WCCM Lawrence, Mass., has moved to new headquarters at 278 Essex St., Lawrence, where the station occupies space including a large auditorium for audience participation programs, two smaller studios, a music library and general sales and executive offices. George H. Jaspert, WCCM president, said the transfer to larger quarters "manifests tangible faith in the future of Greater Lawrence and the Merrimack Valley community."



When a Robin Starts to Crow

. . . that's news! But then any wise bird will tell you that KFYR—located in the heart of the rich Midwest farm belt—is a PLUS value buy. Last year's cash farm income in North Dakota averaged over \$10,000 per farm family. KFYR, on your media list, mean increased sale in this rich, rural market.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

DAY AND NIGHT

WHIZ has the **HIGHEST*** share of radio audience of all **NBC** Hooper rated stations
* NOVEMBER, 1951 - HOOPER

WHIZ

Morning- 76.5

Afternoon- 69.7

Evening- 79.7

ZANESVILLE, OHIO

TWENTY-EIGHT year calendar is being mailed to agencies, clients and the trade by WMAQ Chicago, NBC's m & o outlet which is marking its 30th anniversary celebration. The plastic calendar is printed on a wallet-size card with a revolving wheel. An accompanying memo from Harry C. Kopf, vice president and manager of WMAQ and WNEB (TV), reminded recipients of the station's anniversary and that the calendar was "guaranteed to keep you up-to-date for at least the next quarter-century."

ON ITS OWN HOOK

REMOTE eyewitness account of the atomic explosion at Yucca Flat, Nev., was broadcast by KSUB Cedar City, Utah, from a plane at 10,000 feet by Art Higbee, manager, and Frank Barreca, news editor, who were being piloted by Royce Knight, local airport manager, toward the scene of the tests when the blast took place. The 1 kw Cedar City CBS affiliate, 140 miles from Yucca Flat, believes it "scooped" all radio stations.

KTUL AIRS COMPLAINTS

NEW show on KTUL Tulsa, *Speak Up Tulsa*, invites listeners to phone in pet peeves for broadcast on the program. Broadcast's success prompted station to allot one hour for its presentation rather than the half hour originally used. Guests appear on the program and attempt

programs promotion premiums



to answer questions asked by callers.

STUDENTS TAKE OVER

STUDENTS from Rutgers U. and WRSU, the campus station, New Brunswick, N. J., took over operation of WCTC there last Wednesday. This is the second year the commercial outlet has observed WRSU day. So successful was the initial operation last year that WCTC hired three students as regular staff announcers and a fourth as a remote engineer.

CONSERVATION WEEK

PROGRAM marking WCCO Minneapolis-St. Paul's annual contribution to "Conservation Week" was broadcast last week by Larry Haeg, station farm service director. Seven of the state's top conservationists were his guests on the program. Discussion centered around goods and services provided by the forest products industry "and as a result of keeping Minnesota green, the tourist trade brings in another \$200 million" for the state yearly.

TWO YEAR CALENDAR

SIMPLIFIED slide calendar for computing final broadcast dates or talent contract is now being distributed by S. W. Caldwell Ltd., Toronto, transcription distributor. The calendar is calculated on a two year basis from June 1951 to June 1953, and has a pull tab for reckoning 13 week intervals.

RELIGIOUS PROGRAMMING

NEW approach to religious programming has been inaugurated at WHIM Providence. Daily series of 5 minute programs, *What My Religion Means to Me*, features statements from lay people in the community. Listeners of all faiths have been contacted and have recorded their religious philosophies for broadcast on WHIM.

COMBAT TV SHOW

CURRENT WTOP-TV Washington thriller is *The Blue Badge*, Army-produced documentary program showing combat divisions in action during World War II, from 1-1:30 p.m. Sundays in a 13-week series. Lt. Carl Bruton, radio-TV officer for the Military District of Washington, is writer-producer and Col. William Quinn, infantry expert, follows up with comments and demonstrations.

WMAL GUESSING SHOW

GUESSING game show, *You're Hearing Things*, conducted by Bill Malone and Joe Campbell, will be heard from 11:15-30 a.m. Monday through Friday over WMAL-AM-FM Washington, with prizes to be awarded listeners who identify the

sounds they hear on the air. Show begun May 5.

LOCATION PLUGS

MOVE to fix WABD (TV) New York's location firmly in the minds of its viewers was begun fortnight ago with a new policy of musical station breaks. Few bars from one of three tunes, "In Old New York," "East Side, West Side," or "Manhattan," are played as background for announcement concerning station's location.

TV HOME DECORATION

DEMONSTRATIONS of new fashions and ideas in home decorating comprise format of new show, *Decorators' Workshop*, telecast daily on WPIX (TV) New York. Grace King, decorator and consultant, will conduct the program which is being sponsored by Sealy Mattress Co. Guest appearances will be made by leading home decorators.

AD STRESSES COVERAGE

SIZABLE ad appeared in Moline, Ill. *Daily Dispatch* giving a resume of flood coverage provided by WHBF Rock Island for its listeners. Pictures of staffers at work during the recent tragedy and accompanying captions were featured in the ad which concluded "all this is how and why WHBF brings you complete, accurate, up-to-the-minute, on-the-scene flood coverage."

PHILADELPHIA STORY

WIP Philadelphia found a silver lining in clouds which hung over the Eastern seaboard in the last days of April. Advertising in daily newspapers, WIP told readers that they could "hear the first news of the sun's arrival by listening to WIP." When the sun finally shone, the station told listeners: "We interrupt this program to bring you a special news bulletin from the WIP news room. The sun has just been seen in Philadelphia; proof that Old Sol is still in the sky..."

TV REQUESTS GRANTED

PROGRAM series, *Request-a-Tune* sponsored by Norman Mitchell, appliance dealer, and Hotpoint, has begun at WAAM (TV) Baltimore. Show enables viewers to write in requests, five of which will be performed by participants on the weekly show. Persons who make the selections will appear on the show to explain their choice.

WWRL MARATHON

SIXTEEN hour marathon was held last week by WWRL Woodside, N. Y., on behalf of a city-wide appeal for the St. Charles School and Community Center Fund, project for the children of Harlem. Show,

supervised by Fred Barr, ran from 9 a.m. Tuesday to 1 a.m. Wednesday.

BRITAIN SCIENCE

THE *Johns Hopkins Science Review*, presented over the DuMont Television Network Mondays at 8:30 p.m. for three successive weeks beginning May 12 will show kinescopes of scientific advances in Great Britain. Program claims to be the first to be invited to produce a TV show in a foreign country.

WNAX SCHOLARSHIPS

FOURTEEN students from seven colleges in the Midwest who have successfully completed freshman year requirements and who indicated an interest in majoring in agriculture and related fields or home economics have been granted scholarships by WNAX Yankton-Sioux City, S. D. Each grant is for \$300. This is the tenth year the station has made such a presentation.

MOTHER'S DAY CONTEST

MOTHER of the largest family in Angelina County was scheduled to be presented with prizes from KTRE Lufkin, Tex., and several of the city's business firms. Contest to determine the biggest family was conducted on Q. P. *Coffee Club*, daily show on KTRE. Special program honoring the winner was planned for last Saturday.

RECIPE OFFER RESULTS

MAIL map is being distributed to the trade by KSL Salt Lake City showing the station received mail response from 138 counties in eleven Western states, from eleven other states and Canada on its recent Brigham Young U. basketball series sponsored by Utah-Idaho Sugar Co. Offer on the series was for cookie and candy recipe booklet.

STAY-AT-HOME VACATION

DAILY program outlining "package" vacations in New England for its listeners, has been launched at WORC Worcester, Mass. Shows promote a spend-your-vacation-at-home theme. Information on recreation spots in the six New England states was secured from tourist boards for broadcast on WORC.

Why not?
LET LOIS DO IT



ales appeal

Yes, "sales appeal" describes the impact of Lois Kibbe's "Woman's Club of the Air" (3 p.m., Mon-Fri.) on her wide audience of women. Her comments range from home furnishings to the latest movie. Be among the alert advertisers who let Lois Kibbe sell their products in the southwest.

CBS RADIO NETWORK IN EL PASO
KROD
600 KC 5,000 WATTS

RODERICK BROADCASTING Corp.

DORRANCE D. RODERICK

Chairman of the Board

VAL LAWRENCE

President and Gen. Mgr.

REPRESENTED NATIONALLY BY
THE O. L. TAYLOR COMPANY

WDUZ
ABC NETWORK

in GREEN BAY, WIS.

BLATZ AND SCHLITZ MAY
COMPETE, BUT THEY BOTH
INSIST ON WDUZ COVER-
AGE IN GREEN BAY.

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.

FTC APPEAL

Philip Morris Hearing Set

APPEAL by Philip Morris & Co., New York (cigarettes), from preliminary findings of a trial examiner was set last week by the Federal Trade Commission for hearing in Washington, D. C., June 3.

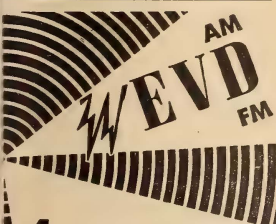
The initial decision, earlier this year by Examiner Earl J. Kolb, challenged nine advertising claims as "false and deceptive." The firm promptly announced that it would appeal [B•T, Feb. 11].

The tobacco company held in its rebuttal that the decision was not substantiated by evidence and that adverse testimony was subsidized by competing tobacco firms. The trial examiner directed Philip Morris to cease and desist from advertising "certain scientific statements" in broadcast and published continuities.

The complaint had cited a claim that Philip Morris cigarettes are "non-irritating or less irritating than other brands." Company noted that it had offered results of thousands of experiments conducted by noted scientists.

CBS Hollywood Wages

FURTHER wage increase demands by CBS Hollywood and Office Employees International Union (AFL) will be arbitrated shortly by a board composed of Tony O'Rourke, former head of Society of Independent Motion Picture Producers Assn.; Deane Johnson of O'Melveny & Myers, Los Angeles legal firm, and Max Krug, OEIU business representative. On March 24, OEIU accepted a CBS offer of 15% weekly wage increase for 175 office workers in 21 classifications, retaining right to arbitrate further.



4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

New Business

(Continued from page 18)

Co., Valhalla Memorial Park), reappoints Philip J. Meany Co., that city.

