JUNE 2, 1952

TELECASTING

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in our 7th year

IT'S NOT JUST SETS BUT SATURATION THAT COUNTS

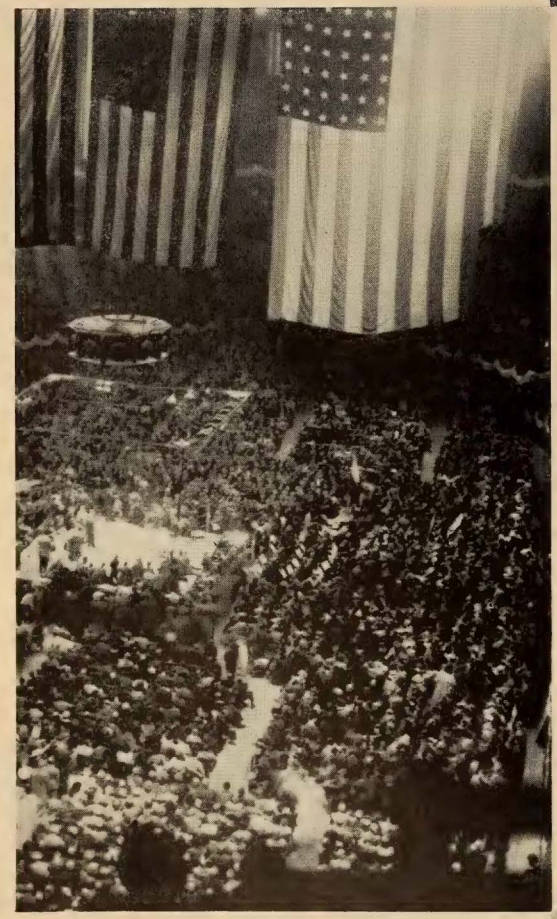
Why beam your message in a multiple station market where set count is high and actual coverage is low when here in the Billion Dollar, 174,000 set, Market of Toledo and Northwestern Ohio you get *saturation plus* on WSPD-TV.
A recent survey by the University of Toledo Research Department conclusively proved that 90% of the TV viewers in our area preferred WSPD-TV—98% of the sets are in operation in the evening, 3.7 average viewers per set,—and over 85% *stayed tuned* to WSPD-TV. Here's your captive audience at an amazingly low cost—phone Tom Harker or Katz for the rate on "Speedy"—the TV station that guarantees audience delivery to your commercial.

WSPD TV AM-TV

Storer Broadcasting Company

Represented Nationally by KATZ

THE CABLE IS COMING!



THE COAXIAL CABLE ARRIVES IN HOUSTON

JULY 1st!

KPRC-TV will carry the political conventions and campaigns during this YEAR OF DECISION! The promise of complete coverage of these vital events has already SKYROCKETED the Great Southwest TV market.

A GIANT promotion and merchandising campaign backed by KPRC-TV, the Houston Post and TV dealers and distributors is underway! TV sets are SELLING LIKE HOTCAKES! By July 1, Houston's TV audience will be GREATER than ever before!

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

Plan Your Summer Campaign to Coincide with Houston's Vast New Audience!

KPRC-TV

Channel 2 • Houston

JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.

TELECASTING

JUNE 2, 1952

TV MONEY FOR FCC

$600,000 More Recommended

FCC's FUNDS future brightened considerably last week on Capitol Hill as the Senate Appropriations Committee approved additional money for the expressed purpose of processing TV applications [B•T, May 26].

The action came with these sidelights:

● Sen. Ed C. Johnson (D-Col.) said he thought the additional $600,000 for fiscal 1953 would be a "great help in overcoming the logjam caused by the impossible freeze and its lifting."

● The Senate committee inserted in the Independent Office Appropriations Bill an amendment that would request FCC to investigate the possibility of initiating "fair and equitable" fees and charges "in connection with the licensing of television stations, in order that such work of the Commission may be made self-sustaining to the fullest extent possible. . . ."

The House recommendation of $6,108,460 for the operation of FCC in fiscal year 1953 (begins July 1, 1952 and ends June 30, 1953) otherwise was left intact. With the addition of $600,000 for TV, total budget suggested by the Senate committee amounts to $6,708,460, a figure that is $1,366,540 less than President Truman's recommendation and only $122,910 above the prior year's appropriation.

15 Team Gain

Sen. Johnson said that his quick estimate would be that the FCC stands to gain 15 examiner teams, which include hearing examiners, attorneys, engineers, accountants and clerk-stenographers.

Sen. Johnson and 11 other members of his 13-man Senate Interstate & Foreign Commerce Committee a fortnight ago formally petitioned the Senate Appropriations Subcommittee on Independent Offices to approve $800,000 for the purpose of relieving the TV application workload.

The Johnson Committee had estimated that each examiner team would require about $40,000. Thus, the Senator said, if the appropriations unit's recommendation is approved by Congress, FCC would benefit by 15 additional teams.

Sen. Johnson said he was "disappointed" that the group did not okay the full amount. But, he asserted, his committee's job is "to go to work now to see that we get the full amount approved on the floor of the Senate."

The Appropriations Committee approved the recommendations of its subcommittee, which is under the chairmanship of Sen. Burnet R. Maybank (D-S. C.).

Its mention of license fee charging would apply to TV licenses only. The committee in its report pointed to the 1952 Independent Offices Appropriations Act which authorized such assessment on a trial basis. The section which contained this reference was Title V.

FCC up to this time has not seen fit to go into the possibility of assessing charges or fees for servicing applicants. However, the Senate group's recommendation requests the Commission to study the question and to report back to the "respective legislative committees."

The committee said it approved additional funds when informed of the TV freeze lift that "will make possible 1,900 more stations in 1,200 more locations, whereas at the present time there are 108 television stations located in 66 communities."

A few days earlier, the Maybank Subcommittee released FCC's testimony of last April.

In data submitted to the subcommittee during the hearings, FCC Vice Chairman Rosel H. Hyde warned that even if the proposal of 20 more examiner teams be approved, "we would still not be current in the handling of television applications at the end of 1953." He also estimated that there would be a delay of about three months in filling the new positions.

FCC had predicted it would have 159 TV station CPs by June 30, 1952, 459 the same date in 1953.

Won't Go Far?

Another assertion by the Commission, raising doubts as to how far the $600,000 could go in improving the processing line, was made in its data supporting its request for restoration of funds cut by the House.

In its analysis, the Commission estimated that the correct figure for 20 teams to be $1,020,740. To arrive at this figure, the FCC, while accepting Sen. Johnson's estimates, added money needed for expenses such as travel, materials, supplies and office equipment.

Comr. Hyde said:

Even if we receive everything requested for us in the President's budget we would still, in television, wind up very substantially behind at the end of the 1953 year. For example, we would still have filed with the Commission approximately 635 applications that we would not even have reviewed in order to determine whether they could be granted. We would still have before us approximately 200 additional applications which had been reviewed but because of problems such as the existence of conflicting applications were in a hearing status.

Speaking of FCC's workload, Chairman Paul A. Walker told the subcommittee that the Commission "has now reached a point where in order to get out the large volume of work many things are done which store up trouble for us in the months and years ahead."

Paring Other Activities

Chairman Walker also asserted that if given the employes as suggested by Sen. Johnson, "I think we can handle the television matter."

FCC's data indicated that the Commission was paring other activities to a bone in order to handle television.

Speaking of July 1, when processing is slated to begin, FCC told the subcommittee that "three months hence, when we must begin to process applications, the Commission will be in the position of a man trying to empty Lake Michigan by dipping furiously with a teacup. The job will be tremendous."

The Commission noted that in addition to its TV problem, "the number of radio stations is increasing and will continue to increase." Therefore, FCC said, it expected rapidly mounting interference problems. These are becoming "more and more serious and the Commission is being given less and less staff to handle" them, it said.

Estimated number of AM stations in 1952 was 2,485, and in 1953 the figure would be 100 more as of June 30 of that year.

"The situation in our field-engineering and monitoring program is already acute," FCC asserted, and would become more so if the House cut was allowed to remain (which was the case).

50 MILLION TV SETS

Sarnoff Foresees In Five Years

FIFTY million TV sets and 1,500 stations within the next five years were predicted last week by Brig. Gen. David Sarnoff, RCA board chairman, when he spoke Wednesday at a Life Insurance Assn. of America meeting in Hot Springs, Va.

Noting that there are some 17 million TV sets and 108 outlets, Gen. Sarnoff said, "within the next five years, there will probably be 50 million television receiving sets and avout 1,500 television broadcasting stations with a potential viewing audience of 150 million persons." Every home equipped with a TV receiver will be within range of video transmission, he added.

Declaring that electronic contributions to health and life expectancy are tangible even now, he pointed out that both radio and television donate to well being by providing information, entertainment and relaxation. Television and its Vidicon tube have also been incorporated in the electron microscope, he explained, helping scientists to study live microbes without using identifying dyes or lights of germ-killing intensity.

"It is now feasible to combine the automatic devices which have been developed for radio-television to form a complete electronic accounting system for even the largest business organization," Gen. Sarnoff said. "Such a system would provide for the the translation, storage, computation, processing and printing of pertinent facts and information."

Explaining that these electronic systems can graduate from high-speed arithmetic to high-speed reading and writing too, he observed, "the information that we compress today on punch cards will be further compressed by storing the necessary figures and words on magnetic tapes which can be scanned at the speed of many thousands of words a minute."

REPORT LEGALITY

KVOL Petition Challenges

CONTAINING premises which challenge the basic legality of FCC's Sixth Report and Order lifting the TV freeze, a petition for reconsideration or rehearing was filed with the Commission last week by Evangeline Broadcasting Co., licensee of KVOL-AM-FM Lafayette, La. [B•T, May 26]. Evangeline Broadcasting is a TV applicant.

Filed by the Washington law firm of Arthur W. Scharfeld, the KVOL petition requests FCC to reconsider its Sixth Report and return VHF Channel 5 to Lafayette or "reopen the record for further hearing with respect to the allocation of television channels" there.

KVOL charges the Commission action, changing Channel 5 to Alexandria, La., instead of assigning it to Lafayette as proposed earlier, violates provisions of both the Administrative Procedure Act and the Communications Act.

KVOL contends the channel change "is illegal because the Commission did not give notice of such action as required by the Administrative Procedure Act."

The petition notes that the Third Notice of Further Proposed Rule Making of March 24, 1951, proposed to allocate Channel 5 to Lafayette along with UHF Channel 38. VHF Channels 11 and 13 were proposed for Alexandria.

"Petitioner did not file any comments against the proposed allocation of channels to Lafayette or Alexandria because it was satisfied with the proposed allocations," the petition states, continuing, "it did not file any comments in favor of the proposal for Lafayette because no person opposed the proposed allocation of channels to Lafayette."

FCC's Sixth Report, "purportedly based upon the record made in response to the said Third Notice," assigned UHF Channels 38 and 67 to Lafayette, "deleting VHF Channel 5 and assigning it to Alexandria . . . instead."

Quotes Reasons

The petition quotes reasons given in the Sixth Report for this action: In substance, VHF Channels 11 and 13 were removed from Alexandria in favor of larger Galveston, Tex., and Biloxi, Miss., under Zone III's 220-mile co-channel separation rule. Alexandria, left without VHF, is entitled to Channel 5 rather than Lafayette since former has "a somewhat larger population" (35,000) than the latter (34,000 pop.).

The petition argues that "the Commission's notice in this rule-making proceeding did not, directly or indirectly, give notice to interested persons (including petitioner) of the possibility that Channel 5 would not be assigned to Lafayette for the reasons invoked by the Commission. Nor could petitioner (or any other person) have anticipated reasonably that, without counter-proposals by any person or the Commission, the Commission might adopt a co-channel mileage separation for VHF channels in the Lafayette areas of 220 miles" and that this would result in the channel changes involved.

"As a matter of fact," the petition continues, "it would have been unreasonable for petitioner to have anticipated the result reached by the Commission in view of the Commission's express rejection of a 220-mile co-channel separation in the said Third Notice." FCC proposed 180 mile separation for VHF in that notice.

"Thus, the Commission not only failed to give notice of the possibility of the result it reached," the petition concludes, "but actually misled the petitioner to believe that the possible use of a 220-mile separation had been carefully considered and rejected."

KVOL further charges it was "denied adequate legal notice of the Commission's purposed allocation" to Lafayette "because of the failure of the Commission to adopt technical standards for television stations before requiring interested persons to plead to the Commission's proposed specific allocation table of assignments of channels."

KVOL also contends the change of Channel 5 to Alexandria on population basis alone is "arbitrary" and violates Sec. 307 (b) of the Communications Act. No evidence on the communities, their needs and natures were in the record, KVOL notes.

Another violation of the Act, Sec. 309 (a), is charged on grounds that KVOL is denied a hearing on its pending application for a TV station since requested Channel 5 has been removed.

The petition concludes:

What the Commission has done in this rule-making proceeding, therefore, is to prejudge the petitioner's application without giving it the opportunity of presenting, by means of its rightful hearing, all of the facts relevant to determining that the facilities requested by the petitioner would provide a fair, efficient, and equitable distribution of television facilities, and has decided on the basis of inadequate and partial information that Channel 5 should be used in Alexandria rather than in Lafayette. Thus, the Commission has violated the provisions of Section 307(b) and 309(a) by allocating television channels independent of specific applications and the Commission's Sixth Report and Order herein is, therefore, invalid, contrary to law, and unlawfully denies the rights accorded petitioner by Sections 309(a) and 307(b) of the Communications Act.

UHF-VHF BIDS

Ten Applications Filed

LAST WEEK saw more applications filed for new television stations with the FCC than during any other week since the one following the release of FCC's Sixth Report and Order [B•T, April 14].

There were three applications filed by TV stations which are required to change their frequencies, as provided in one part of the Sixth Report. And there were a total of ten new and amended applications filed, seven requesting VHF outlets and three seeking UHF stations.

Stations requesting a change in their channel assignments are WBRC-TV Birmingham, Ala., to move from Channel 4 to Channel 6; WKRC-TV Cincinnati, Ohio, to move from Channel 11 to Channel 12 and WHIO-TV Dayton, Ohio, to move from Channel 13 to Channel 7.

Three new TV applications were filed. They came from the Baptist General Convention of Texas, asking for Channel 6 in Corpus Christi; KFEQ St. Joseph, Mo., seeking Channel 2, and KTRE Lufkin, Tex. requesting Channel 9 [B•T, May 26].

Among the amended applications received was one from Eugene P. O'Fallon, president of KFEL Denver, for Channel 2. Two newspaper-owned radio stations amended their TV applications, too. These were WENY Elmira, N. Y., owned by the Gannett Co.'s *Elmira Star-Gazette*, for UHF Channel 24, and WDHN (FM) New Brunswick, N. J., owned by the *New Brunswick Home News*.

In Florida, four well-known Tampa businessmen announced that they plan to file for Channel 13 in that city. Organized under the name Orange Television Broadcasting Co., the company is headed by President Dave Falk, president of the Tampa Chamber of Commerce and of O'Falk's Store. Others are Vice President James W. Warren, vice president and general manager of the Tampa Coca-Cola Bottling Co.; Treasurer Jack Peters, vice president and general manager of the Bentley Gray Wholesale Dry Goods Co. and immediate past president of the Rotary Club, and Secretary Cody Fowler, attorney and former president of the American Bar Assn.

None of the four is financially interested in any other radio or newspaper properties in the Tampa area, although Mitchell Wolfson, president of WTVJ (TV) Miami, is a cousin of Mr. Falk.

television applications

Digest of Those Filed With FCC May 23 through May 28

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

Boxscore	VHF	UHF	Total*
Applications filed since April 14	26	13	40

* One applicant did not specify channel number.

Listed by States

† DENVER, Col.—Eugene P. O'Fallon Inc., Ch. 2 (54-60 mc), ERP 56.5 kw visual; antenna height above average terrain 778 ft., above ground 200 ft. Estimated construction cost $364,500, first year operating cost $520,000, revenue $500,000. Studio location 546 Lincoln St., Denver. Transmitter location Lookout Mtn., East of Highway #68 next to Cody Monument Property, 39° 43′ 50½″ N. Lat., 105° 14′ 11″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of KFEL Denver. Principals include President **Eugene P. O'Fallon** (98%), general manager KFEL-AM-FM Denver and major stockholder of Electronic Network Inc., Muzak franchiser, Denver; Vice President **Joseph A. Myers**, Denver attorney, and Secretary-Treasurer **Frank L. Bishop**, assistant general manager of KFEL-AM-FM and vice president and treasurer of Electronic Network. Address: Albany Hotel, Denver 2, Col.

† AUGUSTA, Ga.—The Georgia-Carolina Bcstg. Co., Ch. 6 (82-88 mc), ERP 18.6 kw visual; antenna height above average terrain 600 ft., above ground 450 ft. Estimated construction cost $88,000 (this does not include several major items of equipment already purchased and on hand; when first application was prepared in April 1950, applicant estimated construction cost at $103,000), first year operating cost $200,000, revenue $250,000. Studio and transmitter location 1305 Georgia Ave., North Augusta, 33° 30′ 27″ N. Lat., 81° 57′ 42″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer A. D. Ring & Co. Applicant is licensee of WJBF Augusta. Principals include President, Treasurer and General Manager **J. B. Fuqua** (94%); Vice President **D. M. Kelly** (4%), station manager, and Secretary **Steve Manderson** (2%), commercial manager. Address: Radio Station WJBF, P. O. Box 490, Augusta, Ga.

† LAFAYETTE, Ind.—WFAM Inc., UHF Ch. 59 (740-746 mc), ERP 20.54 kw visual; antenna height above average terrain 372 ft., above ground 369 ft. Estimated construction cost $158,700, first year operating cost $75,000, revenue $75,000. Studio and transmitter location on McCarty Lane, Lafayette, 40° 23′ 40″ N. Lat., 86° 50′ 15″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Guilford Jameson, Washington. Engineer Harry C. Garba, WASK and WFAM (FM) Lafayette. Applicant is licensee of WASK and WFAM (FM) Lafayette. Sole owner is **O. E. Richardson**, who has no other business interests. Address: McCarty Lane, Lafayette, Ind.

† DULUTH, Minn.—Red River Bcstg. Co., Ch. 3 (60-66 mc), ERP 25 kw

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TV APPLICANTS HESITATE

New Filings Still Slow

WHERE is the avalanche of TV applications predicted following the lifting of the TV freeze?

"It's still getting underway."

"There's plenty of interest . . . up to expectations . . . we'll hit 1,000 bids by July 1 all right."

"It's coming, but it won't be quite as big as we guessed."

The question was put to a number of Washington radio-TV law firms last week and drew those typical answers. The exchange was prompted because only some 40 new and amended applications had been received by FCC six weeks after issuance of the Sixth Report, which finalized the revised allocation plan and set July 1 as the date on which the Commission will commence processing of applications [B•T, April 14].

Representing a fair range of opinion, the responses from the attorneys indicate:

● Most lawyers have large numbers of applications in preparation and so far have filed none or only a few.

● Delay for the most part is because of sheer detail and mechanics of preparation.

● Some are holding up filing until the last minute for "tactical purposes."

July 1 No Deadline

● Others noted July 1 "is no deadline" and since big stakes are involved, careful preparation is more important than early filing.

● Still others observed that some of their applicants are far down the processing lines on city priority listings, "so what's the rush?"

● Majority of applications in preparation represent existing broadcasters, part of whom have included persons new to radio in order to swing financing.

● There is a substantial "new money" minority among TV applications in preparation, although certain attorneys indicated greater interest than expected from newcomers to the industry while others reported less.

● Majority of attorneys contacted reported no big problem so far in obtaining informal clearance of tower sites with Civil Aeronautics Administration sources. One firm is filing final CAA approvals with its bid.

● Some broadcasters, who heretofore talked the big money of TV with ease, are "burning midnight oil" to make up their mind whether or not to take the plunge. "Now it's fish or cut bait," as one attorney put it.

● Reason for forced showdown is FCC's Sixth Report and processing procedure, several sources explained. Otherwise, they noted, many broadcasters would take their time to "see how things go" before deciding.

● Fear of UHF in couple of quarters was evidenced on part of both newcomers and experienced broadcasters in view of UHF priority or "push" by FCC (ghosts of FM days) and tenor of talks by Comr. Robert F. Jones, who dissented from Sixth Report [B•T, May 26, 5]. Greatest reluctance continues in intermixed VHF-UHF markets.

● A very few attorneys felt newcomers are hesitant to put investment capital into TV because of long delays seen for major markets. Since companies initially are set up on basis of stock subscriptions and loan commitments rather than pigeon-holing money itself, capital will be working elsewhere until needed, they noted.

● Most-often-heard reasons for slowness of newcomers to enter TV, where reluctance apeared, are fears of government regulation (FCC) and future of UHF and lack of know-how in field.

One law firm—not one of the biggest—reported 30 to 40 applications in preparation with none filed by that firm to date.

"There's plenty of interest . . . up to expectations," a principal partner said. The industry "will meet the 1,000 quota" expected by July 1, he predicted.

Within the past three weeks his firm received "10 to 12 new applications we hadn't planned before to file," he said. Most of these represented money new to broadcasting.

The same attorney has experienced no reluctance about UHF except in intermixed cities. In fact, he recalled, he has two UHF bids in preparation for cities of 10,000 population. The market areas to be served, however, include over 100,000 persons, he said.

The partner noted FCC's use of city rather than market populations in the city priority listings tends to make an area seem less desirable than it actually is.

Indication of the backlog of applications in preparation was given by the attorney when he observed in certain cases he has had to do considerable shopping to find consulting engineers able to take on his work. Same-city conflicts were chief reasons for refusals, he explained.

Spokesman for one large firm which devotes only part of its efforts to broadcasting reported a "healthy amount of new money coming into television," through bids by newcomers. This firm had advised all clients to wait until the end of the freeze to file applications and now has many in preparation.

"It will take a couple of months to do the job," he said.

Fear because FCC is "pushing UHF" was reported expressed by a few clients. FM history was recalled.

"There is some feeling that if they wait they can buy in later as cheaply as now," he observed, explaining, "some stations will need more financing."

Slow Filers

Another law firm's partner observed applicants are "slow getting data in," hence delay in filing. His firm feels it is more important to file an application that "really means something" than to be on file early. Some of those who rushed "had their applications bounce back," he noted.

Although his firm's applicants in the majority are established broadcasters, it does have some newcomers. A few broadcasters are expanding to bring in outsiders, too, he noted.

Principal in another law firm which devotes a majority of its time to radio-TV also reported "proper preparation" of applications is of greater concern than filing quickly.

"Without exception," he said, "all are broadcasters in this thing for keeps."

"July 1 is no deadline," the attorney noted, commenting that because of careful preparation anyone who "crosses swords" with any of his clients "will have a rough time, right on through the Court of Appeals."

He noted some difficulty in trying to keep up with the "shifting of the tide from one thing to another in interpretation of the new rules." He mentioned Sec. 3.613 concerning location of main studio: "The main studio . . . shall be located in the principal community to be served."

"Common sense tells you that means within the metropolitan area," he said, but "certain of the Commission staff have said it means within the city limits." Site hardships and added expenses would ensue in many cases, he noted.

Partner in another firm reported one newcomer to the industry plans to file applications, in which he would have minority interest, for some 11 cities. Same firm also may possibly file a similar group of applications for as many as nine cities.

He said his "strong applicants" have been urged to file early so as to let "others in their markets line up for the remaining channels."

A number of his firm's applicants now in AM radio, he said, have large outside business interests and hence will bring in considerable

(Continued on page 74)

STATION ENGINEERS at TV camera demonstration at RCA Labs., Camden, N. J., [B•T, May 26] are (l to r): Samuel Geise, WNAR Norristown, Pa.; Thomas Linxwiler, KWKH Shreveport, La.; Richard Ashenfelter, WCVS Springfield, Ill.; R. W. Caughey, WHP Harrisburg, Pa.; James Schultz, KQV Pittsburgh; N. L. Hobson, RCA; Robert W. Oliver, Pogue & Neal, Washington, D. C.; George Wetmore, WXKW Albany, N. Y.; H. C. Weber, RCA; Lt. Bert Fagan, U. S Navy, Washington, D. C.; Jack Jones, KWKH; Charles Brady, McIntosh & Inglis, Washington, D. C.; E. T. Griffith, RCA; Harold Dewing, WCVS; William Birchfield, WHAN Charleston, S. C.

ABC-UPT HEARING

Four Testify on Coercion

LAST WEEK's chapter in the lengthy ABC-United Paramount Theatres merger hearing before FCC continued detailed probing into past film distribution and theatre-ownership policies of Paramount and other major film producers [B•T, May 26].

Four more theatre owners testified. They alleged that the major motion picture companies would not rent them first run pictures, or would not rent any pictures, or tried to coerce them into a profit-sharing deal in return for good films.

The theatre operators claimed the situation changed for the better about the same time that the major motion picture firms entered into their consent decree with the Justice Dept. after the Anti-Trust Division's probe into the practices of the film companies.

On the stand were Donald B. Leverett, Overton, Tex.; Carl B. Knudson, Seward, Neb.; Mrs. Evelyn E. Anderson, Boone, Iowa, and Arthur Goldberg, Omaha, Neb.

The hearing being held before FCC Hearing Examiner Leo Resnick, seeks to determine, among other things, if ABC and United Paramount Pictures should be allowed to merge, if Paramount Pictures Corp. is qualified as a TV broadcast station licensee (it owns KTLA (TV) Los Angeles), whether Allen B. DuMont Labs. (WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh) is controlled by Paramount Pictures through its Class B stock holdings.

EQUIPMENT NEEDS

FCC Holds Key, NPA Told

FUTURE materials needs of the commercial broadcast equipment industry will depend upon the speed with which FCC licenses new TV stations, the government was advised last week.

At the same time, the National Production Authority announced that quotas of controlled metals for radio-TV sets will be pegged higher in the last half of 1952 to enable manufacturers to meet seasonal consumer demands.

Members of a Broadcast Transmitting Equipment industry group predicted that the first "heavy" batch of orders for station equipment is still more than a year away.

Manufacturers reported that even if some UHF licenses are granted by the Commission by year's end, their biggest problem would be technical difficulties in constructing station equipment. Many manufacturers already have placed orders for parts to build transmitters and related equipment.

Bottlenecks Prevail

Key components are still in short supply, with bottlenecks in both military and civilian production. Aside from components, rapid changes in military design and technical personnel shortages have posed a steady problem. Scarce components are transformers (especially audio), crystals, relays, small fractional horsepower motors, capacitors, cathode ray tubes.

With respect to engineering, some manufacturers reported they have enlisted foreign technicians (some DPs) from Europe. NPA promised to take action designed to speed personnel imports.

Diversion of technical industry help to military contracts has been a major factor in NPA's decision to retain most restrictions on mass production of colorcasting equipment. An amended order [B•T, May 12] was still under NPA study after being routinely circulated among government agencies last week.

On the receiving end, household radio-TV sets generally will fare much better during the third and fourth quarters than in April-June as well as other durable goods, with one exception—in copper brass mill and foundry products. Manufacturers may file supplemental bids for additional carbon steel or aluminum, however, to compensate.

Radio and TV receivers and other goods will receive varying allotments "depending on the possibilities of substituting less critical materials," NPA said.

Third quarter quotas are up for all materials used by set makers—5% for carbon and alloy steel and for copper wire mill, and 15% for aluminum. Set manufacturers are earmarked for a minimum of 20% on brass mill and foundry products. These increases are based on percentage use of the pre-Korean war base.

NPA pointed out that higher level of allotments starting July 1 will enable radio-TV manufacturers and others to meet seasonal demands, and that the third and fourth quarters are "the months of heaviest production" for them.

Bracketed with receivers for the same boost are TV and auto antennas (for replacement purposes), coin-operated phonographs, commercial recording discs and phonograph needles.

Increased allotments will be reflected in Christmas buying in established TV markets of new video receivers—either as initial purchases or as set replacements. Whatever additional demand may be created for sets in a potential handful of new markets by year's end also will be met with ease, industry authorities feel.

Last week's action is no more significant than that, although it might be a harbinger for materials in 1953 (see story page 89) when new VHF-UHF stations take the air in more prolific quantity. Of that outlook NPA Administrator Henry H. Fowler said last Wednesday:

> We must remember that the mobilization program is only half complete, and direct defense requirements for materials are still growing. . . . Authorization to many civilian industries will still be below their pre-Korean rate of use of the controlled materials, despite these welcome increases in allotments.

Assists on Atlass Bids

CHARLES GUGGENHEIM, chief producer of the Ford Foundation's fund for an adult education project experiment in educational television at WOI-TV Ames, Iowa, is working with Ralph Atlass in Chicago for seven weeks as a consultant for three television applicants. These will involve the stations in which Mr. Atlass, general manager of WIND Chicago, has an interest. In addition to WIND, stations are KIOA Des Moines and WLOL Minneapolis. Mr. Guggenheim, who worked for the Louis G. Cowan package firm and CBS, will assist in plans for TV operations.

ANTENNA TREND

Reported to NPA

TREND in TV antenna sales is from metropolitan to "fringe" areas, with a resultant increase in ratio of metal-to-antenna because of more bays or receiving units.

This "recent development" was reported to the National Production Authority by an Antenna Manufacturers Industry Advisory Committee last week. One producer reported a distributors poll showed sales of 39% in single-bay, 50% in two-bay and 11% in four-bay antennas.

About 15% of all antenna sales for television is for replacements, the industry group estimated. Members predicted this figure will rise with licensing of new UHF TV stations that will provide an additional market for antennas tuned to the new frequencies.

Manufacturers of TV antenna towers; commercial, industrial, military and home-type antennas (indoor, outdoor and built-in), and automobile radio antennas were represented at the meeting.

Disney TV Trailer

AS PROMOTION for its new feature film, *The Story of Robin Hood*, Walt Disney Productions plans telecasts of a quarter-hour trailer, *The Riddle of Robin Hood*, in 63 TV cities from June 15 through July. The TV trailer features behind-the-scenes production and research for completion of the full-length feature, and already has been released to schools.

NEWLY-ELECTED officers of the Television Assn. of Philadelphia for 1952-1953 are (seated, l to r): Martha Gable, WFIL-TV, board member; Arthur Borowsky, publisher, *TV Digest*, president; Ethyl Foster, secretary, and Gordon Walls, WCAU-TV, treasurer; standing (l to r) are Franklin Roberts, of W. S. Roberts Adv., vice president; Charles Vanda, WCAU-TV, chairman of the board of governors; Mort Farr, president, National Appliance Dealers of America, board member; Paul Phillips, of Aitken-Kynett Adv., board member; Andrew Keay, WFIL-TV, board member; Joe Cox, of J. Cunningham Cox Adv., board member, and Walter Erickson, Gray & Rogers Adv., board member.

DR. ALLEN B. DuMONT (l), president of Allen B. DuMont Labs. Inc., is decorated with the rank of Chevalier in the National Order of the Legion of Honor by French Consul-General Jean de Lagarde for Dr. DuMont's service to the Allied cause during World War II and his contributions to French and American commercial relations.

CONTROLS STAY

Senate Group Ducks Action

TO the new 83d Congress should fall the task of deciding whether wage, price, and other economic controls should be continued after March 1, 1953, the Senate Banking and Currency Committee recommended last week.

The committee filed majority and minority recommendations on the Senate floor last Wednesday for extension of the Defense Production Act, which expires June 30. Senate Majority Leader Ernest W. McFarland (D-Ariz.) called for an early show-down vote.

Chairman Burnet Maybank (D-S. C.) and his Banking Committee had voted earlier on various provisions of the Act. Last week the group issued its report while the House counterpart committee wound up hearings on similar legislation. It hopes to draft a bill this week.

Except for one instance—consumer credit controls were to be extended until June 30, 1953, instead of March 1, cutoff date on wages and prices — the Senate group adopted its tentative votes [B•T, May 26] and gave reasons for its actions.

The cost allowance formula (for advertising, selling, etc.) authored last year by Sen. Homer E. Capehart (R-Ind.) was not touched on greatly and appeared likely to survive any administration thrusts in Senate or House floor debate.

Ralph Rockafellow

RALPH ROCKAFELLOW, 54, director of advertising, publicity and promotion for Paramount Television Productions Inc., New York, died suddenly last Monday night. Before joining Paramount in 1948, he had been associated with several advertising agencies, including Young & Rubicam and Buchanan & Co. Surviving are his wife, Desiree; a son, Ralph Jr., and a daughter, Mrs. Richard Wayne.

Established — and Growing!

UNITED PRESS MOVIETONE NEWS

United Press

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

BMI TV CLINIC

192 Attend Sessions At Beverly Hills

INSTEAD of classifying television an advertising medium and comparing its costs to those of other media, look upon it as a selling force and compare cost with other ways of selling.

This was the advice George L. Moskovic, manager, TV development, KNXT (TV) Hollywood, gave 165 broadcasters from 11 Western states and Hawaii in attendance at the Broadcast Music Inc. TV clinic held in Beverly Wilshire Hotel, Beverly Hills, May 26-27. Attendance jumped to 192 on the second day.

Mr. Moskovic told a Monday afternoon session that "Television, properly used, is not an expensive type of advertising; it's the cheapest form of mass selling ever known."

Donn Tatum, TV director, ABC Western Div., presided over the Monday morning session, at which Roger Clipp, manager WFIL-TV Philadelphia discussed *TV's Newsreel Operation.* Robert D. Swezey, executive vice-president, WDSU-TV New Orleans, spoke on "Every Town a Show Town, U.S.A. Yeah?"

Klaus Landsberg, vice-president and general manager KTLA Hollywood, told broadcasters at the Monday morning session that TV will augment rather than hinder radio.

Commending TV for establishing its own code of ethics, Gov. Earl Warren of California, principal speaker at Monday luncheon predicted the industry will "make life much richer for all."

Making no direct mention of the upcoming House "morals" probe of radio-TV programs, he voiced strong disapproval of censorship and emphasized there must continue to be a free press, radio and television.

Mayor Agrees

In agreement with the governor on TV potentialities was Los Angeles Mayor Fletcher Bowron, sharing honors at head table. He considers television "the greatest medium in the world."

Carl Haverlin, BMI president, was chairman at the luncheon session, with TV talent guest speakers Tim McCoy (KNXT) and Eddie Albert (KLAC-TV Hollywood) participating briefly.

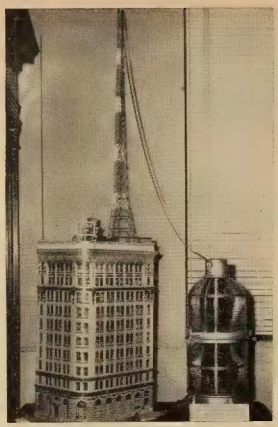
Afternoon schedule featured Mr. Moskovic on "Making TV Programs Pay for Advertisers" and Robert Purcell, director of operations KTTV (TV) Hollywood, discussing "Hidden Costs in TV Programming." Don Norman, general manager KNBH Hollywood, was chairman.

Wilbur Edwards, general manager, KNXT Hollywood, was chairman of Tuesday's opening session with speakers including Harold Lund, general manager WDTV (TV) Pittsburgh on "Low Cost Local Programming"; Charles F. Holden, assistant national director of television for ABC, New York, "Brass Tacks of TV Production" and Mr. Tatum, discussing "Participating & Film Programming."

Don Fedderson, vice-president and general manager, KLAC and KLAC-TV and president, Television Broadcasters of Southern California Assn., reported on that organization's formation, purpose and progress.

Richard Moore, general manager, KTTV, was chairman of the final afternoon session, with Philip G. Lasky, vice-president and general manager, KPIX San Francisco discussing "TV Plant Planning & Remodeling for Economy and Efficiency." Joe Coffin, research director, KLAC-TV, spoke on "TV Program Research Techniques."

Messrs. Clipp, Swezey, Lund, Holden and Lasky had spoken on the same subjects at previous BMI TV Clinics in New York and Chicago [B•T, May 26].



SCALE model of proposed TV tower and antenna installation of WSAV-TV Savannah, atop bank building. At right is a 300-millimeter Aviation Obstruction Electric Code Beacon, which would be installed atop the tower. WSAV's TV application is now pending before the FCC.

'IMMORALITY'

Self-Censorship Urged To Eastern Film Makers

"SELF control, not government control" is the answer to the House probe of allegedly "immoral" radio-TV program material, Max Gilford, special counsel to the National Society of TV Producers, Hollywood, said last week. He urged that East Coast TV film makers adopt and enforce their own production codes (see story, page 28).

But to combat the investigation, television producers—all of them—should make certain they and their opinions are represented in Washington, he advised, speaking Wednesday at a luncheon meeting of the National Television Film Council in New York.

Voicing opinions from the floor, Film Council members indicated they were not fully in agreement with the speaker, wondering if self-censorship is not an admission of guilt and questioning whether "the canons of good taste" can be put on paper. Mr. Gilford also was asked if he thought self-regulation had not been effected by the NARTB code, which, he answered, is "inadequate" in its handling.

"A lot of this [government investigation] comes from what they've seen in the past four months," he observed.

When the house voted to probe TV-radio program content [B•T, May 5, et seq.], "heartache and sleepless nights" were caused for just about everybody connected with the industry, Mr. Gilford said. This "government harassment of the entertainment medium" completely side-steps the FCC as the proper authority for such matters, and focuses on television as "a bad, bad boy—a new political target," he asserted.

The prime goal for producers should be to organize and assert themselves, something that Mr. Gilford said has been accomplished more fully on the West Coast than on the East Coast. West Coast producers formed their code three years ago, he noted.

"You should have a code," he urged. "We encourage the competitive existence of such a code as building the health of the industry." Any regulation could be enforced, he suggested, by granting to each production, a seal of approval, to be required by stations before any program is shown.

Some Film Council members urged that outright lobbying be extended, and one suggested TV producers "instead of being molly-coddled—as Hollywood has shown itself for 25 years," should face legislators and others in Washington with tremendous courage, "unafraid to explain film content or the conduct of their business."

Others, taking a more dubious stand, wondered what effect a producers' code would have since ultimate approval depends upon station-acceptance of the end product. While opposing the idea of censorship, Dr. Alfred N. Goldsmith, RCA consultant and honor guest at the luncheon, advised that the product relies upon the producer's own good taste, a matter that "can't be put on paper."

One producer questioned that there is even a market for good taste. Noting that film makers can produce profitably only so long as they respect public vogues, he said stations now are seeking "cops and robbers" productions, perhaps the very fare that has prompted a survey of program content.

Television Applications

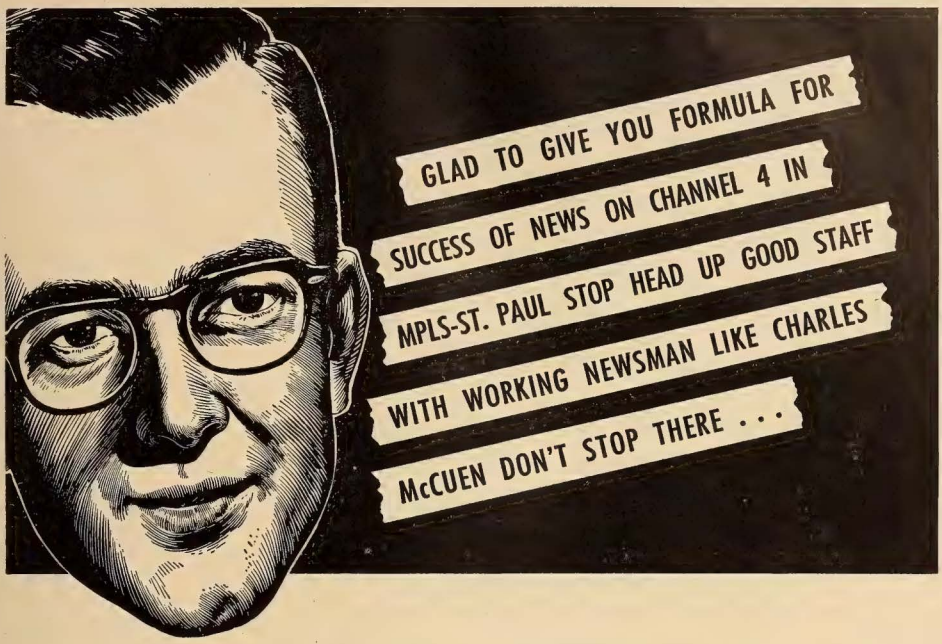
(Continued from page 62)

visual; antenna height above ave age terrain 814 ft., above ground 5 ft. Estimated construction cost $291 501, first year operating cost $288,00 revenue $332,000. Studio and tran mitter location Observation Road an 11th St., Duluth, 46° 47′ 08″ N. La 92° 07′ 15″ W. Long. Transmitte RCA, antenna RCA. Legal couns Segal, Smith & Hennessey, Washin ton. Consulting engineer Millard Garrison, Washington. Applicant licensee of KDAL Duluth. Principa include: President and Treasurer Da **ton Le Masurier** (70%), general ma ager of KDAL, 79% owner of WQU Moline, Ill., and until 1948 licensee KILO Grand Forks, N. D.; Vice Pres dent **Robert A. Dettman** (10%), chi engineer of KDAL, 8% owner WQUA and 10% owner of WIR Peoria, Ill.; Vice President **Od Ramsland** (10%), commercial ma ager of KDAL, 8% owner of WQU and 10% owner of WIRL, and **Charl Le Masurier** (10%), retired. Addres 218 Bradley Bldg., 10 East Superi St., Duluth, Minn. (Note: Origin application was filed after April but returned because it was submi ted on old forms. Since it already h been counted in total of applicatio tendered since the FCC Sixth Repo & Order [B•T, April 14], it will n be counted again.)

ST. JOSEPH, Mo.—KFEQ Inc., C 2 (54-60 mc), ERP 51 kw visual; a tenna height above average terra 809 ft., above ground 750 ft. Estima ed construction cost $428,389.98, fi year operating cost $176,376, first ye depreciation $57,877 (total cost $23 253), revenue $204,000. Studio a transmitter location 2/5 mi. east city limits on Faraon St. at 40th S 39° 46′ 12″ N. Lat., 94° 47′ 53″ Long. Transmitter RCA, anten RCA. Legal counsel Pierson & Ba Washington. Consulting engine George C. Davis, Washington. App cant is licensee of KFEQ St. Jose Principals include: President **Bart Pitts** (51%), president of The Journ Pub. Co., publisher of *Stock Ya Journal;* Vice President **Henry Bradley** (3%), president and direct of News-Press & Gazette Co., pu lisher of *St. Joseph News-Press* a *Gazette;* Secretary **J. Ted Brans** (1%), promotion manager of KFE Treasurer **Glenn Griswold** (1%), rector-treasurer and commercial ma ager of KFEQ, and **Arthur V. Bu rowes** (1%), managing editor *News-Press* and *Gazette.* News-Pre & Gazette Co. owns 43% of KFEQ I Address: KFEQ Bldg., St. Joseph, M

† **NEW BRUNSWICK, N. J.—Ho News Publishing Co.,** UHF Ch. (668-674 mc), ERP 75 kw visual; a tenna height above average terra 452 ft., above ground 436 ft. Es mated construction cost $212,200, fi year operating cost $180,000, reven $200,000. Studio location 137 Chur St., New Brunswick. Transmitter l cation W. side State Highway #: ¼ mi. North of Raritan River, 4 29′ 42″ N. Lat., 74° 24′ 50″ W. Lo Transmitter DuMont, antenna RC Legal counsel Welch, Mott & Morga Washington. Consulting engineer M Intosh & Inglis, Washington. Applica is licensee of WDHN (FM) New Bru wick. Principals include Preside **Elmer B. Boyd** (58%), president a 89% owner of Colonial Homesit

(Continued on page 68)



. . . spend money—lots of it—for top men, the best equipment, plenty of film.

—and above all, give local news a real play! In the last four months here on Channel 4 we have used 60,000 feet of film on local news: and also 2000 still pictures!

Add to this, footage and wire pictures of National and International news and personalities. Supplement this with stories from the principal wire services . . .

Then edit! Good news men doing it!

In the not-so-good old days, well pitched tonsils and a personality who could rip and read were all you needed.

Now the News has to be good! Money, men, material and completeness make and hold news listeners on WTCN-TV.

If you want to pick up a news program with an established Pulse—one of McCuen's News Shows is temporarily open and is offered subject to prior sale. See our National Representatives or wire us for details and the price tag.

There's always more on Channel 4! **WTCN**

TV CHANNEL 4

ST. PAUL
MINNEAPOLIS

CBS • ABC • DUMONT (Affiliate)

Nationally represented by FREE & PETERS

KFMB TV Channel-8

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

San Diego's 1951 Increase in FREIGHT CAR LOADINGS . . . reflected the accelerated westward movement of rail traffic which has been evident since the start of the Korean war.

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 Branham Co.

Television Applications May 23-28

(Continued from page 66)

New Brunswick (real estate development), and vice president of Flako Products Corp., New Brunswick (food products manufacturing); Treasurer **Hugh N. Boyd** (18%); **Kathleen Boyd Martin** (15%), and **Ruth Boyd Talbot** (9%). Applicant publishes *New Brunswick Home News, Metuchen* (N. J.) *Recorder* and *Linden* (N. J.) *Observer*. Address: 127 Church St., New Brunswick, N. J.

† **ELMIRA, N. Y.—Elmira Star-Gazette Inc.**, UHF Ch. 24 (530-536 mc), ERP 19 kw visual; antenna height above average terrain 923 ft., above ground 442 ft. Estimated construction cost $215,100, first year operating cost $300,000, revenue $350,000. Studio location Mark Twain Hotel, Elmira. Transmitter location Green Hill Road, Southport Town, 42° 00′ 26″ N. Lat., 76° 49′ 18″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Bernard C. O'Brien, Rochester, N. Y. Applicant is licensee of WHEC Rochester, WDAN Danville, Ill., WTHT Hartford and WENY Elmira. All stock in applicant is held by Gannett Co. Inc., Rochester, N. Y., publisher of *Rochester Times-Union* and *Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch* and *Press, Newburgh News, Beacon News, Ithaca Journal, Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette* and *Advertiser, Binghamton Press*, all in New York; *Hartford* (Conn.) *Times, Plainfield* (N. J.) *Courier-News* and *Danville* (Ill.) *Commercial News*. Principals include: President **Frank E. Gannett**, who owns 33% of Gannett Co. Inc. stock; Vice President **Frank E. Tripp**; Treasurer **Herbert W. Crickshank**; Secretary **Lynn N. Bitner**; Director **Paul Miller**; Assistant Secretary **Clayton Gallagher**, and Assistant Secretary **Thomas V. Taft**. Frank E. Gannett Newspaper Foundation Inc. owns 66% of Gannett Co. Inc. stock. Address: 201 Baldwin St., Elmira, N. Y.

UPT DIVIDENDS

Extra Payments Indicated

EXTRA year-end dividends in addition to quarterly payments on stock of United Paramount Theatres were indicated as a company policy by president Leonard H. Goldenson last week. The new policy will enable UPT to meet the "substantial demands" for cash expected when it merges with ABC, it was stated.

Mr. Goldenson's statement was made as he announced a 25-cent dividend on all outstanding shares of common stock, payable July 18 to holders of record on June 27.

Indicating that year-end dividends would be paid as justified by earnings of the corporation, Mr. Goldenson observed that, since UPT business is conducted largely on a cash basis—with no substantial investments in inventories—dividends can be paid in greater proportion to earnings than under the usual business procedure.

CORPUS CHRISTI, Tex.—Baptist General Convention of Texas, Ch. 6 (82-88 mc), ERP 100 kw visual; antenna height above average terrain 505 ft., above ground 496 ft. Estimated construction cost $368,345, first year operating cost $180,000, revenue $220,000. Studio and transmitter location on Highway #44, ½ mi. West of Violet, Tex., in Nueces County, 27° 47′ 07″ N. Lat., 97° 36′ 05″ W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of KWBU Corpus Christi. Principals (of Baptist General Convention of Texas) include: President **Forrest Freezor**, First Baptist Church, Waco; First Vice President **E. H. Westmoreland**, South Main Baptist Church, Houston; Second Vice President **Arthur De Loach**, First Baptist Church, Odessa; Secretary **D. B. Smith**, San Antonio; Secretary **Roy L. Johnson**, Kingsville, and Secretary of Corporation **J. Earl Mead**, Cliff Temple Baptist Church, Dallas. Address: Baptist Bldg., Dallas, Tex.

LUFKIN, Tex.—Forest Capital Bcstg. Co., Ch. 9 (186-192 mc), ERP 11.3 kw visual; antenna height above average terrain 666 ft., above ground 522 ft. Estimated construction cost $223,160.13, first year operating cost $125,000, revenue $100,000. Studio location 114½ North First St., Lufkin. Transmitter location 1.4 mi. Northwest of Clawson, East of Highway #69, Angelina County, 31° 25′ 09″ N. Lat., 94° 48′ 02″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of KTRE Lufkin. Principals include: President **R. W. Wortham Jr.** (32%), executive vice president and director of Southland Paper Mills Inc., Lufkin; Vice President **E. L. Kurth Sr.** (16%), president and general manager of Angelina County Lumber Co., Keltys, Tex., president of Southland Paper Mills Inc., Lufkin, president of Wills Point Lumber Co., Wills Point, Tex., Farmers-Merchants Lumber Co., Brenham, Tex., and Lufkin Amusement Co., Lufkin; **Henry B. Clay** (9.5%), general manager of KWKH Shreveport, La.; **William E. Antony** (9.3%), chief engineer KWKH, and partner and 25% owner of Bcst. Engineering Service, Shreveport (consulting engineers); **Mrs. Ola Thompson** (10%), stockholder in Angelina County Lumber Co., Keltys, Kurth Lumber Co., Jasper, Tex., and Lufkin Amusement Co., Lufkin; **L. A. Mailhes** (4.6%), general manager of *Shreveport Times* and eight other minority stockholders. Address: P. O. Box 701, Lufkin, Tex.

† **SAN JUAN, P. R.—Jose Ramon Quinones**, Ch. 4 (66-72 mc), ERP 54 kw visual; antenna height above average terrain 345 ft., above ground 38 ft. Estimated construction cost $244,009.78, first year operating cost $125,000, revenue $200,000. Studio and transmitter location 357 Ponce de Leon Ave., San Juan, 18° 28′ 04″ N. Lat., 66° 05′ 40″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of WAPA San Juan and permittee of WPAA Mayaguez, P. R. Sole owner is **Jose Ramon Quinones**, owner of three Puerto Rico sugar cane farms and president of Puerto Rico Farm Bureau. Address: Radio Station WAPA, P. O. Box 4561, San Juan, P. R. (Note: Original application was filed after April 14 but returned because it was submitted on old forms. Since it already has been counted in total of applications tendered since the FCC Sixth Report & Order [B•T, April 14], it will not be counted again.)