U. S. BREWING Co., Chicago, names Abbott Kimball Co., same city. GEORGE ENZINGER is account executive.

ST. LOUIS FEDERAL SAVINGS & LOAN Assn., St. Louis, appoints Olian Adv., that city. Radio and TV will be used.

WARREN FOR PRESIDENT COMMITTEE appoints Yambert-Prochnow Inc., Beverly Hills, to handle primary election campaign. TV being used includes two quarter-hours, May 26 and May 29, on KECA-TV Hollywood and KGO-TV San Francisco.

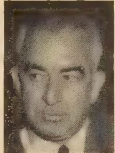
Adpeople . . .

JOHN M. ROYAL, formerly with Don Chemical Co.'s advertising staff, and JOHN K. LEE, former Gates Rubber Co. advertising production manager, to Assn. of National Advertisers as secretary to industrial advertising and films steering committees and secretary of radio-TV and display steering committees respectively.

IRVIN W. HOFF, assistant advertising manager, Colgate-Palmolive-Peet Co., appointed advertising manager, effective immediately.

1900 George W. Johnson 1952

GEORGE W. JOHNSON, who was manager of KTSA-AM-FM San Antonio, Tex., from 1937 until 1949, died April 25. He was 52.



Mr. Johnson had retired from radio to his ranch property near San Antonio. He died at his home on Route 8, on the outskirts of the city. Funeral and burial services were held in the Presbyterian Church in the nearby town of Gid-

dings, his birthplace.

He is survived by his mother, Mrs. Laura Johnson, of Cameron, Tex., and by four sisters. Mr. Johnson's sisters were listed as Mrs. W. Bowers Jr. of Beaumont; Mrs. T. L. Denson of Cameron; Mrs. W. S. Brown of Cleburne, Tex., and Mrs. Dorothy Muckleroy of San Antonio.

RADIO FACT BOOKLET

Survey Prepared by ARB

SIGNIFICANT facts about radio listening are presented in a 12-page booklet of that title published by NBC covering the highlights of a survey by American Research Bureau and jointly sponsored by the CBS and NBC radio networks on the distribution and use of radio receivers.

Facts such as the one that TV homes have more radios in working order than "radio only" homes, that over half of all radio listening is done outside the living room and that people spend more time with radio than with television, newspapers and magazines combined, are presented. Survey results were reported in detail earlier [B•T, Dec. 3, 1951].

ARMED Forces Radio Service, Hollywood, has started new radio program, Jubilee, musical variety show featuring recording artists requested by members of Armed Forces. It is broadcast live from Hollywood with Will Scott producing from scripts by Peter Brooke.

SETS TO VIETNAM

Aid MSA Anti-Red Drive

RADIO will be heard for the first time by 200,000 persons in the Indo-Chinese state of Vietnam with the current distribution of 400 community listening sets by Mutual Security Agency's Special Technical and Economic Mission (STEM).

Dr. Clarence R. Decker, assistant MSA director for the Far East, said the gasoline generator-powered sets plus a MSA \$75,000 improvement program for Vietnamese broadcasting facilities, would renovate the state's broadcasting system for MSA programs featuring American aid and would help programming technique in the state's anti-Communist campaign.

AFRS Training

ALL phases of radio and TV are offered men 18 to 34 by Army Reserve Unit, Armed Forces Radio Service, in an enlistment campaign now under way. On-the-job training in writing, directing, announcing, newscasting and radio engineering will be given, according to Maj. David Branson, commanding officer. AFRS headquarters are at 7201 Santa Monica Blvd., Los Angeles.

BUILDING FUND

WTHI Puts Drive Over Top

WTHI Terre Haute, Ind., helped teach members of its community a "lesson in brotherhood" by carrying to success a building-fund drive for two hospitals serving all faiths.

Local residents, to increase the number of beds in St. Anthony and Union Hospitals, needed community funds to match those supplied by the federal government. Shy of the goal fixed for contributions some six weeks before the deadline, the group was "bailed out" by WTHI, which donated two five-minute shows daily. The series featured local residents, civic and business officials outlining the need for more hospital space.

Listeners sent up to \$500, passing the needed sum and enabling ground to be broken. For the luncheon ceremonies preceding the joint ground-breaking, WTHI personnel broadcast speeches of the governor, a congresswoman and representatives of various medical associations. That evening, staffers joined with those at WTTV (TV) Bloomington for a telecast. The United Hospital Campaign story was picked up by *News of America* on CBS, with Bob Kimbro of WTHI feeding the story to the network.

PROPERTIES OF Crown Corporations, including Canadian Broadcasting Corp., are now subject to municipal taxes on property occupied and owned by the corporations. A ruling to this effect has been obtained by Toronto's Mayor Allan A. Lamport from Canadian Finance Minister Douglas Abbott. CBS property at Toronto will bring about \$15,000 in city taxes.

for **OMAHA** plus
USE

W

590 KC

5000 WATTS
Established 1923

W

NBC

OVER 28 Years of Service
A MEMPHIS STATION

Room 280 • Insurance Building • Omaha

JOHN BLAIR & CO., REPRESENTATIVES

May 2 Applications . . .

ACCEPTED FOR FILING

AM—1150 kc

WCUE Akron, Ohio.—Requests CP to change hours of operation from 2 to 4 p.m. with 1 kw D, 500 w N, DA-DN.

License for CP

WTJH East Point, Ga.—Requests license for CP, as mod., which authorized power increase, change studio location, etc.

CP for CP

KSCV Searcy, Ark.—Requests CP to change expired CP, which authorized new AM station on 1450 kc with 250 w, unl., contingent on KXIR changing facilities.

Extend Completion Date

WRSW Warsaw, Ind.—Requests mod. CP, as mod., which authorized new AM station, for extension of completion date.

KLOK San Jose, Calif.—Requests mod. CP, which authorized change in operating hours, new DA-N and trans. location, for extension of completion date.

WKBZ Muskegon, Mich.—Requests mod. CP, as mod., which authorized power increase, etc., for extension of completion date.

WORZ-FM Orlando, Fla.—Requests mod. CP, which reinstated expired CP, authorizing new FM station, for extension of completion date from April 30 to June 30.

License Renewal

WCMA Corinth, Miss.—Requests renewal of license.

TENDERED FOR FILING

AM—1330 kc

KWPM West Plains, Mo.—Requests CP to change frequency from 1450 kc to 1330 kc, increase power from 250 w unl. to 1 kw D, 500 w N and install new DA-N.

AM—920 kc

KFNH Shenandoah, Iowa.—Requests mod. CP to change operating hours from share time with KUSD to unl.

APPLICATIONS RETURNED

Note: For list of TV applications returned, see page 73.
WMOU Berlin, H.—RETURNED request for CP to change trans. location, etc.

FCC actions

MAY 2 THROUGH MAY 8

CP-construction permit

DA-directional antenna

ERP-effective radiated power

STL-station-transmitter link

synch. amp.-synchronous amplifier

STA-special temporary authorization

SSA-special service authorization

ant.-antenna

D-day

N-night

aur.-aural

vis.-visual

cond.-conditional

LS-local sunset

mod.-modification

trans.-transmitter

unl.-unlimited hours

CG-conditional grant

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 103.

WBIB New Haven, Conn.—RETURNED request for voluntary relinquishment of control from The Church Court Co. to Samuel Botwinik, Louis Botwinik, Meyer J. Botwinik, Norman I. Botwinik and William Horowitz.

May 5 Decisions . . .

ACTIONS ON MOTIONS

By Chmn. Paul A. Walker

Chief, FCC Broadcast Bureau—Granted petition to correct transcript of oral argument in proceeding re applications of Tribune Publishing Company, Tacoma, Wash., and KERO Bremerton, Wash., to indicate that KTNW Tacoma, Wash., is still engaged in transit radio.

By Comr. Edward M. Webster

KTBS Shreveport, La.—Granted petition for dismissal without prejudice of its application for mod. CP.

WIVY Jacksonville, Fla.—Granted petition for dismissal without prejudice of its application.

WEDR Fairfield, Ala.—Granted petition for dismissal without prejudice of its application.

Charles D. McNamee and Frances Frierson McNamee, New Orleans, La.—Granted request for dismissal of their application for new AM station.

WVOW Logan, W. Va.—Granted petition for WVOW for dismissal without prejudice of its application.

KJEF Jennings, La.—On Commission's own motion, application of Jennings Broadcasting Co. removed from hearing docket. Dismissed as moot petition and amended petition of KJEF for severance.

May 6 Decisions . . .

By FCC BROADCAST BUREAU

Granted License

KCLV Clovis, N. Mex.—Granted license for new AM station: 1240 kc, 250 w, unl.

MIKE REPAIRS

Offered by Texas Firm

NEW SERVICE, devoted to microphone design and repair, has been announced by the Audio Acoustic Equipment Co., Arlington, Tex. Walter F. Turner, owner, said his firm hopes soon to expand to nationwide service.

Mr. Turner, whose experience includes ten years with the Texas State Network and KRLL Dallas and three years as Graybar-Western Electric broadcast representative for Texas, said his firm's laboratory instruments include the Western Electric-Bell Telephone Laboratories 640AA condenser microphone and test equipment by RCA.

DIVIDEND of 10¢ per share has been voted by the directors of WJR Detroit to be paid June 4 to share holders of record at the close of business May 15. Announcement was made by John F. Patt, president.

WKRG Mobile, Ala.—Granted license covering increase in nighttime power: 710 kw, 1 kw-LS, 500 w-N, DA-N, unl.; cond.

Extend Completion Date

WBHS Huntsville, Ala.—Granted mod. of CP for extension of commencement and completion dates to 2 months and 6 months, respectively, cond.

KFYO Lubbock, Texas.—Granted mod. CP to extend commencement and completion dates 2 and 6 months respectively; cond.

WJLL Niagara Falls, N. Y.—Granted mod. CP for extension of completion date to 10-30-52.

WINZ Hollywood - Miami, Fla.—Granted mod. CP for extension of completion date to 8-1-52; cond.

KJNO Juneau, Alaska.—Granted mod. CP for extension of completion date to 7-15-52.

KLOK San Jose, Calif.—Granted mod. CP for extension of completion date to 7-31-52; cond.

KISS San Antonio, Tex.—Granted extension of completion date to 7-1-52.

WRBI Blue Island, Ill.—Granted extension of completion date to 7-25-52.