Existing Stations Change in Channels

WBRC-TV BIRMINGHAM, Ala.—Birmingham Bcstg. Co., Ch. 6 (82-88 mc), ERP 100 kw visual; antenna height above average terrain 908 ft., above ground 562 ft. Estimated cost of change $269,589, first year operating cost $240,000, revenue $365,000. Studio location 1727 Second Ave. North. Transmitter location Red Mtn. Transmitter RCA, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer George C. Davis, Washington. Application is for change from Ch. 4, as required under provisions of FCC Sixth Report & Order [B•T, April 14].

WKRC-TV CINCINNATI, Ohio—Radio Cincinnati Inc., Ch. 12 (204-210 mc), ERP 316 kw visual; antenna height above average terrain 612 ft., above ground 540 ft. Estimated cost of change $178,500. Studio location Times-Star Bldg. Transmitter location Highland and Dorchester. Transmitter GE, antenna GE. Legal counsel Bernard Koteen, Washington. Engineer George A. Wilson, WKRC-TV. Application is for change from Ch. 11, as required under provisions of FCC Sixth Report & Order [B•T, April 14].

WHIO-TV DAYTON, Ohio—Miami Valley Bcstg. Corp., Ch. 7 (174-180 mc), ERP 200 kw visual; antenna height above average terrain 1,144 ft., above ground 1,086 ft. Estimated cost of change $561,000. Studio location 1414 Wilmington Ave., Dayton. New transmitter location 3228 Germantown St., 39° 44′ 03″ N. Lat., 84° 14′ 50″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer McIntosh & Inglis, Washington. Application is for change from Ch. 13, as required under provisions of FCC Sixth Report & Order [B•T, April 14].

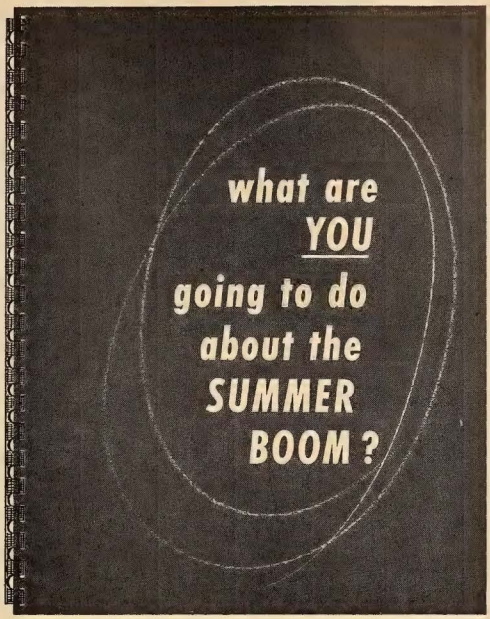
HAMILTON BUYS

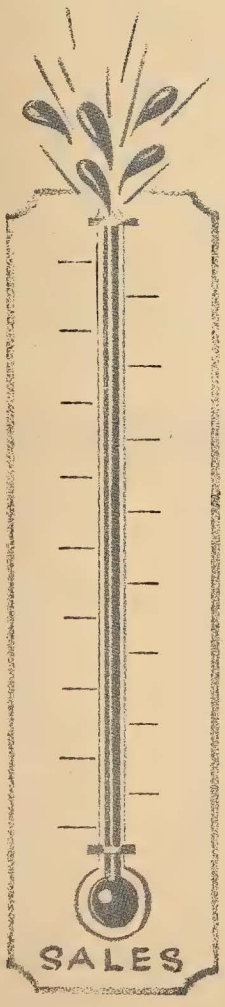
TV Series for 22 Cities

HAMILTON WATCH CO., Lancaster, Pa., has purchased a 13 half-hour untitled TV film series, produced by Gil Ralston, head of Screen Televideo Productions, Beverly Hills, for alternate week showing in 22 cities starting in mid-September. Stuart Reynolds Productions concluded negotiations.

Markets include: New York, Los Angeles, Chicago, Philadelphia, Pittsburgh, Detroit, Boston, Cincinnati, Cleveland, Baltimore, St. Louis, New Haven, Dayton, Providence, Washington, San Francisco, Milwaukee, Minneapolis, Buffalo, Schenectady, Binghamton and Lancaster.

FIRST coast-to-coast TV marathon will be staged by Milton Berle for benefit of Damon Runyon Memorial Fund on NBC-TV beginning at noon June 7 and continuing through 10:30 a.m. June 8. Show will originate from New York's Radio City.





Possibly you're tired of hearing about the extra money the consumer *could* spend but doesn't.

Maybe all you want is some *ideas* on how you can tap this summer's record potential—while at the same time meeting management's insistence on increasing profit margins by keeping sales costs low.

If so, we recommend that you read our new study,
"what are YOU going to do about the SUMMER BOOM?"
It includes an exclusive analysis of this summer's sales outlook combined with a plan for making *effective and economical* use of television in 8 major markets which account for over 50% of all U. S. television homes.

If you don't have a copy, call your NBC Spot Sales representative or write NBC Spot Sales, 30 Rockefeller Plaza, New York 20, and ask for
"what are YOU going to do about the SUMMER BOOM?"

NBC Spot Sales

30 Rockefeller Plaza, New York 20, N. Y.

CHICAGO CLEVELAND WASHINGTON
SAN FRANCISCO HOLLYWOOD
DENVER CHARLOTTE ATLANTA

representing **TELEVISION STATIONS:**

WNBT	New York
WNBQ	Chicago
KNBH	Los Angeles
WPTZ	Philadelphia
WBZ-TV	Boston
WNBK	Cleveland
WNBW	Washington
WRGB	Schenectady-Albany-Troy

COMPARATIVE NETWORK SHOWSHEET

TELECASTING

EVENING

	SUNDAY ABC	SUNDAY CBS	SUNDAY DuMONT	SUNDAY NBC	MONDAY ABC	MONDAY CBS	MONDAY DuMONT	MONDAY NBC	TUESDAY ABC	TUESDAY CBS	TUESDAY DuMONT	TUESDAY NBC	WED ABC	WED CBS
6:00 PM	*Film*	*Man of the Week* L		General Foods Roy Rogers F										
6:15														
6:30	*America's Town Meeting L & F*	Alcoa See It Now L	*The Week in Religion*	*Once Upon A Fence*	Kellogg Space Cadet L								Kellogg Space Cadet L	
6:45														
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	U. S. Rubber Royal Showcase L			General Foods Capt. Video	*Kukla, Fran & Ollie* Vit. Corp. of Am., The Goldbergs F			General Foods Capt. Video	*Kukla, Fran & Ollie Those Endearing Young Charms*		
7:15														
7:30	*Horizons L & F*	American Tobacco This Is Show Business L		Revere Meet the Press L	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		P&G Those Two L	P&G Beulah F	Columbia Records News L		Chevrolet Dinah Shore L	Bendix Swanson (alt. wks.) The Name's The Same L	GM-Oldsmobile News
7:45						Chesterfield Perry Como L		Camel News Caravan L		Fatima Stork Club L		Camel News Caravan L		Chesterfield Perry Como
8:00	*King's Crossroads* F	Lincoln-Mercury Dealers Toast of the Town L		Colgate Comedy Hour C-P-P	Film (alt. sp.) Bristol-Myers Mr. D. A. L	Lever Lux Video Theatre L	*Pentagon Washington*	Crosley Speidel (alt. wks.) P. Winchell J. Mahoney	*Film*	(Co-op) Feature Film	*Life is Worth Living Bishop Fulton J. Sheen*	*Youth Wants to Know* L	*The Paul Dizon Show* L	Pillsbury Toni (alt. Godfrey & His Friends) L
8:15														
8:30						Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L	*Film*		Curtis Publishing Co. Keep Posted	*Juvenile Jury* L		Liggett & Myers Godfrey & His Friends L
8:45					*Washday Theatre* F									
9:00	*Foursquare Court* L	General Electric Fred Waring L	Clorets Chlorophyll Gum King Detect.	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse		Philip Morris I Love Lucy F		Pearson Pharm. Lights Out L	*United—Or Not?* L	Schick Crime Syndicated (alt.) L Carter Prod City Hospt.	Serutan Battle of the Ages	P&G Fireside Theatre	Bayuk Cigars Ellery Queen L	Colgate Strike It Rich L
9:15														
9:30	*Film*	Bristol Myers Break the Bank L	Larus & Bro. Co. Plainclothes Man			Gen. Foods Instant Maxwell Coffee Swansdown Claudia L		Johnson Wax alt. with American Tobacco Co Robert Montgomery Presents	*On Trial* L	Electric Auto-Lite Suspense L	*Quick on the Draw with Bob Dunn*	Armstrong Circle Theatre L	Sterling Drug Mystery Theatre F	P. Lorillard The Web L
9:45					*Film*									
10:00		B.F. Goodrich Celebrity Time L		P&G Red Skelton Show L		Westinghouse Studio One L Summer Theatre St. 6/23	Co-op Boxing from Eastern Parkway		(No Net Service After 10 p.m.)	Block Drug Danger L	(TBA)	P. Lorillard Original Amateur Hour L		Pabst Sales Co. Blue Ribbon Bouts L
10:15	*Cinema-Scope* F	Jules Montenier What's My Line L	Crawford Clothes They Stand Accused										Celanese Corp. Celanese Theatre (alt. wks.) L Co-op Wrestling L	
10:30				Bohn Alum. American Forum	(No Net Service After 10 p.m.)			Co-op Who Said That L			DuMont Labs. What's the Story Walter Kiernan			General Cigar Sports Spo
10:45												Considine Mutual of Omaha		
11:00	Carter Prods Drew Pearson L	Norwich Sunday News Spec.				Longines Chronoscope								Longines Chronoscope
11:15 PM														

DAY

	SUNDAY ABC	SUNDAY CBS	SUNDAY DuMONT	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY DuMONT	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC		ABC
9:00 AM													1:30 PM	
9:15													1:45	
9:30													2:00	
9:45													2:15	
10:00						M-Th 10-10:15 CBS News*		*Prologue to the Future* F					2:30	
10:15													2:45	
10:30						Lever-Rinso (M.thruTh) Godfrey		*Breakfast Party* L					3:00	
10:45						Your Surprise Store M-Th 10:45-11:15 am. F 10:30-11 am							3:15	
11:00								*Mrs. U.S.A.* F		*The Whistling Wizard*		(No) Network Service)	3:30	
11:15						Gen. Mills Hudson Bride & Gr'm							3:45	
11:30						C-P-P (MWF) Strike It Rich L		*It's A Problem*	Ralston-Purina (Alt. wks. sponsorship) *Space Patrol* F	Brown Shoe Smilin' Ed McConnell F			4:00	
11:45													4:15	
12:00 N	*Papa Bear's Newsreel* F	*In The Park* L				P&G (Tu.& Th.) Egg & I L	*Woman's Club*	Prtcpting. Sponsors Ruth Lyons' 50 Club L					4:30	
12:15 PM	Sweets Co. Tootsie Hippodrome L					Amer. Home All Products Love of Life	*Noontime News with Walter Raney*			National Dairy The Big Top L			4:45	*TV Tot's Time* (except WJZ-TV)
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival L				P&G Search for Tomorrow	*Take the Break with Don Russell*						5:00	
12:45													5:15	Canada Dry Super Circus (alt. sp.) (5-5:30) L
1:00							Premier Products Helene Curtis Inc Rumpus Room			*Mr. I Magination* L			5:30	
1:15				*The Nature of Things* L									5:45 PM	

I N G — FOR JUNE 1952

	DAY DuMONT	DAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY DuMONT	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY DuMONT	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC
6:00 PM											Amend Co. Hail the Champ L Last 6/14			
6:15							Kellogg Space Cadet L							
6:30														
6:45						*Kukla, Fran & Ollie* *Those Endearing Young Charms*				*Kukla Fran & Ollie* The Goldbergs L				
7:00	General Foods Capt. Video	*Kukla, Fran & Ollie* The Goldbergs L			General Foods Capt. Video				General Foods Capt. Video		*Saddle Pal Club* F	Lambert Pharmacal The Sammy Kaye Show L		*Mr. Wizard*
7:15														
7:30		P&G Those Two L	General Mills Lone Ranger F	Columbia Records News		Chevrolet Dinah Shore L	General Mills Stu Erwin F	GM-Oldsmobile News		P&G Those Two L		Sylvania Beat The Clock L	*Pet Shop*	Manhattan Soap Miles Labs. (alt. wks.) One Man's Family L
7:45		Camel News Caravan L		Fatima Stork Club		Camel News Caravan L		Chesterfield Perry Como		Camel News Caravan L				
8:00	*Midway with Don Russell*	(TBA)	*The Ruggles* F	Carnation Burns Allen (alt.) L Ronson-Star of Family	*This Is Music*	DeSoto-Plymouth Groucho Marx F	*The Hot Seat* L	General Foods Maxwell House Coffee Mama L	Mennen Co. Twenty Questions	*Curtain Call* L	Nash-Kelvinator Whiteman TV Teen Club L	Anheuser Busch Budweiser Ken Murray L Last 6/14 Co-op Film Show		Snow Crop Pet Milk Kellogg
8:15														
8:30	*Straw-liters with Haymes*		Lorillard Chance of a Lifetime L	Blatz Brewing Amos 'n' Andy F	Tydol Headline Clues Broadway to Hollywood	Borden T-Men in Action L	(TBA)	R. J. Reynolds My Friend Irma	*Life Begins at Eighty*	Gulf Oil We, The People L				All Star Revue
8:45														
9:00		Krafts Foods Television Theatre L	*Mr. Arsenic* L	R. J. Reynolds Man Against Crime L	Gruen Playhouse (alt. wks.)	Fatima Dragnet F (alt. wks.) Gangbusters Chesterfield F	Packard Rebound (5 owned stations) F	Schlitz Schlitz Playhouse of Stars L	Old Gold Down You Go	American Cig. & Cig. Big Story L		Pepsi-Cola All Around the Town Last 6/14 (Co-op) Feature Film		*Blind Date* L
9:15														
9:30			American Tobacco Meet the Champ L	Lever Rinso Big Town F		Ford Ford Festival L	Kreisler, Masland (alt. sp.) Tales of Tomorrow	General Foods Sanka It's News To Me L		Campbell Playhouse F			Co-op Wrestling from Chicago Jack Brickhouse	
9:45														
10:00		*Where the People Stand* L		Philip Morris Racket Squad F	Wine Corp. of America Charlie Wild Private Detective	U.S. Tobacco Martin Kane		Pearson Pharmacal Police Story L		Gillette Cavalcade of Sports L	*Girls' Baseball* L	*Songs For Sale* L		*Dance Party* L
10:15														
10:30			(No Net Service After 10 p.m.)	Carter Toni (alt.) Crime Photographer L	*Author Meets the Critics*	Standard Oil Wayne King	(No Net Service After 10 p.m.)	*Presidential Timber* L	Drug Store TV Prod. Cavalcade of Stars	Chesebrough Greatest Fights F				American Tobacco Your Hit Parade
10:45														
11:00								Longines Chronoscope					Boyle-Midway Sports Showcase	
11:15 PM														

I M E

	SUNDAY CBS	SUNDAY DuMONT	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY DuMONT	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC
			Religious Hour Frontiers of Faith L		Garry Moore Show (See footnote)						
			Hats In The Ring L								
			(TBA)		P&G First 100 Years L						
			Midwestern Hayride L		*Mike & Buff Show* L		The Big Payoff CPP (M-W-F)				
					G. Foods (W & F) Bert Parks* Cannon (Th) Give & Take off 6/12		*Johnny Dugan Show*				
oodyear			*Fearless Fosdick* L				Participating Sponsor Kate Smith Summer Show L				
			Hallmark Sarah Churchill L								
mp Unto ly Feet			Quaker Oats Zoo Parade L				Lever Hwkns. Falls L				(TBA)
			Derby Foods Sky King Thtr., F (alt. with) *Recital Hall* L				Gabby Hayes* Mars, C-P-P Welch, Klog. Int. Shoe Bauer & Blk. Standard Brands L Howdy Ddy.				(TBA) Co-op Rootie Kazootie L
greatest Story ver Told /22 only											
at in the World											

Explanation: Programs in italics, sustaining; Time, EDT. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

CBS—1:30-2:30 p.m., Best Foods, General Electric, Qkr. Oats, Reynolds, Stokley-Van Camp, O'Cedar, Garry Moore Show.

*10-10:30 a.m., Fri., CBS News is half hour instead of 15 min.

Gen. Mills sponsors The Bride & Groom MTuW at 11:15-30 a.m. and Fri. 11-11:30 a.m. Hudson Paper on Thurs. at 11:15-11:30 a.m.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

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

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

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

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Fla. Citrus, 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio, 8:15-20 Wed—Mystic. Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak, Thurs.—"Time," Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

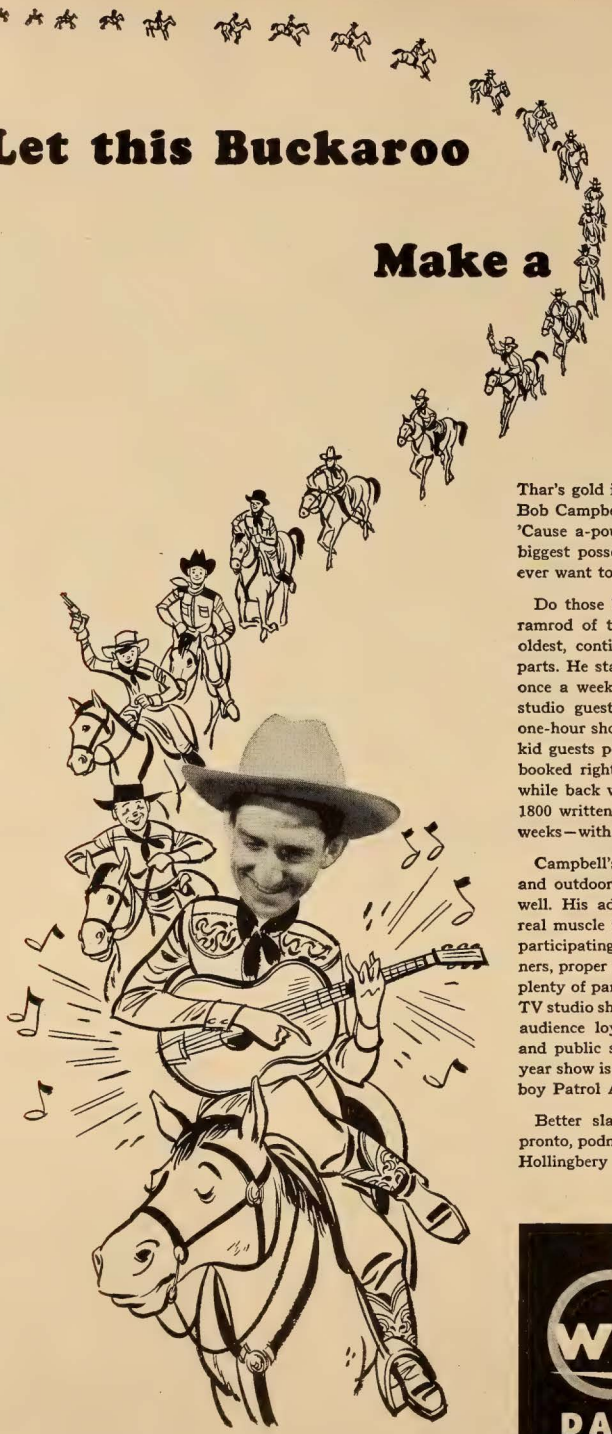
*Quaker Oats—Mon. & Fri.

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

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

June 2, 1952 *Copyright 1952*

Let this Buckaroo Make a Buckforyou



Thar's gold in them thar Dayton tills when Uncle Bob Campbell hits the sales trail with a product. 'Cause a-pounding along in his tracks comes the biggest posse of junior grade cow waddies you'd ever want to round up.

Do those kids follow Uncle Bob? Listen! He's ramrod of the Lucky 13 Ranch—and that's the oldest, continuous daily TV show in these here parts. He started off 3 years ago with 15 minutes once a week, and in no time at all, requests for studio guest reservations blew it up to a daily one-hour show. Ever since, he's averaged about 28 kid guests per day *by reservation*—has over 2000 booked right now through the next 9 months. A while back when he was naming his pony, he got 1800 written suggestions the first week, 5400 in 6 weeks—with no give-away at all in the deal!

Campbell's an all-'round entertainer, musician and outdoorsman, making public appearances as well. His added on-the-spot live shows can put real muscle in merchandising. And as he ends his participating show with comments on good manners, proper living, safety and the like, he picks up plenty of parent support. Like majority of WHIO-TV studio shows, Lucky 13 Ranch commands great audience loyalty with mixture of entertainment and public service. Example: this will be fourth year show is used as vehicle for presenting Schoolboy Patrol Awards.

Better slap *your* brand on Lucky 13 Ranch pronto, podner. National Representative George P. Hollingbery Co. can give you all data.

CBS • ABC • DUMONT

whio-tv -AM -FM

DAYTON, OHIO

telestatus

Comedy Leads Pulse Program Type Survey

(Report 218)

TOP ten TV program types, according to Multi-Market TelePulse, for week of April 1-7 were released by The Pulse Inc., N. Y., last week as follows:

	Pgm. Avg. Rtg.
Comedy Variety	24.8
Boxing	21.9
Westerns	20.5
Talent	18.8
Comedy Situation	17.9
Drama & Mysteries	17.3
Kid Shows	11.1
Wrestling	9.9
Quiz-Audience Participation	9.3
Musical Variety	8.6

Evening programming (after 6 p.m.) took up 51% of all network time during the week surveyed in April, as compared to 47.8% in March. The total number of telecast ¼ hours dropped 3.5% from the March figure, but all of the leading program types except boxing increased in program average ratings.

* * *

Local TV Shows Slim In Small Cities Study

SCARCITY of local shows on television stations in smaller cities was indicated by a Scott Radio Labs Inc. survey which reported that less than an eighth of station time was devoted to local programs in 12 cities studied.

John S. Meck, president of Scott, said that of the 12 cities, two originated no local programs during the week studied and two others aired fewer than ten local shows. Only one station presented material of its own production, he said.

"People in the smaller cities are losing the full benefit of television through this lack of local-interest programming," Mr. Meck said. The survey reported that most local programs by the stations were broadcasting during the smaller-audience daytime hours.

* * *

'I Love Lucy' Tops Trendex For May 1-7

TRENDEX INC. top ten network TV program ratings for week of May 1-7 were released last week as follows:

1. I Love Lucy (CBS)	48.7
2. Talent Scouts (CBS)	42.6
3. Godfrey's Friends (CBS)	37.0
4. Fight of the Week (CBS)	36.4
5. Red Skelton (NBC)	33.1
6. Star Theatre (Berle) (NBC)	32.4
7. Fireside Theatre (NBC)	31.6
8. Your Show of Shows (NBC)	30.5
9. My Friend Irma (CBS)	29.3
10. What's My Line (CBS)	29.0

* * *

Toronto Teachers Study Children's TV Habits

FIRST survey of TV's effect on Toronto schoolchildren in Toronto public schools, taken by the Toronto Women Teachers' Assn., shows that children spend between 25 and 30 hours each week watching TV and spend about 25 hours in school. (Toronto is in a fringe TV area, receiving WBEN-TV Buffalo, 60 airmiles distant.)

Teachers expressed the opinion that children nurtured on TV will lose the desire to read and to create their own fun. The teachers, obviously alarmed at television's prospects, said the medium's power and influence will grow, not decrease. Whether that influence is for good or evil depends largely on the part played by intelligent, informed parents and educators, they concluded.

* * *

New Film Camera Focuses Varying Depths

PROMISING to revolutionize TV film commercials is new Hoge universal focus camera, exclusive use of which belongs to VIP Productions Inc., Hollywood, holder of patent.

Fourteen years in development, camera keeps foreground, middle-ground, background and even objects touching lens in simultaneous focus. First to order test TV film commercial is Young & Rubicam, that city, for Goodyear Tire & Rubber Co., whose recently completed two-minute experimental film utilizes cast of 15. Partners comprising VIP Productions are Lee Garmes, cameraman, Ralph Hoge, director and Robert Smith, writer.