WORZ-FM Orlando, Fla.—Granted extension of completion date to 6-30-52.

May 6 Applications . . .

ACCEPTED FOR FILING

To Change Location

WSID Essex, Md.—Requests mod. license to change station location from Essex, Md., and maintain additional main studio at 109 W. Baltimore St., Baltimore, Md.

Site Approval

KBRZ Freeport, Tex.—Requests mod. CP, which authorized new AM station, for approval of trans. location on State Route No. 523, two miles north of Freeport, Tex.

Extend Completion Date

WDMJ Marquette, Mich.—Requests mod. CP, as mod., which authorized frequency change, power increase and change trans. location, for extension of completion date.

License Renewal

Following stations request renewal of license:

KALB Alexandria, La.; KSMU-FM

Dallas, Tex.; WNNB-TV Binghamton, N. Y.; WOR-TV New York, and WBBN-TV Buffalo, N. Y.

May 7 Decisions . . .

By COMMISSION EN BANC

Granted Frequency Change

WKVM San Juan, R., and WGY Schenectady, N. Y.—By memorandum opinion and order, denied motion of WGY requesting that WKVM's application to change frequency from 1070 to 810 kc be denied; further ordered that application of WKVM for change of frequency to 810 kc with 25 kw, DA-I, be granted; engineering conditions, including acceptance by WKVM of interference which would result from operation of WDAR Tampa, Fla., as presently proposed in its application and modification of operation of WGY presently proposed.

To Remain Silent

WWXL Peoria, Ill.—Granted authority to remain silent additional 60 days from April 15, 1952.

To Increase MEOW

WHIO Dayton, Ohio, and WVOW Logan, W. Va.—By memorandum opinion and order, denied petition of WHIO to have application of WVOW designated for hearing; and said application of WVOW for mod. CP to increase max. exp. operating value of radiation granted; cond. (WVOW was granted CP for new AM station on 1290 kc, 5 kw-LS, 1 kw, DA-2, unl. on Sept. 15, 1949).

Granted Application

WEVA-FM Emporia, Va.—Granted application for reinstatement of expired CP for FM station.

May 7 Applications . . .

ACCEPTED FOR FILING

AM—920 kc

KFNH Shenandoah, Iowa.—Requests mod. license to change operating hours from share time KUSD to unl.

AM—1600

WJEL Springfield, Ohio.—Filed petition to reinstate application which requests CP to increase power from 500 w to 1 kw, LS, 500 w N, DA-DN, change operating hours from daytime to unl. and change main trans. and studio locations.

To Decrease ERP

KSD-TV St. Louis, Mo.—Requests CP to decrease CP from 16 kw vis. to 15 kw vis., changing ant. height above average terrain to 552 ft.

License for CP

KG2XD Emporium, Pa.—Requests license for CP which authorized new experimental TV station.

WABL Arlington, Va.—Requests license for CP, which authorized changes in trans. and studio locations.

Modification of CP

WFSL Lakeland, Fla.—Requests mod. CP, as reinstated, which authorized new, non-commercial educational FM station, to change trans. and ant.

Extend Completion Date

KPPO Pasadena, Calif.—Requests mod. CP, as mod., for extension of completion date.

WCAR-AM-FM Pontiac, Mich.—Requests mod. CP, as mod., for FM station, which authorized new FM station, for extension of completion date; requests mod. CP for AM station, which authorized installation of new ant. and

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APPLICATIONS RETURNED

WCNH Quincy, Fla.—RETURNED application for acquisition of control by Andrew B. Letson.
Interstate Bestg. Co., Greensboro, N. C.—RETURNED application for new AM station on 920 kc with 1 kw D. contingent on grant of WBBB.

(Continued on page 103)

mount FM ant. on top of AM tower, or extension of completion date.
KRON-FM San Francisco—Requests mod. CP, as mod., which authorized new FM station, for extension of completion date.
KWPC-FM Muscatine, Iowa—Requests mod. CP, as mod., which authorized new FM station for extension of completion date.
WVOW-FM Logan, W. Va.—Requests mod. CP, which authorized new FM

station, for extension of completion date.

License Renewal

Following stations request renewal of license:
KRNO San Bernardino, Calif.: WEDC Chicago; WWCAs Gary, Ind.; KSLD Opelousas, La.; KRUS Ruston, La.; KTBS Shreveport, La.; WHSY Hattiesburg, Miss.; WSSO Starkville, Miss.; WAZF Yazoo City, Miss.; KODY North

Platte, Neb.; WPNF Brevard, N. C.; WLOK Lima, Ohio; WENK Union City, Tenn.; WKLV Blackston, Va.; WKJG-FM Port Wayne, Ind.; WFUS-FM Jackson, Tenn.; WFUV (FM) New York, and WCBS-TV New York.

TENDERED FOR FILING

AM—1230 kc
W500 Sault Ste. Marie, Mich.—Requests mod. license to increase nighttime power from 100 w to 250 w.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—\$2.00 minimum • Help Wanted 25¢ per word—\$2.00 minimum
All other classifications 30¢ per word—\$4.00 minimum • Display ads. \$15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager for exceptionally strong, small-market station, south central, who is not afraid of work. Must have had actual managerial experience and a good sales record. Must have ability to mix well in luncheon clubs and other important contacts. Salary and profit-sharing. Opportunity to buy small interest after trial period and also to join owners in other businesses. Tell us all about yourself in first letter and include small photo. College radio audience. Box 128P, BROADCASTING • TELECASTING.

Salesmen

Salesman. Good opportunity in Illinois for hard-hitting salesman. Liberal drawing against commissions. Send details to Box 924M, BROADCASTING • TELECASTING.

Wanted: Experienced. Engineer for sales in broadcasting field. Must be under 30 and possess sales ability. Some travel—Chicago and vicinity. Excellent opportunity with well established company. Box 40P, BROADCASTING • TELECASTING.

Salesman: Real opportunity for industrious time salesman. Liberal draw against commissions. 1 kw with market over 300,000 population in North Carolina. If you can sell, you can earn \$6000.00 and more per year. Full information first letter with recent photo. No hot shoes please. Air replies confidential. Box 44P BROADCASTING • TELECASTING.

Wanted. Experienced radio time salesman. Small market, deep south. Guaranteed minimum salary on commission basis. State full particulars in first letter. Box 45P, BROADCASTING • TELECASTING.

Excellent opportunity for experienced salesman in small one station market in southwest. Will pay liberal salary plus good commission. Even better opportunity if man can do some announcing, no shift. Also opening for combination first class announcer, good pay, forty hours. Only experienced reliable men need apply. Give references, complete background, and picture first letter. Box 125P, BROADCASTING • TELECASTING.

Time salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Want a job? KMOM, 5000 watt ABC-MBS, Great Falls, Montana, has immediate opening for experienced advertising salesman. Commission. Write details in first letter and photo attention Salesmanager.

Wanted: Young man to break into radio sales. Remarkable opportunity for advancement if you have a radio background. Must be capable of selling new accounts and keeping old ones. Salary, commission and car allowance. WCOJ, Coatesville, Penna.

Announcers

Experienced announcer for 25,000 watt Nebraska station. Send full particulars, audition record, board experience and salary requirement, first letter. Box 292M, BROADCASTING • TELECASTING.

Experienced announcer-engineer. Seventy-five star. Upper Midwest. Box 26P, BROADCASTING • TELECASTING.

Wanted, announcer from Texas or southwest by Texas station. Prefer deep voice, news specialist. Send discs, all details in first letter. College radio graduates will be accepted. Applications without discs not accepted. Box 45P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer-engineer with first class ticket, starting pay \$75 for experienced man. Pennsylvania independent. Box 66P, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by Florida major network radio. Fulfilling station. Special emphasis on announcing but must hold first class license. All applications confidential. Box 76P, BROADCASTING • TELECASTING.

Experienced, topnotch sportscaster for progressive midwest station. Send audition, picture, salary requirements first letter. Box 92P, BROADCASTING • TELECASTING.

Progressive 250 watt Pennsylvania Mutual affiliate with TV application needs versatile staff announcer. Experience preferred but not essential if announcing quality is high. Send disc or tape, photo, qualifications. State salary requirements. Box 96P, BROADCASTING • TELECASTING.

Combination man with first class license for central Michigan station. Box 104P, BROADCASTING • TELECASTING.

Wanted: Announcer sales-service man. Good opportunity for right man. \$200 month. Start in Carolina. Write Box 145P, BROADCASTING • TELECASTING.

Immediately—Combination first ticket, good voice, \$285 per month start, extras, progressive station. Heart of trout fishing and elk hunting wonderland. Air mail disc, photo. KPRK, Livingston, Montana.

Combo man for 250 watt station, good voice. Chances to learn unlimited. Send qualifications, history, audition to KSYX, Yreka, California.

Adding combination man to staff. Announcing abilities and permanency most important. Send audition and details WBUT, Butler, Penna.

Washington D. C. area independent has immediate opening for intelligent announcer. Friend friendly, mature voice. Man who has had experience in market. Send details to WJLA-TV. State age, experience, references, salary desired. Send tape or disc WGAY, Silver Spring, Maryland.

WGCM, Gulfport, Mississippi, has opening for experienced announcer who can also do sports.

Wanted, experienced combination man first phone. WHBS, Huntsville, Alabama.

Experienced announcer. WICY, Malone, N. Y.

Combination announcer-engineer for network station in pleasant central Kentucky city. Must have top quality voice and hold 1st class license. Better than average salary for thoroughly experienced, energetic man. Immediate opening. Send complete information and tape or disc if possible. Manager, WLTX, Lexington, Kentucky.

Staff announcer wanted. Prefer man with independent station experience. Please send photo and tape or disc. WPIC, Sharon, Pa.

Wanted: One announcer with or without experience for summer replacement June 1st to September 1st. WRCS, Ahoskie, N. C.

New MBS affiliate in Little Falls, N. Y. starting June has opening for combo men, announcers, engineers. Send full particulars and salary requirements first letter to Robert Earle, Box 455, R. D. 1, Utica, N. Y.

Technical

First class engineer, no announcing, state minimum salary. Box 50P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Wanted—Chief engineer for 5 kw AM station in large metropolitan eastern seaboard area. State background, qualifications and references. If now employed, state reason for making change. Top salary to right man. Box 88P, BROADCASTING • TELECASTING.