Weekly Television Summary—June 2, 1952—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	385,867
Binghamton	WNBF-TV	62,400
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	144,000
Boston	WBZ-TV, WNAC-TV	895,141
Buffalo	WBEN-TV	268,127
Charlotte	WBTV	152,096
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,133,992
Cincinnati	WCPO-TV, WKRC-TV. WLWT	348,000
Cleveland	WEWS, WNBK, WXEL	613,548
Columbus	WBNS-TV, WLWC, WTVN	277,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	166,000
Davenport	WOC-TV	110,700
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	166,000
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	113,034
Houston	KPRC-TV	141,000
Huntington-Charleston	WSAZ-TV	84,750
Indianapolis	WFBM-TV	235,000
Jacksonville	WMBR-TV	56,000
Johnstown	WJAC-TV	151,775
Kalamazoo	WKZO-TV	200,040
Kansas City	WDAF-TV	206,598
Lancaster	WGAL-TV	146,631
Lansing	WJIM-TV	93,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,252,184
Louisville	WAVE-TV, WHAS-TV	150,148
Matamoros (Mexico)- Brownsville, Tex.	XELD-TV	20,300
Memphis	WMCT	130,255
Miami	WTVJ	116,000
Milwaukee	WTMJ-TV	332,460
Minn.-St. Paul	KSTP-TV, WTCN-TV	322,900
Nashville	WSM-TV	68,418
New Haven	WNHC-TV	274,000
New Orleans	WDSU-TV	92,977
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	115,100
Oklahoma City	WKY-TV	129,437
Omaha	KMTV, WOW-TV	127,913
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,042,000
Phoenix	KPHO-TV	55,100
Pittsburgh	WDTV	393,000
Providence	WJAR-TV	212,000
Richmond	WTVR	124,342
Rochester	WHAM-TV	144,000
Rock Island	WHBF-TV	99,952
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	76,652
San Antonio	KEYL- WOAI-TV	79,431
San Diego	KFMB-TV	133,250
San Francisco	KGO-TV, KPIX, KRON-TV	376,500
Schenectady-Albany-Troy	WRGB	209,800
Seattle	KING-TV	144,200
St. Louis	KSD-TV	398,000
Syracuse	WHEN. WSYR-TV	177,581
Toledo	WSPD-TV	174,000
Tulsa	KOTV	101,754
Utica-Rome	WKTV	363,543
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	70,000
Wilmington	WDEL-TV	114,870

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 17,156,576

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station KRLD TV Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST TELEVISION MARKET... Southwest DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW 166,000 TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 . . . Represented by The BRANHAM Company

TV Applicants Still Hesitate

(Continued from page 63)

new money to the field.

Another firm which devotes substantially all of its time to radio-TV reported its applicants are divided "about half and half" between newcomers and established broadcasters. Some of the newcomers have theatre interests, a partner stated.

Firm plans to file "15 or 18 applications by July 1," he said, noting about a "5% drop off in potential applicants in the past six weeks."

Reasons for the withdrawals he observed are lack of money, no cable to provide network service and, in one case where two UHF channels are available, the mutual consent "to wait and watch" by the only two potential applicants there.

Commenting that because of foreseeable processing delays there is no need to rush applications, the attorney said it is taking longer to prepare bids for newcomers than existing broadcasters because the former are less familiar with the procedures and requirements.

A Washington partner of another large law firm sees the flood of applications coming, but "fewer than 1,000 and not all by July 1." Reasons for delays he cited include "sheer physical work," holding of some bids "so as to not tip our hand to competitors" and hesitation by those who now must decide whether to spend large sums in TV plunges.

He also noted "the Commission won't get down the processing lines to some of our cities for a year and a half, so why rush?"

"The Commission now has six freezes instead of one," he commented regarding the temporary processing procedure and city priority listing.

Another attorney, heading his own private office, commented, "I should file now and let people take pot shots at my people?" The strategy is to wait until the last possible minute, he said, noting that in the meantime "we could get more money maybe" for some applicants to strengthen their competitive position.

This practitioner sees "lots of new money" coming into TV "because the existing boys can't do it."

"You will have to go to New York and Boston," he predicted, to get the amounts of money TV will demand.

Asked what has happened to the promised TV land rush, spokesman for another major radio-TV law firm responded:

"It's still underway. . . . There is no indication of any withdrawal of interest."

He predicted the applications will start flowing in this month.

For his firm, details of preparation have slowed up filing, he said. For instance, long-standing AM broadcasters are being asked to file certified copies of their articles of incorporation. Securing of sites has been hard because sites chosen under the old allocation plan are, in many cases, no good under the new plan, he said. CAA approval hasn't been too much of a problem, however, the attorney commented.

Four-fifths of his firm's applicants are existing broadcasters, he estimated.

One attorney representing a good-sized firm in the radio-TV practice observed many broadcasters have been having a difficult time reaching decisions on height and power combinations while several can't make up their minds about "that $400,000-500,000 staring them in the face."

No Waiting Policy

The spokesman said his firm's policy is not to wait on filing once bids are ready.

"We prefer to make our channel preferences known," he said.

Three-fourths of the applications being readied by his firm are from present broadcasters, he said.

A Washington attorney of another major law firm estimates "the same rush as predicted."

As a rule, his firm does not plan to hold any applications once prepared, he said. Some of the existing broadcasters represented are bringing in new capital to meet TV's costs, he noted.

Another attorney who heads his own office commented that the FCC plan is "pushing stations" into TV.

"Broadcasters want to wait and file when ready," he said. "There is a lot of money to spend in television and all of them don't have it."

His firm does not represent any newcomers to TV alone, although some existing broadcasters "are bringing in some new people" in order to meet capital requirements.

Partner in another firm also sees the FCC plan "forcing some to decide now about entry into TV" while it already has caused "others to pull out now as costs are too high."

Generally, applicants "are most enthusiastic," he reported, although a few plan to wait and see if they can "buy in later when the industry becomes stabilized."

His firm, representing mostly all active broadcasters, plans to get as many as possible of its applications on file by July 1.

However, another practitioner heading his own office, reported his plans generally to hold off applications until the last minute as a competitive tactic. A third of his bids represent newcomers to broadcasting, he estimated, "a little more than he had expected."

"They have plenty of money and there is no worry about letters of credit and the such," he observed.

One Ohio UHF applicant, however, has withdrawn as a result of Comr. Jones' talk in Columbus, Ohio, which cited UHF problems. Certain others, the attorney said, plan to wait and "buy a TV station off the auction block" because some grantees won't have enough money to carry through.

FACTOR-BREYER Inc., L. A., has resigned advertising account of Thrift Drug Stores Inc., that city. Dan B. Miner Co., that city, co-servicer of account, will handle entire account with exception of vitamin products.

TALL TOWERS

Study Groups Continue

NEW SUPPORT was given last week for the "status quo" in procedures for clearance of antenna towers and processing of applications on a case-to-case basis before regional airspace subcommittees as now provided in Part 17 of FCC's rules.

A working group of the industry-government "ad hoc" committee studying the height and site problem of tall TV towers reported that it felt present procedure is satisfactory, indicating it would be impractical to adopt arbitrary criteria, limiting airspace subcommittee action to mechanical grants or denials without consideration of local factors. [B•T, May 6]. In an earlier meeting of the ad hoc group, it had also been pointed out no fixed criteria are needed other than Part 17 because cooperation between aviation interests and broadcasters has been effective in resolving innumerable cases and each case is unique, hence requiring individual expert consideration under present procedures.

Next meeting of the ad hoc group has not been set. Reports of the four working subcommittees are to be codified for submission to the committee of FCC Comr. E. M. Webster and CAA Deputy Administrator Fred B. Lee. Ultimately, another meeting of the large industry-government committee considering the problem will be closed to consider the reports of the ad hoc groups. Earlier major session was in April [B•T, April 28].

One of the ad hoc subcommittees seeks to determine the potential magnitude of the tall towers problem, that is, how many cases exist and may develop which involve tower proposals that might constitute air navigation hazards. Channel assignments to the various cities and tower height specifications given in FCC's Sixth Report provide a guide for the study.

our coverage map has two dimensions . . .

Call them geographic and economic, if you like. Or, more aptly, country-wide and industry-wide.

Everywhere radio-television people live, you're likely to find BROADCASTING • TELECASTING. And . . . anywhere men and women get together, weighing the best possible schedules for broadcast advertising—you'll find the red and white cover of BROADCASTING • TELECASTING.

There's the dimension of time, too—the 21 productive years in which BROADCASTING • TELECASTING has built its reputation as the *only* voice of the radio-television industry.

As an advertising medium
BROADCASTING • TELECASTING
speaks well for you.

21 productive years of . . .

BROADCASTING TELECASTING

Five Kilowatt
KLYSTRON
For UHF-TV
High power over the entire
Ultra High Frequency television
range is now practical through another
Eimac contribution to electronic progress.
Eimac
TUBES
The Power for TV
EITEL-McCULLOUGH, INC.
SAN BRUNO, CALIFORNIA
Export agents: Frazar & Hansen, 301 Clay St., San Francisco, California

will your sales go up this summer?

People go on doing in summer largely what they were doing in winter – eating, working and *buying*. Yet a tradition has grown up of suspending or curtailing advertising activity during the hot-weather months. With the advent of television, it was clear that a complete re-appraisal of summer advertising practice was called for.

NBC therefore resolved last summer to conduct a survey – as accurate as science and logic could make it – of the summer marketing potential. Alongside are outlined the highlights. As applied to this summer, the picture is even brighter for viewers and advertisers

A copy of "Summer Television Advertising"—NBC's comprehensive research survey—awaits you for the asking.

alike – for the number of sets in use will have increased from 13,093,600 last July to an estimated 17,800,000 in July 1952. And the political conventions will stimulate more viewing than ever before.

Averaging the findings on 52 different brands, the TV summer advertisers reaped 28.1% more sales among viewers than among non-viewers . . . won just under 46,000 extra customers per month in New York alone.

94.8% of TV families are available during the average summer week. Watching television is, by far, the favorite summer activity in TV homes.

The average TV family is away for only 4½ days each summer. In August, the TV owner spent an average of nearly two hours a day in front of his set – or more time with TV than with all other media combined.

And – 91.2% of both owners and non-owners alike recalled most clearly advertising on television.

Whereas in January 1951 it cost the average TV advertiser 5 cents to bring in a new customer, in August it cost only 4 cents.

Of the 52 brands studied, 21 came on television for the first time last summer, and 21 continued into summer from their winter TV campaign. The "new" brands garnered an average of 38,200 new customers in the New York area alone every month – but the "stay-on" brands did even better, with an average of 51,000 extra customers per month. As stated above, the over-all average for both kinds was 45,900 extra customers each summer month.

You're in business twelve months a year: now, with television's aid, your summer sales can be as high – *or higher* – than your winter's! More NBC advertisers are staying with us this summer than ever before. More than 70% of NBC evening network sponsors plan to continue their TV advertising throughout the hot-weather months. For both large and small advertisers, however, there are still a limited number of availabilities and proven show properties . . . and a special low-cost plan for the coming summer.

Your NBC salesman will be glad to give you full information about them. Phone NBC-TV Sales in New York, Chicago, Detroit or Hollywood today.

NBC summer television

POP. 70,000,000

A Service of Radio Corporation of America

film report

RIGHTS to the title, *Calling All Cars*, acquired by **Gene Autry's Flying A Pictures**, Hollywood, for a projected radio and TV film series, will take the firm out of a strictly western classification.

The title headed a CBS Radio Pacific Coast program from 1937-45 for Richfield Oil Corp. whose agency, Hixson & Jorgensen Inc., concluded the deal with Flying A.

The TV series will start upon completion of the scripts. Prepared audition discs for the radio series, starring **Lamont Jackson** and **Jack Moyles**, are being given agencies and networks. **William Burch**, producer-director of CBS Radio's *Gene Autry Show*, has performed similar duties from scripts co-written with **Richard Carr**.

The firm has completed 52 half-hour westerns for television starring Mr. Autry, 52 half-hours in the *Range Rider* series and is currently filming 52 half-hour *Annie Oakley* westerns.

* * *

Already completed by **Hal Roach Jr.**, Culver City, is the pilot film of a half-hour CBS-TV film series, *Passport to Adventure*, with **Caesar Romero** portraying an American diplomatic courier. **Roy Kellino**, British feature film director now in Hollywood, directed from a script by **Robert Dennis**. In production is the pilot to *The Dramatic Hour*, an hour-long TV film series.

* * *

In a deal similar to their ABC-TV *Troubles With Father* series, **Hal Roach Jr.** and **Roland Reed Productions**, Culver City, are filming 12 half-hours in *My Little Margie* series as the summer replacement of CBS-TV *I Love Lucy* series for **Philip Morris & Co.** and its agency, **Biow Co.** The series, a light sophisticated comedy, features **Charles Farrell**, early motion picture star, and **Gale Storm**, young film actress, with **Hal Yates** directing from scripts by **Frank Fox** and **George Carleton Brown**.

Messrs. Roach and Reed receive $10,500 per film and retain all resale rights unless Philip Morris decides to continue the series. *I Love Lucy* was budgeted at $25,000 per film.

* * *

Because of a similarity in names with another company, **Pennant Productions**, Hollywood, has changed to **Pennant Television Productions Inc.**

Capitalization from original $200,000 to $1,000,000 has also been increased, according to **Edward Woodworth**, president. He explained additional funds were necessary in cooperation setup to provide money for the initial TV film series *Date with Destiny*, scheduled to start next month, and a new group of films titled *Fiction Theatre*.

* * *

Production . . .

General Foods Corp., New York (Swans Down products), will start *Our Miss Brooks* on CBS-TV this fall in addition to CBS Radio. Filming will begin July 1 at **Desilu Productions**, Hollywood, with **Eve Arden**, star of the radio version, recreating Connie Brooks for TV. **Robert Rockwell** will portray Mr. Boynton, replacing **Jeff Chandler** of radio series, whose motion picture contract precludes TV appearances. **Young & Rubicam Inc.**, Hollywood, is General Foods agency.

* * *

Procter & Gamble Co., Cincinnati (Ivory soap, Crisco, Duz, Lilt), starts *Boss Lady*, a TV film series, on NBC-TV, Tues., 9-9:30 p.m. (EDT), for 13 weeks from July 1 as summer replacement for *Fireside Theatre*. **Lynn Bari** is featured [B•T, May 12]. **Jack Wrather Television Productions**, Hollywood, has completed six of scheduled 13 films.

* * *

Screen Gems Inc., Hollywood, completing half-hour TV film, *Samuel Morse*, for **duPont**. Film actors **Eduard Franz**, **Don Gibson** and **Tom Brown Henry**, are featured with **Jules Bricken**, producer-director.

* * *

William F. Broidy Productions, Hollywood, has started a new half-hour color TV film adventure series, *The Phantom Pirate*, shooting exteriors on and from a 100 foot boat, *The Avenger*, in the vicinity of Catalina Island. Starred in the title role is **Robert Stack**, film actor. **Frank McDonald** is directing with script writers **Bob Bailey** and **Hugh King** acting as associate directors. **Cass Duchow**, illustrator and book designer for the Anderson-Ritchie Press, Los Angeles, has designed costumes and will create pirate designs for a merchandising tie-in campaign. **Wesley Barry** is producing with Mr. Broidy, who is the executive producer.

* * *

Breakston - Stahl Productions, Hollywood, will produce 26 half-hour TV color film series, *Safari Bill*, on location in British East Africa and the Belgian Congo. The films, produced simultaneously with a feature picture, will get under way around June 18 and be ready for fall release by **United-Artists**. **George Breakston** and **C. Ray Stahl** will co-produce-direct from scripts by Mr. Stahl. Featured in the cast are **Richard Denning** and **Martha Hyer** (Mrs. Stahl). Associate producer is **Irene Breakston** with **John R. Carter** named technical executive.

* * *

With the signing of **Charles Winninger**, stage-screen actor as star, **Bing Crosby Enterprises**, Culver City, starts a new half-hour light comedy TV film series, *Those Were the Days*. Story-line was created by **Richard Dorso** and **Bernard Girard**, serving as co-writers-producers with the latter directing. Featured in cast are radio-film actors including **Arthur Q. Bryan**, **Ted Thorpe**, **Howard Erskine** and **Doris Singleton**. **Lucien Andriot**, the firm's cameraman on *Rebound* series, assigned to similar duties on *Those Were the Days*.

* * *

Sarra Inc., Chicago, has completed two industrial safety films for the **National Safety Council**, same city. Films are being telecast. They concern freight handling and safety "IQs".

* * *

Negotiations are underway between **Forrest Judd**, independent film producer, and **Ernest Haller**, cinematographer, for production of half-hour color TV film series, as yet untitled, to be filmed in India.

Film People . . .

Ruby Rosenberg, production manager for **Don Sharpe Enterprises**, Beverly Hills, has been named first vice-president of Unit Production Managers Guild.

* * *

Michael Luciano, film editor for Revue Productions, Hollywood, goes to **Adrian Weiss Productions**, Los Angeles, as film editor for *Craig Kennedy, Criminologist* TV film series. Production on three more half-hour films started last week.

* * *

Jay Novello, Hollywood radio actor, has been signed by **Phillips Lord Productions**, North Hollywood, to play the part of Willie Sutton in three films in NBC-TV *Gang-busters* series.

* * *

Billy Gray, young film actor, signe by **Gene Autry's Flying A Pro ductions**, Hollywood, to portra Annie's kid brother, Tagg, i *Annie Oakley* TV film series.

WTVN (TV) CENTER

Opened Last Wee

WTVN (TV) Columbus' new tel vision center, which opened la week, is the largest and mo complete TV facility in Ohio, a cording to Edward Lamb, presiden

The TV station's new window less building contains three studio for live production and a liv film studio, the main studi 50 x 50 ft. and the smalle studios, 20 x 30 ft. each, with central control bridge lookin down into all studios and the fil room. Mr. Lamb's properties i clude WICU (TV) Erie, Pa., an the *Erie Dispatch;* WTVN (TV WTOD WTRT (FM) Toledo an WHOO-AM-FM Orlando, Fla.

Mr. Lamb said five air conditio ers serve the building with th first floor containing offices an studios, dressing rooms and wor areas; the second housing spo sors' rooms, the president's offic and a small suite of rooms, and th basement area containing a sta recreation room, heating faciltie and additional dressing rooms.

Basic plans for the building we drawn up by Mr. Lamb after personal tour of other station New studio and control equipme have been installed, he said, wit the staff increased in all depar ments and more plans in the makin for a further staff increase.

5% FORMULA HALT

To Be Asked by AFM Loc

AMERICAN Federation of Mus cians executive board, which mee today (Monday) in Hollywood a a preliminary to the union's n tional convention this Friday i Santa Barbara, will be asked b Los Angeles Local 47 executive to repeal or modify the 5% we fare fund formula imposed on T film producers.

The Los Angeles musicians co tend the fund setup, to which T film producers must contribut prevents musicians from gettin work because it discourages filn ing of video shows with live musi An appeal with petitions fro Local 47 was made to James Petrillo, AFM president, in ear May at which time he promis to take the appeal under advis ment and consult with the nation board [B•T, May 12].

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EORGE B. STORER Jr. (l), managing rector of KEYL (TV) San Antonio, d Miller N. Babcock, commercial anager, WGBS Miami, managed a tle fishing at Key Largo during a eeting of the Storer Broadcasting Co. [B•T, May 19].

NXT RATES

ffers Daytime 45% Discount

EW RATE CARD which allows 45% discount to all sponsors buying nine or more daytime spots per eek was announced last week by NXT (TV) Los Angeles station f the CBS-TV network, effective esterday (Sunday).

Object of the plan, according to eneral Manager Wilbur Edwards, to get more spot advertisers into aytime TV, although nighttime pot clients will be permitted to ombine their spots or participaion figures in order to qualify for he deduction.

"Local daytime video programing is considerably ahead of sponor interest," he said, "and the new ate structure is designed to lure ther current and new advertisers n the basis of larger audience and avorable cumulative repetition." he new discount is also expected o be called into play by sponsors f saturation campaigns.

WCBS-TV Discount

The network's New York station, VCBS-TV, announced a similar iscount on daytime announcenents, with 12 set as the weekly inimum [B•T, May 19]. KNXT vas described as the only TV outet in Los Angeles to openly pubicize the percentage discount—pplicable after other deductions—o that all advertisers could particiate on an equal basis.

Mr. Edwards also announced hat, without changing basic rates, KNXT has reclassified its time segnents, also effective June 1. A new lassification—Class D—has been esignated from sign-on until noon, t a $300 hourly base rate, The new ime classifications are as follows: Class A, Sunday through Saturday, 7-10:30 p.m.; Class B, Monday hrough Saturday, 6-7 p.m., Sunlay, 5-7 p.m., and daily, 10:30-11 .m.; Class C, Monday through Satrday, noon to 6 p.m., Sunday, noon o 5 p.m., daily, 11 p.m. to midight; Class D, daily, all other imes.

26 MILLION SEE 'ASIA' FILM

35 Stations Show TV Documentary

RESISTANCE to Communist aggression in Asia is the subject of *Truth Shall Make Men Free*, a 13-minute documentary film which has been shown to an estimated 26 million television viewers in 25 U. S. metropolitan areas.

The Committee for Free Asia Inc., San Francisco, which is distributing the film, made by Palmer Pictures Co., San Francisco, said 53 showings already have been made by 35 stations since mid-February this year and that a total of 78 (or 72%) of the nation's 108 TV stations have requested the film.

The film depicts work by Asian and American newsmen, radio veterans, labor leaders, students, teachers and others to organize their own privately operated machinery in a drive against Communist aggression in Asia.

Alan Valentine, former president of the U. of Rochester and now president of the Committee for Free Asia, said the film has been distributed to 75 stations, with three requests still not filled because of the unexpected demand. He commended TV stations for helping to "bring to Americans . . . a deeper appreciation of the problems of Asia and of its people."

He said some stations have shown repeat performances.

NATIONAL Bank of Washington (D. C.) began sponsorship of *Your Commissioners' Report* last week. Program on WMAL-TV is presented to acquaint people of nation's capital with operation of city's government.

SENATE STUDIO

Sought in Ferguson Bill

SEN. HOMER FERGUSON (R-Mich.) has introduced a bill (S 3216) in the Senate that would permit the building of a television studio on the east gallery floor of the Senate wing. It would be maintained by the Senate Radio-TV Correspondent's Gallery.

The bill would authorize the spending of such funds as necessary for the studio's construction.

Sen. Burnet R. Maybank (D-S.C.) co-sponsored the measure. Harold D. McGrath, superintendent of the Senate Radio-TV Gallery, said five film units currently operate in the gallery. An average two forum, 10 TV film and 18 radio shows originate there. Increased activity, he noted, had necessitated the request for more space. The bill was referred to the Senate Rules and Administration Committee.

I DREAMED I WAS A MILLIONAIRE IN MY ALEXANDER FILM SHORTS

"As a matter of fact, the way those dynamic short TV film commercials by Alexander have sent our sales soaring, that first million may not be so hard to get after all!"

There's good reason why Alexander film shorts are used by more than 27,000 clients. It's a matter of quality and impact . . . sales winning factors that Alexander has perfected through more than three decades of experience as the world's largest producer of film advertising. For the best in TV film commercials, rely on Alexander . . . the pacemaker in quality and service!

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GLOBAL LINK

Seen for New York, London

PROPOSAL for a global TV link among nations of the North Atlantic Treaty Organization, with terminal points in New York and London, was brought to public attention in two stories appearing in the *New York Herald-Tribune* fortnight ago.

The project is one phase of a master global communications blueprint for radio relay systems, television networks, AM and FM broadcast stations and facsimile. It has been under study and implementation for the past year [B•T, April 7; Sept. 3; July 30, 23, 1951].

The TV project picked up momentum two months ago as a potential "Vision of America" with the revelation that foreign nations are being urged to adopt U. S. video standards and finance installation of equipment as in Japan.

After Sen. Karl Mundt (R-S.D.), a prime mover behind worldwide television, apprised the Senate of current developments last April with a series of articles, the plan was discussed by representatives of the State Dept., Defense Dept., the FCC and the National Bureau of Standards.

The immediate program, labeled NARCOM, envisions microwave relay stations from New York through Montreal to Newfoundland, where network would convert to VHF transmission and extend along the Labrador coast. From there, the signal would jump to Greenland, Iceland and other points, reverting to microwave for extension through the British Islands. Land water relay systems would have to be established before NARCOM could begin operation. Both the military and the State Dept. stand to benefit from it.

Relay stations would cost about $50 million, covering some 68 outlets, on the basis of AT&T figures, according to Maj. Henry F. Holthusen, lawyer, financier and consultant to the State Dept. and one of the planners. Cost of installing some 180 relay stations in the U. S. reportedly was about $85 million.

Plans for similar systems also are underway in Egypt, Turkey, Australia and the Philippines, it was reported. The NARCOM system embraces use of wide band, VHF and microwave relay equipment (using FM) at strategically-elevated points.

The *Herald-Tribune* quoted Maj. Holthusen as saying that if government financing is not forthcoming, private industry might show interest in sponsoring the inter-continental TV link. Some manufacturers and financing "sources" have made overtures in this direction, it was said.

DuMONT executives gathered at a farewell luncheon for Clarence G. Alexander (seated, 2d from l), the TV network's director of operations who resigned to take the same post with RHC-Cadena Azul, Cuba. L to r are (seated) Lynn Cleary, manager of sales service; Mr. Alexander; Chris J. Witting, DuMont's director and general manager, and Alice Guego, secretary to Mr. Witting; (standing) Norman W. Drescher, administrative assistant; Irwin Rosten, assistant to the director of operations; Gerald Lyons, director of publicity and public relations; Donald A. Stewart, film department manager; Joseph Hess, budgets director; Jack Bachem, assistant director of sales; Melvin A. Goldberg, director of sales planning and research; Leslie G. Arries Jr., assistant director of programming and production; Edward Kletter, director of merchandising and business development; Donald H. McGannon, administrative assistant; Ted Bergmann, director of sales; Richard E. Jones, manager, WABD (TV) New York, and Rodney D. Chipp, director of engineering.