Immediate opening for first class engineer must have car. Box 103P, BROADCASTING • TELECASTING.

First class ticket holder. Will accept beginner, but can pay combo man more in this expanding small market midwest independent, newspaper-owned. Box 109P, BROADCASTING • TELECASTING.

Opening transmitter operator with first class license. No announcing. Permanent. Texas. Box 111P, BROADCASTING • TELECASTING.

Wanted, a combination engineer-announcer for a 250 watt southern station. Starting salary 70 dollars per week. Write Box 131P, BROADCASTING • TELECASTING.

First class engineer. Experience not necessary. Network station. Box 130P, BROADCASTING • TELECASTING.

Engineer needed immediately, \$1.25 per hour, 40 hour, guarantee time and half or overtime. Remotes. Box 145P, BROADCASTING • TELECASTING.

Chief engineer. Pittsburgh area. Permanent. Excellent opportunity. Complete W. E. installation. 506-B-2 10-kw FM transmitter. 25-B console. All monitoring equipment. Also model 700 RL receivers. Box 146P, BROADCASTING • TELECASTING.

Immediate opening for 1st phone engineer. Good pay. Inexperienced applicants considered. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

Wanted: An engineer at kw daytime. Bud Crawford, KCNI, Broken Bow, Nebr.

Operator, first class license, bachelor apartment free. Station is TV applicant. KCOM, Sioux City, Iowa.

Engineer with first phone license. Willing to learn announcing. No experience necessary. KENA, Mena, Arkansas.

Engineer. Excellent working conditions in a university city. If desired, work schedule arranged to attend university. KNOX, Grand Forks, North Dakota.

Immediate opening for good chief engineer who is ready for permanent employment and excellent working conditions. All correspondence confidential. Contact General Manager, KSLQ, Opelousas, Louisiana.

Wanted—Engineer, first phone, sober, dependable. Continuity work and position permanent. KSTV, Stephenville, Texas.

Wanted, ambitious engineer experienced construction and maintenance willing to take responsibility. Transcription furnished from west coast. Air mail details KULA, Honolulu, T. H.

Good experienced announcer with first class ticket. Send audition tape, record of experience, business and character references to KWFC, Hot Springs, National Park, Arkansas.

Combination engineer-announcer. Salary commensurate with ability. WBHF, Cartersville, Georgia.

Engineer, first phone, experience unnecessary, transmitter at studio, WCED, DuBois, Pennsylvania.

Studio transmitter engineer, experience unnecessary, network affiliate. Phone WCEB, Cambridge, Maryland, Cambridge 1580.

Help Wanted (Cont'd)

First phone. No announcing. Start \$250.00 per month plus overtime. WCMY, Ottawa, Illinois.

Wanted: Transmitter operator. \$65.00 for 40 hour week. Send qualifications and references to Paul Kelley, WCSI, Columbus, Indiana.

Immediate opening for first class operator, WEAU, Plattsburgh, N. Y.

Engineer—Chicago area. No experience necessary, fulltime days, immediate opening. WEAU, Evanston, Illinois.

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

Operator, first phone. No experience. Light duties. 6 days, 4 hours. Start \$217. WFMW, Madisonville, Ky., PH 1885.

Wanted—First class engineer, \$200 month. Contact Chief Engineer, WHAL, Shelbyville, Tenn.

Position for engineer open at WHDL-FM, 1st class license needed. No experience necessary. Starting wage \$50 for 40 hours. Must have car. Olean, New York.

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

Immediately: experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Production-Programming, Others

Desire male copywriter with ideas. Some announcing. Submit samples. Texas. Box 23P, BROADCASTING • TELECASTING.

Immediate opening for continuity director. Full charge of department. Must be top administrator as well as top writer to qualify as department head in this hard hitting midwest 5 kw operation. Send complete info to Box 104P, BROADCASTING • TELECASTING.

Wanted—Illinois network station desires copywriter with ideas, male or female. Box 133P, BROADCASTING • TELECASTING.

Wanted—Continuity chief. Experienced writing for all types of client. Send full details, copy samples, salary requirements. Moderate, healthful climate. Program Director, KCSJ, Pueblo, Colorado.

Immediate opening for male or female copywriter, some experience. Air mail complete data to WHIT, New Bern, N. C.

Wanted: Experienced girl copywriter for continuity and promotion department of 50 kw eastern station. Opportunity for advancement. Send full details of experience and photo to WVVA, Wheeling, West Virginia.

Television

Announcers

Announcer-MC for nation's first 50,000 watt TV station. Detailed experience and personality first letter. Prefer age bracket 28-35. Station located midwest. Box 142P, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

General or commercial manager. Experienced. Capable. West or southwest. Box 43P, BROADCASTING • TELECASTING.

General manager: 16 years experience all phases. Exceptionally strong in sales and administration. Experience in multiple station market. Superior news and air personality, creative program and promotional record. Excellent civic affairs record. Top references. Would consider working interest or chance to buy in. Prefer, southwest. Box 91P, BROADCASTING • TELECASTING.

Successful, local sales minded manager desires change to bigger market or kilowatt daytime station. If you are losing or breaking even, contact this 32 year old experienced local station manager and start making money. Reply Box 104P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Present Manager desires change. BA Degree in Radio. Four years experience. Excellent references. Prefer AM-TV operations. Box 106P, BROADCASTING • TELECASTING.

Seventeen years successful radio station management experience. Excellent record in sales and thoroughly versed in all phases of AM radio. Would like to become affiliated with an aggressive radio station of any size. In addition to management experience, have created many sales-producing features. References required. Box 127P, BROADCASTING • TELECASTING.

Manager same station 12 years, desires change for better opportunity. Box 130P, BROADCASTING • TELECASTING.

Assistant station manager—experienced many phases station operations, particularly engineering. Interested solid organization with future. Currently employed northeast. Box 134P, BROADCASTING • TELECASTING.

Commercial or general manager available. 15 years experience in radio. Salesman, commercial manager and general manager in independent and network operations. Extra strong on sales and advertising. References guaranteed results. Family, social, Personal interview. O. R. "Jim" Bellamy, R. 1, Bloomington, Ohio. Phone 616-0600.

Co-owners! Station owners! Don't lose your license. Employ a manager with proven executive and technical ability to organize, build and operate your station. References guaranteed experience. Reasonable salary. Personal interview. T. L. Kidd, 440 Indiana, Wichita, Kansas.

Salesmen

Salesman-announcer. Details by return mail with resume. Box 82P, BROADCASTING • TELECASTING.

Experienced salesman-announcer. Good sales record. Hold first phone license. References guaranteed. Box 100P, BROADCASTING • TELECASTING.

Attention station managers and owners: Salesman, six years experience, plenty ideas for good accounts, also 3 years under first class radio telephone ticket. Relief announcing, all types. Desire southern market. Prefer Mississippi, Alabama or Texas. Anything over 25¢ per hour. No inquiries without resume acknowledged. Box 98P, BROADCASTING • TELECASTING.

Announcers

Announcer-actor, trained all phases of radio. Will travel. Tape picture upon request. Box 86P, BROADCASTING • TELECASTING.

Experienced announcer top newscaster, disc jockey, all sports play-by-play. Started station, now program sports director. References speak for themselves. Box 101P, BROADCASTING • TELECASTING.

Newscaster-announcer, deep voice, college background, three years in radio at top station. Box 166P, BROADCASTING • TELECASTING.

Announcer, four years experience stage, sports, special events. College education, vet, would like TV or AM with television possibilities. Prefer SW or west coast. Box 107P, BROADCASTING • TELECASTING.

Well known metropolitan disc jockey with proven Hooper, style and personality. Write for resume. Include salary top. Box 108P, BROADCASTING • TELECASTING.

Disc-jock, announcer with first phone, experienced, ex-serviceman. No draft restrictions. References guaranteed. Box 116P, BROADCASTING • TELECASTING.

Announcer, news and semi-classics. Married. Operate board. Tape available. Box 119P, BROADCASTING • TELECASTING.

Staff announcer—two years experience, news DJ, remotes, sales, board operation. Employed. Prefers upper midwestern. College and radio. Disc available. Box 122P, BROADCASTING • TELECASTING.

Experienced, result-getting announcer with deep, mature voice. College grad. Excellent references. Box 123P, BROADCASTING • TELECASTING.

Announcer—Five years experience all phases including baseball. Deep voice. Phone Washington, D. C. Atlantic 4062. Box 124P, BROADCASTING • TELECASTING.

Staff. Available summer months. Capable. Experienced. College. Radio major. Board. Box 141P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Idea girl can please your accounts. Air work and selling. Create shows and promotions. Interested after-hours disc show. Thoroughly experienced all phases. Box 140P, BROADCASTING • TELECASTING.

Woman wants "before mike" position. Half-hour weekly sponsored jockey show one year. Modulated, relaxing voice. Wrote commercials five months. Refined, versatile, degree, 31, single, conscientious. Understressed. Pressure tactics or hungry characters. Terrific potential! Box 147 P, BROADCASTING • TELECASTING.

Announcer-engineer, married, draft exempt. Experienced, able to assume responsibilities. Available immediately. Audition disc available. Michael Benson, 1230 Hancock, Brooklyn, New York. Announcer-engineer, 5 years. Married, vet, 23, 880, Joe Neams, KDRS, Paragould, Ark.

1st class announcer with 1st class license. Now making \$80 weekly, large southeastern city. Want job in southern U.S. Make no phone calls. Box 138P, BROADCASTING • TELECASTING.

Technical

I have a second phone and also a class (A) Ham license. Will work in broadcast station for second class wages while obtaining first one. Preferable Mo. or Ark. Will consider anywhere. Have had radio college and correspondence courses, lots amateur experience. Reasonable wages while learning. Box 30P, BROADCASTING • TELECASTING.

Engineer/chief engineer, 16 years broadcasting experience. Installation, directional array, television. Desires responsible position with progressive station. Box 78P, BROADCASTING • TELECASTING.

Chief engineer, 12 years radio field. Available immediately. Box 80P, BROADCASTING • TELECASTING.

Chief engineer now employed chief 5 kw DA station desires change. Training and experience (28 years) give efficient skillful technical operation or new construction. Initiative, dependability take full responsibility engineering department progressive TV medium station. write Box 81P, BROADCASTING • TELECASTING.

Chief engineer, experienced construction UHF, AM, FM. All phases radio/television. Permanent position. Travel Phila., Chicago, June. Immediate trip if necessary. Box 94P, BROADCASTING • TELECASTING.

1st class phone license, 2 1/2 years experience. Vet. State salary. Box 129P, BROADCASTING • TELECASTING.

Engineer—formerly chief, technical director, assistant station manager, interested returning to engineering, program or staff good organization. Five years medium power directional antenna. Box 135P, BROADCASTING • TELECASTING.

Engineer, 2 1/2 years experience. Some TV. No announcing. South preferred. Permanent. Box 137P, BROADCASTING • TELECASTING.

Production-Programming, others

Copywriter, experienced, single, draft exempt. Looking for progressive station in northeast. No announcing. Box 146P, BROADCASTING • TELECASTING.

Farm service director, also staff announcing. Draft exempt, excellent references. Box 84P, BROADCASTING • TELECASTING.

Creative programming, radio or TV. Extensive background. Outstanding reputation. Major affiliations, 33, married, youngster, experienced program director, development, production executive. Box 87P, BROADCASTING • TELECASTING.

Experienced TV director, producer, writer. AM experience. Married. References. State salary first letter. Box 90P, BROADCASTING • TELECASTING.

News editor, presently employed. Developing writing program ideas a specialty. Commentaries, local news stories, features, documentaries. Good voice. Top references. Box 91P, BROADCASTING • TELECASTING.

Newsmen, thoroughly experienced local coverage, wants employment with station in far west. Young, married, veteran. Top references. Excellent background, employer, wire service and others. Box 102P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Team—Husband DJ or staffman, thoroughly experienced all phases. Wife—Girl Friday, continuity. Box 123P, BROADCASTING • TELECASTING.

Program director, DJ, talents adaptable TV. Versatile, 19 years experience. Now employed. Prefer midwest or west. Excellent references. Wife also available freelance writing and air work. Box 124P, BROADCASTING • TELECASTING.

Give your programming the woman's touch. Desire position as woman's director or job with future. Experienced. Freelance writer. Box 136P, BROADCASTING • TELECASTING.

Program-sports director. Six years all phases. Excellent voice. Security-permanency required. College graduate. Family. Midwest. Box 143P, BROADCASTING • TELECASTING.

Television

Announcers

SRT graduate seeking position in small TV station. Knowledge of TV, writes some film. Photo on request. Box 132P, BROADCASTING • TELECASTING.

Technical

TV maintenance. 4 years maintenance experience transmitter and studio. Desire eastern location potential UHF or established VHF. Reliable, responsible. Good engineering, honest, no pretense. Box 144P, BROADCASTING • TELECASTING.

New York license movie picture operator desires job television studio. Experience 16-35 n.m. Box 145P, BROADCASTING • TELECASTING.

Production-Programming, others

TV weatherman—topnotch television weatherman, experienced, one-month notice. Good salesman. Best offer considered anywhere. Box 983M, BROADCASTING • TELECASTING.

Film editor with TV production-agency experience wants position with TV station, film studio or agency that needs man with this background. Box 121P, BROADCASTING • TELECASTING.

For Sale

The best in complete tower sales and service by the south's largest tower erection company. Will sell or buy your used towers, erect or service your towers. A.A.A. Tower Company, Inc. Box 898, Greenville, N. C.

Stations

250 watt fulltime station in Pacific northwest. Only station in isolated market. Operated profitably for two years. Owner wants to return to the States. \$400 cash. Box 100P, BROADCASTING • TELECASTING.

Western station. Independent. 250 W. Well accepted. Asking \$40,000. Box 85P, BROADCASTING • TELECASTING.

For sale: Money making 250 Mutual affiliate in southeast. \$35,000 cash. Write Box 115P, BROADCASTING • TELECASTING.

Western stations. Independents, affiliates. Priced from \$15,000 to \$750,000. L. A. Stoll & Assoc., 4058 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Complete 1 kw Collins package. Brand new 20V1 transmitter and all associated gear including two turntables with console. Two-200 foot towers. All equipment still in original carton purchased during the last ten months. Write for listing. Available immediately. Box 83P, BROADCASTING • TELECASTING.

Primary frequency standard complete with scope and train of multivibrators from 100kc to 10 mc. rack cabinet. Box 112P, BROADCASTING • TELECASTING.

Radio Station KCOH in Houston, Texas, announces the sale of a Presto model V-1 disc recorder, featuring a 1C cutting head, combining with turntable in waist high cabinet. Priced at \$512.00 when new. For sale at \$336.00. For details, write to: Correspondence Editor, Chief Engineer, Station KCOH, M. & M. Building, Houston, Texas.

Gates 1-Mo-2830 model BF-250-A FM transmitter, HP monitor and antenna complete. Top references. Excellent condition. Best offer accepted. Contact Albert A. DeFilippo, c/o WAVZ, New Haven 10, Conn.

For Sale (Cont'd)

Slightly used but in good condition, three RCA T-5C stabilizing amplifiers. One DuMont type 5105-A monitor receiver. Nice discount on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

1-300' heavy duty, 1-300' extra heavy duty, 1-600' heavy duty tubular steel, guyed TV Phillips towers, new, of course, immediate delivery, special prices. Houston Radio Supply Co., Inc., Clay at LaBranch, Houston, Texas.

For sale: Hammond Novachord crated for shipping. Good condition, reasonable. Write Yellowstone Park Company, Yellowstone Park, Wyoming.

Wanted to Buy

Stations

Interested in buying bankrupt, run down, or sick radio station. All letters considered confidential. No broker. Box 39P, BROADCASTING • TELECASTING.

Wanted to buy: Interest in small southwestern station. Write Box 113P, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitter, fixed-frequency FM monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Transmission line, 1 1/2 inch. Advise quantity and price wanted. WNTD, Orangeburg, S. C.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License school, 706 North Wilcox, Hollywood, California.

Help Wanted

Managerial

Commercial Manager Wanted!

One of radio's most successful regional net stations (with TV application pending) offers a once-in-a-lifetime opportunity to the right man. A substantial salary and profit-sharing await a man familiar with all phases of commercial radio selling. Should have an outstanding record as a salesman, both local and national, the ability to handle others, highest character references, the desire for permanency and a willingness to work. He must have had five or more years' experience as Commercial Manager or Assistant CM in a competitive metropolitan market, with annual earnings of \$10,000 or more per year, and be capable of earning much more. Our ratings are, and have been, the highest in this multiple station midwestern market. To be considered for a personal interview, please reply in confidence, giving full and complete information about your previous experience, salaries earned and other pertinent information. Attach snapshot. Box 120P, BROADCASTING • TELECASTING.

Announcers



TOPFLIGHT NEWSCASTER

wanted by 50,000 watt network affiliate in Midwestern market. This is an excellent opportunity and the salary is right for the right man. The right man in this case will have years of experience behind him. He will not necessarily have a beautiful voice, but it will be authoritative. He will be mature and make a good appearance. If you think you fit this description, send disc, photo and full information. Box 110P, BROADCASTING • TELECASTING.

(Continued on next page)

Help Wanted (Cont'd)

STRONG STAFF ANNOUNCER WHO KNOWS MUSIC AND LOOKING FOR A FUTURE.

We are top music station in metropolitan market, programming heavy music-sports-news along with network schedule. Starting salary—\$65 for 40 hours with extra for talent and overtime. Large corporation with TV application. Send disc or tape with details to Program Director.

BOX 110P, BROADCASTING • TELECASTING

Television

Technical

WANTED

TV ENGINEER

Capable of taking equipment "out of the box" and putting a picture on the air. Will give long contract, opportunity for purchase of stock and will make him an Officer and Director in Corporation.

PROGRAM DIRECTOR

Topnotch man with successful TV background. Will give same opportunities as stated above to the Engineer.

This is a first rate Midwest Market—No TV here now. Address replies to Box 117P BROADCASTING • TELECASTING. All replies will be answered.

Situations Wanted

Managerial

COMMERCIAL MANAGER

Aggressive, shirt-sleeve CM who believes in hard work and making calls. Successful record as radio-TV sales manager leading metropolitan market past three years. Sound experience. Proven record. Present salary \$11,000. Age 33. Seeks permanent position with metropolitan radio and/or TV station. Box 105P, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAHER

TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

in public service . . .

TOTAL of \$20,800 has been donated to the American Red Cross Flood Relief by NBC network listeners of the *Ruth Lyons' 50 Club*, which originates at WLWT (TV) Cincinnati five days weekly. In return for \$1 donation, Miss Lyons sent 8x10 photograph. An

For Sale

Equipment, etc.

NEW GATES EQUIPMENT

- 1—Model GR-91 mixer assembly only
- 1—Model 28C0 limited amplifier
- 1—Model GR-90 carrying cases only
- 1—Model GR-90-91 remote
- 2—Model MO-2694 program amplifier
- 3—Model SA-22 cueing amplifier
- 1—Model SA-20 program amplifier (Same as MO-2694)
- 2—Model AM2 "Studio B" light fixture
- 1—Filter selector
- 1—Austin transformer
- 2—Model CB-10 console transcription turntable with RMC type ULID head
- 1—Model SA-06 general purpose amplifier
- 2—AM3 "control room" light fixture
- 1—AM1 "Studio A" light fixture
- 1—AM2 "Studio B" light fixture
- 2—RA-10 recording amplifier
- 1—GE-KK phono meter
- 1—BA-140 patch panel
- 2—Overhead feed screw assembly (0-1) 112 lines per inch
- 1—SA-800 panel box with cover
- 1—SA-77 power supply
- 2—Qs. Gates grey paint
- 4—Pts. Gates grey paint
- 1—SA1979-101 power supply
- 2—SA-70 preamplifier
- 1—M-101 meter panel
- 1—SA-8 V-U panel
- 1—Gates playback arm
- 4—MO-2964 Gates arm
- 1—MO-3098 end seal
- 2—MO-3096 end seal
- 3—MO-3071 junction box
- 4—MO-3097 end seal
- 1—Feed screw only (0-1) 256 lines per inch
- 1—Gates meter shorting switch

ALL THE ABOVE LISTED MATERIAL IS NEW, NEVER USED EQUIPMENT ALTHOUGH HAS BEEN ON DISPLAY ON SALESROOM FLOOR. FOR ADDITIONAL INFORMATION PHONE, WIRE OF WHITE HOUSTON RADIO SUPPLY CO., 1501 CLAY ST., HOUSTON, TEXAS.

estimated 15,000 prints are to be mailed to every state and to Canada.