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GE TV BOOKLET

Helps Station Planners

TO HELP prospective TV station operators prepare FCC applications and formulate basic construction details, General Electric is distributing a comprehensive technical booklet, *Television Station Planning*. Already delivered to Washington consulting engineers and attorneys, the booklet discusses station requirements, basic equipment combinations and integrated systems.

The material helps in choice of equipment for each installation "and is designed to give an overall awareness of the technical problems involved." GE will send the volume on request. Address GE at Onondaga County Savings Bank, Syracuse, or 777 14th St., N. W. Washington, D. C.

AP TV NEWS

Suspension Laid to Market

INDICATIONS that the new TV station market will not increas as rapidly as had been initiall expected were cited by the As sociated Press last week as it reason for suspending its just begun TV news service.

Suspension of the film servic was scheduled to occur Friday. Th film news was started April 1 and produced by Spotnews Produc tions Inc. for the AP which dis tributed it to television station A joint statement from the tw organdizations said:

"Uncertainties of the futur make it advisable to suspen operations until there can be clearer picture of the rapidity wit which new television stations wil come into existence. Indication are that there may be no appreci able expansion in the new statio market in the immediate future."

The daily quarter-hour news reel had been suscribed to, at th start, by seven AP member TV stations—KSD-TV St. Louis *(Post Dispatch)*, WDAF-TV Kansa City *(Star)*, WBAP-TV For Worth *(Star-Telegram)*, WTAR TV Norfolk *(Virginia-Pilot* an *Ledger-Dispatch)*, WCAU-TV Philadelphia *(Bulletin)*, WHAS TV Louisville *(Courier-Journal* an *Times)* and WBNS-TV Columbus Ohio *(Dispatch)*.

Domestic coverage was provide by cameramen and correspondent in 42 states, with added representa tives signed in other states an Alaska, Hawaii and Puerto Rico Correspondents in 44 countrie were slated to contribute foreig coverage.

Service was designed to be ex clusive to AP members, with TV stations, like radio outlets, eligibl for associate memberships in th press organization.

STATION KNXT (TV), KLAC-TV and KHJ-TV Hollywood, KECA-TV Los Angeles and KFMB (TV) San Diego awarded certificates of achievement by Armed Forces Radio Service, Hollywood, for telecasting *The Big Picture*, TV film series depicting role and mission of U. S. Army. Col. William Mason Wright Jr., USA, Commanding Officer AFRS, made presentations on respective programs last week.

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WLTV (TV) HEP
To All-Negro Variety TV

TV'S FIRST and only all-Negro variety program, claimed by WLTV (TV) Atlanta for its Saturday night features, *Golden Bells* and *TV Cabaret*, has paid off in commercial success and audience popularity, according to WLTV General Manager William T. Lane.

The program on May 17 gained national sponsorship after quietly debutting in February and being nurtured along by WLTV's production staff until it became a standout among live shows, he said.

Colgate-Palmolive-Peet, for Octagon soap, took over a quarter-hour of the 10-11:15 p.m. production. A second quarter-hour was taken cooperatively by Borden Co., Raleigh cigarettes, Luzianne coffee and Ballard & Ballard (flour), with the co-op group plugging a coupon-premium plan. Mr. Lane said a third national sponsor has contracted for another quarter-hour and an Atlanta appliance store has taken a fourth quarter-hour.

The program opens with the half-hour *Golden Bells*, featuring the "Five Trumpets," a gospel singing group, and guest singing groups from Negro churches in Atlanta and north Georgia. At 10:30, WLTV shifts to a second studio for the 45-minute *TV Cabaret*, conducted by m.c. Ray MacIver and featuring a five-piece blues band and a night club lineup of entertainers.

Mr. Lane said the program's commercial concept is to give national advertisers a direct vehicle of approach to the large Negro buying market of the Atlanta area.

NEW FILM FIRM
Lesser and Poe Open

OPENING of a new TV film distribution firm to be called Major Television Productions Inc., New York, was announced last week by Irving Lesser and Seymour Poe, co-directors of Producers Representatives of New York.

General sales manager of the new corporation is Maurie Gresham, who resigned as head of KLAC Los Angeles' TV distribution company. He will be headquartered in New York's RKO Bldg. Branch offices will be opened in Chicago, Atlanta, and Culver City, Calif.

Television and movie film properties to be distributed by the new corporation—with original cost estimated at $7 million, according to a Major spokesman—include four full-length motion picture films and nine musical films starring singer Bobby Breen. Firm is also offering 26 30-minute films titled "It's a Small World," and series of 26 "Thrilling Bible Dramas."

TV SERIES on "Let's Be Good Drivers" was telecast on *Woman's World* on WTMJ-TV Milwaukee. Shown receiving award for its presentation is Beulah Donohue, hostess on the program. R. G. Winnie (r), station manager, and R. C. Salisbury, director of safety division of Wisconsin Motor Vehicle Dept., inspect inscription.

Religious Program Hints

MINISTERS have been advised to watch such television performers as Arthur Godfrey and Dave Garroway in order to inject "spontaneity, friendliness, humor, and a warm open approachableness" into religious telecasts. This advice was contained in a 46-page booklet, published by—and available from—the Broadcasting & Film Commission, National Council of the Churches of Christ in the U. S. A., 220 Fifth Ave., New York 1, N. Y. Booklet was written by Rudy Bretz, TV consultant.

CONVENTIONS TV
Circuits To Be Ready

ALL UNDERGROUND TV circuits for the national conventions in Chicago will be installed by June 15, Illinois Bell Telephone Co. announced last week. Final microwave test was completed May 21 as engineers checked pickup facilities between the Amphitheatre at 43rd and Halsted Sts. and Merchandise Mart, feeder link between the convention site and NBC's WNBQ (TV).

Earlier tests at WGN-TV WENR-TV WBKB (TV) and the Conrad Hilton Hotel, convention headquarters for both parties, proved satisfactory, according to telephone company spokesmen.

TV Relay Grant

FCC granted authority May 20 to the Pacific Telephone and Telegraph Co. to convert a telephone "protection" channel between Sacramento, Calif., and Portland, Ore., to enable KING-TV Seattle to receive live network telecasts of the political conventions in Chicago [B•T, May 19]. Temporary microwave relay facilities, already authorized, will be used to relay the signal from Portland to Seattle, FCC was informed. The petition also indicated the program service would be fed to "television viewer locations" in Portland, which has no TV outlet. Cable cost was estimated at $70,000.

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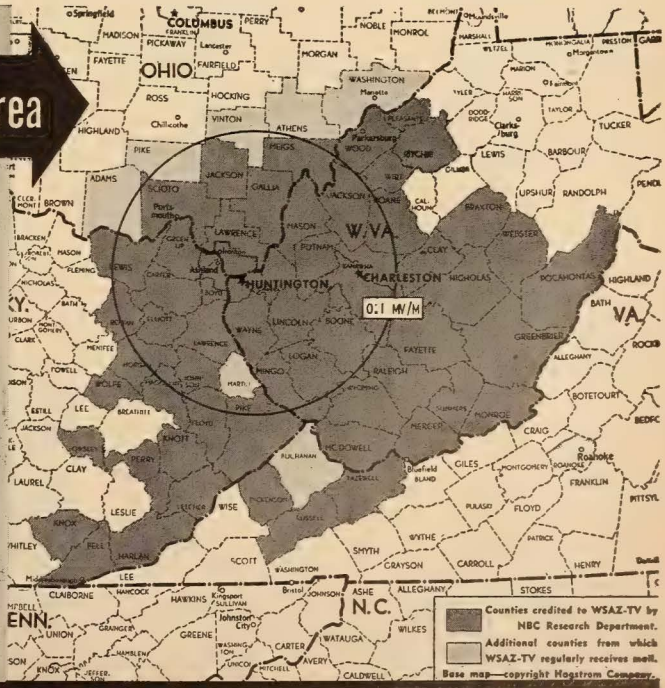

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NLRB REPORT

Raises Issues in Radio-TV Cases

OVER a year ago, an official of a large manufacturing plant questioned employes about their union buttons and lightly termed them a "pass to heaven." The National Labor Relations Board declined to accept the explanation that his statements were only "kidding remarks," and held them to be unlawful.

In Washington last week, the board issued its voluminous 16th annual report for fiscal 1951, covering some broadcast cases through early 1952, in which vital technical points emerged.

With the advent and growth of television and increasing demands for repeal or at least amendment of the Labor-Management Relations Act—the so-called Taft-Hartley Law—radio-TV broadcasters could profitably take more than a passing look at the board's decisions as a harbinger of things to come.

In the wake of NLRB's decisions over the last fiscal year, what are licensees' rights under current law and what course is the board likely to take in present and future cases involving station-union disputes?

Indeed, the labor agency has acted differently in comparable instances, when variable factors emerged, but some broadcasters have indicated more than minor confusion when confronted with complaints filed by various labor groups.

With the expansion of television, even the unions themselves—American Federation of Radio Artists, Television Authority, Screen Actors Guild, among others—have found their procedures and activities clouded with jurisdictional doubt.

The board's decisions in a number of radio-TV labor cases—and the underlying reasons given thereto—may dispel some of the fog, though this interpretation of its report is not intended to serve as a catch-all guide or indicative of bargaining unit trends in intra-union fights, such as between IBEW and NABET.

It is generally acknowledged among industry authorities that if the present administration prevails on Capitol Hill next year, a bid will be made to ease the Taft-Hartley law to the benefit of labor.

To what extent may NLRB extend its jurisdiction over radio stations?

Some time ago, the board made clear that network affiliation is not necessary to bring it within scope of interstate commerce. It implemented this conviction in cases involving WLEX Lexington, Ky., and WWOL Buffalo, N. Y. The criterion: Evidence of listeners and advertisers in other states.

KPAC Case Jurisdiction

The board may even extend its jurisdiction over a station operated by a college on an allegedly non-profit basis—such as KPAC Port Arthur, Tex. The board found here that the station actually operated "on a commercial basis for profit, although the profit went to a non-profit educational institution." The fact that the profits were channeled back to "cultural objectives" did not "alter the business character of the station's activities," NLRB ruled, adding that KPAC devoted nearly half its time to network shows.

Does the board have authority to "investigate the truth or falsity of non-communist affidavits?"

NLRB claims this responsibility rests with the Justice Dept. by statute and affirmed a prior ruling to that effect. It alluded to a labor case involving ABC.

What of cases wherein prior agreements are negotiated among licensees and unions and a rival union files a petition?

In the KMYR Denver case, the board ruled that if an employer and a certified union enter or renew a contract during the period between filing of a rival petition and the end of a certified pact with the existing union, the petition should be dismissed.

Is there an exception? Yes, where there is substantial evidence of a schism of employes from the certified union of such proportions that the bargaining relationship "has become a matter of extreme confusion and uncertainty." Then, the board orders an election before certification period ends.

In the case of William Penn Broadcasting Co. (WPEN Philadelphia), a board majority decided that an employer may continue bargaining with a union already established as majority representative "if a petition (from a rival union) raises no *valid* question of representation." The board made plain, however, they do so at their own risk and subject to unfair labor practices if the board later finds a valid question has been raised. The board overrode its trial examiner here and reopened the case.

What about the status of supervisory employes in television? The board made only one reference to this confusing problem.

Director Functions

In a case involving ABC, the board rejected the network's claim that a director does not "responsibly direct" actors' performances but that his directions are "suggestions, requests, cues." It held:

What would be a direction in another industry may be termed a "suggestion" in the field of television, but nevertheless it is the director's concept of the desired result that governs the response of the performer, regardless of the manner of communication.

In another instance—that covering WCAU Inc. (WCAU-TV Philadelphia)—the board credited TV broadcast directors with authority effectively to recommend the transfer or discharge of employes under their direction, though such an occasion has never arisen. Where alleged authority of employes with disputed status does not exist, they may be included in the bargaining unit.

What of parttime radio-TV employes—those who work in different departments?

Previously, in four such cases—KPAC, WCAU, WWEZ New Orleans and WMBR Jacksonville, Fla.—NLRB required employes to work 50% of their time within the unit to be eligible for voting. It later modified this ruling and held these employes should be bracketed with parttime help—those who work for other employers or who at times remain idle.

Where an employe's status is in doubt, he may vote subject to challenge—according to the decision in the WWOL Buffalo dispute.

Perhaps the most controversial and sensitive provision in the Labor-Management Relations Act is that governing interference with employes' rights—or so-called unfair labor practices.

The board has cited employers for interrogation of employes or applicants for employment, claims that union activity would result in economic detriment, "threats" of loss of employment, attempts to "influence" votes against the union and inducements to assist employes to withdraw from unions. NLRB stated:

"Consistent with past rulings the board has continued to hold that the questioning of employes by their employer *per se* violates Sec. 8 (a) (1) [of the act] when it concerns the following subjects: Employes union membership or activities; their attitude toward the union, or their desire for union representation; their voting intentions in a scheduled board election or their views concerning a sched-

(Continued on page 84)

WXYZ Detroit's *Jack the Bellboy* sales have been steadily mounting, as indicated by the above sales chart. Obviously pleased are WXYZ salesmen (kneeling, l to r) Doug Campbell and John Lyon. Standing are Joe Henry (l), ABC Spot Sales Dept. and Joe Molin, WXYZ.

WSYR's Local Radio Sales

UP 39%

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

National Spot Advertisers

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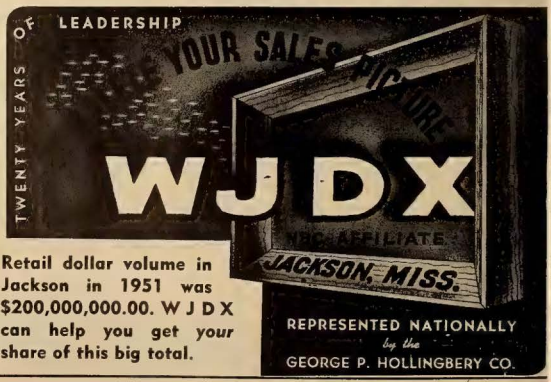
The Only Complete Broadcast Institution in Central New York



Retail dollar volume in Jackson in 1951 was $200,000,000.00. W J D X can help you get *your* share of this big total.

51 SET SALES

RTMA Reports Dealer Data

IEW statistical service started y the Radio-Television Mfrs. Assn. hows sales of radio sets to deal- rs by manufacturers during the alendar year 1951. RTMA will ublish data quarterly, but reports ill not include auto sets.

Reports for 1951 shows domestic ales of 7,588,810 home, portable nd clock radios. New York State eads the list with 857,927 radios old to dealers. Following are radio et sales to dealers for 1951:

State	Total
labama	126,287
rizona	38,741
rkansas	74,575
alifornia	520,948
olorado	84,692
onnecticut	88,632
elaware	20,848
ist. of Columbia	72,556
lorida	170,923
eorgia	169,096
daho	31,056
linois	448,572
ndiana	203,711
owa	127,425
ansas	116,761
entucky	106,616
ouisiana	127,013
aine	62,379
laryland	100,193
lassachusetts	218,793
lichigan	299,940
linnesota	131,868
lississippi	72,265
lissouri	197,512
lontana	39,367
lebraska	77,254
levada	9,221
lew Hampshire	19,965
lew Jersey	223,146
lew Mexico	33,699
lew York	857,927
lorth Carolina	181,338
lorth Dakota	44,608
hio	408,449
klahoma	108,574
regon	104,999
ennsylvania	566,780
hode Island	37,493
outh Carolina	74,612
outh Dakota	41,400
ennessee	141,865
exas	404,190
tah	39,015
ermont	15,403
irginia	119,724
Vashington	141,779
Vest Virginia	97,499
Visconsin	171,583
Vyoming	17,518

RE Iowa Meet

OMMUNICATIONS will be ex- lored by top speakers during a ne-day conference sponsored by he local section of the Institute of Radio Engineers in Cedar Rapids, owa, Sept. 20. Talks, exhibits, lant inspections and a banquet will ighlight the session, to be held at he Roosevelt Hotel.

ARTHUR H. CROGHAN (l), owner-general manager of KOWL Santa Monica, Calif., accepts station's gift from Jim Coyle, sales manager, on the occasion of his 25th anniversary in radio. Package contained a traveling clock.

DISC CONTEST

WAVE Reports Record Vote

TO SUPPORT its contention that radio is alive and kicking in a two-TV station market, WAVE Louisville reports that a late evening amateur disc jockey contest just completed broke its own record for number of mailed-in votes.

The program, *Oertels' 92 Disc Contest*, aired Monday through Saturday from 10:15-11:30 p.m., wound up a 27-week series with a mail pull of 111,583 votes, compared to 93,095 letters for a 30-week contest last year.

Four grand prizes included all-expenses-paid weekend in Hollywood, week's vacation at the Hotel Biloxi on the Mississippi Gulf Coast, a week's vacation at Fontana Village, Fontana Dam, N. C., and $400 merchandise prize consisting of household furniture, radio and other appliances. Expense-paid trips were good for two people in each instance.

Contest was conducted by Bob Kay, who interviewed amateur disc jockeys. Latter spun platters of their choice and wrote and read their own copy and commercials. Winner was chosen each night from three participants by telephone and weekly winners were determined by mail. Grand championships were held every six or eight weeks.

EARS THAT HEAR

IN YOUNGSTOWN ARE EARS THAT BUY!

WBBW'S concentrated coverage is not wasted on cornfields. Here's pin point selling that falls on receptive ears, "buying" ears — right in a market that really counts.

WBBW — the new ABC affiliate in Youngstown — brings you . . .

Concentrated Coverage and No Waste Circulation

REP. FORJOE & CO. INC.

FAB MEET

New Membership High Reported by Floridans

LARGEST meeting in the history of the Florida Assn. of Broadcasters was held May 22-23 at Miami Beach with 169 broadcasters in attendance. Membership reportedly reached a new high with 73 of the state's 76 stations signed and 100% of the stations represented.

Main address was delivered by Maurice B. Mitchell, president of Associated Program Service, on "Radio Salesmanship." S. O. Ward, outgoing FAB president and president, general and promotion manager, WLAK Lakeland, taped the talk to be distributed to station staff members not present.

Florida's Gov. Fuller Warren made a special trip to address the broadcasters, telling them radio had played an important part in his administration. He said radio had been of greater service to him than any other medium for dissemination of news and publicity.

The Florida broadcasters adopted a new constitution and by-laws and elected officers (AT DEADLINE, May 26) to be installed July 1. Newly named to the board of directors were Eugene D. Hill, general and commercial manager, WORZ Orlando, and Tom S. Gilchrist Jr., general manager, WTMC Ocala.

Members of the board of directors and the membership were honored for services during the year by plaques presented to FAB President Ward and Secretary-Treasurer John B. Browning, general manager, WSPB Sarasota, by Maj. Garland Powell, director, WRUF Gainesville, at a banquet Thursday.

KBA SESSIONS

Two-Day Agenda Set

PROGRAM, sales and business sessions will highlight the semi-annual meeting of the Kentucky Broadcasters Assn. in Louisville, Ky. Thursday and Friday, J. W. Betts, WFTM Maysville, will preside as KBA president.

Meeting opens Thursday morning with registration at 9:30, followed by a business session and luncheon. Ken Sparnon, BMI, and Jean Thomas, originator of the American Folk Song Festival, will speak. Afternoon agenda calls for program-sales clinic, social hour and banquet, with Dr. R. Haynes Barr, president of the Kentucky Medical Assn., as guest.

Second business meeting and luncheon will comprise the Friday schedule, with Jack Younts, WEEB Southern Pines, N. C., as guest. Mr. Younts is secretary of the North Carolina Broadcasters Assn. Conference will be held at the Seelbach Hotel.

FM SET SURVEYS

Report High Percentage

TWO SURVEYS in Wisconsin and Illinois indicate a heavy concentration of FM receivers in homes.

A telephone survey of 500 families by the State Radio Council in Madison, Wis., indicates 42% of the area families have FM sets, with only 36% a year ago, 24.8% in 1950 and 18.4% in 1949. On the basis of the survey it is estimated there are 11,000 FM sets in Madison. The council operates a statewide network of six non-commercial FM stations, with two more under construction.

FM sets survey of homes represented by students from 297 families attending Carmi Township High School, Carmi, Ill., indicated 71.68% of homes contained FM receivers, according to Thomas S. Land, secretary and general manager, WROY-AM-FM Carmi. He said FM reception in the area is excellent, while claiming no AM station can be heard in the area at night.

New FM Speaker

A NEW type loudspeaker for FM reception was demonstrated for New York's Radio Club of America May 22. The loudspeaker is expected to retail for about $25 but reportedly is capable of matching performance of high-cost sound reproducing apparatus. Inventors Dr. Jordan J. Baruch and Henry C. Lang, of Massachusetts Institute of Technology Accoustics Lab., commented that the unit may be on the market by fall.

NEWS on KMBC-KFRM is TOPS...

. . . because KMBC-KFRM stays on 'top' of the NEWS!

And there is no greater value today than radio news!

KMBC-KFRM news programs are the most-listened-to newscasts in the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFRM News Department.

Here is a tremendous sales potential in one of the nation's richest markets...the great Kansas City Primary trade area.

Call KMBC-KFRM or ask your nearest Free & Peters' colonel for complete details on the mighty voice of the KMBC-KFRM Team and for newscast availabilities.

KMBC of Kansas City

KFRM for Rural Kansas

• • • 6th oldest CBS Affiliate • • •

NLRB Report Raises Radio-TV Issues

(Continued from page 82)

uled board election; whether they had received solicitation letters from a union."

Among the stations that have found themselves involved on employes' rights are WATL Atlanta, Ga.; KVEC San Luis Obispo, Calif.; KWIN Ashland, Ore.

May a station licensee assist one union against another where the issue of communist domination arises?

The answer is no. In the Stewart-Warner case, NLRB ruled "the fact that the employer undertook to assist one union against another for patriotic reasons" does not "excuse a violation."

What is the extent of employes rights?

NLRB cited the case of WBT Charlotte, N. C. (Jefferson Standard Broadcasting Co.) in which it ruled that "employes were not protected in circulating a handbill attacking the quality of the employer's product." The handbill accused Jefferson Standard of providing "inferior and technically inadequate programs" through WBTV (TV). These tactics "were hardly less indefensible than acts of physical sabotage," and their discharges were lawful, the board stated.

At KFRM Kansas City, Mo., a shop employe was discharged—lawfully, the board decided—for referring to the employer's management and policies in profane and abusive language, in private and public places on the employer's premises.

Again in the Charlotte dispute, the board stressed that an employer is not required to negotiate with a union to settle unfair labor charges if he prefers to test the legality of his conduct at NLRB level.

In the WTAL and KDRO Sedalia, Mo. cases, the board ruled:

"Outright refusals to meet with the representative of a majority of employes for negotiations continue to occur, but alleged violations . . . more often take the form of a refusal to discuss or negotiate a particular matter." Some matters fall in the bargaining area, others don't. But it added:

"The filing of unfair labor practice charges does not relieve an employer of the continuing duty to bargain. Neither does a union's resort to a lawful strike. . . . The fulfilment of the obligation to bargain becomes doubly important during a strike."

With respect to bargaining in "good faith," the board noted that stations have been cited for "demanding radical changes at the 11th hour in negotiations." This the board took to be evidence of an insincere desire to reach agreement with the union. Other samples: "A sudden and unexplained shift in its bargaining position" and demand for a "much shorter contract."

Suppose a broadcaster invokes the free speech guarantees of the Constitution and promises employes greater benefits than they would otherwise obtain from a union?

Such speech is not "protected" and interferes with employes' rights, the board said.

Specifically, the first amendment was held not to protect statements made by Valley Broadcasting Co. (identified as licensee of WSTV Steubenville, Ohio) which allegedly sought to induce employes to accept benefits in individual agreements as a condition to their "abandonment of the union."

Despite their involvement in labor disputes no broadcasters were involved in petitions for injunctions during the year.

NLRB was confronted with its greatest workload in the 16 years of existence during fiscal 1951, which ended last June 30, with over 15,500 unfair labor practice and representation cases filed. Total of over 15,000 cases were closed and another 5,000 were still pending, the board reported.

In the wake of a law that upset the traditional labor advantage of the original Wagner Act but still retains appreciable benefits for unions, it will be noted that 79.1% (or 4,164) of all unfair labor practice charges were filed against employers, with formal complaints issued in 630 cases.

Other facts: Some 6,000 representation elections were held, with bargaining agents chosen in 73% of those instances. These agents represented 76% of those employes eligible to vote. Over $2 million was paid out to 7,000-plus employes in back pay during fiscal 1951 because of "illegal discrimination."

6,842-to-1 Return

JUST ONE WGY Schenectady announcement brought an avalanche of 6,842 letters and post card replies. Howard Tupper, WGY senior staff announcer, made the announcement on an unsponsored 7:05 a.m. *Weather Show.* Mr. Tupper asked listeners to tell him what value they placed on his weather program. Answers came from 611 towns and cities in 69 counties of seven northeastern states. Many respondents said they place great value on the program in conducting their daily business.

BASEBALL PLUGS

Boost WEMP Audience

NEW ANGLE in promoting listenership for the Milwaukee Brewers baseball team has been inaugurated by Mathisson & Assoc. there, agency for the Miller Brewing Co., exclusive sponsor of broadcasts of the team's games over WEMP-AM-FM Milwaukee.

Under the direction of Edward G. Ball, the agency recorded the voices of the team's 15 best known players. Spots invite listeners to the ball park for home games. Each spot is introduced by sportscaster Earl Gillespie.

After the player's voice, an announcer tells listeners to tune in to the Miller High Life baseball broadcast if they can't attend the game. Different tapes of players are used to ask listeners to tune in on games when the team is on the road.

ANPA 'ATTACKS'

Refuted Over WMSC

REBUTTAL to newspaper ads prepared by the Bureau of Advertising of the American Newspaper Publishers Assn. was aired in a new analysis by Gren Seibels, news director at WMSC Columbia, S. C. according to C. Wallace Martin general manager.

In his talk Mr. Seibels accused newspapers of going "out of their way to criticize radio and television." He said many of the nation's newspapers are running a series of full-page "attacks" which amount to a "rough and tumble, knock-your-competition promotion campaign."

Refuting "implication" in the ad that radio programs reach only fractions of the total public such as sports show fans and women show listeners, he said smart advertisers already know this and spend their money to reach the audience they want at rates cheaper than that of newspapers, instead of circulating their advertisement "to an audience that will not or cannot respond."

Speaking of news interpretation he said a reader in South Carolina who limited himself to the editorial columns would assume the state was "truly a Garden of Eden; that its politicians and office holders are above and beyond reproach; that the state needs nothing more complicated or serious than a few more traffic lights and more highly enriched hominy grits and bigger and better flower arrangements to become a complete paradise on earth.

"In Columbia," he said, "the citizen who wants an outspoken discussion of public affairs must perforce, turn on his radio."

Sterling Speaks at WBZ

FCC Comr. George Sterling met with members of the broadcast industry last Thursday at WBZ Boston's Radio-TV Center and addressed the group on "The Radio Broadcasters Part in Civil Defense." Talk explained the function of Conelrad to the eastern New England broadcasters.

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

GIVING MORE PEOPLE MORE REASONS TO LISTEN MORE OFTEN

EMPHASIS ON LOCAL NEWS, SPORTS, EVENTS, AND ENTERTAINMENT FAVORITES

PLUS

MUTUAL'S HEADLINERS

Nearly Everyone in the Green Bay Area has a compelling reason to listen to WJPG some time every day.

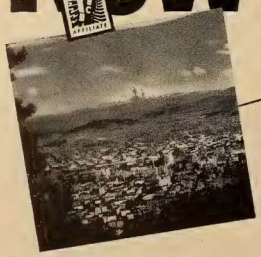
GREEN BAY IS A FAVORITE TEST MARKET.

WJPG Green Bay, Wisconsin

McGILLVRA, Rep.

New York • • • • Chicago

KGW



THE *People's Choice* IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

AIRING of WJZ New York program, *Kitchen Capers*, has egun from the Circle Lounge of New York's Hotel Governor Clinon. Show features Glenn Riggs, in uestion-and-answer giveaway proram. In attendance the first day vere Ted Oberfelder, vice president, ABC, and Lansing P. Shield, presilent of Grand Union Stores.

SPACE CADET' KITS

ALADDIN INDUSTRIES, makers of metal lunch kits and vacuum ottles, has received a franchise rom Toni Mendez Inc., exclusive icensor for *Space Cadet* merchandising. The kits bear a picture of several *Space Cadet* characters. Complete with fresh coffee and ake, the kits were sent to the press last week to promote introduction of the item.

WEATHER PROMOTION

WEATHER reports are being pronoted by KPQ Wenatchee, Wash., with such tricks as a recent letterwriting contest awarding a weather map as prize for a letter on the subject, "Should our weather man sing the weather report?" General Manager James W. Wallace reported winner signed himself "Chief Big Smoke" and suggested an Indian war dance instead to "change" weather when needed.

TOT LISTENERS SURVEY

STUDY of tot listening reaction to *Captain Glenn's Play Club*, a half-hour morning children's show on WLWT (TV) Cincinnati, will be made by Dr. Ruth I. Smith, assistant professor of kindergarten and primary education at the U. of Cincinnati, according to John T. Murphy, TV vice president for the Crosley stations.

WTAM'S CHAIN LIGHTNING

CHAIN LIGHTNING merchandising plan of WTAM Cleveland got a boost when 41 super stores were added to the plan by Acme, which it reports the oldest food chain in Summit county. Additions bring total to 389 stores and food markets saturating 21 counties, according to Eugene R. Myers, new WTAM merchandising manager.

programs promotion premiums

VACATION CONTEST

PROMOTION feature has been devised by Stewart MacPherson, star of WCCO Minneapolis-St. Paul's *Sportingly Yours*, to sell Rock Spring Beverages and publicize his program. Listeners are asked to send in the "most interesting, original and thought-provoking question," accompanied by a beverage label. Two winners will receive week's vacation at beach resort. Beach resort itself is mailing scenic postcards calling attention to contest on Mr. MacPherson's show. Other winners will receive sporting equipment, mailed by the beverage company and Erwin, Wasey & Co. Inc.

TV MEETS GRADUATES

BROCHURE to acquaint those in the TV industry with Syracuse U.'s coming TV graduates has been mailed out by the university. Booklet, titled "Ready One! Take One!" is done in year book fashion with portraits of each graduate and information concerning his background and capabilities.

MBS 'FLASH FEATURES'

"FLASH FEATURES," twice-monthly clip sheet distributed to newspapers by MBS, devoted one issue exclusively to MBS radio coverage of the national political conventions this summer, with each story bylined by a top MBS commentator.

WCAU'S TV TOUR

TELEVISION tour of WCAU Philadelphia's new Radio-TV Center was held a fortnight ago taking viewers behind the scenes at the new building and showing the inner workings of a radio-TV station. Program was telecast daily for 15 minutes through May 26. Official dedication of the center was held May 27. Charles Vanda, vice president in charge of TV, handled the shows.

'OPERATION HEAT WAVE'

FOR the first time, WRC Washington is offering a special discount plan for advertisers whose products move best when the sun is hottest. From May 25 through Sept. 25, advertisers are offered 20-second stationbreak announcement. Station will accept "hot weather" advertisers only under "Operation Heat Wave" plan. Each advertiser must agree to minimum of $500 for spots to be used at the advertiser's discretion anytime during the four-month period.

POOL TELECASTS

HOUR long Sunday show is being telecast by KNBH (TV) Hollywood from the pool of the Town House in Los Angeles featuring fashions, news and interviews. Anita Louise, film star, acts as hostess of the program designed to show Hollywood as the fashion center of the West.

WMIL NEWSPAPER AD

READERS of the *Milwaukee Sentinel* were asked this question by WMIL Milwaukee: "Do You Know That You're Worth Just 1/20th of a Cent?" Ad then explains, "That's right. When an advertiser figures what it's going to cost him to tell you his story, you're worth just exactly one-twentieth of a cent!" The advertisement said that advertising reduces costs and that this was especially true of radio, because it is so economical. Special plug is given for WMIL's *Family Party* featuring "Fritz the Plumber".

WLW FARM PAMPHLETS

CROSLEY Broadcasting Corp. will distribute pamphlets to more than 6,000 persons expected to take part in the annual visit to Everybody's Farm, operated near Mason, Ohio, by WLW Cincinnati. The 137-acre farm, site of WLW's 710-ft. tower, features the most modern agricultural methods. Three WLW programs originate from the farm.

WRVA SCHOLARSHIP

COMPLETION of a 13-week cycle of quiz programs which gave $4,200 in college scholarships to winning high school contestants has been announced by WRVA Richmond, Va. *Scholarship Quiz* was conceived by Sam Carey, WRVA program service manager. Program was sponsored by WRVA and the U. of Richmond. Nearly 1,500 man hours went into the planning and production of the 13 half-hour broadcasts which were produced by Ray Kennedy, of the WRVA production staff. Series drew praise from Virginia educators and newspapers.

WEAU COLOR MOVIE

NOVEL "Down to Earth" luncheon sponsored by WEAU Eau Claire, Wis., in Minneapolis, featured a color motion picture of the WEAU 1951 Wisconsin Plowing Contest and Soil Conservation Day, produced by Bob Nelson, program-promotion director, with the sound track made in WEAU studios. About 70 time buyers, advertising and promotion managers from Twin City agencies attended.

ROUNDTABLE SERIES

SERIES of roundtable programs on civic affairs with a panel of members of the London Junior Chamber of Commerce was recently broadcast by CFPL London, Ont. The program won the "award of achievement" of the national association of Junior Chamber of Commerce. CFPL not only aired the program each week, on a public service basis, but also helped produce the programs with training and technical advice.

FASHION SHOW

FASHION show featuring 80 models showing the latest in spring and summer finery was sponsored short time ago by WARA Attleboro, Mass. Nine shops which advertise on the station were represented at the show proceeds of which went to charitable organizations in the city. Affair, which was coordinated by Jo Sherman, station women's director, is scheduled for annual production.

WARD in Johnstown is TOPS

—for the Listener

—for the Advertiser

in Central Pennsylvania Market.

1st RATINGS RESULTS RENEWALS

WARD

CBS RADIO NETWORK

WEED & CO., Representative

2nd MARKET IN WESTERN PENNSYLVANIA

Meet your BEST CUSTOMER

Who is he? He's the American Farmer, the current American capitalist. He's the real owner of his own business—and farming is big business today.

He makes a lot, he saves a lot, he spends a lot. He's your best prospective customer.

One-tenth of all these prosperous prospects for your product live in WLW-Land—One-tenth of America. The best way to reach them is by Radio . . . and the most effective and economical radio in this area is WLW.

The full story of "Your Best Customer"—all the facts and figures—is on film. Ask to see it.

WLW The Nation's Station

FOR FINEST TAPE RECORDING

KSWI
Council Bluffs, Iowa

USES
Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.
Magnecorders Inc. 360 N. Michigan Ave., Chicago 1, Ill.

FINAL TV ALLOCATIONS REPORT

Extra copies of this 196-page printed report available at $3.00 each.

This complete, easy-to-read volume shows the entire city-by-city breakdowns for all 2,053 proposed stations in 1291 communities.

For extra work copies, tear copies, library copies send the coupon below. Supply is limited so order your copies now.

BROADCASTING • TELECASTING
870 National Press Bldg.
Washington 4, D. C.

Please send ..... copies of the Final Television Allocations Report at $3.00 each.

☐ M/O, check ☐ please bill

Name

Company

Street

City Zone State

FCC actions

MAY 23 THROUGH MAY 28

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 91.

May 23 Applications . . .

ACCEPTED FOR FILING

AM—1380 kc

David M. Segal, Kansas City, Mo.—CP for new AM on 1280 kc 500 w d AMENDED to change frequency to 1380 kc, increase power to 1 kw.

Application Amended

Garden State Bcstg. Co., Atlantic City, N. J.—CP for new AM on 1490 kc 250 w unl. AMENDED to change trans. and studio location.

AM—550 kc

WHLM Bloomsburg, Pa.—CP change from 690 kc 1 kw D to 550 kc 500 w unl. DA-DN and change trans. site.

License Renewal

Following stations request renewal of license:

KVRC Arkadelphia, Ark.; KDMS El Dorado, Ark.; KVMA Magnolia, Ark.

FM—101.9 (Ch. 270)

WKRC-FM Cincinnati—CP change ERP from 12.6 kw to 15.624 kw, ant. height from 600 to 531 ft.

Extend Completion Date

WMVO (FM) Mt. Vernon, Ohio—Mod. CP for extension of completion date.

TENDERED FOR FILING

AM—1340 kc

KSID Sidney, Neb.—Mod. CP change from 1540 kc 250 w D to 1340 kc 250 w unl.

AM—770 kc

KOB Albuquerque, N. M.—Extension of SSA to operate on 770 kc 25 w—N, 50 kw—D unl., using trans. authorized under CP beginning 3 a.m. EST 9/1/52.

May 26 Decisions . . . .

BY BROADCAST BUREAU

FM—91.7 kc (Ch. 217)

KSDS (FM) San Diego, Calif.—Mod. of license to change freq. from 91.7 mc (Ch. 217) to 88.3 mc (Ch. 202).

Granted License

WALK Patchogue, N. Y.—License for new AM station: 1370 kc 500 w D.

KVOZ Laredo, Tex.—License for new AM station: 1490 kc 250 w unl.

WARL Arlington, Va.—License covering changes in trans. and studio locations, ant. system to include FM antenna.

WRBL-FM Columbus, Ga.—License for FM station; 93.3 mc (Ch. 227); 46 kw; ant. 408 ft.

WRMZ Allentown, Pa.—License covering FM station; 100.7 mc (Ch. 264); 20 kw; 290 ft. ant.

WHOS-FM Decatur, Ala.—License for FM station: 92.5 mc (Ch. 223); 7 kw; 30 ft. ant.

WHRM (FM) Madison, Wis.—License covering changes in non-commercial educational FM station; 91.9 mc 114 kw 790 ft. ant.

Sign Off at 6:30 p.m.

KJAN Atlantic, Iowa—Granted authority to have regular sign-off period at 6:30 CST, for period 5-1-52 and ending in no event later than 9-31-52.

Extension of Authority

WIPR Santurce, P. R.—Extension of authority to broadcast from 8 a.m. to 6 p.m. from studio located at Munoz Rivera Park, pending completion of permanent studios for period 5-25-52 and ending no later than 6-23-52.

Approved Location

WRAP Norfolk, Va.—Mod. CP for approval of ant. and trans. location.

KBRZ Freeport, Tex.—Mod. CP for approval of ant., trans. location.

WSWF Ft. Myers, Fla.—Mod. CP to change trans. and studio locations.

WKEI Kewanee, Ill.—Mod. CP for approval of ant., trans. and studio locations, and change type of trans.

Extension of Completion Date

WFSI Lakeland, Fla.—Mod. CP to change type of trans., ant. system, and extension of commencement and completion dates from 2 months and 8 months, respectively from date of grant; Freq. 88.1 mcs Channel 201; 10 w.

WGAR-FM Cleveland—Mod. CP to change ERP from 20 to 31 kw, ant. height from 500 ft. to 410 ft.; specify trans. location and ant. system and extend commencement and completion dates from 2 months and 8 months, respectively from date of grant.

WVOW-FM Logan, W. Va.—Mod. of CP for extension of completion date to 7-1-52.

WSBA York, Pa.—Mod. CP for extension of completion date to 8-11-52.

Following were granted mod. of CP's for extension of completion dates as indicated:

WIMS Michigan City, Ind., to 8-15-52; WSAY Rochester, N. Y., to 12-1-52; KWOC Popular Bluff, Mo., to 12-17-52; WRSW Warsaw, Ind., to 7-31-52.

ACTIONS ON MOTIONS

By Com. E. M. Webster

Dick Bcstg. Co., Knoxville, Tenn.—Denied motion to strike appearance of Knoxville Ra-Tel Inc. in re applications in Dockets 10184 and 10185.

Easton Pub. Co., Easton and WHOL Allentown, Pa.—Granted petitions of Easton Pub. Co. and WHOL for leave to intervene in proceeding in re application of Sussex County Bcstrs., Newton, N. J.

KLMR Lamar, Col.—Granted extension of time to June 16 to file exceptions to initial decision and request oral argument in re consolidated proceeding involving application and those of KGAR Garden City, Kan. and KFNF Lincoln, Neb.

William C. Grove, Wheatland, Wyo.—Granted petition to accept late appearance in re reinstatement of application for CP.

By Hearing Examiner Fanney N. Litvin

Azalea Bcstg. Co., Mobile, Ala.—Set aside order of 5-16-52, purporting to grant petition of Azalea Bcstg. Co. for leave to amend application to specify site and show new coverage data, as said order was issued under mistaken fact that tendered document was signed by applicant whereas it was not signed by any of applicant partners but by applicant's engineer who is not member of partnership.

By Hearing Examiner J. D. Bond

B & C Radio Co., Rockford, Ill.—Pending motion to reconvene hearing, further hearing thereon before Examiner Bond in Washington on May 28.

May 27 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

WEEK Peoria, Ill.—Mod. CP which authorized change in DA for extension of completion date.

WBUD Trenton, N. J.—Mod. CP which authorized change in frequency

TV Interference

COMPILATION of magazine articles on TV interference (TVI), with recommendations for overcoming various types, is contained in the second edition of *Television Interference*, edited by Philip S. Rand and published by the Remington Rand Lab. of Advanced Research, South Norwalk, Conn. More than 20 articles are contained in the volume, reprinted from such technical and lay magazines as *QST*, *CQ*, *Electrical World*, *Electrical Manufacturing*, *Radio & Television News*, *Business Week*, *Radio-Electronics*. In its first edition, over 20,000 copies were distributed free of charge. Of interest is an article on "TVI From 21 Mc," published in the December 1948 *QST*. Amateurs began using the 21 mc band early this month and potential interference to TV receivers using the same band for IF circuits has caused concern [B•T, May 5].

LATEST LIST of independent stations now being serviced by Press News Ltd., radio subsidiary of Canadian Press, now totals 89 stations. In addition, Canadian Press supplies Canadian Broadcasting Corp. with full service, from which CBC writes own newscasts.

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power, DA, trans. and studio location, for extension of completion date.

License for CP

WGNR-FM New Rochelle, N. Y.—License for CP authorizing new FM station.

Modification of CP

WKZO-TV Kalamazoo, Mich.—Mod. CP to change ERP from 8 kw vis. 8 kw aur. to 80.5 kw vis. 40.5 kw aur.; trans. location from 4½ miles N. W. of Richland near Kalamazoo to corner AB Ave. & 24th St., near Plainwell, Mich.

TENDERED FOR FILING

Change ERP

WBRC - TV Birmingham, Ala.—AMENDED to request change of ERP from 28.8 kw vis. 14.4 kw aur. to 100 kw vis. 50 kw aur.

APPLICATION DISMISSED

WFMZ (FM) Allentown, Pa.—DISMISSED license for CP which authorized new FM station (application unnecessary).

(Continued on page 91)

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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*
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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

Experienced manager for net affiliate in excellent Iowa market. Box 301P, BROADCASTING • TELECASTING.

Salesmen

First class salesman wanted by AM-FM station in south Atlantic state. Must be reliable, industrious, sober. Don't expect a world beater but a plugger. All type accounts including department stores. Box 235P, BROADCASTING • TELECASTING.

CBS station in highly competitive southeastern city will add one salesman to present staff. Remuneration on commission basis with adequate draw. Write in full giving references and experience. Box 252P, BROADCASTING • TELECASTING.

Earn big money! Well established top-rate transcription company has good territories open for high-class salesmen who contact radio and TV stations, ad agencies and sponsors. Liberal commissions. Send references and photo. Box 298P, BROADCASTING • TELECASTING.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

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

Announcer-engineer with first phone. Must have top announcing ability. CBS station in highly competitive southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Do not send audition until requested. Box 253P, BROADCASTING • TELECASTING.

Announcer-engineer (two), emphasis on announcing, at once for Virginia Mutual station. $300.00 month to start. Tell all first letter. Box 277P, BROADCASTING • TELECASTING.

Announcer-engineer, announcer, first phone must be top quality announcer, CBS midwest station. Box 281P, BROADCASTING • TELECASTING.

Good announcer who has experience at copywriting, Pennsylvania independent. Send full resume experience, plus audition, photo and sample copy. Box 289P, BROADCASTING • TELECASTING.

Young combo man, first phone, seeking varied experience in live Wisconsin city. Emphasis on announcing and commercial copy. Opportunity for promotion. Write Box 297P, BROADCASTING • TELECASTING.

We are a 1000 watt network affiliate offering above average pay for an above average staff. Modern plant, excellent working conditions in Rocky Mountain state. Will soon have an opening for a good combo-man. Announcing ability is of prime importance. 1st phone and car necessary. Interested only in a man who wants to settle in a fine community offering healthy climate, unsurpassed hunting, fishing and scenery. Include picture, full details, references first letter. We're particular. We want you to be. Box 303P, BROADCASTING • TELECASTING.

Announcer-engineer for independent station. Engineering experience unnecessary, must have first phone. Must have good voice and be able to do top disc show. Good pay, excellent working conditions, immediate opening. If interested call Jim Bradner, collect, KGBC, Galveston, Texas.

Announcer, announcer-salesman. Top salary. Audition, photo, particulars to Larry Filkins, KSCB, Liberal, Kansas.

Help Wanted (Cont'd)

Announcer, staff, control board. Strong on news and commercials. Salary $60. Opportunity for advancement. Write KFAL, Fulton, Mo.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Wanted—June 1st—one combination radio announcer-engineer-give full particulars in first letter. Write KWCJ, Natchitoches, Louisiana.

Immediate opening for experienced, deep voiced, announcer. Must run board and ad-lib. No trainees; no prima donnas need apply. If you're good—rush full info as preliminary to personal interview to Art Ross, P.D., WCUE, Akron 8, Ohio.

Announcer, first phone, clean, moral, not smoke, or drink, for independent regional, send disc, photo, resume to H. E. Smith, WAVL, Apollo, Penna.

Announcer-engineer. Use us as stepping stone! If you lack experience but have announcing possibilities, develop while working at reasonable salary in pleasant Florida citrus and lake area, 250 watt network affiliate. If you're ready for larger station at end of year, we'll help you get the job. WSIR, Winter Haven, Florida.

Announcer, some experience, or announcer-engineer. WVOS, Liberty, New York.

Technical

First class engineer, key position. $75.00 forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Southern regional needs 1st class engineer. AM and FM operation. Application for television. Excellent engineering facilities. Convenient to bus lines. Write, giving full details of experience with references. Box 203P, BROADCASTING • TELECASTING.

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

Engineer, 1st phone for 500 watt midwest station. Box 295P, BROADCASTING • TELECASTING.

Chief engineer for both AM and currently operating TV properties in middle-sized midwestern city. Good immediate opportunity for top quality engineering executive. TV experience desired but not absolutely necessary. Send all information to Box 296P, BROADCASTING • TELECASTING.

First class engineer-operator needed immediately for fulltime station. No announcing. WFAH, Alliance, Ohio.

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.

Immediate opening for three first class transmitter operators. Car essential. Will negotiate salary according to experience. Write or call J. Boler, North Dakota Broadcasting Company, Box 468, Minot, North Dakota, phone 51161.

Engineer-announcer. Immediate opening for experienced, hard working individual. Small town independent with wide outside coverage. Good salary. Permanent. Wire, write or phone WASL, Annapolis, Maryland.

Help Wanted (Cont'd)

Wanted—First class license experienced or inexperienced for AM-FM operation. Sober, conscientious man. Reply WBUY, Lexington, N. C.

First class licensed engineers write fully in strictest confidence. Interested especially if you know 5000 watt Collins transmitter, operation and repair of Magnecord tape and Presto recorders. Howard Stanley, WEAM, Arlington, Va.

Immediate opening for first class ticket holder. Will accept beginner. Will pay higher wage for combo man. Expanding southern New England market. 250 watt, daytime. Independent. WLAD, Danbury, Connecticut.

Engineer with first class license. Willing to learn announcing. WREL, Lexington, Virginia.

Engineer needed immediately, $1.25 per hour, 40 hour, guarantee time and half for overtime. Remotes. WMFC, Monroeville, Alabama.

Immediate opportunity — Experienced transmitter engineer with supervisory qualifications. WSTC, 270 Atlantic Street, Stamford, Conn.

First phone transmitter operator. WSYB, Rutland, Vermont.

Immediate opening for first phone license. No experience needed. Car required. Contact Chief Engineer, Radio Station WTNS, Coshocton, Ohio.

Engineer, first class. Immediate opening. Previous experience not essential. Contact James Trewin, Station Supervisor, WVCV, Cherry Valley, New York.

Production-Programming, Others

Experienced production-continuity writer for midwest radio-TV. AFRA minimum: $3800 first year; $4400 second year. Three weeks vacation. Box 278P, BROADCASTING • TELECASTING.

CBS affiliate in leading southeastern market needs promotion man, preferably with radio and TV experience. Excellent opportunity. Please send full details to Box 315P, BROADCASTING • TELECASTING.

Program director—Opening June 15 for capable man. Good opportunity for man with ideas. Applicants from Illinois and adjoining states only can be considered. Personal interview necessary. Apply Bill Holm, WLPO, LaSalle, Illinois.

Situations Wanted

Managerial

Manager. Promotion. Manager profitable small independent wants larger market. Married, Phi Beta Kappa college grad, 27, 4 years experience all phases radio. Promotion-minded. Can build and hold listeners, clients. Must earn $7500 to consider change. Excellent references. Box 288P, BROADCASTING • TELECASTING.

For sale reasonable . . . 18 years of radio experience. Covering all phases including ownership, management and salesmanagement giving individual excellent background to cope with operational and profit problems. Sober family man, age 42 with references. Will phone or call personally on any prospective employer. Box 291P, BROADCASTING • TELECASTING.

Salesmen

Commercial manager, prefer Old Dominion area, thorough bottom-to-top radio background including sales, programming, production, administration. Box 279P, BROACASTING • TELECASTING.

Situations Wanted (Cont'd)

Sales manager with fine personal sale record local and national accounts. De pendable with ability to build sales an salesmen. Unhealthful climate neces sitates change immediate future. Bo 286P, BROADCASTING • TELECAST ING.

Eastern seaboard, 5 years experienc newspaper, agency, radio 500, 50,00 watts, N. Y. C., New England. Married car. Has served as commercial man ager. Box 320P, BROADCASTING TELECASTING.

Announcers

Staff announcer—Can punch or pur know jazz, pops, classic. Handle boar and write copy. Experienced. Disc Box 263P, BROADCASTING • TELE CASTING.

Thoroughly experienced announce seeks permanent position anyplac northeast. Mature, reliable. Box 275P BROADCASTING • TELECASTING.

Announcer—4 years, strong on DJ Commercials, news, operate console Available immediately. Top references resume and tape on request. Box 280P BROADCASTING • TELECASTING.

Now airing successful morning show Fourteen years experience, radio an television. Desire opportunity fo combo TV and air or sales and air Brochure and tape upon request. Bo 293P, BROADCASTING • TELECAST ING.

Announcer — Experience all phases news, sports, dance band remotes, for merly ran popular night disc show i New York. Night-turn preferred Available immediately. Prefer east o midwest. Box 294P, BROADCASTING • TELECASTING.

Sports announcer—veteran play-by-play all sports both AM-TV. Sports show has top rating. Winning two popularity awards this spring. Unusual situation makes termination present long association desirable. Box 304P, BROADCASTING • TELECASTING.

Hillbilly DJ specialist. General announcing, musician. Board. Desire change. Nine years experience. Tape details request. Box 307P, BROADCASTING • TELECASTING.

Staff, sports, publicity or all three Some experience. Summer replacement or permanent. Particularly strong sports background. Box 312P, BROADCASTING • TELECASTING.

Announcer seeks step up ladder from 250 watter BA Degree. Good newscaster. Year of board, writing. Box 314P, BROADCASTING • TELECASTING.

Announcer—4 years experience. All staff duties. Friendly, informal DJ Intelligent news. Draft exempt. Box 318P, BROADCASTING • TELECASTING.

Announcer—strong on news and sports. Tape available. Married veteran. Box 319P, BROADCASTING • TELECASTING.

Announcer — Thorough knowledge all phases radio. Good voice, good sell, strong news. Midwest preferred. Married, draft exempt. Tell your story, sell your story with Dave Jones, 1626 W. Summerdale Ave., Chicago 40, Illinois.

Announcer, strong news and commercials, good disc work. 32 years old married, draft exempt veteran. SRT graduate. Prefer southwest or Florida. Kenneth E. Johnson, 727 N. 21st St., Milwaukee, Wis. DIvision 2-4061.

Announcer—all phases—operate board—married — draft exempt — experience New York City—available immediately. H. R. Miller. 1141 Elder Ave. N. Y. C. Tivoli 2-4780.

Announcer-engineer—1st phone. Up to 10 kw. Experience. Strong news, sports. Will travel. Draft exempt. William Rogel, 1275 Grant Avenue, New York City, N. Y.

Technical

4 years broadcasting, 10 radio, to and including 50 kw, construction 3 stations, age 31. Desire permanent position midwest. Presently employed. Available June 7. Box 219P, BROADCASTING • TELECASTING.

First phone. Four years experience AM-FM transmitter, studio, remotes. Car. Box 276P, BROADCASTING • TELECASTING.

Transmitter engineer, six years experience, no announcing, prefer Michigan or Ohio, married. Box 284P, BROADCASTING • TELECASTING.

Chief engineer, 12 years experience construction, development operational functional proof of performance testing. All types of remotes and recording, 250, 1000 and 5000 w. Box 285P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

hief engineer—years of experience aintainance new construction. Family, cellent references. Box 309P, BROADASTING • TELECASTING.

hief engineer. Mature, widely experiaced technician. Available mid-July. onsider technician large station. Inrested Florida, south, east-central ates. Box 302P, BROADCASTING • ELECASTING.

resently employed chief engineer deres better working conditions in prossive station. Experienced combo ith good voice. Prefer Colorado or iddlewest but will consider others. ermanent family man. Reply Box 8P, BROADCASTING • TELECASTNG.

ngineer—thoroughly experienced, very ood technical man, some combo work. ox 310P, BROADCASTING • TELEASTING.

ngineer—Five years experience, all hases. Want position with future. o announcing. Married veteran, two ildren. Now employed. Contact ayne Jackson, 412 Sloan, Pampa, exas.

Production-Programming, others

D, news, publicity or continuity chief Pacific Northwest or Rocky Mountin area. Eleven years experience. resently PD. Excellent references, 29. ox 249P, BROADCASTING • TELEASTING.

D, news, publicity or continuity chief lly qualified. Box 250P, BROADASTING • TELECASTING.

ontinuity writer, draft exempt, excelnt references. Progressive station nywhere. Box 262P, BROADCASTNG • TELECASTING.

lanagers dream . . . for PD and air ersonality with my talent and 14 years adio experience. Know how to build hows for sales and community. Write ox 287P, BROADCASTING • TELEASTING.

Vriter-producer-director. Two years idependent station experience: nonramatic, dramatic programs. Young an, two college degrees in broadcastg. Also NBC training in TV newsriting, directing. Consider radio-TV riting-directing posts. Box 316P, ROADCASTING • TELECASTING.

lews editor-DJ. Chicago experienced. vailable immediately. Phone, Avers, JEH, Gallipolis, Ohio.

Television

Technical

elevision cameraman-film technician. ecent veteran. Graduate of Telesion Workshop. Two years photoraphy. Experience — schooling, deires employment—television station. illing to relocate. Box 282P, BROADASTING • TELECASTING.

elevision technician trained in all hases RCA-DuMont studio equipment. oung veteran, will travel. Box 305P, ROADCASTING • TELECASTING.

For Sale

Stations

or sale: Established successful Ohio tation. Full or half interest available. ox 156P, BROADCASTING • TELEASTING.

Vestern 250 watt fulltime independent. ingle station market. Wonderful town r family living. Very profitable under osentee ownership. Gross near $70,000 can be increased. Will assign license r sell 100% corporation stock for $80,-00—less for cash. See this quick! ox 283P, BROADCASTING • TELEASTING.

or sale—Established fulltime local staon in southwest Idaho. Gross $42,-00. Will make good deal for cash. ox 290P, BROADCASTING • TELEASTING.

00 watt fulltime, single station, nonelevision market. Located in healthful alley in Rockies. No agents. Box 2P, BROADCASTING • TELECASTNG.

ocky Mountain station. 250 watts. No ompetition. Independent. $90,000. erms possible. Box 299P, BROADASTING • TELECASTING.

acific northwest. 250 w fulltime. ingle station market, operating profitbly. $10,000 cash; balance $15,000 in ve years. Box 308P, BROADCASTNG • TELECASTING.

For Sale (Cont'd)

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 past ten months. Write for listing. Available immediately. Box 83P, BROADCASTING • TELECASTING.

150,000 feet #10 Copperweld ground radial wire. Immediate delivery. Box 234P, BROADCASTING • TELECASTING.

RCA BFO, 68-B $275.00. RCA Dist. & noise meter, $325.00. Presto model "Y" disc recorder, mounted in cabinet, $400. All excellent condition. WPAG, Ann Arbor, Michigan.

Slightly used but in good condition, three RCA TA5C stabilizing amplifiers. One DuMont type 5105-A monitor receiver. Nice discount on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

Wanted to Buy

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Equipment wanted: Complete for 1 kw station including 185' guyed tower. Box 215P, BROADCASTING • TELECASTING.

Wanted—Complete equipment for 250 watt operation including tower, studio and transmitting equipment. Write complete description of what you have and lowest price to Box 300P, BROADCASTING • TELECASTING.

Wanted—5 kw transmitter. Must meet all FCC engineering conditions. Please give age, condition and price. Also interested in 300 foot self-supporting tower. Box 311P, BROADCASTING • TELECASTING.

Wanted: Used equipment: Limiting amplifier, console, Universal pickups with preamplifiers, jack panel, Cabinet rack, 1⅝ coaxial cable 51 ohm, Presto turntables. Box 313P, BROADCASTING • TELECASTING.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Help Wanted

Production-Programming, Others

HELP WANTED

Experienced girl or man copywriter for continuity department. Air mail full details of experience and references along with photo to Radio Station WONE, Dayton, Ohio.

Situations Wanted

Announcers

DISC JOCKEY

(with first class license)

Experience—net, indie AM and TV. Available immediately for personal interview as DJ personality.

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ELECTRONICS VIEW

Parris of NPA Optimistic

"BARRING a change in the international situation, it should be possible to meet defense and civilian demands for electronic products by a continuation of the splendid conservation efforts of the post-Korea period."

That outlook was held out by a top government electronics official for production of new and replacement parts for millions of radio-TV receivers during 1952.

At the same time, the official—Donald S. Parris, deputy director of the National Production Authority's Electronics Div.—paid high tribute to manufacturers and distributors for ingenious conservation and substitution techniques.

Mr. Parris addressed a management session of the 1952 Electronic Parts Show, held at the Conrad Hilton Hotel in Chicago the past fortnight. He spoke on availability of materials and use of distributors' priorities to obtain them.

Meanwhile, NPA held another round of discussions with members of an Antenna Manufacturers Industry Advisory Committee. Conference touched on inventories, materials for different types of antennas and a growing replacement market.

Mr. Parris reported that the receiving tube industry reduced use of nickel 50% by substituting nickel-plated steel and aluminum-clad iron without reduction in quality. Speaker manufacturers cut weight of alnico magnets 45%, saving vital quantities of nickel and cobalt. TV set-markets substituted electro-static deflection-type tubes for electro-magnetic, saving 40% of the same scarce materials.

"The tonnage saved will be greater as more television receivers designed for these tubes are put in production," Mr. Parris noted.

Other savings were accomplished in TV receivers, with reduction of 50% in steel usage through improved designs; in selenium rectifiers designed for those sets, and in general use of copper wiring, with 85% saved in latter.

Gives Outlook

Latest glance at the prospects for availability of critical metals in consumer radio-TV appliances — since the outlook was weighed last month [B•T, May 12]—was supplied by Mr. Parris.

(1) Aluminum supply will rise in 1952, but so will demand because of new uses and substitutions for copper, with no large-measure improvement before early 1953; (2) copper may remain tight in the next year—its outlook is the "most discouraging"; (3) nickel and cobalt will remain scarce for "the duration"—the electronics industry consumes 6% of the supply at present; (4) tungsten, like the last two, is critical but should ease up.

"The demand for selenium rectifiers is increasing greatly due to military and civilian use in TV and radio industry. The increase of rectifiers in the television field resulted in conservation measures saving silicon steel and copper in addition to rectifying tubes," Mr. Parris explained.

The supply has "greatly improved" and the outlook is "hopeful" for 1952 as a result of complete allocation of selenium, the NPA official said.

Normal Inventories

Antenna-makers reported inventories normal for all types and growth of the replacements market. This has been true among homeowners using home-set or house top antennas and TV stations using tower antennas. Number of electrical storms and rampaging winds throughout the country have jumped broadcasters' demand for equipment, it was revealed.

Along with these factors, growth of community TV antenna systems and resultant boost in applications for materials were cited. Such projects are now classified as industrial and eligible for self-authorized orders.

BOARD of directors of Philco Corp. have declared regular quarterly dividend of 40 cents per share on company's common stock payable June 12 to holders of record June 2. Also declared was regular quarterly dividend of 93¾ cents per share on preferred stock, 3¾ Series A payable July 1 to holders of record June 16.

Schools

NBS GRADUATES are in DEMAND

NBS has more requests for trained radio help than it can fill! Jobs are waiting *right now* for NBS-trained graduates. Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, programming, disc jockey technique.

100% Placement of Combination Men Housing Arranged

Write Today for Details

NORTHWEST BROADCASTING SCHOOL

"One of the Nation's Great Radio-TV Schools"

531 S. W. 12th Ave., Portland 5, Ore.

LELAND POWERS

SCHOOL OF RADIO TELEVISION AND THEATRE

Comprehensive 2-year course provides the complete and practical training essential for greatest success.

ACTING ANNOUNCING
DIRECTING PRODUCTION
MAKE-UP WRITING
VOICE

Faculty of Professionals
Limited classes assure individual attention
Fully equipped Little Theatre and Radio Studios

Write for catalog

25 Evans Way, Boston 15, Mass.

NPA SHAKEUP

Set for Electronics Div.

INTERNAL reorganization of the Electronics Div. at the National Production Authority was being blueprinted last week, with personnel changes bearing directly on handling of applications for scarce materials by radio-TV manufacturers.

Changes involve Components, End Equipment and Electron Tube branches of the division headed by J. A. Milling, with appointments from both government and industry ranks.

Robert R. Burton, former State Dept. telecommunications specialist and communications officer for the Federal Civil Defense Administration, becomes chief of end equipment. He transfers from NPA's Foreign Section, which will remain under his jurisdiction. J. A. Pfau will head the latter group.

Mr. Burton succeeds J. R. (Ted) Sypher, who had served as acting director of end equipment since Mr. Milling vacated the post for the division directorship earlier this year. Mr. Sypher becomes special assistant to Mr. Milling in the office of the Director. He will serve as special NPA representative on the Electronics Production Board and continue in charge of the Military Equipment Section.

Two radio-TV executives—George Henyan of General Electric and Nelson Stewart of Westinghouse Electric Corp.—return to private industry. A third—Harold G. Butterfield of National Union Radio Corp.—becomes chief of NPA's Electron Tube Section.

Mr. Henyan, who supervised components applications, returns to GE's Tube Div., of which he was assistant to the general manager, after eight months' service. He is succeeded by Elmer Crane, of TV Distributors Inc., Cleveland, formerly with the War Production Board, handling radio and radar.

Mr. Butterfield is on leave from Union Radio, manufacturers of electron tubes, of which he is director of purchases. He also is familiar with the TV broadcasting phase of industry—his wife, Elizabeth, is assistant director of educational activities for WATV (TV) Newark, N. J.

The realignment calls for an Office of Director, and three branches—End Equipment, Components, and Programs & Requirements. Plan and personnel changes still must be approved by H. B. McCoy, NPA assistant administrator. Each branch is divided into sections, such as Radio-TV under Lee Golder, Broadcast-Communications Equipment under J. Bernard Joseph, and others.

Mr. Milling, on leave from RCA Service Co., has been division director since the resignation of E. T. Morris Jr., who returned to Westinghouse earlier this year. Mr. Morris presently is active as government liaison representative for the company, among other duties. Donald S. Parris continues as deputy director of the Electronics Div. under Mr. Milling in the reorganization.

KVVC REORGANIZES

Humbert New V.P., Mgr.

C. A. HUMBERT, manager of KPAS Banning, Calif., was named vice president and manager of KVVC Ventura, following its reorganization by W. H. Haupt, KVVC owner. Other changes also were announced.

New sales manager is Karl Rembe, formerly account executive. Andrew Grant, program-farm director, KCID Caldwell, Ida., joins the station as merchandising-promotion director. Alan Snowden, staff announcer, was promoted to program director. Representing station as sales manager in Oxnard is Lyle Kearney, formerly advertising manager, Oxnard *Press-Courier*, KVVC has joined the Southern Calif. Broadcasters Assn.

NBC radio in cooperation with Health Information Bureau, N. Y., non-profit organization, to present new series, *Your Key To Health*, slated to begin June 7, 5:45-6 p. m. EDT. Series will feature singer Jane Froman, and NBC commentator Ben Grauer reporting health news.

WILBUR SHAW (l), Indianapolis Motor Speedway president, signs an agreement permitting broadcast of this year's race by WIBC Indianapolis, through which WIBC will feed 20 midwestern stations. Gil Berry (c), WIBC general sales manager, and Fred Ritter, Capitol Paper Co. of Indianapolis, local sponsor, look on.

RADIO-TV STORES

NLRB Cites Jurisdiction

QUESTION of whether the government has jurisdiction over business and labor operation of local radio-TV appliance dealers was resolved affirmatively by the National Labor Relations Board in a recommended decision May 24.

A board examiner found that J. C. Justice, trading as National Television Service, Memphis, Tenn., falls within interstate commerce, and that he committed unfair labor practices as charged by Local 1275 of IBEW (AFL). Respondent operates two stores—in Memphis and West Memphis, Ark.—and is servicing agency for Hallicrafter, Sentinel, Philco, Emerson, Motorola and DuMont sets.

An examiner said NLRB exercises limited jurisdiction over an enterprise which: (1) annually sells goods or services valued at $25,000 or more, out of state; (2) furnishes goods or services necessary to operation of other employers in commerce; (3) secures equipment from out-of-state sources valued at $500,000 or more annually; (4) purchases from local distributors in-state material received out-of-state; (5) is multi-state (like NTS) even though it distributes only locally.

WKBS Oyster Bay, L. I., N. Y., is now operating from its new combo studio at transmitter in Oyster Bay. Move was made in anticipation of extensive shows from its new Stamford, Conn., studios, five stories above street.

NEWS RIGHTS

Mundt Differs With Gillette

SEN. KARL MUNDT (R-S.D.) differs with Sen. Guy Gillette (D-Iowa) as to whether newsmen have the right to refuse to disclose their confidential sources of information [B•T, May 26]. Sen. Gillette has placed in the *Congressional Record* a study by his Senate Elections subcommittee staff pointing out "in the absence of a statute creating such a privilege, there is none."

Sen. Mundt said that although a newsman has no special immunity for information received about future crimes, or cases involving loyalty, or the security and safety of the country, "in the normal run-of-the-mill cases, wherein a newsman is trying to discuss and report the public business, he certainly has the right—and the duty—to protect his sources." Forcing a reporter to disclose news sources would hamper newsmen's effort "to unearth and disclose bumbling and corruption in government," he said.

B-47 BROADCAST

Carried by KFH From Plane

IN-FLIGHT broadcast from the interior of a B-47 Stratojet has been claimed by KFH Wichita, Kan., with commentary handled by Brandon Chase, station newscaster.

Mr. Chase accompanied a photographer, Gary Millsap, and the pilot, Capt. Herbert White, on a transition training flight from the Wichita air base last Monday. Contact was maintained with the air base where KFH Chief Engineer Virgil Hinshaw was on duty.

The actual broadcast covered pre-flight briefing, the takeoff and a two-hour flight, with portions of broadcast on the station's *Silver Star News* at 10 p.m.

Mr. Chase explained that KFH wanted to bring the public the entire story of how it felt to fly in a B-47. Station claimed it was the first time in aviation annals a radio newsman compiled such a broadcast from a B-47 during flight.

New England

$165,000.00

Profitable regional network facility located in one of the important markets of America. Excellent TV position. Liberal financing arranged.

California

$30,000.00

Fulltime network station that offers one or two active owners an attractive opportunity. Ideal living conditions in a growing market. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

Employment Agency — Employment Agency

ENGINEERS — *First - Second Phone*

Applications accepted for *Immediate* Placement in Thirty-Three States

NEWSCASTER—PROGRAM DIRECTOR—ANNOUNCERS
MANY COMBINATION

One Week's salary when placed, the only fee.

WRITE:

Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York

PL 5-1127 — E. C. Lobdell, Licensee

FCC Actions

(Continued from page 87)

May 28 Decisions . . .

BY COMMISSION EN BANC

Granted License Renewals

Following stations granted renewal of licenses for regular period:

KTHS Hot Springs, Ark.; WJBW New Orleans; WGCM-FM Gulfport, Miss.; KDMS El Dorado, Ark.; KVMA Magnolia, Ark.; WLCS-FM Baton Rouge, La.; WDSU-FM New Orleans; WBEN Buffalo; KMUW Wichita, Kan.; KTBB Tyler, Tex.

Granted renewal of licenses for regular period of WHAM-TV Rochester, N. Y. and WSYR-TV Syracuse, N. Y., subject to orders issued in final TV decision requiring WHAM-TV to move from Ch. 6 to Ch. 5. and WSYR-TV to move from Ch. 5 to Ch. 3.

Temporary License Renewal

Following stations granted temporary extension of licenses to Sept. 1, 1952:

KHBL Plainview, Tex.; WGCH (FM) Greenwich, Conn.; WKSU-FM Kent, Ohio; KXA Seattle.

Temporary License Extension

KHIT Lampasas, Tex.—Designated for hearing application for renewal of license and ordered temp. extension of license until conclusion of this proceeding or until Aug. 1, 1953, whichever is earlier.

Changes Studio Location

WCAU-AM-FM Philadelphia — Mod. AM FM licenses to change location of main studio to site outside city limits of Philadelphia which is not trans. site.

FCC Correction

Correction in May 22 Decisions [B•T, May 26] follows:

Commission proposed to Amend Revised Tentative Allocation Plan for Class B FM Broadcast Stations by adding Ch. 279 to Berlin, N. H., and transferring Ch. 273 from Birmingham to Jasper, Ala. Interested parties may file comments on or before July 1, 1952.

UNIONS MERGER

May Not Meet TvA Deadline

AFTER two weeks of excitement —resulting from the first draft of a plan to merge all major unions belonging to the Associated Actors and Artistes of America—relative quiet prevailed on the East Coast last week.

Plan had been explained in Chicago the previous week, and West Coast entertainment unions heard details last Monday. It was expected that labor-management specialists from the U. of California at Los Angeles and Cornell U., architects of the "blueprint," would revise their proposals in accordance with the suggestions various unions have made.

Labor officials in New York were estimating last week that the final plan would not be returned to them before mid-June, perhaps later, which meant that the deadline of July 1, set by Television Authority, would probably not be met. Although memberships of a few unions have heard explanations of the plan, detailed discussions have remained on the officer-level in all unions affected: Actors Equity and Chorus Equity Assns.; American Guild of Variety Artists; American Guild of Musical Artists; American Federation of Radio Artists, and TVA.

PROFILE article on Hazel Markel, women's commentator on MBS and WWDC Washington, appeared in May 8 issue of *Redbook* magazine. Feature is titled "She Makes Washington Headlines."

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MAY 28

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,350	2,328	87	328	217
FM Stations	633	581	69	10	8
TV Stations	108	97	11	552	19

(Also see Actions of the FCC, page 86.)

New Applications . . .

TRANSFER REQUESTS

KPAS Banning, Calif.—Assignment of license from Byron-Wood Motors, d/b as Pass Bcstg. Co., to Kenneth L. Colborn for $10,400 cash. Mr. Colborn is owner of The Center Inc., which controls business property in Palm Springs, Calif.

KSON San Diego, Calif.—Transfer of control from Studebaker Bcstg. Co. to C. Frederic Robell and Dorothy Johnson, d/b as KSON Bcstrs. Change from corporation to partnership; no actual change of ownership or control. No monetary consideration.

KXOB Stockton, Calif.—Transfer of control from Valley Bcstg. Co. to Hotel Stockton for $200,000. Lincoln Deller is sole owner of Valley Bcstg. Co., transferor. Transferee is composed of President Clem J. Randau (54%), director and minority stockholder of WNEW New York; Secretary-Treasurer Sherrill C. Corwin (15%), Corwin Theatre Corp., Los Angeles; Ralph E. Stolkin (15%), president of Empire Industries, Chicago, and vice president and 25% owner of National Video Corp., Chicago (television tube mfr.); Edward G. Burke Jr., partner in Ryan, Hayes & Burke, oil operators, and Beatrice M. Randau (1%).

WCNH Quincy, Fla.—Transfer of control from Quincy Bcstg. Corp. to Andrew B. Letson for $18,400 through transfer of control of 320 shares out of 500 shares of stock. Mr. Letson is general manager of WCNH.

WTCN-AM-FM Minneapolis, Minn. — Assignment of license from Mid Continent Radio-Television Inc. to Minnesota Television Public Service Corp. for $275,000 (contingent on grant of assignment of license of WCCO to Midwest Radio-TV Inc. [B•T, May 26, 12; April 21, March 10]). Principals in transferee include President Robert Butler (68.63%), former U. S. Ambassador to Australia and Cuba, president of Walter Butler Co., Walter Butler Building Co., Walter Butler Construction Co. and Walter Butler Shipbuilding Co.; Vice President Alvin Gluek (7.84%), president of Gluek Brewing Co., Secretary-Treasurer Quentin David (1.96%), general manager David Inc. Adv. Agency, St. Paul; Bror Dahlberg (4.9%), general advisor to board of Celotex Corp., Minneapolis; Lester Mample (1.96%), district manager for St. Paul district, GE Supply Corp.; Samuel Lipschultz (3.92%), St. Paul attorney, and seven others with less than 1% each.

KPUY Puyallup, Wash.—Assignment of license from Clarence E. Wilson to partnership composed of Mr. Wilson and P. D. Jackson, d/b as Radio Station KPUY. Messrs. Wilson and Jackson are equal partners owning KWCO Chickasha, Okla., KTMC McAlester, Okla., and applicants for new TV station in Oklahoma City, Oklahoma. Mr. Jackson will pay about $15,130 for his interest.

RIOT COVERAGE

KIDO Crew On-the-Scene

COMPLETE coverage of the country's sixth major prison riot in two months was given by KIDO Boise, Ida., on May 24 when 300 rioting convicts in Idaho State Penitentiary staged a five-hour uprising. KIDO special events men Wiff Janssen, Wayne Davis, Harold Toedtmeier and Jack Link were on the scene with portable recorder, jeep and shortwave transmitter immediately after the alarm sounded.

The station broadcast the negotiations between Warden L. E. Clapp and the prisoners' grievance committee in the prison yard, including the break-down of talks, the command to open fire with tear gas, the firing and "crying" reports on the effects of the gas.

Tape recordings were shuttled back to the studios and supplementary reports were made direct by telephone. After the riot, KIDO's recorder broadcast damage results and assembled and edited an hour-long program rebroadcast the same evening.

BAB BROCHURE

Cites Radio Quantity

SHOWING how radio in 1952 stacks up in quantity against some of the simplest necessities of life in the U. S., a king-size, circus-style brochure has been issued by BAB to its members.

Titled "Take Your Choice," the book presents words like "huge," "enormous," "immense," "vast," "widespread," as synonyms for radio. In a comparison with the number of household appliances, beds, bathtubs, telephones and other criteria, the presentation shows that radios are more numerous than any of them. Intended to interest advertisers not now using the medium, the final comparison points up radio's leadership over other advertising media.

NEWSPRINT BLOCK

Counter-Actions Started

CONGRESSIONAL forces last week joined with government agencies to lead a three-pronged assault on the newsprint roadblock set up by Canadian manufacturers against U. S. newspaper publishers.

The situation took on a more critical note with a warning by Price Stabilizer Ellis Arnall that the price boost would mean an increase in newspaper advertising rates and cost of products advertised.

The protests of a fortnight ago [B•T, May 26] crystallized into concrete action on Capitol Hill, with these developments:

● A House Interstate & Foreign Commerce subcommittee last Monday took closed-door testimony on the proposed $10-per-ton Canadian newsprint increase from the American Newspaper Publishers Assn., the Office of Price Stabilization and the National Production Authority. ANPA opposed a suggestion that the U. S. place import ceiling on Canadian newsprint.

● A House Judiciary Subcommittee on Monopoly called in officials of the Justice and Interior Depts. and Defense Production Administration, as well as NPA and OPS. Chairman Emanuel Celler (D-N. Y.) said American publishers are "helpless" in the face of the price hike, but his group would issue a report on its recommendations.

● Sen. Francis Case (R-S. D.) sponsored legislation to set up a joint Senate-House committee to "formulate a national policy" to meet newsprint needs.

Method Doubles Load

METHOD of doubling message-carrying capacity of long distance radio circuits without requiring additional radio channels has been developed by the Signal Corps, the Army Dept. has announced. Circuits can be modified to carry 12 printed messages on radio-teletypewriter. Importance of conserving scarce channels in the radio spectrum for long-range communications was cited as an advantage of the new method.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Weiss & Barry

WONDER

On Records: Don Cherry—Decca; Tommy Furtado—MGM; Dick Thomas—Mercury; Larry Fotine—King; Georgie Auld—Coral.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

TR Plans Expansion

(Continued from page 25)

may be involved.

One staff report recommending a ban on all functional services was rejected by the FCC some time ago, according to informed sources.

Asked what action the Commission might take on transit radio, now that the Supreme Court has issued its decision, one FCC staff member last week observed that with Supreme Court approval the Commission could hardly be expected to act unfavorably.

The existing transit radio industry is centered around operations in a dozen cities. In the Supreme Court's decision last Monday, a list of cities having transit programs was included. It showed, as of October 1949: St. Louis, 1,000 vehicles equipped; Cincinnati, 475; Houston, 270; Washington, 220 (now 422); Worcester, 220; Takoma, Wash., 135; Evansville, Ind., 110; Wilkes-Barre, Pa., 100; suburban Pittsburgh, 75; Allentown, Pa., 75; Huntington, W. Va., 55; Des Moines, 50; Topeka, Kan., 50; suburban Washington, 30.

Transit Radio Inc. lists the following stations in its present list: WWDC-FM Washington; WKRC-FM Cincinnati; KXOK-FM St. Louis; WGTR-FM Worcester, Mass.; WKJF (FM) Pittsburgh; WBUZ (FM) suburban Washington; KTNT (FM) Tacoma, Wash.; WTOA (FM) Trenton, N. J.; KCMO-FM Kansas City; KCBC-FM Des Moines.

Instrumental Selections

In Washington, the Capital Transit Co. programs are limited to six minutes of commercial announcements an hour, or 12 30-second announcements. As generally is the practice, musical programs are confined to instrumetal selections.

E. Cleveland Giddings, vice president of Capital Transit Co., said the firm "is naturally pleased" and is considering installation of radio in all of the company's 1,500 vehicles. At present 422 vehicles are equipped.

He said Capital Transit gets about $2,530 monthly revenue on a minimum guarantee of $6 per month per vehicle equipped. The contract provides the company gets either 10% of gross or $6 per vehicle, which is greater, on radio income up to $100,000; $100,000-$200,000, the company gets $10,000 plus 20% of income over $100,000; $200,000-$400,000, $30,000 plus 33%; sliding scale ranges up to 50% of gross above $600,000.

While the prolonged litigation hurt transit radio, national more than local advertising suffered.

In some cities, transit programming is linked with other functional services such as storecasting and industrial music. WWDC-FM, for example, supplies music to Washington Transit Radio Inc., which in turn is half-owner of Tempo Inc., supplying music to some 200 restaurants and other places.

Mr. Strouse said WWDC-FM (Washington Transit Radio) was "overjoyed" and said the transit radio interests had felt the issue was never in doubt. "Transit radio, the newest medium of mass communication, can now move forward and assume its rightful place in the broadcasting industry," he added. "Our only desire now is to make Transit Radio in Washington a still better medium for dissemination of news and enjoyment of the best in accepted music."

Franklin S. Pollak, Washington attorney who carried the fight into the courts, praised Justice Douglas' dissent and said he believed it "will in time be the law."

Bernard Tassler, managing editor of the *American Federationist*, official AFL monthly magazine, issued a statement on behalf of the National Citizens' Committee Against Forced Listening. As national chairman of the committee, he said it "will continue to press for effective legislation to put a stop to this unfair assault upon the captive audience riding in public transit vehicles. It should be noted once again that the device of forced listening—inflicted upon captive audiences—is used by Stalin and was formerly used by the late Adolf Hitler and the late Benito Mussolini."

Widespread newspaper comment was aroused by the decision. The Washington *Daily News*, a Scripps-Howard paper, denounced the decision and then hopefully reminded that it is in the business of selling advertising space in competition with transit.

The Washington *Star* took two opposite positions. On its editorial page, the *Star* said, "The court of appeals, inventing the doctrine of 'freedom of attention,' had outlawed the programs on constiutional grounds. And it did this by a strained process of reason which, if allowed to stand, might well have opened the door to many more ills than it would ever cure."

But in its radio-TV column, "On the Air," the *Star* called Monday "a dark day . . . for us unwilling radio listeners" and raised the spectre of the old FCC Blue Book. "Its blue is faded and its pages yellowed, but the words are still clear," the column said.

One Issue Involved

The case boils down to one issue, said Justice Burton in delivering the court's opinion—whether the Constitution precludes a transit firm from carrying radio programs in its vehicle. He stressed the fact that the District of Columbia Public Utilities Commission had held an investigation, with public hearings, and had found the service not inconsistent with public convenience, comfort and safety and actually tends to improve conditions under which the public ride.

Rider polls showing well over 90% of passengers favoring continuance of the programs were cited, along with experience in other cities. The court found that neither the operation of transit radio service nor the PUC decision permitting its operation is precluded by the Constitution, reversing the U. S. Court of Appeals ruling which had held passengers were deprived of liberty without due process of law.

The income-producing side of transit radio "bears some relation to the long-established practice of renting space for visual advertising on the inside and outside of streetcars and buses," Justice Burton wrote. He cited program content of 90% music, 5% news, etc., and 5% commercial advertising, concluding there is no basis to set aside the PUC decision.

The majority opinion found no violation of the First Amendment, again citing the PUC decision and the fact that no substantial interference with passenger conversation or rights could be found. No claim of propaganda was involved, the court noted.

As to the appellate court's finding that passenger right of privacy is invaded, the majority held:

This claim is that no matter how much Capital Transit may wish to use radio in its vehicles as part of its service to its passengers and as a source of income, no matter how much the great majority of its passengers may desire radio in those vehicles, and however positively the Commission, on substantial evidence, may conclude that such use of radio does not interfere with the convenience, comfort and safety of the service but tends to improve it, yet if one passenger objects to the programs as an invasion of his constitutional right of privacy, the use of radio on the vehicles must be discontinued. This position wrongly assumes that the Fifth Amendment secures to each passenger on a public vehicle regulated by the Federal Government a right of privacy substantially equal to the privacy to which he is entitled in his own home. However complete his right of privacy may be at home, it is substantially limited by the rights of others when its possessor travels on a public thoroughfare or rides in a public conveyance.

The court rejected the contention of transit radio opponents that an objector has the right not to be forced to listen to programs, holding that such an objector then could override the preference of the majority of passengers but also the federally authorized PUC. "The protection afforded to the liberty of the individual by the Fifth Amendment does not go that far," the court held. "The liberty of each individual in a public vehicle or public place is subject to reasonable limitations in relation to the rights of others."

Programming Not Considered

The court voiced no opinion on the desirability of radio programs in public vehicles, calling it a matter for PUC, the transit company and the public. The majority opinion concluded, "While the court below expressly refrained from stating its view of the constitutionality of the receipt and amplification in public vehicles of musical programs containing no commercial advertising and other announcements, it is clear that if programs containing commercial advertising and other announcements are permissible, then programs limited to the type of music here contracted for would not be less so."

A separate opinion by Justice Black agreed there was no violation of the due process clause and also that musical programs did not violate the First Amendment. He

NEW HOME of KFMB-AM-TV San Diego, 5th & Ash Sts., boasts five stories and new TV studios. TV has first and second floors, radio will be on the fifth floor and the third and fourth floors will be leased out for office space, said John A. Kennedy, board chairman, Kennedy Broadcasting Co.

Highlights of Supreme Court's Transit Decision

" . . . neither the operation of the service nor the action of the Commission (Public Utilities Commission) permitting its operation is precluded by the Constitution."

"This (profit) aspect . . . bears some relation to the long-established practice of renting space for visual advertising on the inside and outside of streetcars and buses."

"There is no substantial claim that the programs have been used for objectionable propaganda."

"However complete his right of privacy may be at home, it is substantially limited by the rights of others . . . in a public conveyance."

"The liberty of each individual in a public vehicle or public place is subject to reasonable limitations in relation to the rights of others."

"This court expresses no opinion as to the desirability of radio programs in public vehicles."

" . . . it is clear that if programs containing commercial advertising and other announcements are permissible, then programs limited to the type of music here contracted for would not be less so."

contended, though, that news, speeches, views or propaganda would violate the First Amendment.

Justice Douglas dissented, taking the view that the street car audience is captive. He pointed to the ability of a home tuner to turn off a program. A person in a public place can get up and leave, he added, but the man on the street car "has no choice but to sit and listen, or perhaps to sit and to try not to listen." He referred to the danger of putting such a weapon in the hands of a propagandist such as a dominant political or religious group. "Today the purpose is benign; there is no invidious cast to the programs," he wrote. "But the vice is inherent in the system. Once privacy is invaded privacy is gone. Once a man is forced to submit to one type of radio program, he can be forced to submit to another. It may be but a short step from a cultural program to a political program. . . . The right of privacy, today violated, is a powerful deterrent to anyone who would control men's minds."

Justice Frankfurter stayed out of the decision, saying in a separate opinion, "My feelings are so strongly engaged as a victim of the practice in controversy that I had better not participate in judicial judgment upon it."

Miracle Decision

In a decision based on banning of a motion picture, "The Miracle," the Supreme Court unanimously ruled that motion pictures are entitled to Constitutional guarantees of free speech and free press. This decision reversed the New York State Court of Appeals which had banned the movie on the ground it was "sacrilegious."

Justice Clark wrote, "Since the term 'sacrilegious' is the sole standard under attack here it is not necessary for us to decide, for example, whether a state may censor motion pictures under a clearly drawn statute designed and applied to prevent the showing of obscene films. That is a very different question from the one now before us. We hold only that under the First and Fourteenth Amendments a state may not ban a film on the basis of a censor's conclusion that it is 'sacrilegious'." He added that guarantees for freedom of speech and free press do not mean that the Constitution "requires absolute freedom to exhibit every motion picture of every kind at all times and all places."

ENGLISH UNION

Broadcasters Get Awards

DWIGHT NEWTON of KYA San Francisco, George Cushing of WJR Detroit, Hubert W. Kregeloh of WSPR Springfield, Mass. and Mrs. Evadna Hammersley of KOA Denver received English-Speaking Union awards last week for contributions to greater international understanding.

Messrs. Cushing and Kregeloh received their awards at a reception at the English-Speaking Union's headquarters in New York on Monday, while Mr. Newton received his later in the week in San Francisco through that city's ESU branch in Denver. Katherine Fox of WLW Cincinnati, who was voted a special award, received it May 19 in London.

In addition to the broadcasting honors, awards were presented to six journalists.

Hill Coverage Report

(Continued from page 30)

tions "because the subcommittee's primary interest was to make a factual record."

Senate Labor and Public Welfare Committee—Newsreel camera coverage extensive, according to the report. Covered a host of subjects.

Senate Rules and Administration Committee — Newsreels covered study of congressional committee reform procedure.

Senate Select Small Business Committee—Radio-TV recordings for rebroadcast on testimony delivered on material shortages (Charles E. Wilson and William Harrison) in January 1951. Same type coverage March 1951 when Gen. Hershey testified on manpower problems. Again when hearings held October 1951 on steel gray market (at Pittsburgh) and TV on same subject in November 1951 Detroit hearings (radio recording broadcast on WJBK Detroit).

Senate Special Committee on Organized Crime (Kefauver unit) —Television, twice in Missouri; eight times in New York and New Jersey; twice in Louisiana; three times in Michigan; four times in Nevada and California; seven hearing days in Washington and twice in Florida, all 1951. Committee exercised judgment as to whether witness should be telecast or filmed, recorded, etc.

Joint Atomic Energy Committee—TV and newsreels permitted during probe of U. S. atomic energy project May 26 through July 11, 1949.

Joint Defense Production Committee—Mr. DiSalle testified before TV two days in June 1951 and newsreel camera coverage common.

Joint Economic Report Committee—No live TV but portions of January 1952 hearings (three days) on President's economic report used for TV. Newsreels covered other hearings. Newsreel camera use restricted upon request of the witness.

While this report is quite complete and certainly accurate from the viewpoint of a spot check, it has been noted that the report does not give adequate presentation of various recordings made for broadcast. It also is open to error because most congressional committees had to rely on memory.

However, this is the first report in print which attempts to round up media coverage on Capitol Hill.

SIX officers of the Florida Assn. of Broadcasters pictured at May 22 meeting at Miami Beach (see story page 83) are (seated, l to r): John B. Browning, WSPB Sarasota, FAB secretary-treasurer; George Thorpe, WCCG Coral Gables, president; Jerry Stone, WNDB Daytona Beach, second vice president. Standing (l to r): Tom Gilchrist, WTMC Ocala, FAB board member: S. O. Ward, WLAK Lakeland, outgoing president, and Eugene Hill, WORZ Orlando, FAB board member.

KOB SALE

FCC Grants Approval, Denies ABC Protest

CONSENT was granted by FCC last Friday to the sale of KOB-AM-TV Albuquerque by T. M. Pepperday for $600,000 to Time Inc. and ex-FCC Chairman Wayne Coy.

The Commission denied a petition by ABC to withhold action on the sale until FCC clears up the status of KOB on 770 kc, channel on which the network's WJZ New York operates as a Class I-A outlet [B•T, May 26, 19; April 28]. Comrs. Robert F. Jones and George E. Sterling did not participate in the ruling.

Under the transfer approved by the Commission, the stations will be sold to Time Inc. KOB's licensee, Albuquerque Broadcasting Co., will then be partially liquidated to place all fixed assets (including land but not the TV building) in the name of Michigan Square Bldg. Corp., a Time Inc. subsidiary, which will then lease the fixed assets and land to the licensee for eight years at appraised value of $450,000. Worth of Albuquerque Broadcasting thereby becomes $150,000, the application explained.

Time Inc. will sell a half interest in the licensee to Mr. Coy for $75,000. The ex-FCC chairman has been retained as manager of KOB-AM-TV for eight years at $26,000 annually. In addition, Mr. Coy remains as radio-TV consultant to Time Inc. at $24,000 annually.

Mr. Coy is to be president and treasurer of Albuquerque Broadcasting with his wife as secretary. Arthur R. Murphy Jr., manager of Time Inc.'s March of Time division, will be vice president. The new board will include Charles L. Stillman, Time vice president.

In its memorandum opinion and order granting the transfer, FCC conditioned the approval to whatever action the Commission may take to carry out the mandate of the U. S. Court of Appeals to reconsider KOB's status on 770 kc, opposed by WJZ.

The ABC petition, denied by the Commission, also sought dismissal of KOB's pending applications for modification of permit and license to operate on 770 kc and asked that FCC rescind KOB's special service authorization for 770 kc.

KOB authorized 1030 kc was shifted to 770 kc to prevent interference to WBZ Boston on 1030 kc.

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DOHERTY TO DETAIL PLAN FOR STRIKE PREVENTION

RICHARD P. DOHERTY, NARTB employe-employer relations director and industry member of Wage Stabilization Board, asked by House Committee on Education & Labor to submit detailed plan for settlement of major national labor disputes.

Request made after Mr. Doherty had outlined strike-prevention formula removing settlements from political hands. In nutshell, Doherty formula provides for director of Federal Mediation Service to certify imminent strike to Attorney General, who in turn would ask U. S. District Court to act.

District judge would invoke Taft-Hartley Act procedure, issuing 80-day injunction for factual study. Workers would have chance to vote on best management offer. If no agreement, court would either order arbitration by panel whose decision would be binding or order government seizure while negotiations continue.

Companies would be precluded during seizure period from earning profits higher than current rate and no wage increases would be permitted nor would unions collect dues or levies from members employed in seized companies.

FCC CHIDES CBS

CBS was taken to task by FCC Thursday for failing to accord William R. Schneider, GOP Presidential candidate, equal opportunities given other Presidential candidates, noting mandate of Sec. 315 of Communications Act. Mr. Schneider, granted time on network's KMOX St. Louis, entered preferential primaries in New Hampshire and Oregon. In letter to network, FCC said in view of nature of Presidential and nationwide scope of broadcasts, fact that CBS owns no stations in two states where Mr. Schneider has entered primaries "is not relevant."

MOVE REMOTE PICKUP BAND

REMOTE PICKUP operations will be removed from 2000-3500 kc band effective May 1, 1953, to comply with 1947 Atlantic City Treaty, according to proposed rule making notice issued by FCC Thursday. FCC would permit use of channels in 25.85-26.1 mc band as alternative in addition to other bands now used. Major networks, many stations affected by order, but treaty provision has been long known, FCC said. Comments are due July 15.

FCC GETS CORNELL REPORT

TELEPHONE report of Cornell U. incident, in which campus station (WVBR) carried pranksters' fake newscasts about bombing of London and Marseilles, given to FCC Thursday by Ithaca, N. Y., city police. Ten masked youths "seized" WVBR for eight minutes. University officials branded incident as "practical joke."

WLAN ATTACKS REPORT

FURTHER attack on FCC's Sixth Report lifting TV freeze made Thursday as WLAN Lancaster, Pa., petitioned Commission to set aside show cause order transferring WGAL-TV there from Channel 4 to Channel 8. WLAN same time re-filed application for Channel 8. WLAN contended show cause action illegally denies it hearing on application required by Communications Act.

ABC GETS BOUT

HEAVYWEIGHT championship bout between Joe Walcott and Ezzard Charles, scheduled for Thursday in Philadelphia, will be broadcast by ABC Radio network as part of *Cavalcade of Sports*, sponsored by Gillette Safety Razor Co., Friday announcement indicated. Bout is in addition to regular ABC Radio Friday night fights, and is scheduled for 10 p.m. EDT to completion with Don Dunphy and Bill Corum as sportscasters. Telecasts of match to be carried by NBC network, as previously announced.

Business Briefly

(Continued from page 5)

13 weeks. Sunday show is aired 4 to 4:30 p.m. CTS. Agency, Roche, Williams & Cleary, Chicago.

RANGER RENEWED ● General Mills renewed *Lone Ranger* over full ABC Radio Network (Mon., Wed., Fri., 7:30-8 p.m. EDT) for 52 weeks effective last Friday. Program now in 20th year. Agency, Dancer-Fitzgerald-Sample.

LEVER ADDS MARKETS ● Lever Brothers (Lipton's tea) adding six more radio markets to its list for spot announcement campaign starting June 16 for six weeks. Agency, Young & Rubicam, N. Y.

OLD GOLD CANCELS ● P. Lorillard Co., N. Y. (Old Gold cigarettes), through Lennen & Mitchell, N. Y., cancels *Down You Go* on DuMont TV network effective June 13.

RADIO-TV SET OUTPUT SHOWS DECLINE FOR APRIL

PRODUCTION of radio and TV sets in April fell below March and same month year ago, according to Radio-Television Mfrs. Assn. estimate for entire industry. April output consisted of 847,946 radios and 322,878 TV sets compared to 1,337,042 radios and 500,000 TV sets in April 1951.

Of April radios 96% of home models were table sets. TV table models over 17 inches in size represented 19% of total compared to 8% in last quarter of 1951 and only 1% in last quarter of 1950. April output included 286,164 home sets, 110,529 portables, 275,250 auto and 176,003 clock sets. Production of clock radios has more than doubled since January.

Output for first four months of year follows:

	Television	Home Sets	Total Radio
January	404,933	288,723	632,455
February	409,337	312,705	759,453
March (5 weeks)	510,561	357,689	975,892
April	322,878	286,164	847,946
TOTAL:	1,647,709	1,245,281	3,215,746

THEATRE TV HEARING

OFTEN-DELAYED theatre television hearing was scheduled Thursday by FCC for Jan. 12, 1953, before Commission *en banc*. Proceeding will consider allocation of frequencies and promulgation of rules for theatre TV service. FCC indicated those who have not previously filed appearances may do so by Nov. 14 with list of witnesses and testimony subjects due Dec. 1.

PEOPLE...

AUSTIN JOHNSON, head of Benton & Bowles' store research department and member of its merchandising committee, appointed coordinator of merchandising for agency, reporting to Charles Pooler, vice president in charge of marketing.

LESLIE A. HARRIS, radio program presentation writer, promoted to radio account executive for ABC Radio Network by Charles T. Ayres, network vice president.

GEORGE OLESON, formerly of WEAM Arlington, Va., and Ohio-West Virginia stations, joins sales staff of WOL Washington under Sid Slappey, WOL sales manager.

LARRY SURLES, former WOR-TV New York salesman, join sales staff of NBC-TV's eastern division spot sales office today (Monday). He previously was manager of ABC co-op department and also has served with WATV (TV) Newark.

ROBERT J. WADE, NBC-TV executive coordinator of production development, named consultant to broadcasting division of Emerson College, Boston, for 1952-53 college year. He will visit college twice each semester for lectures and consultations.

TWO NEW APPLICANTS FOR TV STATIONS

TWO NEW television station applications were filed at FCC Thursday along with new amended bids and several requests for changes in channels and power boost (see early story, page 62).

Filing for first time: WBOC Salisbury, Md., for UHF Channel 16, ERP 112 kw visual, antenna height above average terrain 414 ft., cost $296,400; WDAN Danville, Ill., for UHF Channel 24, ERP 19 kw visual, antenna height 416 ft., cost $251,000. WDAN is owned by Gannet newspapers and is second TV application filed by Gannet-owned station in week.

Filing amended applications: WIOD-AM-FM Miami, Fla., for Channel 7, ERP 316 kw visual, antenna 437 ft., cost $1,259,957 (WIOD-AM-FM owned by *Miami Daily News*, James M. Cox newspaper); WHK-AM-FM Cleveland Ohio, for UHF Channel 19, ERP 223 kw visual, antenna 682 ft., cost $593,430 (WHK-AM-FM owned by *Cleveland Plain Dealer*).

Filing for change in channel assignments, under Sixth Report [B•T, April 14], were: WHIO-TV Dayton, Ohio, from Channel 13 to Channel 7; WTAR-TV Norfolk, Va., from Channel 4 to Channel 3, and WTMJ-TV Milwaukee, from Channel 3 to Channel 4.

KSTP-TV St. Paul, requested ERP increase from 24.7 kw to 100 kw.

INFORMATION DATA SOUGHT

FEDERAL agencies asked by Senate subcommittee probing government censorship to furnish regulations issued under President Truman's information security order. Chairman Blair Moody (D-Mich.) made public letter to all agencies asking details of each public information office as well as policies governing classification of information. Subcommittee to start open hearings next month.

SEEK NEW STATION

PRINCIPALS in WFTM Maysville, Ky., filed bid Thursday with FCC seeking new station at Richmond, Ky., on 1340 kc, 250 w fulltime assigned to be dropped by WLEX Lexington when it is given Commission approval to buy WKLX Lexington for $70,000 [B•T, May 5]. Application tendered by J. W. Betts, WFTM manager, and C. P. Clarke and J. M. Finch Jr., WFTM owners.

SIGMA DELTA CHI HITS BAN

SUBCOMMITTEE of Sigma Delta Chi's Freedom of Information Committee and NBC Chicago News Chief Bill Ray last week blasted Chicago City Council for banning live and recorded radio and television coverage of Emergency Crime Committee hearings which began May 26.

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