Emergency Appeal

WHEN American Red Cross appealed for emergency quota to aid rehabilitation of families along Montana's flooded Milk and Missouri Rivers, KMON Great Falls volunteered to raise the money. Hurried consultations with program and announcer staffs paved the way. Within 24 hours, KMON was on the air with a variety Red Cross Jamboree which lasted until midnight Saturday and was resumed intermittently Sunday with the result that the emergency quota was oversubscribed. In all, 18 hours of programming was consumed.

Donates Transmitters

WWVA Wheeling, W. Va., turned over its former mobile unit—a 100 w transmitter and one of 50 w—to the American Red Cross Disaster Committee and the Ohio County Civil Defense Organization. William E. Rine, managing director of the station, presented them to officials of the Wheeling-Ohio County Chapter of Red Cross. One unit was installed in Wheeling's Red Cross headquarters while the other was used as a stand-by.

Blood Type Obtained

LARRY HOMER, announcer for WEEL Boston, aired a request one day at 8 p.m. from the Union Hospital in nearby Lynn, Mass., for a special type of blood. At 11 p.m., the hospital phoned to say that it had received 150 offers from WEEL listeners willing to donate the needed type of blood. Some of the calls had come from as far away as Bangor, Me.

Basketball Tapes

WDAN Danville, Ill., has added another item to its growing list of public service features. The station shipped tape recordings of state championship high school basketball games to the 130th Infantry Regiment, Danville segment of the 44th Infantry Div., stationed at Camp Cooke, Calif.

KFBI Aids Youth

KFBI Wichita, Kan., showed radio works where other media fail recently when broadcast appeals brought \$800 donations to pay costs of special treatments for Jimmy Essex, 18-year-old paralyzed youth, after a newspaper story with picture brought only \$100, according to George E. Wells, KFBI program director.

All-Night Television

TELETHON on WDSU-TV New Orleans featuring staffers of both

the television outlet and its sister AM station, WDSU, continued 13½ hours, starting at 11 p.m. one Saturday and concluding 12:30 p.m. Sunday. The drive was for the benefit of United Cerebral Palsy Assn. of Greater New Orleans and netted \$80,000 for the charity. All-night telethon starred Dorothy Lamour, Chico Marx, Rosemary Clooney and Sunny Skylar in addition to WDSU personalities and several disc jockeys from other local stations.

Pilot Dog Fund

PILOT DOG Inc., Columbus, Ohio, has announced that the first fund-raising campaign of that organization which was conducted in central Ohio through WBNS-TV Columbus exceeded its goal of \$6,000 by netting \$6,527.44. More than 2,550 individual contributions were received during the week-long drive. Need for contributions was driven home over 17 locally-produced programs. Viewers were asked to send their donations to their favorite WBNS-TV personality. Seven of the shows oversubscribed their particular quotas. Non-profit group provides seeing-eye dogs to the needy blind at no cost.

WSIX Aids Foundation

WSIX Nashville and the ABC show, Ted Mack's *Original Amateur Hour*, raised more than \$2,000 for the Cordell Hull Foundation for international education when 12 amateur acts selected from 500 auditioned by WSIX put on a 45-minute show in Nashville which went over ABC. The foundation furthers Latin American student exchange with Nashville's Vanderbilt U., Scarritt College and Peabody College for Teachers.

Guide Dog Fund

KING Seattle, through spot announcements, appealed for contributions to obtain another guide dog for a blind woman whose first canine companion was killed in an automobile accident April 9. A goal of \$2,000 was set by Harry Jordan, KING news director, and Hal Davis, program director. Within a few days KING had raised more than \$4,000. Incidentally, the blind woman's name is Mrs. Melba King, who said she now refers to herself as Mrs. K-I-N-G.

Feature of Week

(Continued from page 16)

and take-off were George Seyffertitz, Austrian vice consul in New York, and his wife.

Next morning, the chicks arrived in Austria and were transferred by truck to Vienna.

Second of three flights to complete the order placed by the Austrian government left May 5. The third flight is scheduled for May 13. In addition, 7,000 chicks are being sent as a gift with the aid of the Connecticut Poultry Assn., 4-H Clubs and WTIC.

Minnesota Network

Money Maker

\$100,000.00

Located in an area where TV will have little immediate effect, but with good allocations for TV development already assigned should buyer wish to enlarge facilities. Based on this investment and last year's profit, buyer should expect about 30% on his investment. Studio and transmitter combined, giving low cost operation. This property is priced right and will not be available long. Price \$100,000.00 with terms.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO

James W. Blackburn
Situations Bldg.
Sterling 4341-2

Ray V. Hamilton
Tribune Tower
Delaware 7-2155-6

Lester M. Smith
235 Montgomery St.
Exbrook 2-5672



OHIO Assn. of Radio and Television Broadcasters sessions and BMI Clinic May 2 at Columbus included these speakers and guests (l to r): Seated—Carl E. George, general manager, WGAR Cleveland; Ed James, senior editor, BROADCASTING • TELECASTING; Harold Fellows, president, NARTB; Sydney Kaye, vice chairman of board and general counsel, BMI; Louis Oswald, promotion director, WHK Cleveland; William Stubblefield, station relations director, NARTB; standing—Walberg Brown, vice president and general manager, WDOK Cleveland; Robert Tinchner, general manager, WNAX Yankton, S. D.; Hal Bumpus, news and sports director, KYOR Colorado Springs, Col.; Robert Fehlman, president, OARTB, and manager, WHBC Canton, Ohio; Gen. Carlton Dargush, counsel, OARTB; Lin Pattee, field representative, BMI; Robert Ferguson, vice president, OARTB, and executive vice president and general manager, WTRF Bellaire, Ohio.

BMI Clinics Continue

(Continued from page 103)

that "service is the basic way of reaching this farmer because a service broadcast hits him right in the pocket book and helps him to make a living."

Allan Page, OBA president and general manager, KSWO Lawton, presided. Ralph Wentworth, BMI field representative, was chairman. Other talks were made by Karl Jensen, program manager, KTUL Tulsa; C. O. Langlois, president, Langworth Feature Programs Inc.; Carl Vandagriff, program director, WOWO Fort Wayne, Ind.; Robert J. Burton, vice president, BMI, and in charge of publisher relations; Norman Glenn, president, *Sponsor* magazine; Bob Watson, program director, KGNC Amarillo, Tex.; and Ted Cott, vice president, NBC.

PORTLAND, ORE., May 7

Frank H. Loggan, president and general manager, KBND Bend, Ore., advocated promotion of local sales, saying, "Knowledge, enthusiasm, confidence and hard work are the things that build business. There are no other ways to gain commercial success; no magic that can be employed; no safe shortcuts. In radio, as in any other business, there are rewards awaiting those who apply each of these elements as they build..."

DES MOINES, May 7

John M. Outler Jr., general manager, WSB-AM-FM-TV Atlanta, told Iowa radio men that "radio's tomorrow is now."

"As long as we can provide the advertiser with a reasonable return on his dollar, there is no real apprehension over radio's fiscal future," he said. He told listeners that his station received 2,000 greetings on its 30th birthday recently.

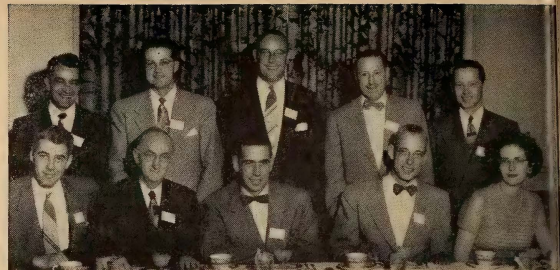
"We belong to the audience

much more than the audience belongs to us... Let's not sell that audience and that confidence on a short market..."

William Quarton, IBA president and manager of WMT Cedar Rapids, presided. Other speakers were Ben Sanders, general manager of KICD Spencer, Iowa; Allan Schrock, program director of KFJB Marshalltown, Iowa; and Herb Plambeck, farm director of WHO Des Moines. Other speakers, who also appeared at clinics listed above, included Messrs. Marlin, Graham, Trace, Rosenberg and Yocum.

SYRACUSE, May 8

Members of the Upstate New York Broadcasters Committee and guests heard Charles F. Phillips, vice president and general manager, WFBL Syracuse, urge better



CHARLESTON, W. Va. BMI Clinic April 29 included at speakers table (l to r): Seated—E. Finlay MacDonald, manager, CJCH Halifax, Nova Scotia; Jack Knabb, president, Jack Knabb Adv., Rochester, N. Y.; Eric Lund, farm director, WLVA Lynchburg, Va.; Lin Pattee, field representative, BMI; Mrs. Mary Chilton Chapman, *Charleston Gazette*; standing—Michael R. Hanna, general manager, WHCU Ithaca, N. Y.; Gordon Capps, vice president and general manager, KSRV Ontario, Ore.; John Gelder, president, West Virginia Assn. of Broadcasters, and general manager, WCHS Charleston; Charles A. Wall, vice president, BMI, and Joe L. Smith Jr., general manager, WJLS Beckley, W. Va.

programs to make more sales.

"Radio and TV can complement each other. Together they build greater audience for both mediums," Mr. Phillips said. "We in radio and television must continue to make our fare more attractive if we are to make the most of the opportunity which is ours," he said.

Simon Goldman, general manager of WJTN Jamestown, told the broadcasters to "be sure your station and yourself are the 'big wheels' of your community."

He advised radio men to "charge for program content; don't sell your station short. Stick to your rate card and adopt standards and policies which will give you self-respect and gain the respect of your advertisers... Serve your community, your listeners and your advertisers... and you will take your rightful place in Radio Heaven..."

Others on the speaking program were Ken Sparnon, BMI field representative; E. R. Vadeboncoeur, chairman, upstate group committee

and vice president and general manager, WSYR-AM-FM-TV Syracuse; Sam Carey, program service manager, WRVA Richmond, Va.; Seymour Siegel, director, WNYC New York, and Sydney M. Kaye, vice chairman of the board and general counsel, BMI. Other speakers, listed also at clinics above, were Messrs. Payne and Hanna.

SAN ANTONIO, May 8-9

Bob A. Roth Sr., commercial manager, KONO San Antonio, said the KONO staff "is continually on the alert for and seeking out public service projects."

Mr. Roth said KONO had a "city wide reputation of being very generous in this respect, and citizens and organizations seek our aid. This is not only gratifying but pays big dividends." He warned stations not to allow "over-stating the worth of products, false claims and gross exaggerations."

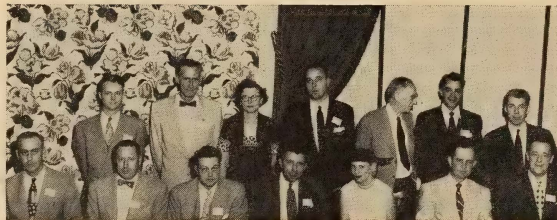
TBA members were told by Bob Watson, assistant manager, KGNC Amarillo, that they should thoroughly analyze their markets, fitting programs to their station's power, area-wise.

"Be individual—be distinctive—be different. Make your station stand for something. Give it personality... Build local personalities and use authorities where possible. You will find your station will grow in importance and financial security as your programming depends less and less on networks," he said.

J. M. McDonald, TBA president and general manager, KCRS Midland, presided. Other speakers included Karl Wyler, owner-manager, KTSM El Paso; James A. Byron, news editor, WBAP Fort Worth. Others on the program, who appeared at clinics listed above, were Messrs. Wentworth, Langlois, Vandagriff, Burton, Glenn, Roth and Cott.

SAN FRANCISCO, May 9

Speaking on "A Locomotive Named Programming," Russ Coglin, program director, KROW Oak-



RALEIGH, N. C. BMI Clinic May 2 saw this group at speakers table (l to r): Seated—T. H. Patterson, president, North Carolina Assn. of Broadcasters, and general manager, WRRF Washington, N. C.; Charles A. Wall, vice president, BMI; Gordon Capps, vice president and general manager, KSRV Ontario, Ore.; Paul Marion, promotion supervisor, WBT-AM-FM WBTV (TV) Charlotte; Frances Jarman, director of women's affairs, WDNC Durham; Richard Mason, general manager, WPTF Raleigh; Ken Sparnon, field representative, BMI; standing—William S. Page, president and general manager, WFTC Kinston, N. C.; Robert M. Wallace, general manager and chief engineer, WOHHS Shelby; Mrs. Wallace; Jack Younts, general manager, WEEB Southern Pines, N. C.; Jack Knabb, president, Jack Knabb Adv., Rochester, N. Y.; Michael R. Hanna, general manager, WHCU Ithaca, N. Y.; E. Finlay MacDonald, manager, CJCH Halifax, Nova Scotia.

land, told members of the California State Radio and Television Broadcasters Assn.:

"... Programming is the motivating force of radio, and the impetus upon which a station either 'makes' or 'breaks'... It's a long uphill pull which can be accomplished only by the strongest of vehicles..."

Fred Ruegg, program director, KCBS San Francisco, said:

"We are making money; radio is still the best advertising buy, dollar for dollar. And we do serve the public. Actually, we are a success. Let's start acting like it," he said, denouncing radio's "inferiority complex."

Paul Bartlett, CSRTBA president and president and general manager, KFRE Fresno, presided. Jim Cox, BMI field representative, was chairman. Other speakers, who have been listed in clinic stories above, included Messrs. McTigue, Holm, Baylor, Csida and Aldridge.

BOSTON, May 9

Edmund J. Shea, media director, James Thomas Chirug Co., Boston, presided, with Lin Pattee, BMI field representative, acting as chairman. Speakers included Dan Jayne, general manager, WELI Battle Creek, Mich.; Patrick J. Montague, business manager, WHYN Holyoke; Fred Gamble, AAAA president; Daniel Kops, manager, WAVZ New Haven, Conn., and John Hurley, manager, WNEB Worcester. Others, also listed in clinic programs above, included Messrs. Payne, Carey and Siegel.

ATHENS, GA., May 10

Participants at the Athens clinic included John W. Jacobs Jr., general and commercial manager, WDUK Gainesville; Frank Butler, WRFC Athens; Charles A. Wall, BMI vice president in charge of finance, and Ben Williams, GAB president and commercial manager, WTOG Savannah. Others, listed in clinic programs above, were Messrs. McIntyre, Kirby, Bondurant and Tinch.

The other BMI program clinics held last week were at Baltimore, May 5; Gainesville, Fla., May 8; Regina, Sask., and Chicago, May 9.

But Does Ike Like?

NOVEL promotion campaign by WISR Butler, Pa., is going the rounds, according to Joseph T. Mathers of the station. When a staffer fixed up a campaign lapel button to read, not "I like" you-know-who, but "I like WISR," the idea caught and 140 persons, mostly young people, have requested the button, which also drew "quite a bit" of comment at the meeting of Pennsylvania Broadcasters Assn., Mr. Mathers said.

Credit Lift Effects

(Continued from page 23)

conditioned to not buying," he told BROADCASTING • TELECASTING Thursday. "The government's action comes much too late to have any great effect." Mr. Shouse had criticized government credit controls at the NARTB convention as restrictive to the American economy. Similar sentiments were expressed by William A. Blees, vice president and general sales manager of Avco's Crosley Div. He conceded, however, the action "unquestionably will improve business by giving business men an opportunity to sell," although he felt the action came six or eight months too late.

BAB President William B. Ryan felt that "it certainly makes sense to think that the lifting of credit restrictions will mean big drives for installment business by companies which have adequate stocks to sell. This will mean more advertising, which in turn means an opportunity for radio to get additional business and, at the same time, again demonstrate its effectiveness as a salesman."

T. F. Flanagan, managing director of the National Assn. of Radio and Television Station Representatives, said it is logical to expect that easing credit restrictions "will spur sales of many products, some of which have been dragging their heels."

Spot's Flexibility

"Advertising" he said, "will bear the burden, as usual, of creating the desires and consummating the sales. Spot radio and TV will be most useful to advertisers under these circumstances, since it can be so quickly employed and is so promptly effective."

Optimism was the byword for Benjamin Abrams, president of Emerson Radio & Phonograph Corp., who stated: "It will mean the increase of employment in the television and radio industry by about 25% and it will bring television within the reach of people who could not afford to own a television set..."

Richard Cooper Jr., president of R. Cooper Jr., General Electric distributor, noted that appliance sales had been restricted by the regulation and termed the board's action "a stimulating thing." He said slackened consumer demand in some fields was attributable to the credit curbs.

Robert Sampson, executive vice president, Sampson Co., Chicago, predicted that the time payment schedule probably would revert to pre Regulation W days, with items payable over a two-year period in many cases.

In Washington, D. C., Lacy's Inc., radio-TV appliance chain, expects some sales improvement. William Warsaw, Lacy's president, put it this way: "Lower terms will cause the patient to rally, but it will take lower prices to make him well."

There were favorable comments,

too, from dealers handling refrigerators, household furniture, washing machines and other appliances—all heretofore subject to the 15% down and 18 months-to-pay terms—as well as from retail groups and used car dealers.

Household equipment, appliances and supplies ranked eighth in product listings for local radio used last year with nearly \$19.5 million and ninth in spot TV with nearly \$2 million. Home appliances rated third with over \$6 million in local TV.

Terms presumably would vary for different manufacturers. There were indications that car buyers still would pay 33% down in many cases but receive 24 instead of 18 months to pay, according to the National Automobile Dealers and Mfrs. Assns.

Home furnishing firms greeted the action with the split reaction of a man watching his mother-in-law run off a cliff in his new Cadillac. Some complained that the public is not in the mood to buy now—the only remedy for which seemed to be hard selling through advertising and lower prices to stimulate interest anew.

The National Retail Furniture Assn. (representing some 9,000 stores) asserted that "uncontrolled consumer installment credit is essential to successfully distribute mass production of home consumer goods."

Mort Farr, president of the National Appliance and Radio-TV Dealers Assn., sounded one warning about the lifting of credit restrictions: "We can look forward to a large number of 'no down payment' ads," he was quoted as saying, "but it will be a wise precaution for dealers and local organizations to check the legitimacy of these offers."

With most of the summer broadcast time schedules set and a number of accounts lined up for fall, the effect on national network accounts could be infinitesimal at the outset. It was felt, however, that local stations would enjoy an immediate local and spot time bonanza where short-notice commitments were possible.

FRB said that it made its move because of "developments in the economy generally and in the markets directly affected by the regulation." But it was known that Congress and appliance-auto dealers had urged removal of restrictions, and that the board itself was concerned over lagging sales in the appliance field.

At his Thursday news conference, President Truman was asked if the board had discussed the action with him. Mr. Truman said the board had told him the plan. He agreed the situation should be flexible and heatedly denied a suggestion that "politics" might have been involved. Mr. Truman felt, however, that Congress should retain the power for FRB. Similar charges had been voiced in connection with easing of raw materials.

The suspension also represented a victory for Sen. Homer E. Capehart (R-Ind.), who last month proposed to the Senate Banking & Currency Committee that all credit curbs be abolished. His amendment was rejected, however.

Committee Chairman Burnet Maybank (D-S. C.) also expressed satisfaction with the ruling, claiming that it fell "in complete conformity with the intent of Congress." The Maybank committee has been at odds with the administration, which earlier this year demanded retention of credit controls.

James Carey, CIO secretary-treasurer, told the House Banking Committee earlier last week that all credit curbs on installment plan buying should be repealed—or at least "liberalized" and removed from the board's jurisdiction. He charged that they discriminated against lower income groups.

The National Foundation for Consumer Credit, which had plumped consistently for credit repeal, described the suspension as "the worst possible thing that could happen to business."

The action means, according to William J. Cheney, executive vice president of the foundation, that the board "might possibly say on Monday, 5% down on a TV set and on Tuesday, 50% down, 'and that such authority would result in 'chaos.'"

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Acuff-Rose

HALF AS MUCH

On Records: Rosemary Clooney—Columbia;
Curley Williams—Columbia; Ken Marvin—Mercury;
Hank Williams—MGM.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



at deadline

L. A. INDEPENDENTS REACH ACCORD WITH ANNOUNCERS

AGREEMENT reached by Los Angeles area independents and staff announcers, carrying 5% overall wage increases, effective May 1. Proposed health welfare insurance plan to be paid for by employers plus other working conditions were not included. New contracts negotiated by AFRA. Union originally asked 10% increase [B•T, April 14]. KMPC Los Angeles, Liberty affiliate, now classified in network category by AFRA.

Pro rata pay granted parttime announcers with four-hour minimum call, also pro rata vacation and sick leave.

ILLINOIS BROADCASTERS HEAR PROGRAM TIPS

MEANS of strengthening radio programming were outlined in Chicago Friday at Illinois Broadcasters Assn. program clinic conducted by Broadcast Music Inc. in Sheraton Hotel. IBA President Charles Caley, WMBD Peoria, presided with clinic chairman Burt Squire, of BMI Chicago.

Speakers and topics were D. Gordon Graham, WCBs New York, "Programming in Mood and Sequence"; Ed Yocum, KGHL Billings, Mont., "Local News Builds Sales" Sydney M. Kaye, BMI counsel and vice chairman of board, "Copyright Hints and Pitfalls"; John M. Outler Jr., WSB Atlanta, "Radio's Tomorrow Is Now"; Manuel Rosenberg, editor, *The Advertiser*, "The Advertiser Looks at Radio"; Gus Hagenah, Standard Radio Transcription Services, "Music Hath Charms"; Gene Trace, WBBW Youngstown, Ohio, "After Sale, What Then?"; Hugh Boice, WEMP Milwaukee, "Music Is What You Make It."

KAUFMAN LEAVES SNADER

REUB R. KAUFMAN, president of Snader Telecommunications Sales Inc., Beverly Hills, Calif., and minority stockholder, has resigned in disagreement over policy. E. Johnny Graff continues as national sales manager headquartered in New York. Louis D. Snader is principal stockholder and president of Snader Telecommunications Corp., parent corporation which is unaffected by change. Under new setup production is to be stepped up with two new half-hour dramatic TV film series getting under way immediately.

TV COMMERCIALS

RUBEN ADV. AGENCY, Indianapolis, will produce TV commercial series for Gibson Co., Indianapolis (distributors of automotive supplies, electric appliances and Arvin TV and radio sets) and for EMGE Packing Co., Anderson (meat packers). New accounts include Holland Custard and Ice Cream Co. and American Electric Corp.

BORROW WALKIE-TALKIES

ARMY Signal Corps "walkie-talkies" will be loaned to networks on request for floor coverage of political conventions in Chicago in July, it was learned Friday. ABC had requested loan of "several" instruments for coverage purposes and Signal Corps authorized cooperation with all networks who may request them. "Walkie-talkies" manufactured by Raytheon Mfg. Co.

CANADIAN CUSTOM

CHECK for \$5, received from Toronto, Ont., viewer, returned by WBEN-TV Buffalo to Canadian viewer who sent money "in appreciation of the wonderful programs which your station has been televising. Receiving sets in Canada are being contemplated as a source of revenue for licensing. Therefore, I think it only fair that seeing you are doing all the work and we are deriving a tremendous amount of pleasure from it you should receive a fee for this also." In acknowledging check, WBEN-TV wrote that "written expression" was "adequate compensation."

Business Briefly

(Continued from page 5)

markets. Agency, Doherty, Clifford & Shenefield, N. Y.

SOUTHERN CAMPAIGN • Lever Bros. (Lipton's Iced Tea), N. Y., buying six-week campaign to start June 2, using daytime minutes and chain-breaks. Radio markets are mostly in South. Agency, Young & Rubicam, N. Y.

WALKER NAMED • WCHV Charlottesville, Va., ABC affiliate, has named Walker Representation Co. as national representative.

BABBITT CHANGE • B. T. Babbitt Inc., N. Y. (BAB-O), sponsors of alternate-week half-hours of Kate Smith on NC-TV, effective July 1 will no longer be handled by William H. Weintraub Agency. New agency not yet named.

GULF NEWS • Gulf Oil Co. for Gulf Spray and other products, signed for new John Daly news program, ABC Radio Network, Mon.-Fri., 10-10:15 p.m. (EDT), to start June 16 for 52 weeks. Agency, Young & Rubicam, N. Y.

NBC RADIO NAMES DAVIDSON EASTERN SALES MANAGER

WILLIAM DAVIDSON, sales member of Free & Peters, station representatives, appointed eastern sales manager for radio, NBC National Spot Sales Dept., according to announcement being made today (Monday) by Robert J. Leder, department manager for radio.

Mr. Davidson's background of 14 years in broadcasting includes extensive service on NBC and ABC station relations staffs and experience as timebuyer with J. Walter Thompson and Benton & Bowles agencies. He assumes new post June 2.

TRUMAN GETS FILM

KINESCOPE film of May 3 White House television tour (see page 84) presented to President Truman Friday by William R. McAndrew, NBC-TV public affairs director, and Eugene Juster, general manager of WNBW (TV) Washington, NBC O&O station. Copy of film also will be presented to National Archives by NBC. Filmed version was repeated on NBC-TV network May 10, 4-4:50 p.m. Program widely hailed as outstanding TV documentary.

PEOPLE...

WILLIAM S. HEDGES, NBC vice president, and KEN R. DYKE, vice president of Young & Rubicam, among those named to special American Assn. for United Nations Committee to plan guided tours through UN headquarters.

ROBERT (BOB) BAUER, timebuyer, Dancer-Fitzgerald-Sample, N. Y., to Cunningham & Walsh, that city, as senior timebuyer effective today (Monday).

PHIL WILLIAMS, formerly television public relations director and theatrical sales manager for *March of Time*, to join 20th Century-Fox Short Subjects Sales Dept.

BERNARD MUNSON, assistant vice president in commercial department of All America Cables & Radio Inc., subsidiary of American Cable & Radio Corp., elected vice president.

EUGENE J. FLECH named assistant to general sales manager at Standard Transformer Corp., Chicago, after working as chief specification engineer.

GEORGE HEINEMANN, TV program manager at NBC Chicago, serving two weeks' active duty with Navy at Glenview, Calif. He is reserve lieutenant commander.

N. (Bert) COLMAN O'LEARY, ABC studio engineer and previously TV engineer at NBC, appointed to new ABC post, master control supervisor.

DONALD L. MILLER, director of research for Crosley Broadcasting Corp., has joined Burke Marketing Research Inc., Cincinnati, as vice president. He will serve WLW radio and TV stations in consulting capacity.

M. F. MAHONY, vice president and manager of New York office of Maxon Inc., elected director of company.

THEODORE KIENDL, prominent New York attorney, retained as ASCAP counsel to be associated with ASCAP general attorney, Herman Finkelstein, and Schwartz & Frohlich, general counsel, in current TV rate-making proceeding before U. S. District Court for Southern District of New York. Mr. Finkelstein announced Friday. In this capacity, Mr. Kiendl succeeds late Robert P. Patterson, killed in plane crash last winter. Mr. Kiendl is member of firm of Davis, Polk, Wardwell, Sunderland & Kiendl.

CLEAR ARMOUR PLAN

NBC-TV reportedly has secured enough clearances from affiliates to indicate early go-ahead with proposed Armour & Co. (Dial soap) sponsorship of four half-hourly 35-to-60-second weather reports on its morning *Today* show (Mon. through Fri., 7-9 a.m.). Plan to sell these reports, charge Armour for equivalent of five-minute segment, and pay affiliates one-third of 15-minute rate had stirred up affiliate resistance when first proposed [B•T, April 14].

JCET GETS FORD FUNDS

JOINT COMMITTEE on Educational TV received \$145,000 from Ford Foundation for second year of operation, it was announced Friday. Ford grant for 1952-53 year was \$55,000 more than last year. JCET also gets personnel and special operating financial assistance from educational institutions. JCET announced establishment of field consultation service to educators. This will take form of local and regional meetings where consultants with legal, engineering and programming experience will advise educators interested in going into TV operations.

Congratulations
**BILL
 GRIFFITH...**

for

**THE SIGMA DELTA CHI
 AWARD FOR RADIO
 NEWSWRITING in 1951**

and for

*"establishing new standards of excellence and
 maturity in the field of newswriting"!*



KMBC-KFRM *and your associates are
 mighty proud of you and your achievement!*



John Farmer



Henry Wheat



Jack Benton



Hal Harvey

Bill Griffith's recognition by Sigma Delta Chi for Radio Newswriting in 1951 was given for the same brand of outstanding news preparation turned in day after day by all five members of the KMBC-KFRM news staff.

These men, all journalism graduates, each one writing and broadcasting his own material, are the reasons why The KMBC-KFRM Team enjoys the highest-rated news programs in the great Kansas City Primary Trade Area.



TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

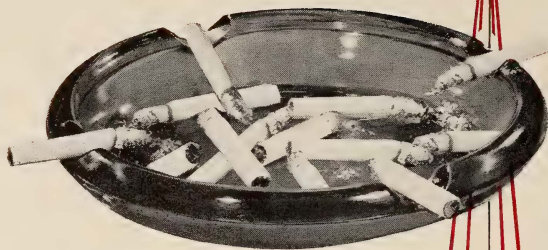


The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

To a time buyer
with
no
time
on
his
hands



Y

OUR CROWDED DAY

consists of crowded hours . . . and if the day isn't long enough you crowd some night hours. All day long you run into characters talking off the top of their heads, throwing it on the table for what it's worth, willing to pool their brains, thinking out loud, but who won't buy it. When you get the bugs ironed out after suitable woodshedding, the ball is back in court, money-wise, and you're tuned in on the right antenna. But before plans are finalized, the thing comes unwrapped and, copy-wise, has to be updated. It figures.

No matter how many gimmicks there are in the hopper, you don't need a survey to prove that a day has only so many hours. That troubles us too . . . we also have little time on our hands. We're sold out Mon. thru Sat., 5:30 AM to midnight, except for a couple of good half-hours on Friday & Saturday evenings. Sundays are sold, or not for sale, 6:45 AM to 11:30 PM, except for a popular hour in the morning. (Details on request.)

We used to dream of the day when the schedule would be filled like this and we could go fishing. But the dream was better than reality. It's not easy to fight off two good customers who want the same thing. And we're not cocky about having little time to sell. Seasons come and go. Changes occur and it's just a matter of time until we can handle any good account.

Please spot-check us anytime. Or tune in on our antenna via our national reps, The Katz Agency.



5000 WATTS, 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK