

TELECASTING

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in our

7th
year

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JUNE 9, 1952

WRS' PRIORITY PLAN

By LARRY CHRISTOPHER
MODIFICATION of FCC's temporary processing procedure and city-by-city priority listing—to effect more equitable positioning among cities now receiving limited service—was proposed to the Commission last week by Westinghouse Radio Stations Inc. FCC issued its city priority list a fortnight ago [B•T, May 26].

The Westinghouse technique employs a "television service factor" as the key to positioning. This factor is the population of the city divided by the number of TV stations there. Computing one list on the basis of city population and another on the basis of metropolitan area population, Westinghouse covers only the B-2 through B-5 groupings (cities with existing service).

Allocation Developments

Other allocation developments last week included:

- Petition for reconsideration of FCC's Sixth Report lifting the TV freeze by Matta Broadcasting Co., licensee of WLOA Braddock, Pa., requesting assignment of Channel 4 there. Petition argues factors of separation between Braddock and Columbus, Ohio, and suggests channel changes involving WLWC (TV) and WBNS-TV Columbus.

- Request by Zenith Radio Corp., Chicago, that FCC (1) issue a ruling declaring all Chicago applicants, including WBKB (TV) there, on "equal footing" in their bids for Channel 2 and (2) "maintain status quo in respect to Channel 2 in Chicago."

- Plea by Dr. Forbes Farms Inc., Palm Springs, Calif., for amendment of Sec. 3.606 (allocations table) to allocate UHF Channel 14 there under provision of 15-mile rule.

- Opposition of Havens & Martin, operator of WTVR (TV) Richmond, to petition of High Point Enterprise (WHPE High Point, N. C.) to remove the allocation of VHF Channel 6 from Beckley, W. Va., to High Point.

The Westinghouse petition noted that the priority principles retained by FCC in the Sixth Report "are fair to the public" and that "it is in the public interest and 'serves the greatest good to the greatest number' to bring into reality, as quickly as possible, priorities 1 through 4, giving all

areas a choice of two programs and all cities at least two stations."

Priority 1 is to provide at least one TV service to all parts of the U. S.; priority 2, to give each community at least one station. Priorities 3 and 4 are the same except they specify two services to all areas and two stations to each community, respectively, the petition explained.

Conflicts With Priorities

Noting that the Sixth Report indicates FCC's desire "to bring into being as many of the UHF television stations as possible within the shortest period of time," Westinghouse said the temporary processing procedure "would accomplish this result but, in our opinion, unnecessarily conflicts with priorities 1 through 4, at least as to timing."

"For instance," the petition continued, "hearings will be held in Los Angeles and New York-Newark area, both served by seven television stations, ahead of the Pittsburgh and St. Louis hearings, which cities are presently served by single outlets and rank eighth and ninth in metropolitan area population respectively."

Along the same line, the petition pointed out that the "hearings in Los Angeles and New York (and

other multiple-served cities including Washington, Philadelphia, Detroit, Baltimore, etc.) violate priorities 2 and 4, at least as to timing, only because UHF is the only remaining available service."

"This appears to be an undue advantage to citizens already receiving adequate service," Westinghouse contended, "and an unfair penalty to those citizens in other large single outlet cities to which both UHF and VHF channels are presently proposed."

"We believe that the public interest would be served and priorities 1 through 4 more quickly brought into reality by use of another formula to establish hearing procedures without retarding the early growth of UHF stations," the petition held.

A-2 Priorities Necessary

Westinghouse stated it had no comment with respect to the Commission's proposals for group A-2 and B-1 cities, "since such priorities are necessary in order to meet priorities 1 and 3." A-2 cities are those 40 miles or more from any existing TV station while B-1 cities are those less than 40 miles and having assigned to them only UHF channels.

The petition noted that in group

B-1 "the Commission's proposal involves cities less than 40 miles (some as close as 2 and 3 miles—Gastonia and East Lansing) from an existing transmitter and therefore are presumably receiving one or more services (Paterson, N. J., at 12 miles, receives 7 services) within the meaning of at least priority 1 if not priority 3. Therefore, the formula we are proposing could be extended to include group B-1, or at least many cities listed therein."

Westinghouse pointed out that in applying the television service factor formula to both the city population and metropolitan area population listings it offered as an appendix to its petition (see page 68), cities presently receiving multiple service "are more evenly distributed throughout the hearing schedule without unduly delaying hearings in cities where only UHF channels are available. (For instance, New York is second, Chicago fourth, Philadelphia fifth, Detroit eighth, etc. on the metropolitan area basis.) Meanwhile, however, single outlet cities appear early on the hearing list and we therefore anticipate conformity

(Continued on page 64)

NCAA CONTROLS

FEARING the "financial pressures" of television "may well spell the end of amateur football" if allowed to go unchecked, the TV committee of the National Collegiate Athletic Assn. last week produced some pressure of its own in the form of its second, 1952 plan for controlling college football television.

Networks, which had met separately with the TV committee since February to offer their suggestions, unanimously agreed they would much prefer no restrictions whatsoever on football telecasts, but generally conceded the plan, a compromise over last year's, was better than its predecessor. Several spokesmen echoed Committee Chairman Robert A. Hall of Yale who noted that the plan "wouldn't please everybody concerned 100%, but would be beneficial to all."

Onus of the 1952 plan is placed

upon the sponsor, sponsors, or network selected by the NCAA—not necessarily in terms of the highest bid—to conduct a nationwide program on 11 successive Saturdays, starting September 20, plus Thanksgiving. Contrary to last year's design, the new plan calls for no television blackouts, bull's eye of public protests last season, and one network spokesman called this a definite improvement for the advertiser, audience, and broadcaster.

Meet Next January

The NCAA committee also considered assessing TV receipts for pro-rata redistribution to all 250 member colleges, but proposals for this suggestion, intended to help eliminate television as a "vast money-making device for the favored few," will not be considered until the annual NCAA convention,

to be held in Washington, D. C., sometime in January.

All the major television networks were understood last week to be working on the plan, steering through its qualifications to find its sales potential. Estimated by one spokesman as involving a \$2½-\$3 million purse, it seemed unlikely that any one network would undertake college football under its own aegis, as suggested by the NCAA, unless supported by a major sponsor or a group of sponsors. With Philco, Admiral, and Westinghouse—which presented 19 college games on NBC-TV last year for a reported \$663,142—buying AM-TV coverage of national political conventions this summer, it was felt sponsors might prove hard to find.

Tricky aspect of the NCAA proposal is that the sponsor is expected to make his own cost esti-

(Continued on page 71)

Suggests 'Service Factor'

television applications

Digest of Those Filed With FCC May 29 through June 6

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

Boxscore

VHF UHF Total*

Applications filed since April 14. 41 22 64

* One applicant did not specify channel number.

FORT LAUDERDALE, Fla.—Gerico Investment Co., UHF Ch. 17 (488-494 mc), ERP 18.8 kw visual; antenna height above terrain 420 ft., above ground 439 ft. Estimated construction cost \$252,900, first year operating cost \$200,000, revenue \$210,000. Studio and transmitter Peters Branch Road, 26° 06' 15" N. Lat., 80° 13' 03" W. Long. Transmitter DuMont, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WBRD Fort Lauderdale. Principals include: President—Treasurer L. Coleman Judd (33½%), real estate broker; Vice President E. J. Richardson (33½%), Richardson Construction Co., and Secretary George W. English Jr. (33½%), Fort Lauderdale attorney. Address: c/o Radio Station WBRD, P. O. Box 78, Fort Lauderdale.

† **FORT MYERS, Fla.**—Port Myers Bcstg. Co., Ch. 11 (198-204 mc), ERP 9.77 kw visual; antenna height above average terrain 315 ft., above ground 343 ft. Estimated construction cost \$172,128, first year operating cost \$125,000, revenue \$125,000. Studio and transmitter location 54 East 1st St., 26° 39' 03" N. Lat., 81° 51' 20" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Russell P. May, Washington. Applicant is licensee of WINK Fort Myers, Fla. Principals include: President Arthur McBride, 25% owner of United Garage & Service Corp., Cleveland and president and 15% owner of Cleveland Browns Football Team; Vice President Daniel Sherby, 50% owner of United Garage & Service Corp., 9% owner of Cleveland Browns, 12½% owner of Castle Outdoor Theatre Co. and 50% owner of Stacy Rowell Motors Inc.; Vice President Arthur B. McBride Jr., 25% owner of United Garage & Service Corp. and 25% owner of Consensus News Co.; Secretary Philmore J. Haber, Cleveland attorney, and Treasurer R. B. Milar, assistant treasurer for United Garage & Service Co. Address: 54 East 1st St., Fort Myers, Fla.

† **MIAMI, Fla.**—Isle of Dreams Bcstg. Corp., Ch. 7 (174-180 mc), ERP 316 kw visual; antenna height above average terrain 437 ft., above ground 479 ft. Estimated construction cost \$1,259,957, first year operating cost \$792,000, revenue \$976,000. Studio and transmitter North side of 79th St. causeway, 25° 50' 57" N. Lat., 80° 09' 19" W. Long. Transmitter RCA, antenna RCA. Legal counsel

Dow, Lohnes & Albertson, Washington. Consulting engineer Millard M. Garrison, Washington. Applicant is licensee of WIOD-AM-FM Miami, and is identified with James M. Cox Stations' WSB-AM-FM Atlanta and WHIO-AM-FM Dayton, Ohio. Principals include: Chairman of Board James M. Cox Sr., owner of 10,650 shares out of 26,000 shares of *Dayton News and Journal Herald*, Dayton, Ohio, which holds all stock of *Miami Daily News*, which in turn owns WIOD-AM-FM; President D. J. Mahoney; Vice President James M. Cox Jr., owner of 3,760 shares out of 26,000 shares of *Dayton News and Journal Herald*; J. Leonard Reinsch, managing director of radio and television; Secretary-Treasurer John L. Foy, and James M. LeGate, director and manager of WIOD-AM-FM. Address: 600 Biscayne Blvd., Miami 30, Fla.

† **CHICAGO, Ill.**—Zenith Radio Corp., Ch. 2 (54-60 mc), ERP 100 kw visual; antenna height above average terrain 588 ft., above ground 628 ft. Estimated construction cost \$564,500, first year operating cost \$500,000, revenue \$250,000. Studio and transmitter 135 S. LaSalle St., 41° 52' 30" N. Lat., 87° 37' 35" W. Long. Transmitter GE, antenna GE. Legal counsel Wheeler & Wheeler, Washington. Applicant is licensee of WEFM (FM) Chicago. Principal stockholder is E. F. McDonald Jr. (9%), president and manager of Zenith. Address: 6001 Dickens Ave., Chicago.

DANVILLE, Ill.—Northwestern Publishing Co., UHF Ch. 24 (530-536 mc), ERP 19 kw visual; antenna height above average terrain 416 ft., above ground 445 ft. Estimated construction cost \$251,600, first year operating cost \$300,000, revenue \$350,000. Studio and transmitter location 1500 Washington St., 40° 08' 58" N. Lat., 87° 37' 35" 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 WDAN Danville, WHEC Rochester, N. Y., WHTT Hartford, Conn., and WENT Elmira, N. Y. 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, News-

paper Foundation Inc. owns 66% of Gannett Co. Inc. stock. Address: 17-19 West North St., Danville.

† **LOUISVILLE, Ky.**—Mid-America Bcstg. Corp., UHF Ch. 21 (512-518 mc), ERP 200 kw visual; antenna height above average terrain 500 ft., above ground 564 ft. Estimated construction cost \$293,000, first year operating cost \$350,000, revenue \$340,000. Studio 604 S. 3rd St. Transmitter 507 S. 3rd St., 38° 15' 00" N. Lat., 85° 45' 22.8" W. Long. Transmitter GE, antenna GE. Legal counsel Haley & Doty, Washington. Applicant is licensee of WKLO Louisville. Principals include: Chairman of the Board James F. Brownlee (49%); President Emanuel Levi (10.5%); First Vice President Milton S. Trost (10.2%); Second Vice President William H. Veeneman (5%); Secretary-Treasurer E. L. Altschelter (5%); E. R. Plunkett (15%); Harold J. Plunkett (15%); Henry Fitzhugh Jr. (5%); Mary Peabody Fitzhugh (5%); John Kadel (5%), and Allan D. Emil (5%). Address: Henry Clay Hotel, Louisville, Ky.

† **PORTLAND, Me.**—Guy Gannett Bcstg. Services, Ch. 13 (210-216 mc), ERP 239 kw visual; antenna height above average terrain 626 ft., above ground 314 ft. Estimated construction cost \$356,526, first year operating cost \$144,000, revenue \$133,000. Studio St. John and Valley Streets, Portland. Transmitter near Blackstrap fire lookout, Falmouth, 7.9 mi. NW of Portland, 43° 45' 32" N. Lat., 70° 19' 14" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer, Craven, Lohnes & Culver, Washington. Applicant is licensee of WGAN Portland, and WGUY-AM-FM Bangor, Me. Principals include: President Guy P. Gannett, who holds 39.9% of stock in Guy Gannett Publishing Co., which in turn owns 99% of Guy Gannett Bcstg. Services. Guy Gannett Publishing Co. owns *Portland Press Herald* and *Express*, *Kennebec Journal*, Augusta, and *Waterville Sentinel*. Address: 390 Congress St., Portland 3, Me.

SALISBURY, Md.—The Peninsula Bcstg. Co., UHF Ch. 16 (482-486 mc), ERP 112 kw visual; antenna height above average terrain 414 ft., above ground 444 ft. Estimated construction cost \$296,400, first year operating cost \$115,000, revenue \$115,000. Studio and transmitter Radio Park, Salisbury, 38° 23' 03" N. Lat., 75° 34' 48" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of WBOW and WESN (FM) Salisbury, Md., and WCEM Cambridge, Md. Principals include: President John W. Downing (14%), owner of J. W. D. Co., real estate broker; Vice President W. Lee Allen (7.7%), ½ owner W. F. Allen Co., plant nurseries, horticulturists; Secretary-Treasurer Avery W. Hall (1%),

owner A. W. H. Insurance; Assistant Secretary Charles J. Truitt (2%), manager of WBOW and WESN (FM). Assistant Treasurer Lena R. Dashiell (7%), head of accounting department of WBOW and WESN (FM). L. L. Benjamin (10½%), president Benjamin Co. (women's and girls apparel), Salisbury and Mr. and Mrs. Albert W. Ward (6.9%) (Mr. Ward is executive secretary of Maryland State Tax Commission). Address: Radio Park, Salisbury, Md.

† **ST. PAUL, Minn.**—Minnesota Television Public Service Corp., Ch. 11 (198-204 mc), ERP 316 kw visual; antenna height above average terrain 563 ft., above ground 537 ft. Estimated construction cost \$572,075, first year operating cost \$300,000, revenue \$400,000. Studio First National Bank Bldg. Transmitter Minnesota 51, 1½ mi. North of Jct. with Minnesota 30, 45° 01' 22" N. Lat., 93° 10' 12" W. Long. Transmitter GE, antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Kear & Kennedy, Washington. Applicant has bought WTCN AM-FM Minneapolis [B* T, May 26, 1952; April 21; March 10] and is awaiting FCC approval. Principals include: President Robert Butler (68.63%) former U. S. ambassador to Australia and Cuba, president of Walter Butler Co., Walter Butler Shipbuilding Co., Walter Butler Construction Co., Vice President Alvin Gluek (7.84%) president of Gluek Brewing Co.; Secretary-Treasurer Quentin Davis (1.96%), general manager David Inc. Adv. Agency, St. Paul; Bror Dahlberg (4.9%), general advisor to board of Celotex Corp., Minneapolis; Lester Mangle (1.96%), St. Paul district manager for GE Supply Corp.; Samuel Lipschultz (3.92%), St. Paul attorney.

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TV REQUESTS

FCC Receives 24 Bids

TOTAL of new and amended television station applications filed since the FCC's Sixth Report and Order was released [B* T, April 14] rose to 64 last week when 24 applications were submitted to the Commission—more than during any other week since the TV freeze lift.

Zenith Radio Corp. amended its application and seeks Channel 2 in Chicago. It plans to spend \$564,500 on construction and lose \$250,000 in operating costs the first year.

KOMO Seattle filed an amended application for Channel 4. KOMO plans to spend \$1,115,460 for the TV station (it already has the building) and expects the first year operating cost to be more than \$1 million.

There were two applications from Honolulu, Hawaii. They came from KGU, owned by the *Honolulu Advertiser*, for Channel 4, and the owners of Royal Amusements Ltd., motion picture distributor and exhibitor, for Channel 2.

Breakdown of last week's applications shows that there were nine new requests filed—six for VHF stations and three for UHF. There were 15 amended applications, of which nine are for VHF outlets and six for UHF.



EDWARD D. MADDEN (1), vice president in charge of NBC-TV sales and operations, smiles as William Boyd, film star, signs 10-year contract paving way for new *Hopalong Cassidy* series.

EDUCATORS MULL TV PLANS

Walker Warns of Time

WARNING that "time is running out so rapidly," FCC Chairman Paul A. Walker last week called for prompt action in the use of the 242 TV channels reserved for non-commercial educational stations in the Commission's Sixth Report [B•T, April 14].

Pledging his "full support and . . . wishes for all success" to educators, Chairman Walker made his plea for positive action on Tuesday before a two-day conference on educational TV in North Carolina at Chapel Hill. Some 200 state educational representatives attended the meeting, called by Gordon Gray, president of the consolidated U. of North Carolina, and also president of WSJS Winston-Salem, N. C. [Consolidated university includes the Women's College at Greensboro, State College at Raleigh and the U. of North Carolina at Chapel Hill.]

Seven UHF channels and one VHF channel are reserved for non-commercial educational use in North Carolina under the provisions of the Commission's Sixth Report.

Concerning FCC's decision to reserve channels, made "after impressive, comprehensive testimony by America's educators marshaled by the Joint Committee for Educational Television," Chairman Walker told the group:

"I am satisfied in my own mind that in the years to come this action will stand out as one of the most important contributions ever made to the development of American education.

Heated Competition

"If anyone doubts the value of these television channel assignments," the chairman said, "he need only observe the heated competition for the commercial assignments. In every large city we anticipate that the demand will exceed the supply. Applicants are ready not only to construct and operate stations, but in most large cities to stand the heavy expense of the hearings which are necessary to choose the best qualified applicants."

Noting that by July 1 FCC expects to have 1,000 applications on hand, Chairman Walker observed that "this demand for assignments has, in fact, been so intense that the Commission deemed it proper to attach a most important limitation to its reservation of educational channels.

"That limitation is that if the circumstances warrant it, the Commission may, at the end of one year or thereafter, change a noncommercial educational assignment to a commercial assignment," he pointed out.

The FCC chairman continued: "You educators must understand that these precious television assignments cannot be reserved for you indefinitely. . . . The need for

prompt action on your part is therefore obvious."

Noting that JCET has reported some 20 schools or groups are already taking preliminary steps to make plans for the filing of applications, Chairman Walker stated: "This is encouraging progress. It proves that educational television is on the march."

Groups under way, he reported, include Ohio State U., U. of Illinois, U. of Michigan, Michigan State College, U. of Wisconsin, U. of Iowa, U. of Kansas, Kansas State College, U. of Connecticut with the Connecticut State Dept. of Education, Rutgers U. with the New Jersey State Dept. of Education, U. of Houston with the Houston public schools, as well as groups in Los Angeles, Milwaukee, Detroit, San Francisco, Chicago, Pittsburgh, St. Louis and Wichita. New York State is planning a state-wide network, he noted, with similar plans under way in Wisconsin.

TV Most Effective

Asking why advertisers "are pouring hundreds of millions of dollars" into TV, Chairman Walker said, "Certainly not for eleemosynary reasons. It is because no other medium can produce results so effectively.

"Likewise," he continued, "measuring your expenditures in terms of educational results, you cannot find a more economical investment than television."

Consensus of the meeting on educational television programs for the three institutions of the consolidated U. of North Carolina is that they are desirable provided high quality can be maintained and adequate funds for financing can be obtained. The conclusions were summarized at the final session Wednesday.

Among those present were deans and directors of the three institutions of the consolidated university, a committee of the board of trustees,

representatives of the state budget bureau, of the state department of public instruction, several national foundations and adult education groups as well as special consultants.

President Gray of the consolidated university, said as far as the administration is concerned, no decision has been reached as to the feasibility of establishing television stations at any or all of the three institutions.

"There is at present no large or small money in sight for the inauguration of such programs," he said.

School Stations

Alternatives for setting up stations at the three institutions, Mr. Gray said, would be to set up one transmitting station and have three studios service it or to have no transmitter with studios at the three institutions relying on commercial stations for transmission.

Arthur S. Adams, president of the American Council on Education, told the conference that the sum needed to establish and operate educational television stations is "relatively small compared to the magnitude of the current operation in television, despite the limited number of commercial stations."

Reports also were presented by representatives of several universities with television programs already in operation. Among them were Elroy L. Stromberg, professor of psychology, Western Reserve U.; Armand L. Hunter, director of television development, Michigan State College, and Richard Hull, manager of WOI-TV, Iowa State College.

The board of regents of the U. of Wisconsin has voted to seek \$100,000 from the 1953 state legislature to construct a closed circuit educational TV laboratory on the Madison campus. Such facilities would permit the university to experiment in TV techniques and to

record programs on film for showing over regular commercial TV outlets.

At the same meeting, held in May, the regents set priorities on \$16.3 million worth of buildings for which they also will ask the legislature.

Prof. Harold B. McCarty, director of the State Radio Council and a top supporter of state-sponsored TV, informed the regents it will cost about \$200,000 to establish an educational TV outlet at Madison and about \$3 million to construct a 12-station educational network, mostly UHF, connected by microwave relay. Prof. McCarty, warning of the one-year limit expected on reservations, suggested the school system establish stations at Madison and Milwaukee as a starter to show FCC that Wisconsin means business on educational TV. The 12-station network would cost about five times the cost of the state FM network now in operation, it is estimated.

Admitting that equipment and operating costs are high in television, Prof. McCarty pointed out that it still would be "one of the most economical" teaching tools. A state network, he said, should operate four to six hours a day, some of the time during school hours.

TV Cost Double FM

Cost of operating the 12-station network would be double that of the present FM setup, the regents were told. Operating cost of the latter annually is \$275,000.

The construction program of \$16.3 million is for 1953-55. All told, the regents are asking for \$64 million in new construction by 1959.

The State Radio Council has been designated by Governor Walter Kohler Jr. to handle all state TV interests.

At a meeting on May 27, a newly-formed Wisconsin Citizens Committee for Educational Television unanimously voted to request FCC to reconsider its allocation plan and assign VHF instead of UHF channels to education in Madison, LaCrosse, Eau Claire, Wausau and Green Bay.

WISC Madison already has indicated it would prefer that the sole VHF channel at Madison (Channel 3) be reserved for educational use rather than one of the three UHF channels allocated there.

The State Radio Council pointed out that greater coverage could be obtained for each dollar spent by using VHF. The council noted that the use of VHF probably would result in a reduction of the number of transmitters needed to cover the state.

More than two dozen "well established and well-known organizations" have joined in the formation of the Wisconsin citizens' TV

(Continued on page 91)



TV SPORTS clinic held by the National Assn. of Radio and TV Station Representatives Inc. in New York May 27 included (l to r, seated): T. F. Flanagan, managing director, NARTSR; Peter James, Weed & Co.; Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co., clinic's guest; Jack Brooke, Free & Peters Inc.; Ralph Dennis, The Katz Agency; standing, Edgar Filion, Robert Meeker Assoc.; Lloyd Griffin, Free & Peters; Lewis H. Avery and John Wade, Avery-Knodel Inc.; Robert Dooley, John Blair & Co.

TV Applications

(Continued from page 60)

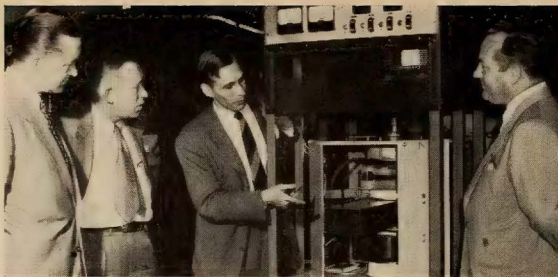
and seven others with less than 1% each. Address: W-3173 First National Bank Bldg., St. Paul 1, Minn.

† **SPRINGFIELD, Mo.**—Springfield Television Inc., Ch. 3 (60-66 mc), ERP 10 kw visual; antenna height above average terrain 544½ ft., above ground 550 ft. Estimated construction cost \$272,000 first year operating cost \$100,000, revenue \$100,000. Studio and transmitter 999 West Sunshine St., 37° 10' 55" N. Lat., 93° 18' 11" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include: President Lester E. Cox (49 out of 250 shares), 49% owner of KWTO Springfield, president and 50% owner of Pioneer Adv., Springfield, vice president and 12½% owner of KOAM Pittsburg, Kan., and vice president 49½% owner of KCMO Kansas City, Mo.; Vice President T. W. Duvall (1 out of 250 shares), president of Springfield Newspapers (Springfield News and Leader Press) and KGBX Springfield; Treasurer J. Gordon Wardell (37½ out of 250 shares), general manager of KGBX; Secretary Tams Bixby Jr. (1 out of 250 shares), vice president of Springfield News and Leader Press and KGBX, and president and 40% owner of Muskogee (Okla.) Phoenix and Times-Democrat, and KBIX Muskogee, Springfield Newspapers Inc. owns 121 out of 250 shares. Address: 605 Boonville Ave., Springfield.

† **CLEVELAND, Ohio**—United Bestg. Co., UHF Ch. 19 (500-506 mc), ERP 223 kw visual; antenna height above average terrain 682 ft., above ground 750 ft. Estimated construction cost \$593,430, first year operating cost \$400,000, revenue \$150,000. Studio location 5,000 Euclid Ave. Transmitter Terminal Tower Bldg., 41° 29' 55" N. Lat., 81° 41' 41" W. Long. Transmitter RCA, antenna RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer Jansky & Bailey, Washington. Applicant is licensee of WHK-AM-FM Cleveland, WHKC-AM-FM Columbus, Ohio; WHKK Akron, Ohio, and 40% owner of WKBN-AM-FM Youngstown, Ohio. Principals include: President Sterling E. Graham, vice president of Forest City Publishing Co., publisher of Cleveland Plain Dealer and News, and Vice President Paul Bellamy, vice president, Cleveland Plain Dealer and News. All stock owned by Forest City Publishing Co. Address: 5000 Euclid Ave., Cleveland.

† **FARGO, N. D.**—North Dakota Bestg. Co., Ch. 13 (210-216 mc), ERP 5.783 kw visual; antenna height above average terrain 385 ft., above ground 430 ft. Estimated construction cost \$152,185, first year operating cost \$120,000, revenue \$144,000. Studio and transmitter location on U. S. Highway 81, 4 mi. South of jct. with U. S. 10, 46° 48' 55" N. Lat., 96° 47' 58" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer Lloyd R. Amos, Des Moines. Applicant is licensee of KSJB Jamestown, N. D., and KCJB Minot, N. D. Principal stockholder is John W. Boler, owner of KSJB and president of KCJB. Address: North Dakota Bestg. Co., Minot, N. D.

† **DAYTON, Ohio**—Skylard Bestg. Co., UHF Ch. 22 (518-524 mc), ERP 206.4 kw visual; antenna height above average terrain 500 ft., above ground 449 ft. Estimated construction cost



EXAMINING the new external cavity-tuning Klystron power tube used in the DuMont 5 kw UHF-TV transmitter undergoing tests at Allen B. DuMont Labs. in Passaic, N. J., are (l to r) Gene Chennault, Sheldon W. Anderson, William H. Sayer Jr., and John P. Hearne. Mr. Sayer, a DuMont engineer, is explaining advantages of the Klystron tube to Messrs. Chennault, Anderson and Hearne, owners of KCOK Tulare, Calif. KCOK has ordered the DuMont UHF transmitter in anticipation of its entry into UHF-TV.

\$349,378, first year operating cost and revenue not estimated. Studio and transmitter location near Lebanon Pike, 5½ mi. South of center of Dayton, 39° 40' 03" N. Lat., 84° 10' 11" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer George P. Adair, Washington. Applicant is licensee of WONE and WTWO (FM) Dayton. Principals include: President Ronald B. Woodyard (18%); Vice President Loren M. Berry (12.3%), president, L. M. Berry Co., Winnipeg, Canada, and Buckeye Lumber Co., Dayton; Col. Gustav Hirsch (12.3%), 99% owner of Gustav Hirsch Engineering & Construction Co., and Treasurer James F. Gallaher (8%), chairman of the board and 51% owner of Gallaher Drug Co. Address: 5 South Jefferson St., Dayton 2, Ohio.

† **CHAMBERSBURG, Pa.**—Chambersburg Bestg. Co., UHF Ch. 46 (662-668 mc), ERP 104 kw visual; antenna height above average terrain 1,153 ft., above ground 167 ft. Estimated construction cost \$245,532, first year operating cost \$90,000, revenue \$75,000. Studio location Craft Press Bldg. Transmitter location on Appalachian Train, Snowy Mtn., 1 mi. South of South Mountain Sanitarium, 39° 50' 02" N. Lat., 77° 29' 41" W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Kear & Kennedy, Washington. Applicant is licensee of WCHA Chambersburg. Principals include: President C. M. Cassel (8.2%); Vice President John S. Booth (32.6%), general manager of WCHA; Secretary-Treasurer M. O. Warrenfeltz (8.2%), and T. K. Cassel (25.8%), owner of WATS Sayre, Pa., and 99% owner of WDAF Indiana, Pa. Address: Craft Press Bldg., Chambersburg.

† **LANCASTER, PA.**—Peoples Bestg. Co., Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 379 ft., above ground 427 ft. Estimated construction cost \$323,000, first year operating cost \$440,000, revenue \$640,000. Studio location 252 N. Queen St. Transmitter Gypsy Hill Road, 2.4 mi. SE of Lancaster, 40° 01' 11" N. Lat., 76° 18' 39" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arthur Scharf and Stephen Tuhy Jr., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of WLAN Lancaster. Principals include: President Frank H. Altdorfer (80.9%), general manager of WLAN; Vice

President Samuel M. Altdorfer (6.6%), and Secretary-Treasurer Barbara Altdorfer (12.5%). Address: 252 N. Queen St., Lancaster.

† **YORK, Pa.**—Susquehanna Bestg. Co., UHF Ch. 43 (644-650 mc), ERP 171 kw visual; antenna height above average terrain 527 ft., above ground 417 ft. Estimated construction cost \$305,480, first year operating cost \$195,000, revenue \$161,480. Studio 53 N. Duke St., York. Transmitter State Highway 24, 2½ mi. south of York, 39° 56' 25" N. Lat., 76° 41' 59" W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of WBSA York. Principals include: President Louis J. Appell Jr., Executive Vice President Walter J. Rothensies, Vice President (Mrs.) Helen P. Appell, Secretary Philip H. Kable and Treasurer George N. Appell. All stock is owned by estate of Louis J. Appell, deceased, and is voted by (Mrs.) Helen P. Appell, Louis J. Appell Jr., George N. Appell and York National Bank & Trust Co., trustees. The Messrs. Kable and Rothensies are also principals in L. A. B. Realty Co. (owner and operator of properties in York and vicinity), Penn York Adv. Inc. (outdoor advertising) and Pfaltzgraff Pottery Co. (wide variety of clay products). Address: 53 N. Duke St., York.

† **JACKSON, Tenn.**—Dixie Bestg. Co., Ch. 9 (186-192 mc), ERP 57.7 kw visual; antenna height above average terrain 344 ft., above ground 244 ft. Estimated construction cost \$181,750, first year operating cost \$130,000, revenue \$145,000. Studio and transmitter location 3.2 mi. north of Madison County Courthouse, 35° 39' 50" N. Lat., 88° 49' 20" W. Long. Transmitter RCA, antenna RCA. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer Kear & Kennedy, Washington. Applicant is licensee of WDXI Jackson. Principals include: President Aaron B. Robinson (57.3%), who also has controlling interest in WENK Union City, Tenn.; WTPR Paris, Tenn., 550 out of 1200 shares of WCMA Corinth, Miss., and is sole owner of WDXE Lawrenceburg; Vice President Dr. Frank M. Davis (6.6%), half-owner of Davis Clinic, Corinth, Miss.; Vice President Harley H. Moses (6.6%), owner of Moses Oil & Auto Supply Co.; Harold L. Simpson (6.6%), owner of Simpson's Super Stores (food store chain), Jackson; Treasurer Cecil G. Murdock (6.6%),

owner of Dr. Pepper Bottling Co., Corinth; Dave M. Palmer Jr. (6.6%), general manager Bell Coal & Transfer Co., Corinth; D. F. Prince, Washington attorney with Prince, Taylor & Crampton, and three minority stockholders. Address: Williams Bldg., Jackson, Tenn.

† **SEATTLE, Wash.**—Fisher's Blend Station Inc., Ch. 4 (66-72 mc), ERP 100 kw visual; antenna height above average terrain 841 ft., above ground 880 ft. Estimated construction cost \$1,115,460, first year operating cost \$1,001,979, revenue \$1,110,440. Studio and transmitter 100 4th Ave. North, 47° 37' 09" N. Lat., 122° 20' 51" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of KOMO-AM-FM Seattle. Fisher Flouring Mills Co. is sole owner. Principals include: Director O. D. Fisher; President O. W. Fisher; Vice President D. R. Fisher, and Vice President W. W. Warren, general manager of KOMO. Address: 100 4th Ave. North, Seattle.

† **SPOKANE, Wash.**—KHQ Inc., Ch. 6 (82-88 mc), ERP 100 kw visual; antenna height above average terrain 941 ft., above ground 826 ft. Estimated construction cost \$331,896, first year operating cost \$195,000, revenue \$160,000. Studio location Radio Central Bldg. Transmitter location 4102 Regal St., 47° 37' 00" N. Lat., 117° 22' 30" W. Long. Transmitter GE, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of KHQ Spokane. Principals include: President Richard O. Dunning, general manager of KHQ. Sole stockholder of KHQ is Spokane Daily Chronicle, of which W. H. Cowles is president. Address: 700 Radio Central Bldg.

† **SPOKANE, Wash.**—Louis Wasmer, Ch. 2 (54-60 mc), ERP 100 kw visual; antenna height above average terrain 781 ft., above ground 712 ft. Estimated construction cost \$426,870, first year operating cost \$312,000, revenue \$185,000. Studio and transmitter location 41st and Regal, 47° 36' 56" N. Lat., 117° 22' 06" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna and Wilkinson, Washington. Consulting engineer Robert M. Sillerman, Washington. Applicant is licensee of KPSO Spokane (by license bought KREM Spokane and sold KPSO, both transactions awaiting FCC approval), owns 43% of KOL Seattle and 25% of KXLL Missoula, Mont.; Mr. Wasmer formerly owned KHQ and KGA, both in Spokane. Address: Davenport Hotel.

† **OSHKOSH, Wis.**—Oshkosh Bestg. Co., Ch. 48 (674-680 mc), ERP 1.31 kw visual; antenna height above average terrain 313 ft., above ground 344 ft. Estimated construction cost \$133,839, first year operating cost \$80,000, revenue \$120,000. Studio and transmitter location 1235 Bowen St., Oshkosh, 44° 02' 46" N. Lat., 88° 31' 43.6" W. Long. Transmitter GE, antenna GE. Legal counsel Frederick A. Collatz, St. Paul. Consulting engineer Nathan Williams, Oshkosh. Applicant is licensee of WOSH Oshkosh and WSHB Stillwater, Minn. Principals include: William F. Johns Jr. (51%); William F. Johns Sr. (17%); Penrose H. Johns (17%), and Frederick Renshaw (15%). Address: Oshkosh Bestg. Co., Oshkosh, Wis.

† **HONOLULU, Hawaii**—Advertiser (Continued on page 71)



SITTING IN ON THE POLITICAL SCENE

This July is a month to be marked in history. When the curtain goes up on the national political conventions in Chicago, people from coast to coast can watch the nomination of presidential candidates.

In seven short years the Bell System has expanded the intercity television network so that it is now possible for 99% of the television viewers across the nation to watch the same program simultaneously. Behind this expansion is a story of achievement. Radio-relay and coaxial cable

routes were planned and built. Special equipment was designed, tested and perfected. And men of special talents were trained in its special use.

The present value of the network, furnished by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is about \$90,000,000. Yet the cost of service is low. The telephone companies' total network charges average about 10 cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM



Providing transmission channels for intercity radio and television broadcasting today and tomorrow

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MARKET escaped
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area . . . bringing
many new workers
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550 - K.C.

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

WRS' Priority Plan

(Continued from page 59)

with priorities 2 and 4 at a much earlier date."

Similarly, one-station Pittsburgh, which under FCC's temporary processing procedure falls near the end of the B group city listings and is the last city on the list for all of Pennsylvania, ranks fifth on the Westinghouse's city area list. On the metropolitan area list, Pittsburgh ranks first.

In its petition, Matta Broadcasting contends the Sixth Report "arbitrarily and capriciously" denies Channel 4 at Braddock (Pittsburgh area) by changing the assignment of WLWC from Channel 3 to Channel 4. The petition points out that Channel 4 could be assigned to Braddock in accordance with the Commission's minimum spacing rule by changing WLWC to Channel 10 and switching WBNS-TV from Channel 10 to Channel 4.

Braddock's post office is 169.39 miles from the transmitter of WLWC at Columbus.

Distance from Braddock's post office to the transmitter of WBNS-TV is 170 miles, the petition asserts, thus permitting Channel 4 to be assigned to both Braddock and Columbus. Thus, "an additional television service . . . could be made available to the public," FCC was informed.

Not to permit this added channel use, Matta Broadcasting contends, is "contrary to the Commission's own 'priorities' in this proceeding."

The petition further notes that under the Commission allocation, Channel 4 at Columbus for WLWC is only 159.043 miles from the transmitter of WWJ-TV Detroit instead of the required 170 miles. Under the Matta Broadcasting plan, assigning Channel 4 to WBNS-TV, the transmitter separation with WWJ-TV is increased to 162.9 miles.

Permitting "sub-minimal co-channel mileage separations in favor of existing licensees and permittees—which in itself constitutes an arbitrary and unlawful discrimination in favor of existing licensees and permittees," the petition charges, "does not legalize the Commission's proposed assignment of Channel 4 to WLWC for two reasons: (1) no existing licensee or permittee is presently authorized to operate on Channel 4 at Columbus, Ohio; and (2) the co-channel separation of WLWC on Channel 3 (from WDTV at Pittsburgh) of 162.459 miles would be reduced to a co-channel separation on Channel 4 (from WWJ-TV at Detroit) of 159.043 miles."

Matta Broadcasting further contends the Commission's refusal to allocate Channel 4 at Braddock is illegal because of the FCC's failure to give adequate legal notice of the bases of its action as required under the Administrative Procedure Act.

"Fundamentally," the petition argues, "the lack of adequate legal



PRINCIPALS in Ziv Television Programs Inc. sales expansion, announced by M. J. Rifkin, sales vice president, are (l to r): Michael M. Sillerman, eastern sales manager who also will head New York sales; Martin Katz, formerly with WOR-TV, now New York account executive; Mr. Rifkin; Vincent Van Beuren, formerly with Bothwell Adv., now New York account executive for TV drug cooperative programs; Russell Clancy, New York account executive.

notice to petitioner . . . derives from 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 television channels."

Right to "full and fair hearing . . . was debated in this proceeding to a guessing game in which petitioner had, at its peril, to guess which of the infinite possible technical standards the Commission might adopt—simultaneously with its decision on allocations of channels—and to base its participation herein on such a guess," the petition contends.

Another principal assertion of the Matta Broadcasting petition is that the city-to-city mileage separation requirement "is an arbitrary principle of channel assignment and unlawfully deprives Braddock . . . of the use of Channel 4."

The petition notes "it is clear from the Commission's general observations that the 'assignment spacing' requirement was adopted solely for the convenience of the Commission in preparing an assignment table and without regard to the effect of the principle on the public interest involved in specific allocation problems."

"The city-to-city co-channel spacing does not determine the coverage of potential television stations or interference between such stations in different communities," the petition observes, stating that "objections to the co-channel minimum city-to-city spacing on the ground of irrelevance were registered in this proceeding but, while the Commission acknowledged the filing of these objections . . . the Sixth Report and Order disregarded them."

Zenith Radio Corp. contends in its petition that FCCs proposal to switch WBKB (TV) Chicago from Channel 4 to Channel 2 in order to reduce interference and "effect the maximum utilization" of VHF channels "presents only a problem of preference of Balaban & Katz Corp. [WBKB], which had never applied for any authorization on Channel 2, over those such as Zenith who have had long-pending

applications for authorization on Channel 2."

"Such substitution does not reduce interference, make available a reasonable number of channels or effect a maximum utilization of VHF channels," Zenith contends, "since these factors are unchanged whether it is Balaban & Katz, Zenith, or some other applicant" who is granted Channel 2.

Zenith notes that FCC, coincident with the Sixth Report, issued a memorandum opinion and order pointing out that determinations made in the Sixth Report required amendment of Zenith's application and rendered moot an earlier petition seeking clarification of Channel 2's status. The memorandum said that Zenith, if it filed a properly amended application under the rules of the Sixth Report, may at the time again raise the question of its status and the status of Balaban & Katz respecting Channel 2.

Maintenance of the *status quo* of Channel 2, until comparative hearings among all applicants were held, "would not appear to prejudice significantly the public interest" or rights of any parties, Zenith contends. It would mean a brief continuance in Chicago "and a few affected localities of conditions which have in any event been in existence since the imposition of the 'freeze.'" WBKB would continue temporarily on Channel 4 and WTMJ-TV Milwaukee would continue for that time on Channel 3, rather than switching to Channel 4 as proposed, the petition notes.

Another reason for maintaining the *status quo*, according to Zenith, concerns the proposed sale of WBKB by Paramount's Balaban & Katz to CBS, contingent upon the approval for merger of ABC and United Paramount Theatres.

Zenith says that Balaban & Katz actually holds only a "temporary license" to operate commercially upon Channel 4 for two reasons: (1) FCC has been unable to determine the renewal of license of WBKB and (2) when FCC issued its Third Notice of allocations pro-

(Continued on page 68)

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Yesterday . . .

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

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

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'Lucy' Still Heads Nielsen List on TV

NATIONAL ratings for top 10 television programs for the two weeks ending May 10 have been released by A. C. Nielsen Co. as follows:

NUMBER OF TV HOMES REACHED		
Rank	Program	Homes (000)
1	I Love Lucy (CBS)	10,200
2	Red Skelton (NBC)	7,527
3	Colgate Comedy Hour (NBC)	6,998
4	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	6,887
5	Goodyear TV Playhouse (NBC)	6,522
6	Texaco Star Theatre (NBC)	6,431
7	You Bet Your Life (NBC)	6,283
8	Fireside Theatre (NBC)	6,198
9	Your Show of Shows (R. J. Reynolds) (NBC)	6,080
10	Your Show of Shows (Participating) (NBC)	5,788

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS		
Rank	Program	Homes %
1	I Love Lucy (CBS)	60.8
2	Arthur Godfrey's Scouts (CBS)	50.0
3	Red Skelton (NBC)	46.2
4	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	45.3
5	Colgate Comedy Hour (NBC)	42.6
6	Pepsi Blue Ribbon Bouts (CBS)	40.5
7	Goodyear TV Playhouse (NBC)	40.1
8	Your Show of Shows (R. J. Reynolds) (NBC)	40.1
9	Texaco Star Theatre (NBC)	40.0
10	Your Show of Shows (Participating) (NBC)	39.8

Copyright 1952 by A. C. Nielsen Co.

WTOP-TV Announces New Rate Card No. 3

IN ANNOUNCING a rate increase of 27% for Class A time and 16.5% for Class A announcements,

WTOP-TV. Washington reports a circulation increase of 39%, according to George Hartford, vice president in charge of sales. Class A time goes from \$550 to \$700 per hour and Class A announcements from \$120 to \$140, effective June 15, Mr. Hartford said.

WTOP-TV's new rate card No. 3 is based on an estimated 370,000 TV sets in operation in the Washington area, whereas rate card No. 2, which has been in effect since May 15, 1951, is based on 265,250 sets, Mr. Hartford said.

Anticipating extension of the broadcast day, WTOP-TV introduces Class D on its new rate card at \$250 per hour base rate for periods from sign-on to 4 p.m. The station also announces a new volume discount of 45% after other earned discounts for 12 or more daytime and specified nighttime announcements per week and allows a maximum of four Class A station identifications. Advertiser protection lasts to Dec. 31, 1952.

L. A. Elementary Schools Plan Classroom Test

TWENTY-FIVE Los Angeles elementary schools will try out TV in classrooms next fall, according to Mrs. Margaret W. Divisia, supervisor of the system's audio-visual department.

There will be two 20-inch sets in each classroom in the scattered

'Lucy' Tops In Two Ratings

(Report 219)

schools at start of experiment to "discover worthwhile educational experiences which can be furnished the pupils," she explained.

Tests will be made from kindergarten through sixth grade with telecasts varying from "journeys around the community" to history, science, geography, art, music and language instructions. Shut-in students will also be able to get the instruction in their homes.

ARB Lists 'Lucy' As Top TV Program

HEADING the American Research Bureau television rating list for viewing from May 1-7 was CBS Television's *I Love Lucy*, with a rating of 65.3 and viewing in more than 11 million homes. ARB figures were:

Program	Rating %	Homes (000)
1. I Love Lucy (CBS)	65.3	11,160
2. Talent Scouts (CBS)	62.6	8,010
3. You Bet Your Life (NBC)	52.4	7,770
4. Godfrey & Friends (CBS)	51.4	7,750
5. Blue Ribbon Bouts (CBS)	49.1	7,610
6. Red Skelton (NBC)	47.3	7,590
7. My Friend Irma (CBS)	43.6	6,800
8. Show of Shows (NBC)	43.2	6,630
9. What's My Line? (CBS)	41.5	6,610
10. Star Theatre (NBC)	40.8	

Program	Homes (000)
1. I Love Lucy (CBS)	11,160
2. Talent Scouts (CBS)	8,010
3. You Bet Your Life (NBC)	7,770
4. Godfrey & Friends (CBS)	7,750
5. Show of Shows (NBC)	7,610
6. Blue Ribbon Bouts (CBS)	7,590
7. Star Theatre (NBC)	7,590
8. Talent Scouts (CBS)	6,800
9. Robert Montgomery (NBC)	6,630
10. Fireside Theatre (NBC)	6,610

Weekly Television Summary—JUNE 9, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KABQ-TV	14,400	Louisville	WAVE-TV, WHAS-TV	150,148
Ames	WOL-TV	91,207	Matamoros (Mexico)		
Atlanta	WAGA-TV, WSB-TV, WLTV	185,200	Brownsville, Tex.	XELB-TV	20,300
Baltimore	WAAM, WBAL-TV, WMAR-TV	385,867	Memphis	WMCT	133,326
Birmingham	WBFB-TV	70,000	Miami	WTVJ	116,000
Birmingham	WAFB-TV, WBRC-TV	90,000	Milwaukee	WTML-TV	332,460
Bloomington	WTTV	144,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	222,000
Boston	WBZ-TV, WNAC-TV	895,141	Nashville	WSM-TV	68,418
Bufile	WBEN-TV	268,127	New Haven	WNHC-TV	274,000
Charlotte	WBTV	152,096	New Orleans	WDSU-TV	92,977
Chicago	WBKB, WENR-TV, WGN-TV, WBQ	1,145,984	New York	WABD, WCBN-TV, WJZ-TV, WNBT	3,059,400
Cincinnati	WCPO-TV, WKRC-TV, WLWT	348,000	Newark	WOR-TV, WPIX, WATV	115,100
Cleveland	CLEWS, WNBK, WXEL	613,548	Norfolk	WTAR-TV	129,437
Columbus	WBNS-TV, WLWC, WTVN	277,300	Oklahoma City	WKY-TV	127,913
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	171,791	Omaha	KMTV, WOW-TV	1,042,000
Dayton	WCPC-TV	110,700	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,042,000
Dayton	WHIO-TV, WLWD	235,000	Phoenix	KPHO-TV	393,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000	Pittsburgh	WJAT-TV	214,000
Erie	WICU	162,384	Providence	WTVR	124,342
Fl. Worth	WBAP-TV, KRLD-TV, WFAA-TV	171,791	Richmond	WHAM-TV	144,000
Grand Rapids	WGB-TV	217,081	Rock Island	WHBF-TV	99,932
Greenboro	WFMY-TV	113,034	Quincy	Include Davenport, Ma'ine, Rock Is., E. Moline	
Houston	KPRC-TV	141,000	Salt Lake City	KDYL-TV, KSL-TV	76,652
Huntington	WSAZ-TV	90,565	San Antonio	KETV, WOAI-TV	89,023
Indianapolis	WFBM-TV	235,000	San Diego	KFMB-TV	133,250
Jacksonville	WMBR-TV	58,000	San Francisco	KGO-TV, KPX, KRON-TV	376,500
Johnstown	WJSC-TV	151,775	Schenectady	WRGB	209,800
Kalamazoo	WKBN-TV	223,992	Seattle	KING-TV	144,200
Kansas City	WDAT-TV	206,598	St. Louis	KSD-TV	398,000
Lancaster	WGAL-TV	150,093	Syracuse	WHEN, WSYR-TV	177,581
Lansing	WLMI-TV	93,000	Toledo	WSPD-TV	174,000
Los Angeles	KECA-TV, KFI-TV, KLCAT-TV, KNBH	1,252,184	Tulsa	KOTV	101,754
	KNXT, KTLA, KTTV		Utica-Rome	WKTV	70,000
			Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	263,543
			Wilmington	WDEL-TV	114,870

Total Markets on Air 64*

* Includes XELB-TV Matamoros, Mexico

Stations on Air 109*

Estimated Sets in Use 17,220,049

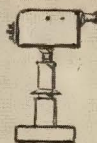
Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many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

MORE in Baltimore

on WMAR-TV



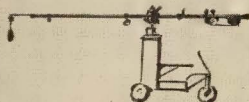
A long shot of WMAR-TV's large studio in full action shows four sets in use. The picture was taken during telecast of the 7-hours-a-week "National Revue."



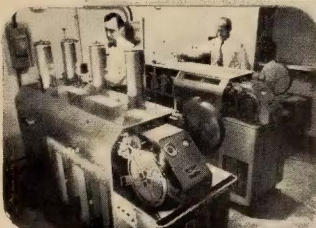
Of the over 100 hours of weekly programming on WMAR-TV, CBS, the world's leading television network, supplies more than half.



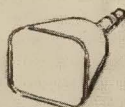
The smaller studio is equipped with a full-scale working kitchen. Ann Mar is here conducting "The Woman's Angle", a popular daily program.



WMAR-TV's two remote units, employing five TV field cameras, have covered more than 1400 events to date.



WMAR-TV is a big film producer, as shown by these two Houston Processors. Its daily newsreel alone has filmed some 8600 news stories since inception.



The box score of WMAR-TV's Maryland leadership, according to April A.R.B., is 164 quarter-hour firsts of the week's 333 when all three Baltimore television stations are on-the-air.

**Weekly Quarter Hour Firsts
WMAR-TV Station A. Station B**

11:00 A.M. to 6:00 P.M.

90 56 47

6:00 P.M. to 11:00 P.M.

74 50 16

164 106 63

In Maryland, most people watch WMAR-TV

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

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

WRS' Priority Plan

(Continued from page 64)

posing to delete Channel 4 at Chicago, "any license held by Balaban & Katz . . . became subject to the infirmity that the Commission might finalize its proposed deletion of Channel 4." This was done by the Sixth Report, Zenith indicated.

Zenith contends, therefore, that the Commission "may not now . . . give its consent to the transfer from Balaban & Katz Corp. to Columbia of a license which, since March 1951, has been infirm and which, since the issuance of the Commission's overriding Sixth Report and Order, is foredoomed to early, inevitable cancellation. What Balaban & Katz proposes to transfer to Columbia (apart from its physical facilities) is not a license but a legal argument that the transferee should have an important competitive advantage in any contest for Channel 2 in Chicago."

Dr. Forbes Farms, in seeking the allocation of Channel 14 to Palm Springs, points out that the nearest channel is located at San Bernardino, 47 miles distant. Palm Springs' population is 7,428, the petition explains, noting, however, that the allocation table provides

for channels to about 350 cities, or about one-third of the total number of cities which have smaller population than Palm Springs.

In opposing the WHPE petition, Havens & Martin points out that the use of Channel 6 at High Point would cause interference to WTVR's Grade B service area and interfere with the use of Channel 6 at Wilmington, N. C.

Havens & Martin's petition notes that "in the High Point petition a great deal of emphasis is placed upon the fact that there is already a VHF station in operation in the general area, a considerable number of VHF receiving sets are located in the vicinity and a UHF broadcaster would face great hardships under the circumstances. In fact, from the general tenor of this petition, the conclusion is inescapable that The High Point Enterprise Inc. is motivated by the desire to go through the revolving door of television broadcasting on someone else's push rather than to undertake such pioneering in the area as might be required of a UHF broadcaster."

Following are given the two priority listings suggested by West-

inghouse, based upon use of the television service factor (population divided by number of existing stations). The first list is based on city population, the second on metropolitan area populations. Only those cities given in FCC's city priority groups B-2 through B-5 are included [B•T, May 26].

CITIES RECEIVING TV SERVICE (Combined List of Cities in FCC Lists B2, B3, B4 and B5)

City	Population (TV Channels)	TV Service Factor
New York	7,891,557 (6)	1315.0
Chicago	3,620,962 (4)	907.5
Los Angeles	856,796 (1)	856.7
Philadelphia	2,071,695 (3)	690.0
Pittsburgh	676,806 (1)	676.8
Buffalo	671,004 (1)	671.0
Niagara Falls	637,392 (1)	637.3
Milwaukee	1,849,568 (3)	616.5
Houston, Tex.	596,163 (1)	596.0
Baltimore	570,445 (1)	570.4
Seattle	467,591 (1)	467.5
Kansas City, Mo.	456,622 (1)	456.6
Indianapolis	427,173 (1)	427.1
St. Paul	833,067 (2)	416.5
Boston	801,444 (2)	400.7
Memphis, Tenn.	396,000 (1)	396.0
San Francisco	1,159,932 (3)	386.6
Oakland	335,910 (1)	335.9
Newport News	334,487 (1)	334.4
San Diego	332,488 (1)	332.4
Rochester	949,708 (3)	316.6
Cleveland	914,808 (3)	304.9
Toledo	303,616 (1)	303.6
Albany-Schenectady	299,091 (1)	299.0
Troy	1,970,358 (7)	281.5
Los Angeles	278,778 (1)	278.7
Fort Worth, Tex.	498,276 (2)	249.2
Miami	248,674 (1)	248.6
Providence	243,504 (1)	243.5
Oklahoma City	230,310 (1)	230.3
Richmond, Va.	204,517 (1)	204.5
Jacksonville, Fla.	408,442 (2)	204.2
San Antonio	802,178 (4)	200.5
Washington, D. C.	369,129 (2)	184.5
Louisville, Ky.	182,740 (1)	182.7
Tulsa, Okla.	177,965 (1)	177.9
Des Moines	177,397 (1)	177.3
Hartford, Conn.	176,515 (1)	176.5
Grand Rapids	174,307 (1)	174.3
Nashville, Tenn.	503,938 (3)	167.9
Cincinnati	164,443 (1)	164.4
New Haven, Conn.	326,027 (2)	163.0
Birmingham, Ala.	143,673 (1)	143.6
Tacoma, Wash.	143,213 (1)	143.2
Utica-Rome, N. Y.	134,042 (1)	134.0
Charlotte, N. C.	130,903 (1)	130.9
Erie, Pa.	125,117 (2)	125.5
Omaha	375,901 (3)	125.3
Columbus, Ohio	243,872 (2)	121.9
Dayton	434,462 (2)	117.2
Dallas	331,514 (3)	110.4
Atlanta	110,356 (1)	110.3
Wilmington	106,818 (1)	106.8
Phoenix	96,815 (1)	96.8
Albuquerque	95,280 (1)	95.2
San Jose, Calif.	92,129 (1)	92.1
Lansing	182,121 (2)	91.5
Salt Lake City	87,511 (1)	87.5
Winston-Salem	86,333 (1)	86.3
Huntington	80,674 (1)	80.6
Binghamton, N. Y.	160,656 (2)	80.3
Davenport, Ia.-Rock	77,177 (1)	77.1
Island-Moline, Ill.	74,389 (1)	74.3
Altoona, Pa.	63,774 (1)	63.7
Lancaster, Pa.	63,232 (1)	63.2
Johnstown, Pa.	57,704 (1)	57.7
Kalamazoo, Mich.	35,054 (1)	35.0
Petersburg, Va.	37,112 (2)	28.5
Ogden, Utah	28,163 (1)	28.1
Bloomington, Ind.	22,898 (1)	22.8
Ames, Iowa	16,790 (1)	16.7
Mesa, Ariz.	28,937 (2)	14.5
Provo, Utah		

City	Population (TV Channels)	TV Service Factor
Houston	806,701 (1)	806.7
San Francisco	2,240,767 (3)	746.9
Oakland	737,292 (1)	737.2
Seattle	732,992 (1)	732.9
New Orleans	685,405 (1)	685.4
Los Angeles	4,367,911 (7)	623.9
Minneapolis	1,116,509 (2)	558.2
St. Paul	556,808 (1)	556.8
San Diego	551,777 (1)	551.7
Indianapolis	514,490 (1)	514.4
Albany-Schenectady	495,084 (1)	495.0
Troy	1,465,511 (3)	488.8
Miami, Fla.	487,632 (1)	487.6
Cleveland, Ohio	482,393 (1)	482.3
Rochester	446,200 (1)	446.2
Memphis	1,337,373 (3)	445.7
Newport News	395,531 (1)	395.5
Baltimore	1,464,089 (4)	365.0
Fort Worth	361,253 (1)	361.2
Phoenix	331,770 (1)	331.7
Richmond	325,332 (1)	325.3
Oklahoma City	321,738 (1)	321.7
Nashville	611,792 (2)	307.4
Jacksonville	304,029 (1)	304.0
Cincinnati	904,402 (3)	301.3
Johnstown, Pa.	291,354 (1)	291.3
San Jose, Calif.	290,547 (1)	290.5
Louisville	576,900 (2)	288.9
Grand Rapids	258,928 (2)	278.9
Birmingham	264,622 (1)	264.6
Wilmington, Del.	500,460 (2)	250.2
New Haven	234,717 (1)	234.7
San Antonio	457,333 (2)	228.6
Huntington	226,010 (1)	226.0
Lancaster	671,797 (3)	223.2
Dayton	219,388 (1)	219.3
St. Louis	197,052 (1)	197.0
Greensboro, N. C.	366,395 (2)	188.1
Omaha	172,941 (1)	172.9
Binghamton, N. Y.	184,698 (1)	184.6
Lansing	146,135 (1)	146.1
Columbus, Ohio	146,673 (1)	146.6
Winston-Salem	139,514 (1)	139.5
Albuquerque	126,707 (1)	126.7
Altoona, Pa.	234,256 (2)	117.1
Salt Lake City	83,319 (2)	41.6
Kalamazoo		
Davenport, Ia.-Rock		
Island-Moline		
Ogden, Utah		

Washington Watches

TWO TOP PACKAGES AVAILABLE

WNBW is offering for sale a series of 26 first-run mystery films, to be shown at 11:05 p.m. Fridays, and the second run of 26 Peerless films, to be scheduled at 10:30 p.m. Wednesdays. Ratings for these periods are high—costs are reasonable.

Get details now!



Watch Washington

Effective buying income in the Washington metropolitan area has increased 18 percent over 1950—and the average family income in the District of Columbia alone is 35 percent higher than the national average. Are you getting your share of this rich market?

wnbw
Channel 4

NBC Television in Washington

Represented by NBC Spot Sales

WPIX (TV) CUTS

Summer Rates Set

REDUCTION of about 50% in regular rates for certain program and participations, effective July 15 to Sept. 14, was announced last week by WPIX (TV) New York.

The hot-weather rate offers a eight-second identification spot on a run-of-the-station basis for \$500 or 60 such spots per seven-day week for \$1,000. Individual spots normally are \$30 each.

Packages to be offered at a decrease are *Matinee Newsreel*, *Sunday Film Theatre*, *Star Film Theatre*, *Six-Gun Playhouse*, *Motion Picture Theatre*, all movie features; *Telescop Digest*, with Harry Wismer; and *It Happened This Week*, a Sunday news review.

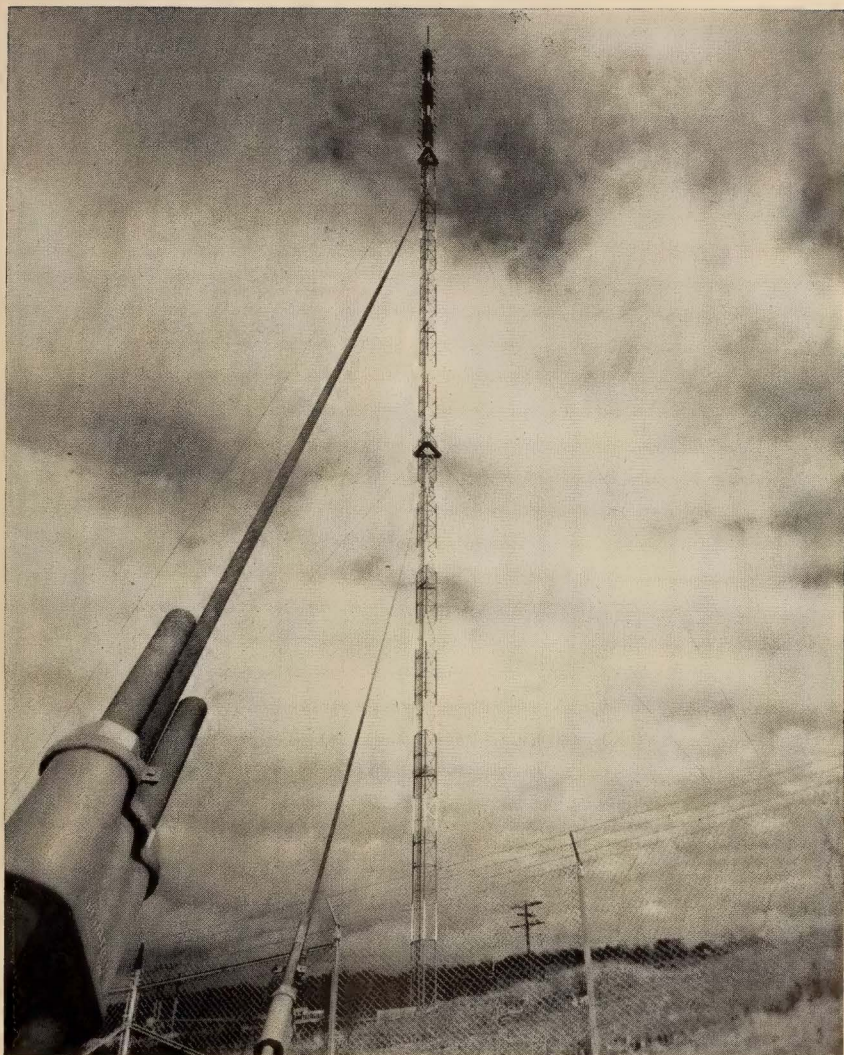
Matinee Newsreel is offered at \$10 per program. *It Happened This Week* is offered as a flat \$10,000 package in 13 weeks. *Six-Gun Playhouse* is limited to participations of 60 seconds or less.

CBS-TV Names Banker

ROBERT M. BANKER, unit manager of CBS Television's dramatic series, *Studio One*, has been appointed casting director for the network, effective today (Monday). Mr. Banker replaces Robert Freyer, resigned. After serving as account executive on *Studio One* for the Murray Martin public relation firm, Mr. Banker joined CBS-TV in 1950.

METROPOLITAN AREA

City	Population (TV Channels)	TV Service Factor
Pittsburgh	2,213,236 (1)	2213.2
New York	12,911,994 (7)	1844.5
(Newark)	1,681,281 (1)	1681.2
St. Louis	5,495,364 (4)	1374.6
Chicago	3,671,048 (3)	1223.6
Philadelphia	2,369,986 (2)	1184.5
Boston	1,089,230 (1)	1089.2
Niagara Falls	3,016,197 (3)	1009.4
Detroit	871,047 (1)	871.0
Milwaukee	814,357 (1)	814.3
Kansas City		



A fifth of a mile straight up

This slim steel needle reaching skyward is one of the tallest structures on earth.

It is the antenna tower of Station WSB-TV at Atlanta. From the ground level to the tip of the beacon that tops it off, the tower measures 1062 feet, almost exactly one-fifth of a mile.

Topmost portion of the structure is the 57-foot FM pylon with the 200-foot TV antenna just below it. The rest of the three-sided tower, from the 800-foot level down to earth, is a supporting structure for the pylon and the antenna.

Heavy guy wires of Bethlehem galvanized strand, attached to the tower at two levels, have the main responsibility for holding it in position and bracing it against winds. In addition, a substantial amount of Bethlehem steel was utilized in providing the structural cross-bracing.

The tower's location right within Atlanta and less than a mile from the center of the city's business district means television at its best for the large Atlanta TV audience. And the great height of the tower insures maximum coverage of TV sets in a very wide surrounding area.

BETHLEHEM STEEL



Here's Where We Started Using **WHEN** TELEVISION

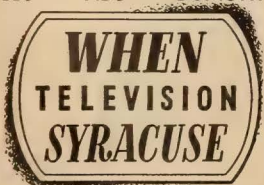


Sound programming that creates viewer preference, plus smart merchandising, makes **WHEN** your best TV "buy" in Central New York. Here's a rich market that will look at your product, listen to your story, and buy, when you sell via **WHEN**.

CENTRAL NEW YORK'S MOST
LOOKED AT TELEVISION STATION

Represented Nationally
By the KATZ AGENCY

CBS • ABC • DUMONT



A MEREDITH TV STATION

ABC-UPT

AN INVENTOR, a judge and a theatre operator testified during last week's ABC-UPT merger hearing at the FCC.

The inventor was Dr. Allen B. DuMont, president of Allen B. DuMont Labs. He had testified earlier in the hearing, but returned to cover some details of DuMont's financial situation in the early 1940s. He said that Paul Raibourn, who was head of Television Productions Inc. (wholly-owned Paramount subsidiary), wanted to convert DuMont stock at what Dr. DuMont testified was a low rate. Dr. DuMont testified that Mr. Raibourn wanted the lower rate so TPI could get more shares of stock.

Dr. DuMont asserted that at that time he felt Paramount was trying to take advantage of DuMont.

Relationship between Scophony Corp. of America and DuMont Labs. was also probed by Commission counsel Arthur Gladstone. Dr. DuMont said he only saw the SCA executives once or twice but was not interested in a patent-licensing agreement with them.

Judge George W. Latimer, appointed last June to the U. S. Court of Military Appeals, was on the Utah Supreme Court bench before that. A decade ago he was on active military duty but was recalled by Joe Lawrence, operator of Salt Lake City theatres, to attend a meeting in Los Angeles with Leonard Goldenson, then in charge of Paramount theatres and now president of United Paramount Theatres; Austin C. Keough, chief counsel for Paramount; Sam Dem-brow, at that time a Paramount executive, and Mr. Lawrence.

The meeting concerned a theatre in Salt Lake City which had been taken over by its landlord after Inter-Mountain Theatres, a Paramount subsidiary, had not renewed the lease.

Judge Latimer testified that Messrs. Keough and Goldenson said at the meeting that no one else would run the theatre if they didn't, and that if Mr. Lawrence tried it, he would get no first-run pictures. Judge Latimer said it was "not a

Networks' Time Sales

(Continued from page 25)

works at present, averaging about one-third the number of outlets of the average radio network for commercial programs. Only nine product classes gave more money to radio in March than to TV, networkwise, including three groups—agriculture, horticulture and transportation—not represented in network TV at all.

FCC Hears Dr. DuMont, Latimer, Edwards

jest," but a serious statement.

The theatre operator who testified at last week's hearing was David G. Edwards, who was manager for the Lawrence theatres.

He testified that he, too, had met with Messrs. Goldenson and Dem-brow, with Mr. Lawrence, and that Mr. Goldenson told him that Paramount would "blitz" the Lawrence theatres just as Hitler was blitzing Europe.

Mr. Edwards asserted Mr. Goldenson had told him that Paramount "had learned a lot from this guy Hitler. We will send the bombers over. . . . You fellows opened up a closed situation that we paid a lot of money to get and we are not going to idly standby by and take it."

After that, Mr. Edwards said, he got occasional second run pictures, but it wasn't until 1946—following the Justice Dept. probe into the major motion picture companies—that he could obtain better pictures.

This week, only witness to testify is Arthur F. Sass, Chicago theatre owner, who returns for cross-examination [E•T, May 26]. On June 26, Dr. A. H. Rosenthal, called the inventor of the dark-trace (Skia-tron) TV tube, will testify for the first time. He is expected to discuss the background of Scophony and its relationship with Paramount and General Precision Equipment (both Class B stockholders) as it affected his work.

Plans UHF Tests

FURTHER UHF propagation tests to determine the effect of antenna height on transmissions are planned by RCA, according to applications filed with FCC for approval to employ four transmitters in the 840-854 mc band using output of 20 w. RCA told the Commission it plans to use four antennas on the tower of WOR-TV New York, spaced at heights of 185, 370, 550 and 735 ft. Each antenna will have a gain of about 100 and will be tiltable upward 2° and downward 10°. RCA mobile units will take measurements in the area for about six months.

Fustest, Gets Mostest

YOU DON'T own a TV set but want to watch the political conventions this summer? On a first-come, first-served basis, the DuMont Labs. will install, free of charge, TV sets in metropolitan New York homes for the entire week of either the GOP or Democratic conclave.

NBC BREAK SPOTS

Standardized Plan Set

TEN-second shared identification breaks have been standardized on all eight of NBC's spot TV stations, Thomas B. McFadden, NBC director of national spot sales, announced Thursday.

The single minimum standard will permit the spot advertiser reasonable flexibility for the design of his commercial message and, simultaneously, greatly reduce agency production problems and effect substantial savings in production costs, he said, pointing out that NBC is the first in the industry to adopt the standards [CLOSED CIRCUIT, May 12]. The cost savings should induce present spot advertisers to increase their buying and help persuade new advertisers to enter TV on a multiple-market basis, he explained.

The NBC standards conform with those recently recommended by the National Assn. of Radio and Television Station Representatives, Mr. McFadden pointed out.

Basis of the system is that the upper right hand quarter of the TV screen is reserved for the station's identification, with advertising copy to occupy the remaining three quarters.

Thus, agencies can use one film or piece of art for an advertisement scheduled to be used on a number of outlets. Instead of redesigning the film for each station individually, the agency will have only to strip in the proper logotype in the top right-hand corners—the station identification—of the different prints.

Timing breakdown for the ten-second spot's audio allows for 1½ seconds of silent picture for the opening, six seconds for the advertiser's commercial, 2 seconds of silent picture for station identification, ½ second of silent picture for closing and five seconds of protective padding for the freeze frame.

TABLE V

Top TV Network Advertiser in Each Product Group in March 1952

Apparel, Footwear & Access.	International Shoe Co.	\$104,735	Insurance	Mutual Benefit Health & Accident	27,240
Automotive, Automotive Access. & Equip.	Ford	245,425	Jewelry, Optical Goods & Cameras	Spiegel Corp.	47,530
Beer, Wine & Liquor	Anheuser Busch	183,800	Office Equip., Stationery, & Writing Supplies	Hall Brothers	92,490
Building Materials, Equip. & Fixtures	Johns-Manville	83,400	Political	Citizens For Eisenhower	20,350
Confectionery & Soft Drinks	Mars Inc.	202,011	Publishing & Media	Curtis Publishing Co.	34,230
Consumer Services	Arthur Murray	24,900	Radios, TV Sets, Phonographs, etc.	RCA	193,840
Drugs & Remedies	American Home Products	136,160	Retail & Direct Mail	Drugstore TV Productions	86,400
Food & Food Products	General Foods	777,390	Smoking Materials	Reynolds Tobacco Co.	648,750
Gasoline, Lubricants & Other Fuels	Texas Co.	178,100	Soaps, Cleaners & Polishes	Prater & Gamble Co.	1,028,410
Household Equip., & Supplies	General Electric	300,940	Toiletries & Toilet Goods	Calgate-Palmolive-Peel Co.	475,110
Household Furniture	Armstrong Cork Co.	89,040	Miscellaneous	Quaker Oats	107,550
Industrial Material	Reynolds Metals Co.	185,500			

NCAA Controls—'52 Plan

(Continued from page 59)

ate and propose his own coverage schedule, both of which are to be submitted, in competition with others for NCAA selection of the winning bidder. Only after his election will the sponsor be free to bid individually with the various colleges for TV rights.

The plan explains that "the sponsor must provide national coverage"—defined as 63 markets—on each of the 12 dates, and must

make any one or more of the games involved available without charge to any other networks and independent stations which may wish to carry such games on a sustaining basis simultaneously with the network presenting the series."

Mr. Hall explained that any station seeking simultaneous, sustaining coverage would, in all probability, also have to take the original sponsor's commercial, unless it could figure out a way to predict the often quick insertion of an announcement between plays. And if commercials could be deleted, it seemed unlikely any advertiser would pay for coverage to be shared with other networks or stations. Thus, it seemed that, regardless of NCAA intentions, only one network would carry the games.

Another puzzler was the request that, on as many dates as practicable, small college games—as defined by the National Collegiate Athletic Bureau—be included on a local basis, "either in supplement of the series or in substitution for a series game."

Networks wondered last week why an advertiser would add small college play—and higher costs—to his schedule, how often a small college game would be of national interest, and how the importance of each game could be determined before the season's start. The NCAA answer is that advertisers will create much ill will if they impose an outside game on a local audience interested in the home team, that costs can be cut by sharing coverage with a local advertiser.

High Standards Desired

The sponsor, it was noted, must be an "organization of high standards," a factor that will weigh almost as importantly, Mr. Hall said, as the coverage and money factors. Asked if the plan doesn't expect too much from the sponsor, he said that similar arrangements in last year's plan had worked out all right.

Other notable portions of the plan are that each team can make only one TV appearance per season, in contrast to last year's two—one at home and one away—and all TV receipts will be assessed "to meet requirements" of the NCAA television budget. Eighteen cents of every TV dollar was withheld last season, but Mr. Hall thought the amount would be less this year since no TV survey, comparable to last year's \$50,000 study, is being conducted.

"Any previous rewards for athletic success pale in comparison to the rewards of television," the committee stated in its letter explaining TV control to faculties and officers of member colleges.

Noting the ten-man group was "convinced" of this only after careful study, the letter said TV rewards "constantly multiply as more sets are installed, more television stations are put into use and the

networks expand to all corners of the nation. If television offers irresistible premiums for sports glory today, the TV committee wishes to point up and underline the more serious problem which will be posed when 'pay-as-you-see' television arrives—a period estimated by experts to be not more than three years away. The rights for a few network games, now measured in thousands of dollars, will be measured in millions of dollars when an effective 'pay-as-you-see' system is placed in operation."

The NCAA feels it has protected itself from possible restraint of trade charges, not only by requir-

ing that TV coverage be shared, but also by dropping last year's blackout requirement. And no college would be forced to participate in television, it was pointed out. Further protection was injected with a statement that the committee can, if special considerations arise, make exceptions to all its rules.

The TV committee's recommendations are subject to two-thirds approval by referendum of member colleges, scheduled to have been completed Sunday. Members voted 163-8 in favor of television control at their annual convention in Cincinnati last January.

TV Applications

(Continued from page 62)

Publishing Co. Ltd., Ch. 4 (66-72 mc), ERP 31.3 kw visual; antenna height above average terrain 5 ft., above ground 250½ ft. Estimated construction cost \$189,520, first year operating cost \$100,000, revenue \$100,000. Studio and transmitter location Kapiolani Blvd. and South St., 21° 18' 21" N. Lat., 157° 51' 30" W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of KGU Honolulu. Principals include: President Lorrin P. Thurston (20.7%), general manager, Advertiser Publishing Co., owner of Honolulu Advertiser; Vice President Walter F. Dillingham, president of Oahu Railway & Land Co.; Vice President Robert S. Thurston (10.6%), Honolulu Advertiser; Vice President Raymond S. Coll, editor of Honolulu Advertiser; Margaret Twigg-Smith (15.8%), and 128 others. Address: P. O. Box 3110, Honolulu, T. H.

HONOLULU, Hawaii—Royaltel, Ch. 2 (54-60 mc), ERP 27.8 kw visual; antenna height above average terrain 1,727 ft., above ground 400 ft. Estimated construction cost \$283,868, first year operating cost \$180,000, revenue \$180,000. Studio and transmitter on Mt. Tantalus, just off Tantalus Drive, 21° 20' 06" N. Lat., 157° 49' 00" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Claggett & Schilz, Washington. Consulting engineer George E. Gautney, Washington. Principals include: Herman B. Rosen (¼), general manager of Royal Amusements Ltd. (motion picture distributor and exhibitor) and managing partner of Tasty Foods, Honolulu; Louis P. Rosen (¼), executive vice president of Royal Amusements Ltd. and ½ owner of Rosen-Sydney (general insurance and bonding), Los Angeles; Ralph Davis (¼), Royal Amusements Ltd. and ¼ owner of Adolph Ramish Inc. (holding company and real estate), Los Angeles, and Helen Speck (¼), Royal Amusements Ltd. Address: 1370 South Beretania St., Honolulu, T. H.

SAN JUAN, P. R.—Empire Coil Co., Ch. 2 (54-60 mc), ERP 56 kw visual; antenna height above average terrain 2,884 ft., above ground 149 ft. Estimated construction cost \$320,185, first year operating cost \$300,000, revenue \$300,000. Studio 1812 Loiza St. Transmitter El Yunque National Park atop E. Yunque Mtn., 18° 18' 43" N. Lat., 65° 47' 33" W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washing-

(Continued on page 73)



you can see the difference on WBNS-TV

WBNS-TV maintains an auxiliary transmitter in addition to its regular transmitter in order to fully guarantee a continuity of service. This supplementary equipment, plus WBNS-TV's fine facilities, expertly operated, supervised and maintained, is further proof of why advertisers and viewers all agree—you can see the difference on WBNS-TV.



Western Round-Up 4:45 p.m.—
A popular western show complete with chuck wagon, rope tricks and bands. Excellent use of live demonstrations, slides and film make this an up-to-the-minute participation program that ranks in the top 10 listings.



TV Weatherman—10:00 p.m.—
A daily comprehensive weather show using the stations fine production facilities and complete wire and weather services. This top rated program has been continuously sponsored on WBNS-TV for 2½ years.



wbns-tv

COLUMBUS, OHIO
CHANNEL 10

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

Free Plugs Prove Fool's Gold

(Continued from page 23)

alent advertising would cost on a regular basis. The mechanics of placement depend to a great extent upon the publicist's contacts among stars, writers and producers of the programs, but techniques, charges and compensation vary.

The cost to the advertiser includes all charges attendant to getting the plug on the air, plus the fee to the publicist making the placement. The publicist may work on a retainer basis or he may charge on a per-plug or quantity-plus basis. Some firms charge more for placing a plug on a nighttime show than on a daytime show; others make no distinction. The cost for a plug on a network show, of course, generally runs higher than on an individual station or small group of stations.

It is a popular conception that the writer, producer, performer or whoever works a plug into a show subsequently finds on his doorstep, by way of compensation, a case of whiskey. This is by no means entirely accurate, but the belief is not without some foundation.

"Giving whiskey probably started when somebody received payment in the form of his 125th watch," one publicist reported.

The watch-and-whiskey compensation category has been expanded to include a number of mementos, including money. The "standard" payment, where it is cash, is said

to average around \$60 to \$90 per plug. The reward also may take the form of an equivalent credit at a department store, for instance, a supply of the plugged products or some other appropriate gift. Or there may be no payment at all, except insofar as the idea surrounding the plug is a contribution to the program.

There are divergent accounts of the willingness of talent to participate in the plug game.

On one hand there are reports of "The List," which is described as a compendium of names whose use on the air will bring compensation to the user. According to this version, "The List" is circulated among writers, producers and performers—or they may easily learn the names that are on it by investing in a telephone call to the public relations agency which keeps it.

'Sneak Plugs' Get In

At the other extreme, a radio-TV publicist reported he had never known a writer, producer or star who would accept a plug merely for compensation offered. But he conceded that neither had he ever heard of compensation having been returned. He contended that program personnel in a position to insert plugs are too well paid to be interested in plug money and, that from a selfish standpoint, they would not jeopardize the success

of a show by using plugs which would detract from it. Yet he agreed that what he called "sneak plugs" are often ad libbed in "from left field," to program detriment.

Some comedians—who as a group are the most frequent culprits in this respect, since gags lend themselves more easily to quick plugs—have been known to rattle off a succession of plug names before they could be squelched.

By no means are all plugs planted. And the unplanted plug generally pays off for the plugger in gifts from the plugged product as well, or almost as well, as does the planted publicity.

For instance, one radio-TV public relations practitioner reported that a gag on one leading comedy show employing, without solicitation, the name of a nationally advertised electric razor resulted in the delivery to the comedian of a gross —144, no less—of electric razors of that brand.

In the area of planted plugs, an instance involving the Hess Bros. department store in Allentown, Pa., was cited as an example of publicity which not only has no cash or equivalent payoff for program talent but also is a contribution to programming.

On behalf of the Hess Bros. store, a "stunt" was worked out and submitted to the Philip Morris-sponsored *Truth or Consequences* program. It occurred shortly before Easter.

Stunt Described

The stunt involved dressing a *T* or *C* contestant in an Easter bunny outfit and having him hitchhike from Hollywood, where the show originated, to Allentown, Pa., where he would be feted by Hess Bros. and local notables. Each week the program carried a pickup bringing listeners up to date on the contestant's cross-country progress up to and including his arrival in Allentown. Thus Hess Bros. got mentions on a network show for five consecutive weeks, and—it was emphasized—the program benefited from the stunt idea.

Similarly, many other examples were offered as representative of "legitimate and constructive" plugging—interviews with people engaged in interesting or unusual occupations, discussions of books or plays, and the like. The recitation of prizes offered on giveaway shows, and the giving of credits to firms supplying dresses or hats or costumes for performers on TV shows, were cited as other types of "plugs" which arouse no general objections.

Sometimes, it was noted, publicists provide TV shows with needed props or sets—thereby cutting down the sponsor's own production costs, often substantially, while in the process maneuvering a plug client's product or name before the steady gaze of the audience. There are occasions, too, it was said, when the publicists provide program ideas involving no plugs at all, thus at one swoop building contacts, con-

fidence and greater receptivity to future plug ideas.

But in any defense of "legitimate" plugs the "as-bad-as" example that is as effectively cited as any, perhaps, is some of the TV coverage of this year's Easter parade in New York, where it was a rare clothes designer who failed to get a prominent plug of the free variety. This, too, has been an object of criticism by NBC's SPAC.

"Plugs" in gags are a natural development. They started with the use of certain brand names in bits or sketches, not for any remuneration from the manufacturer but for the comedy value of the name itself in a situation. Puns that "write under water" are an example. Gradually the publicity or advertising value of such name-dropping became apparent, and so, gradually it became a business.

Before the radio-TV plug, there was the plug in motion pictures, which similarly went through a period of evolution. For example: A movie star was shown, perhaps only fleetingly, with a package of X Brand cigarettes. The makers of X Brand and the makers of the movie realized that that shot was worth something to the manufacturer.

Deal Now Refined

At first it was the custom for the manufacturer to pay the studio to use his product, or, in the case of expensive items such as trains or automobiles or elephants, to supply the product gratis.

This type of deal gradually has been refined until now, instead of making outright payments, the manufacturer in some cases agrees that in a certain amount of his own advertising he also will advertise the film involved. An X Brand cigarette ad might say, for example: "Joe Doe, star of Z Show, smokes X Brand cigarettes. Thus the studio's own advertising budget can be reduced.

Publicists concentrating on radio and television plugs say the number of regular sponsors who forbid other-product plugs on their programs is not so great as one might expect. Indiscriminate plugs are frowned on, and some advertisers have set a ceiling of one or two per program.

More and more major manufacturers, publicists say, are coming to feel that they should augment their regular advertising and their newspaper-magazine publicity with publicity—plugs—in the broadcast media. On occasion, advertisers have been known to undertake plug placement themselves, direct. One radio-TV writer reported he had been called by an advertiser and offered a \$1,000 watch as bait to work the name of the advertiser's product into a television show which he was then preparing.

The networks are most acutely irked, of course, by the "sneak" plug, the dragged-in plug, whose lack of point makes it obvious and

Originating Station

JOHNS HOPKINS SCIENCE REVIEW

ask any
Baltimore
time buyer
about

WAAM

TELEVISION

CHANNEL 13

Represented Nationally by

HARRINGTON, RIGHTER & PARSONS, INC.

Chicago NEW YORK San Francisco

DUMONT-ABC AFFILIATE

itating. But what are they doing eliminate it?

In answer to that question, Harry Merle, CBS-TV program director, told BROADCASTING • TELECASTING that "We police it in every way possible through viewing the script before airing. In most cases the ad lib that gets across and the air."

Although he considers such merchandising sometimes helpful "if selfily tied together," Guy Della Porta, CBS Radio vice-president in charge of network programs, Hollywood, declared that in general the network "does not endorse such broad programming practices."

"When a national manufacturer uses free plugs it is bad for advertising," he said. "However, every case should be individually considered and all within the realm of good taste. It depends upon how far they go. All free plugs are watched very carefully by BS."

"We are particularly against the type of insert plug used by well paid writers to derive added income or merchandise. We make every effort to eliminate them." Carl Watson, assistant manager of the continuity acceptance department of NBC radio and television, reported that "by this time we have come to know the regular performers who are likely to drift away from a given 'business' in the script, and these are watched carefully."

Additionally, he said, "scripts are screened beforehand and rehearsals usually are covered to be sure that plugs are not placed in the show. Most performers know that is and what is not acceptable any now."

Another network executive suggested the only real method of policing against out-of-taste plugs would be to restrict all trade-name tags to products which are also sponsors of regular radio and television shows.

It also was brought out that the networks rely to a great extent upon producers and directors to keep an eye out for unseemly plugs. At least one producer, it was learned, has warned performers on his shows that any member who works an unapproved unrehearsed plug into a broadcast will have his pay cut back to union scale.

Venezuela TV Station

PLANS for Venezuela's first TV station, scheduled to begin transmission this November, were divulged May 29 with announcement of a contract between Venezuelan Minister of Communications and an RCA international distributor, Dr. Luis F. Jimenez M., president of Intelec S. A. New station is to be built in Caracas, with an RCA 10 kw transmitter capable of providing adequate intracity coverage. To be operated by the government, the outlet will not carry commercial programs.

TV Applications

(Continued from page 71)

ton. Consulting engineer Russell P. May, Washington. Applicant is licensee of WXEL (TV) Parma (Cleveland), Ohio. Principals include: President Herbert Mayer (45%), Vice President Franklin Snyder, station manager of WXEL (TV); Treasurer Francis Mayer (45%), and Secretary Alma Schmidt. Address: 85 Beachwood Ave., New Rochelle, N. Y.

Existing Stations Change in Channels

(The following stations request change in frequency as required under provisions of FCC Sixth Report & Order [B•T, April 14].)

WDEL-TV WILMINGTON, Del.— WDEL Inc., Ch. 12 (204-210 mc), ERP 316 kw visual; antenna height above average terrain 605 ft. Change from Ch. 7 (174-180 mc), ERP 476 w.

WHAS-TV LOUISVILLE, Ky.— WHAS Inc., Ch. 11 (198-204 mc), ERP 316 kw visual; antenna height above average terrain 529 ft. Change from Ch. 9 (186-192 mc), ERP 200 kw.

WLWT (TV) CINCINNATI, Ohio— Crosley Bcstg. Corp., Ch. 5 (76-82 mc), ERP 100 kw visual; antenna height above average terrain 670 ft., above ground 1,363 ft. Estimated cost of change \$123,000. Transmitter RCA. Change from Ch. 4 (66-72 mc), ERP 23.1 kw.

WLWC (TV) COLUMBUS, Ohio— Crosley Bcstg. Corp., Ch. 4 (66-72 mc), ERP 100 kw visual; antenna height above average terrain 436 ft., above ground 569 ft. Estimated cost of change \$155,000. Transmitter RCA. Change from Ch. 3 (60-66 mc), ERP 15.2 kw.

WLWD (TV) DAYTON, Ohio— Crosley Bcstg. Corp., Ch. 2 (54-60 mc), ERP 100 kw visual; antenna height above average terrain 508 ft., above ground 459 ft. Estimated cost of change \$166,500. Transmitter RCA. Change from Ch. 5 (76-82 mc), ERP 16 kw.

WGAL-TV LANCASTER, Pa.— WGAL Inc., Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 1,000 ft. Transmitter location to be near Hallam, York County, Pa. Change from Ch. 4 (66-72 mc), ERP 1 kw; transmitter, 8 West King St., Lancaster.

WTAR-TV Norfolk, Va.— WTAR Radio Corp., Ch. 3 (60-66 mc), ERP 100 kw visual; antenna height above average terrain 376 ft., above ground 414 ft. Transmitter RCA. Change from Ch. 4 (66-72 mc), ERP 24 kw.

WTMJ-TV MILWAUKEE, Wis.— The Journal Co., Ch. 4 (66-72 mc), ERP 100 kw visual; antenna height above average terrain 908 ft., above ground 1,032 ft. Estimated cost of change \$372,027. Transmitter RCA. Change from Ch. 3 (60-66 mc), ERP 925 w.

Tele-Q Patent

PATENT for its system of cueing TV performers has been issued the Tele-Q Corp., New York. Tele-Q Sales Co. President Larry Merchant announced Wednesday. Tele-Q equipment was first used commercially in November 1950 and is now widely used in New York.



The tube that "Stands on its head"



Stands on its head, electrically speaking, because its grid-flange construction permits grounded-grid operation with effective isolation of input and output circuits. Benefits: simplified circuitry, lower lead inductance, and more stable operation.

Grid-flange construction—an RCA development—opened a new era in vhf operation. The 5762 is one example of this design. The tube features a very efficient plate radiator that requires less than half the air flow previously needed for a tube with the same power rating. It runs cooler—offers substantial operating economy.*

There's an RCA Tube Distributor just around the corner from your station. For fast, friendly service—call him!

*RCA-5762 can be used, with FCC approval, as a direct replacement for the 7C24 in FM transmitters BTF-1C, BTF-3B, and BTF-10B. See details in Tube Tips, June 1951.



RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

EDUCATORS' BOON

Okla. and Fla. U.
Praise Industry

TWO leading universities staging highly successful TV educational programs in cooperation with commercial television stations have voiced publicly their appreciation of the industry's participation in their work. They are U. of Oklahoma and U. of Florida.

Sherman P. Lawton, producer of *The Open Window*, which has been seen on WKY-TV Oklahoma City and KOTV (TV) Tulsa, stated as chairman of the U. of Oklahoma Committee on Broadcasting, that 92 TV programs had been produced under the title in two years.

"This represents a minimum time value of \$29,900, as loss of revenue to the stations, plus cost of operation," he reported, amounting to a gift of well over \$60,000 from the stations to the university.

Working with commercial stations, the university has enjoyed a low cost of .008 of one cent per viewer-impression, Chairman Lawton reported. Cost to the university was \$2,200 for the period, exclusive of salaries and student assistant wages.

"The success of the programs is indicated by a Hooper rating in Oklahoma City of 28, as contrasted with 1.6 for educational programs in the New York City area," Prof. Lawton continued. "Mail response in both Oklahoma City and Tulsa has been excellent. Total audience impressions during the series exceeded 26,200,000.

"Twenty-five different areas of instruction were represented during the 1950-51 season and 28 dur-

ing 1951-52. Fifty-nine different faculty members participated during 1950-51, with a total of 61 faculty participations. In 1951-52, 55 different faculty members participated, with a total of 71 faculty participations.

"One hundred seventy-three students took part in the shows during 1950-51 and 147 during 1951-52. Thirty-one different students got experience in planning, script and production directly associated with the series, a total of 70 student-producer experiences during 1950-51. During 1951-52, 33 different students got planning experience with a total of 77 student-producer experiences. Non-faculty and non-student guests on the programs in 1950-51 totaled 71, while 105 such guests appeared during 1951-52. Five civic and welfare groups, as well as state and federal agencies, contributed work during the 1950-51 season and six during 1951-52.

"In addition, arrangements were made through this office for several faculty participations in television programs other than *The Open Window* and we served as a clearing house for a number of students to earn talent fees on commercial shows.

"One of the values of the series to the university is that a number of properties built for the programs have become a part of classroom instruction techniques on the campus."

Breakdown of Audience

The signals of the two commercial TV stations are reaching viewers over an extensive area, reaching as far north as Wichita, Kan., according to the report. Half the audience is in the "upper middle" income group, and about 20% in the "upper" income group. The mail has a "higher class" flavor than usual for typical radio programs, it was stated, "but we have had enough mail from apparently lower income people that we had been deceived into thinking that we were drawing a large number of them."

According to Dr. T. C. Battin, assistant professor of speech and director of television and radio at the U. of Florida, the university at Gainesville has completed its first venture in TV education with conclusion of 32 weeks of telecasting.

"We wish to commend the managers and staff of WMBR-TV Jacksonville for their excellent cooperation in helping to make the series a success," Dr. Battin said.

Programs were titled *Knowledge in Action*. Rating of 40.5 was achieved, indicating a large audience every Monday evening, he continued. Programs are prepared as a package show on the campus by members of the production staff headed by Dr. Battin and faculty

D. C. Talent Raid?

PICK TEMPLE, cowboy singing star of WTOP-TV Washington, baby sat last Monday for the three children of Walter Compton, general manager of WTTG (TV) Washington. Mr. Temple's baby-sitting was a door prize at the annual jamboree of the Advertising Club of Washington May 24. The prize was actually won by Alex Sheffell, WTTG account executive, but Mr. Sheffell isn't planning to be married until some time this month. So he turned over his prize to Mr. Compton who, with Mrs. Compton, attended the Washington opening of the play, "Gentlemen Prefer Blondes."

members. Each program has been planned. Written and rehearsed on the campus before going to WMBR-TV for final rehearsal. A student production crew is trained for six months in the studios to handle duties of a TV crew. Students act as assistant directors, floor managers, announcers and perform related functions.

Dr. Battin said the time is donated by WMBR-TV and a full crew stands by during the rehearsals and the final telecast to help the student production staff.

"The series is to be continued as a part of the U. of Florida's desire and effort to recognize the tremendous potentialities of the most effective means of mass communication yet developed," Dr. Battin said. "Plans for a continuing program of adult education by means of television have already been completed and the series, *Knowledge in Action*, will present video courses each week. The series has a dual purpose in mind: to offer adult education and to give training and practical experience in the various phases of television production. These programs have been carefully planned to offer education in an interesting as well as entertaining manner and survey results have shown how successfully this has been done this year."

TV APPLICANTS

Four Buy UHF Transmitters

ALLEN B. DuMont Labs. Television Transmitter Div. last week announced sale of four 5-kw UHF TV transmitters to WSOY and WDC Decatur, Ill.; WHIZ Zanesville, Ohio; and KCOK Tulare, Calif. Deliveries are slated for 1953. The four outlets have applied to FCC for TV stations and await channel grants.

The new transmitter equipment employs the Eimac Klystron power tube and is now available at the same price as the standard DuMont VHF transmitter with equivalent power, company spokesmen said.

DuMont TV network will carry New York Times Youth Forum starting Sept. 14 with sessions to be taped for broadcast on WQXR New York, station owned by the Times.

WEWS-WRU SERIES

Will Extend for 2 Yr.

JAMES C. HANRAHAN, general manager, WEWS (TV) Cleveland and Dr. John S. Millis, president Western Reserve U., last week announced a two-year extension of two educational series.

One program is a half-hour telecourse, home study by TV for credit, and the other is a Sunday series known as *University Circle*, a half-hour program about the school and community cultural life. "Western Reserve U. is grateful for the opportunity which WEWS has given to carry on its program of education by television," Dr. Millis said.

Editors Name 'Lucy'

LUCILLE BALL was voted the best comedienne and *I Love Lucy* the best comedy drama in the first annual *American Weekly* Television Poll, conducted among TV editors of 23 metropolitan newspapers.

Other winners: Best variety program, *Your Show of Shows*; dramatic program, *Celanese Theatre*; mystery drama, *Dragnet*; musical program, *Fred Waring*; discussion program, *Meet the Press*; quiz show, *You Bet Your Life*; best comedian, Jimmy Durante; children's program, *Kukla, Fran and Ollie*; news, *See It Now*; and an award for special achievement, Bishop Fulton J. Sheen.

GUIDANCE SERIES

Planned By WMCT Memphis

WMCT (TV) Memphis is planning a series of weekly vocational guidance programs to aid high school and college students in choosing careers, Wilson Mount executive program manager, has announced.

In addition to aiding students, Mr. Mount said that "the program will be so designed that they will prove of much interest to the television public, as the opportunities for young people that lie in the various fields of business and the professions are pictured and explained."

Among fields to be covered are the cotton industry, medical profession, industrial economics, banking, lumber manufacturer, journalism and the livestock industry.

Tailor-made

TV FILM SPOTS

Animation and Live Action


- 8 Seconds
- 20 Seconds
- One Minute

Telescriptions

VICTOR BLDG.

Sterling 4650

WASHINGTON 1, D. C.



99,952 TV SETS
IN THE QUAD-CITY AREA

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

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters. True to a 23 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians well—and advertisers profitably. Les Johnson, V.P. and Gen. Mgr.

Quad-Cities favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Arley-Kauffman, Inc.

CONVENTIONS

AT&T Plans Full Linkage

ALL U. S. TV stations except KOB-TV Albuquerque may be connected with AT&T's live TV network in time for the political conventions next month, under plans advanced by the telephone company last week.

The company's Long Lines Dept. announced plans to add Phoenix to the live network, saying "efforts are being made to provide the network connection in time to carry the national political conventions in July" and pointing out that when Phoenix is included, the Bell System network "will make live network programs available to 107 stations in 65 cities."

Only other U. S. television city outside the live network then would be Albuquerque.

Plans for bringing Phoenix (KPHO-TV) into the live network call for routing television signals from Los Angeles over a coaxial cable which already is in service for telephone use. Equipment will be added to permit use of the cable for television as well as telephone service.

The Republican national convention opens July 7; the Democratic convention July 21. Both will be in Chicago.

AT&T's Long Lines Dept. meanwhile applied to FCC last week for authority to construct a microwave relay link which will provide two TV channels, along with hundreds of telephone circuits, between Dallas and San Antonio. The proposed link, scheduled for completion late this year, would be built between Dallas and Austin, where it will connect with the Austin-San Antonio system which was opened for service in February.

Under the plan, AT&T will construct six intermediate radio relay stations along the 192-mile route between Dallas and Austin.

To provide one TV channel to San Antonio in time for the July political conventions, Long Lines is installing temporary radio-relay equipment between Dallas and Austin. This equipment will be removed upon completion of the new project, AT&T said.

It was pointed out that one connection with AT&T's nation-wide television network facilities will be made at Dallas from Jackson, Miss., while a second connection will be provided upon completion of a radio relay system, now under construction, between Kansas City and Dallas. Dallas and San Antonio—both two-station markets—will then have two TV channels available.

New WCBS-TV Business

WCBS-TV New York booked more than \$1 million worth of new local business in the seven-week period ending May 23, George R. Dunham, general sales manager, has announced. He said the accomplishment was pace-setting if not record-breaking for local contracts.

WAVE-TV CASTS

'Back-to-Back' Remotes

DOUBLE remote "back-to-back" telecasts were made by WAVE-TV Louisville on Armed Forces Day May 17 when Vice President Alben W. Barkley and Army Secretary Frank Pace both delivered addresses at separate places there.

Borrowing equipment from WIRE Indianapolis which had not yet begun telecasting, WAVE-TV set up one mobile unit in the Brown Hotel for the Pace speech at the 26th annual National Defense dinner which climaxed Armed Forces Day observances, and the second unit in the Seelbach Hotel where Vice President Barkley addressed the Jefferson-Jackson Day dinner.

The station scheduled the Pace telecast from 9-9:30 p.m. and the Barkley speech from 9:30-10:30 p.m. The Barkley program was micro-relayed by Southern Bell Telephone Co. engineers to the



At WAVE-TV controls during the Barkley address are (seated, l to r) Louis Lau, audio engineer, Bob Roth, video engineer, Bob Brewer, director and (standing) Ryan Haloran, announcer.

Telephone Building from where the signal then was carried to WAVE-TV on the regular co-ax.

SPARTON Radio-Television, Jackson, Mich., is offering free UHF tuner strips for 1952 Sparton Cosmic Eye TV sets.

TELENEWS GROWTH

McManus Heads New Dept.

IN LINE with its new expansion policy, Telenews Productions Inc., New York, television newsreel producer, last week announced formation of a station relations department under the direction of Tom McManus.

First step will be a tour of client stations by Mr. McManus, during which he will meet with station executives to discuss operating procedure.

In his announcement of the new station relations division, Charles N. Burris, Telenews general manager, stated: "Telenews is going right ahead in its plans for expansion. . . ."

JULIUS MATTFELD, head of CBS Radio-TV music library, has compiled chronology of all music published in U. S. to be published June 12, Prentice Hall. Title is *Variety Music Cavalcade*.

It's RESULTS that COUNT!

In May, an agency account
man wrote WGN-TV:

" We are grateful to you for your original suggestion that we use this show. All records to date are most encouraging. We have made pilot checks in stores that report very satisfactory retail level response. The reports from salesmen on contacts with accounts have been most enthusiastic."

Get the Most out of your Chicago TELEVISION Dollar...
Check your WGN-TV representative for top availabilities.



The Chicago Tribune Television Station



film report

Four New Companies . . .

FORMATION of Guild Films Inc., Hollywood, TV film production-distribution firm, was announced last week by Reuben Kaufman and W. Lee Wilder.

Mr. Kaufman resigned last month from his position as president of Snader Teleproduction Sales Inc., reportedly in a dispute over operational policy.

Mr. Wilder, independent motion picture producer-director, will serve as president of the new firm; Mr. Kaufman as vice president-secretary and distribution chief. Headquarters for Guild Films Inc. are in studios of KTTV (TV) Los Angeles.

Production is underway on a 13 quarter-hour situation comedy TV film series, *Hello Darling*. Future plans include *Gallagher's Travels*, quarter-hour comedy series; *Adventures in Storyland*, fairy tale program, and *Musical Americans*. Mr. Kaufman was in New York last week to open sales offices and to conclude negotiations on feature films for TV distribution.

At the time of Mr. Kaufman's resignation, Louis Snader, president, Snader Teleproduction Corp., parent

organization of STS, announced that E. Jonny Graff, would replace Mr. Kaufman as head of sales for STS [B•T, May 19, 12].

Emanuel H. Demby and Myron L. Broun last Tuesday announced formation of Demby, Broun & Co., New York, motion picture and television film production firm, located at 34 East 51st St., telephone Plaza 9-2495.

With Mr. Demby as president and Mr. Broun as vice president, the new firm will take over all TV and film properties formerly held by The Demby Co., New York public relations firm, which continues in latter capacity.

Among properties acquired by the new firm is *What's Playing*, TV package formerly seen on WJZ-TV New York and now in process of being re-packaged and offered for sponsorship under direction of Mr. Demby. Currently in production is a 15-minute cowboy film series featuring ABC-TV western star Jim Atkins.

Newly incorporated for \$200,000 is **Wilshire Television Productions**, headquartered at 1915 Wilshire Blvd., Los Angeles. Plans encompass TV film medium from one-minute commercials to hour-long programs in addition to production of live shows. Hollywood attorney Nathan O. Freedman is chairman of board with David X. Miller, musical director at Universal-International, named executive producer.

The 900 sq. ft. two-story building taken over by the firm will be known as Wilshire TV Center.

Jack Goodwin announces that he is going into regular film production in Africa. Among the first series are 52 15-minute self-contained stories of the reminiscences of "Old Fletcher," a retired big-game hunter. The subjects will deal with hunting, bushmen, native ritual etc., Mr. Goodwin said. His first two sample productions will be completed in September. He will fly to the U. S. to arrange syndication and sponsors. Mr. Goodwin said he also will be making a series of three- and five-minute shorts entitled *African Visit*. Mr. Goodwin's address is P. O. Box 4801, Johannesburg, South Africa.

Production . . .

Scripts written for television by playwright-author **William Saroyan** will be the basis of a projected 26 half-hour TV color film series to be produced by the newly-formed **William Saroyan Television Playhouse Inc.**, Hollywood. Acting as co-producer-director with Mr. Saroyan

will be **Rodney Amateau**, completing directional assignment on "Monsoon," motion picture filmed in India. Mr. Saroyan will introduce each film. Cost of all 26 is estimated at \$500,000.

Concentrating on "highlights and sidelights" rather than duplicating network coverage, **Telenews Productions Inc.**, New York, is completing plans for filming Republican and Democratic national conventions in July. Staff of more than 25 will handle coverage, **Ted Genock**, Telenews editor-in-chief, said, with Production Manager **Marshall Davidson** supervising makeup operations. Telenews last week also announced its daily television newsreel, formerly eight minutes in length has been increased to a minimum 12-minute length. The company's newsreel, *Telenews Daily*, produced in conjunction with INS, has been expanded, it was noted, to meet growing needs of TV stations.

After having acquired TV rights to *Kerry Drake*, a syndicated comic strip, production is getting underway on 26 half-hour films by **Hafner-Halperin Inc.** **Sterling Hayden** will portray the title role. **Margorie Reynolds** is assigned the feminine lead.

Normandy Productions Inc., Hollywood, has two field units out shooting backgrounds for new TV film packages. One, headed by producer **John F. Ewing**, is covering Pacific Northwest for 13 films tentatively titled *Americana*. The other, an untitled hour-long group of 13, will be shot throughout U. S. **Arthur Fellows**, an associate producer for **David O. Selznick**, recently joined the firm as a producer-director.

United-World Films, subsidiary of Universal-International Pictures, began its initial television film series of 13 half-hours last week. Titled *Fighting Man*, the films co-star **Mort Thompson** and **Cliff Clark** with **George Clair** as director and **Malcolm Stuart Boylan** as the production supervisor. There are three more series in the pre-production stage.

Sales . . .

United Television Programs, New York and Chicago TV film distributors, has sold its *Movie Quick Quiz* package for two additional markets, bringing total sales to 26. Beginning June 20, **IGA Stores** will sponsor show on **WNBK (TV)** Cleveland; and **Oakland Appliance Co.**, Dallas, will underwrite program in that city on **KRLD-TV**, effective June 19. **Aaron**

Beckwith, UTP sales director, meanwhile reported one additional contract has been signed for *Hollywood Off-Beat*, half-hour detective series starring **Melvyn Douglas**, on **WFIL-TV** Philadelphia.

Negotiations have been concluded by **Louis Snader** whereby films from Snader Teleproduction Library will be released to **Jens Fr. Lawaetz**, head of the government-owned TV station in Copenhagen, Denmark for one year. This marks the first entry into the European market for Snader Teleproduction Corp., Beverly Hills, Calif.

Dudley Television Corp., Beverly Hills, is to produce 13 quarter-hour TV films in color for **Martin Outboard Motors**, Eau Claire, Wis. Programs, built around types of fishing, will be ready for fall release.

Film People . . .

Syd Lewis and **Art Sanchez**, nightclub entertainers, have been signed by **Jerry Curneaya Productions** Beverly Hills, to appear in *Levi & Sanchez Play*, 13 quarter-hour television films, starting in August. The format will consist of music and impersonations held together by a story line.

John Ireland has been signed by **Pennant Television Productions Inc.** Hollywood, to play the leading role in upcoming "Silence in the City," half-hour film in *Date With Destiny* TV series. Production started end of June with film stars **Stephen McNally**, **Maria Palmer** and **Zsa Zsa Gabor** already signed for other films in series.

Alan Hartman, formerly associated with MCA, **Frederic W. Ziv Co.** and **Official Films** as sales representative, last week was named eastern sales representative of **United Television Programs**, TV film distributors. He will have headquarters in UTP's New York offices as assistant to **Aaron Beckwith**, director of sales, and will handle the metropolitan New York Philadelphia, Washington and Baltimore territories.

Les Kaufman, vice-president in charge West Coast operations **Ettinger Co.**, Hollywood (public relations firm), to **William F. Brody Productions**, that city, as director of newly expanded sales promotion-merchandising department.

OPERATING schedule at **WENR-TV** Chicago has been expanded from 71 to 81 hours weekly.

OMAHA'S

first TV area Pulse survey (covering 22 Nebraska, Iowa, and Missouri Counties) reveals that

WOW-TV

is

OUT IN FRONT

in

Multi-Weekly Shows

(8 of the top 10)

Once-Weekly Shows

(8 of the top 15)

Share-of-Audience

(Leads in 6 of the

9 classifications)

Put your sales, messages OUT IN FRONT, too! For complete availabilities, wire or phone **JOHN BLAIR-TV or Fred Ebner, Sales Manager at—**

WOW-TV

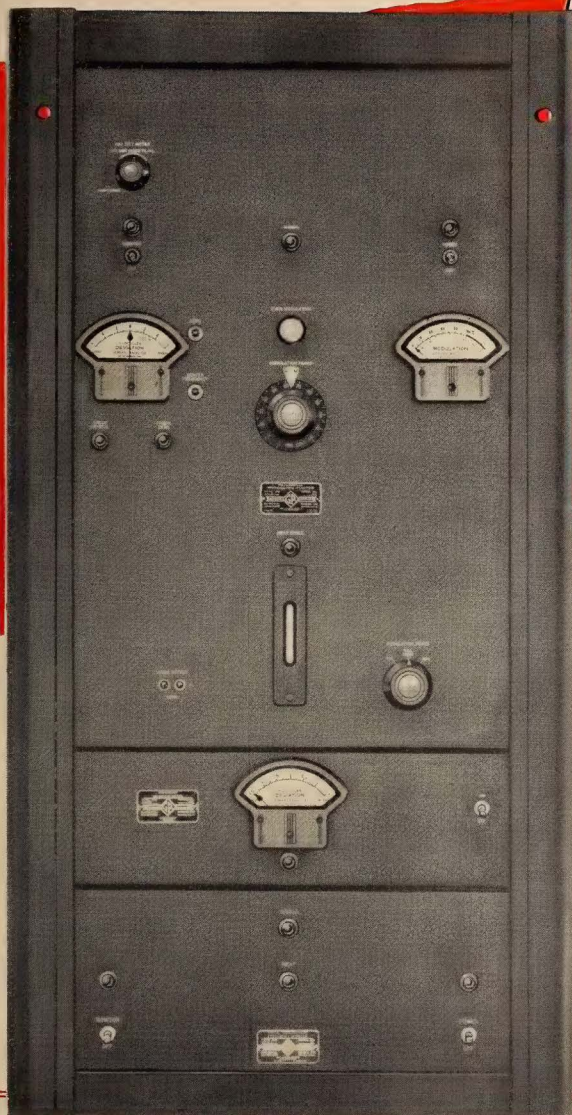
OMAHA

FRANK P. FOGARTY, General Manager
A MEREDITH STATION

RANGERTONE
BEST FOR TV FILMS
USED BY

Toogood Recording Company
221 North La Salle St.,
Chicago 1, Illinois

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



Memo to
T.V Station Managers
 A NEW **GR** T-V MONITOR
 for the VHF and UHF bands
 Channels 2 to 83

The new G-R Type 1183-T T-V Monitor meets all requirements of the FCC, including those recently established for offset operation. It not only provides complete monitoring facilities for VHF and UHF stations in accordance with FCC specifications, it assures the quality of everyday transmissions as well. Monitoring of distortion, noise, modulation level, and video and audio carrier frequencies, with the aid of this instrument, results in the rapid detection of substandard operation. The T-V Monitor provides:

- ★ Continuous visual indication of aural transmitter frequency-deviation in terms of a highly stable master crystal.
- ★ Continuous visual indication of frequency-deviation of visual transmitter in terms of same master crystal.
- ★ High fidelity audio output for distortion and noise-level measurements and for audio monitoring.
- ★ Continuous indication of percentage modulation and an over-modulation alarm.

This instrument — the *first* UHF Monitor — is another example of the pioneering in engineering, design and workmanship which has characterized G-R monitoring equipment since the beginning of broadcasting. Stability, accuracy, ease of maintenance and operation, dependability and long life are optimum. The G-R trademark *guarantees* trouble free operation with a minimum of maintenance. Simplifications in convenience to operating personnel are a Major Feature.

Prices: From \$2435 to \$2535 depending on Frequency Bands

- ★ Excellent signal to noise ratio through channel 83.
- ★ Large illuminated meter scales for easy operation.
- ★ Overmodulation lamp flashes when modulation exceeds level set by a dial.

- ★ Pilot lamp indicates adequate R-F input level.
- ★ Terminals are provided for connecting remote center-frequency and modulation meters and overmodulation indicators.
- ★ Separate a-c inputs for heater and monitor circuits enable direct connection of crystal oven to station stand-by power circuit.

- ★ Panel switch allows simultaneous indication on modulation meter of both positive and negative peaks, as well as choice of either peak.
- ★ New cabinet simplifies installation and removal of monitor from rack for maintenance.
- ★ Chassis arranged for maximum heat dissipation and easy servicing.



GENERAL RADIO Company

275 Massachusetts Avenue, Cambridge 39, Massachusetts, U. S. A.

90 West Street NEW YORK 6

920 S. Michigan Ave. CHICAGO 5

1000 N. Seward St. LOS ANGELES 38

CODE ATTACKED 'Stultifying Censorship,' ACLU Tells FCC

TV CODE of NARTB is "stultifying and illegal censorship," the American Civil Liberties Union charged last week in a letter of protest to FCC. The civil rights organization requested a hearing to determine whether the industry code violates the Communications Act.

At the same time, ACLU attacked the congressional probe of radio and TV programming which got underway last week (see story this issue).

Writing FCC Chairman Paul A. Walker, ACLU noted that radio and TV programming which got have had final responsibility for program content and that the Communications Act precludes prior censorship.

ACLU charged the TV code "provides for an extreme form of censorship which, in effect, rules out material which would be offensive to many groups or parts thereof, in any community in the country, however reasonable or unreasonable the particular potential objectors might be."

"It seems to us that this abnegation of responsibility for licensee self-restraint and the substitution thereof of a code of industry-wide censorship," ACLU continued, "is improper and fraught with great dangers both to the free operation of radio and TV and the public at large."

Television under the code will be "a diluted force in our national

life," the letter contended, explaining the code will "create conformity and reduce TV to dull mediocrity."

Signed by Thomas Carskadon, chairman of the ACLU radio committee, and Patrick Murphy Malin, ACLU executive director, the letter held that the TV code "is a combination in restraint of trade in ideas which may well constitute a violation of the anti-trust laws, in which case all stations abiding by the Code might be held to lack the requisite qualifications for the holding of licenses. For this reason, a public hearing is even more essential to clearly establish this point."

ACLU told FCC that the code "would completely prohibit the production of any adult, mature programs dealing with issues of a serious nature, except that in some cases treatment of such problems would be permitted if the solutions thereof conformed to certain requirements laid down by the Code." Examples cited of productions that could not be presented under the code included "Death of a Salesman," "Streetcar Named Desire" and "Cocktail Party."

The letter continued:

Each individual licensee has a responsibility to see that no obscene or other illegal material is sent out over the airwaves, on penalty not only of loss of the license but of criminal prosecution as well. The complete abandonment of that responsibility through adherence to a Code is one which this Commission should not permit. If allowed to continue, it would create conformity and reduce TV to dull mediocrity. One reason for the rise and strength of TV has been its ability to produce programs unhampered by censorship. This Commission, we believe should help that growth and defend the principle of free expression by removing the stultifying cancer of censorship embodied in the code.

Concerning Congress' probe of programming, Messrs. Malin and Carskadon termed the inquiry "a threat of censorship which would have repressive effects on the press and broadcasting and probably could not result in any new legislative problems which would be constitutional."

SKELTON SUED

Contract Breach Alleged

RED SKELTON faced a \$3,500 damage suit last week from a writer who charges he breached an "implied contract" and wrongfully appropriated literary property.

Filed by Leonard T. Galezio in Los Angeles Superior Court, the suit also named NBC-TV and Procter & Gamble Co., the TV sponsor, as defendants. Mr. Galezio charges he sent the comedian a skit which was acknowledged and the material used on a Skelton TV show, but that he was not paid.

WLWD Aids Defendant

WLWD (TV) Dayton's program log helped to win a not guilty verdict for a defendant in an automobile accident case. Man had been arrested as suspect. He could not have been involved in the accident, he told police, because he had been watching WLWD. Police asked the station to submit program log to check the suspect's statements. The defendant's statements agreed with the log and, after a two-day trial, the defendant was acquitted.

SKELTON RETURN

Special Theatre Planned

WITH Red Skelton returning to NBC next fall for both radio and television under a year-by-year agreement, a deal has been worked out whereby the network will build a special theatre to accommodate his weekly video show at its new \$25 million Television Center now under construction in Burbank, Calif.

With definite ideas as to what he wants, the comedian is reported to have had a hand personally in the theatre's design. It is to be ready for occupancy by September 28 when his TV show resumes under sponsorship of Procter & Gamble Co., Sunday, 7-7:30 p.m. (EST). Mr. Skelton's radio show, not yet sponsored, will start in October.

Freeman Keyes, president of Russel M. Seeds Co., program packager, in negotiating radio-TV deal with NBC, also acquired a 7:30-8 p.m. (EST) television time slot following the *Red Skelton Show*.

This time, it is understood, is to be utilized for a projected comedy show built around Eddie Mayehoff, who is under contract to Mr. Keyes for TV only. Although the show is currently without a sponsor, it is believed Procter & Gamble will be the advertiser.

DUMONT REPLY

Denies ACLU's Scott Charge

DuMONT Television Network last week denied the charge of talent "blacklisting" that had been put before FCC in a complaint by the American Civil Liberties Union [B.T., April 14]. Earlier, KOWI Santa Monica, Calif., answered a similar ACLU charge [B.T. June 2].

ACLU's petition, which also named WPXI (TV) New York, CBS, NBC and ABC as defendants, urged FCC not to renew the station licenses of those named until they take an oath against discrimination and agree to insert a no-blacklist clause in advertising contracts.

ACLU contended DuMont cancelled the program of pianist-singer Hazel Scott in September 1950 "probably because of allegedly pro-Communist affiliations, though she is in fact violently anti-Communist."

DuMont, in its reply, told FCC the charges made in the ACLU complaint "are both unfounded and lacking in responsibility."

DuMont pointed out that Miss Scott's contract expired, her sponsor had failed to renew and the network's sales department had been unable to sell the program. Further, the reply noted, Miss Scott has appeared since on other DuMont programs.

The DuMont reply stated:

The basic contract between DuMont and Miss Hazel Scott was extended in April 1950 for a period of five weeks beyond its normal expiration date of August 18, 1950. The purpose of this extension was to afford DuMont sales personnel additional time in which to sell the Hazel Scott show. In this endeavor, the sales department was not successful, and accordingly, the show was dropped.

The program was in no manner "cancelled" as charged in the complaint; rather the contract expired by its own terms and was not revived. Inasmuch as the "Hazel Scott Show" had had a sponsor previously who was not sufficiently interested to renew his contract, and had no sponsor after August 18, 1950, it was in the class of "discarded merchandise" and less salable than had it been a previously unsponsored program.

With a relatively low popularity rating (next to the lowest of the four networks) the show became a liability, financially and program-wise to the DuMont Network. Both its relatively high cost (\$400 to \$500 per weekly quarter hour), and its low acceptance rating with television audiences urged its abandonment in the interests of DuMont and of the viewing public.

Morning Means Sales

Don't judge all morning television by the static, uninspired programming you see in some cities. Morning TV really means something to viewers in the three-city market of Cincinnati, Dayton and Columbus—because WLW-Television led in programming the morning hours with fresh, bright shows that attract big audiences.

People in WLW-Teletcity watch WLW-Television morning programs—advertisers prove it every day with sales. When you plan your advertising campaign, consider the potential of this great morning market with an effective buying income of over \$5½ billion. Your quickest, most effective way to reach this market is through the three-station network of WLW-T, WLW-D and WLW-C.



TV SERVICE OF THE NATION'S STATION

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

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

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

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

For details, write to the Pioneer in this line.

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

It's Fun . . .

VICTOR C. DIEHM, president-general manager, WAZL Hazleton, Pa., was in attendance as a trustee at graduation ceremonies of Bloomsburg (Pa.) State Teachers College May 26. After ceremonies got underway, Mr. Diehm received a note from the college president, saying "You're going to be the main speaker today." The man scheduled to give the main address had not yet arrived. Without any preparation, Mr. Diehm spoke on "It's Fun To Live In America." The graduating class gave him quite an ovation. Other stations with which Mr. Diehm is affiliated are WHOL Allentown and WILM Bloomsburg, both Pennsylvania, and WIDE Biddeford, Me.

KYTE ELECTED

Heads L. A. Ad Club

WILLIAM O. KYTE, advertising-sales promotion manager, General Electric Co., has been elected president of the Los Angeles Advertising Club, succeeding Russell Z. Eller, advertising manager, Sun-kist Growers Inc., who continues as director.

First and second vice-presidents are Leland A. Phillips, manager, Grand Central Market, and Glenn E. Carter, assistant vice-president, Bank of America. George W. Purcell, advertising manager, Van de Kamps Bakers, is new treasurer and Helen Edwards, president, Helen Edwards & Staff, secretary.

New directors include Nelson Carter, vice-president, Foote, Cone & Belding; J. A. Crooks, advertising manager, Certified Grocers of Calif., and D. J. Gould, head of sales service-public relations, Western Lithograph Co.

Continuing on the board are Milton James, sales department, Federal Envelope Co.; Robert M. Sample, vice-president, Better Business Bureau, and Paul G. Beach, advertising agent, Union Pacific Railroad.

WDUZ
ABC NETWORK

in GREEN BAY, WIS.



SHELL OIL COMPANY
(J.W.T.) JUST RENEWED
THEIR 10 P.M. NEWS FOR
366 NIGHTS IN 1952.

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.

Strictly Business

(Continued from page 18)

program promotion. He also was among the earliest to realize that a program will not build listenership without enthusiastic support of dealers and distributors.

At the outset, therefore, he visited the field, learning advertising and promotion problems of local dealers and distributors. Today, he still continues this practice.

Circumstances which led to Mr. DeBow's career with Cities Service began shortly before 1926 when he was a member of the production department of Lord & Thomas, first agency to handle the Cities Service radio account.

Shortly thereafter, he went to Cities Service as editor of a company house organ. He was soon given the additional duty of being in charge of the company's financial advertising. Thus today, at age 50, he is well grounded in the tools of his calling. Mr. DeBow has been manager of the Cities Service advertising and news department since 1943, except for a Navy hitch in 1945.

Born in New York City, May 15, 1907, he received his early schooling there and attended Columbia U. In 1931, he married the former Dorothea Camden.

They have two children, Jay, 20, who majors in radio and advertising at the Henry A. Grady School of Journalism, U. of Georgia, and Tom, who is 12.

Mr. DeBow likes to fish and hunt. In summer, he spends weekends in Maine, commuting from New York by plane. He is a member of the Assn. of National Advertisers, the Advertising Club of New York, Radio Executives Club, Downtown Athletic Club and the Plandome Golf Club.

FTC PERSONNEL

Mead Announces Changes

ROBERT B. DAWKINS, assistant general counsel in charge of special legal assistants at the Federal Trade Commission, succeeds James W. Cassidy as assistant general counsel in charge of appeals, FTC Chairman James M. Mead announced last week. John V. Bufington succeeds Mr. Dawkins.

Mr. Cassidy resigned to join a law firm which brought the comment from Chairman Mead that "we might as well face the fact that government can no longer compete with private business in the matter of salaries."

WCAU Inc. Labor Vote

NATIONAL Labor Relations Board confirmed last week that in elections held April 18 at WCAU Inc., Philadelphia, among all film technicians, the AFL-Electrical Workers, Radio & Television Broadcast Technicians, Local 1241, received all of the eight votes cast. WCAU Inc. operates WCAU-AM-FM-TV.



Advertisement

From where I sit
by Joe Marsh

Me—

Advising a Banker!

The Missus and I were invited to a big dinner over at Balesville the other night. I sat next to a banker from the state capital.

"Mighty nice country you've got down there, Mr. Marsh," he says. "Don't be surprised if I come to live there myself. In a few years I plan to get away from everybody, buy a farm and just take it easy."

"Well," I told him, "we'd like to have you. But when someone plans to buy a farm and 'take it easy' he often winds up working harder than ever. It takes a lot of work to run a farm right no matter how many hands you can afford to hire.

"And from where I sit," I continued, "you won't 'get away' from people either. Neighbors are plenty important in a farming community—whether it's helping one another out or just friendly visiting over a sociable glass of beer." "Hard work and neighbors dropping in all the time?" he asks, looking over his glasses. Then he smiles and says, "Sounds wonderful. You've just sold me on a farm."

Joe Marsh

Copyright, 1952, United States Brewers Foundation

allied arts



GEORGE W. HENYAN, chief of components branch, NPA's electronics division, returns to General Electric Co., Schenectady, N. Y., as general manager of tube department.

URSULA HALLOMAN, Rogers & Cowan, N. Y., public relations firm, elected vice president.

MARSHALL WARD Jr., manager of merchandising research, Vick Products Div., Vick Chemical Co., N. Y., promoted to director of department.



JACK ABEL to Insuline Corp. of America, Long Island City, N. Y., in charge of mechanical engineering department.

Mr. Ward

FRANK LYON Co., Little Rock, Ark., appointed distributor for RCA Victor in southwest.

ROBERT N. KATZ, advertising manager, Harper-Megee Inc., Seattle, to Kaye-Halbert Corp., Culver City, Calif., in similar capacity. He succeeds **ED ALTSHULER**, now national marketing director.



CBS World News
Don Hollenbeck, Newscaster
7:00—7:15 A.M.

Monday thru Saturday
Can be purchased as a 2, 3, or 6-time a week property.

Contains remote pick-ups from the news capitals of the world. First major newscast every morning in El Paso.

COVERAGE
greater than any other station
in El Paso, regardless of power

KROD
600 KC 5,000 WATTS

CBS RADIO IN EL PASO

REPRESENTED NATIONALLY
BY THE O. L. TAYLOR CO.

E. A. TISCHLER, consultant on special assignment, Hoffman Radio Corp., L. A., named publicity director.
DONALD E. LARSON, advertising manager, becomes advertising director. Sales promotion manager is **ROY D. SODERLIND**, account executive, Foote, Cone & Belding, Chicago.
GEORGE BURTT, advertising manager, Western Stove Co., Culver City, Calif., opens **GEORGE BURTT ADV. SERVICE**, 830 N. La Brea Ave., Hollywood, to handle promotion for radio stations and publishers. Telephone is Hollywood 9-5739.

UNIVERSAL PRINTING & LITHOGRAPH Co., L. A., relocates at 1850 Beverly Blvd. Telephone is Dunkirk 8-3106.

JIM MCGUINN, former public relations counsel for advertising agencies, named director of public relations for USO Camp Shows Inc.

BARKIN, HERMAN & Assoc., Milwaukee, publicity firm for *Schlitz Playhouse of Stars and Halls* of Ivy, opens offices in New York and Hollywood.

THOBEN F. ELROD, branch manager, Crosley Distributing Corp., Atlanta, promoted to western sales manager succeeded by **J. D. CRAWFORD**, who transfers from firm's Portland, Ore. office.



Mr. Elrod

JAMES M. SKINNER Jr., vice president in charge of sales of refrigeration division, Philco Corp., named vice president in charge of distribution for firm's domestic divisions.

MILTON WEISS, account executive, Rogers & Cowan, Beverly Hills, public relations firm, elected vice-president.

Equipment . . .

INSULINE Corp. of America, Long Island City, N. Y., announces manufacture of dolly to facilitate moving heavy material including radio-TV test instruments, oscilloscopes, transmitters and receivers. Dolly carries catalog number 4086.

GENERAL ELECTRIC Co., Schenectady, N. Y., announces availability of "high reliability" receiving tubes for installation in industrial and communications equipment. Tubes reduce tube failure by 10 to 1 in certain applications.

TAPEMASTER Inc., Chicago, announces development of new portable power amplifier and speaker termed Model SA-13 designed as companion unit to Model PT-125 tape recorder. Combination provides professional quality tape recorder and playback assembly.

Technical . . .

BARNEY TILLEY Jr. named chief engineer, WVOW Logan, W. Va.

WILLARD F. MATHESON, cameraman, KTLA (TV) Hollywood, elected president of Television Broadcasting Employes Local 815, IATSE.

AGENCY ELECTION

Lennen, Newell Top List

PHILIP W. LENNEN and **H. W. NEWELL**, who are planning a new agency to be known as Lennen & Newell [B•T, May 26], were elected chairman of the board and president, respectively, at the annual meeting of Lennen & Mitchell, New York, last week. The agency will continue to function as Lennen & Mitchell pending completion of the change to Lennen & Newell.

Meanwhile, it was announced that **Walter O'Meara**, for the past ten years director of creative departments and chairman of the review board of J. Walter Thompson Co., New York, will join Lennen & Newell as vice president, director and chairman of the plans board and executive director of all creative work.

Other officers elected at the L&M meeting:

Walter F. Swertfager, vice president; **Michael J. Madar**, secretary and vice president; **Hans Sauer**, vice president and executive art director; **John D. Speirs**, treasurer; **Todd E. Franklin**, vice president in charge of merchandising and research; **Catherine V. Parker**, vice president in charge of media; **Frederick W. Reynolds Jr.**, **Robert B. Owens Jr.**, **Thomas P. Doughton**, **Daniel M. Daley Jr.**, **Jackson Taylor** and **Stephen M. Kenyon**, vice presidents; **Peter V. Keveson**, vice president and radio and television copy chief; **Nicholas E. Keesley**, vice president in charge of radio and television.

Board Chairman Lennen is a co-founder of Lennen & Mitchell. President Newell formerly was executive vice president of Gayer, Newell & Ganger, from which post he resigned as of last Monday. **Ray Vir Den**, former president of Lennen & Mitchell, resigned some time ago.

Sen. Russell Names

SEN. RICHARD B. RUSSELL (D-Ga.), candidate for the Democratic Presidential nomination, has appointed **Thomas D. Blake**, formerly assistant to the late **Stephen T. Early**, White House press-radio secretary, to his public relations staff. **Oliver W. De Wolf** continues to work with the press, radio and television for Sen. Russell, the candidate said. **Booth Mooney**, of **Mooney & Cullinan**, public relations consultants of Dallas, assists **Mr. De Wolf**.

TOLEDO STATION

Fourth AM Grant Proposed

INITIAL decision recommending the grant of the fourth AM station at Toledo was issued by FCC last week. The proposed grant, for 1 kw fulltime on 1470 kc, directional day and night, would go to Midwestern Broadcasting Co.

In the initial ruling, **Hearing Examiner Fanneb N. Litvin** proposed to deny the competitive new station bids of Toledo Blade Co. Radio Corp. of Toledo and Rural Broadcasting Co. of Ohio, Oal Harbor, Ohio. The examiner also would deny the application of **WTOD** Toledo to change from 1 kw daytime on 1560 kc to 1 kw fulltime, directional, on 1470 kc.

The examiner preferred Midwestern Broadcasting on the basis of greater integration of ownership and day-to-day management of the proposed outlet. Proposals of Toledo Blade Co., Radio Corp. of Toledo and Rural Broadcasting Co. were found to involve interference to **CFOS** Owen Sound, Ont.

The examiner ruled for denial of the Toledo Blade Co. application on the ground that it had not met all legal qualifications. Toledo Blade Co. owns P. G. Pub. Co., which in turn owns **WWSW Inc.**, licensee of **WWSW Pittsburgh**. However, the officers concerned are neither officers nor directors of P. G. Pub. Co. or **WWSW Inc.**, the ruling noted.

The examiner also found that the Rural Broadcasting Co. bid must be denied on the basis of FCC's requirement for 30 kc separation between stations where their respective 2 and 25 mv/m contours overlap. **WLEC** Sandusky, Ohio, is assigned 1450 kc.

Principals in Midwestern Broadcasting include: **Ford R. Weber**, investment banker, president, and 57% owner; **Arthur W. Weber**, no relation to Ford R., attorney and certified public accountant, executive vice president and treasurer, 14.2%; **Russell Gohring**, former program director and production manager for Fort Industry Co. stations (now **Storer Broadcasting Co.**), now credit manager of La Salle & Koch Co. department store, station director and director, 8.5%; **Joseph H. Kroeger**, branch manager, Toledo Tabulating Div., Remington Rand, vice president, sales manager, 14.2%; **Adaline Gressler**, former public school teacher, educational director and director, 14.2%; **Russell G. Perry**, program director, 5.7%.

the NBC station serving
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS

W F M J

Duplicating on 50,000 Watts FM



TOM AXELSON (l), chairman, Denver Ad Club awards committee, presents "Ad of the Year" award to **Shirley Savoy**, KOA Denver performer known to listeners as "Lora Rice", while **John G. McMurtry** (r), ad club president, looks on. Presentation was made at Denver's Shirley Savoy Hotel May 29.



IN THE DENVER Ad Club competition, KLZ Denver won first awards in public service programming and local music program production, and special awards in news commentary, public service and children's programming. Public service first awards was for KLZ's Sounding Board, Friday evening vehicle for airing important controversial questions. Above (l to r) are Jack Tipton, KLZ account executive; Sheldon Peterson, KLZ news director, holding the Public Service Award; M. D. Marlow, advertising manager, McMurtry Manufacturing Co., holding Local Music Program Origination Award; John G. McMurtry, company president; Tom Axelson, Axelson Agency, and Hugh B. Terry, KLZ general manager.

MARKETERS MEET

Madden, Dunville to Talk

TELEVISION and radio will be discussed by NBC's Edward D. Madden and Crosley Broadcasting Corp. President Robert E. Dunville, respectively, at a session of the American Marketing Assn.'s meeting in Cincinnati next week.

Mr. Madden, NBC vice president in charge of TV network operations and sales, will talk on "Television, a Revolution in Marketing," on Tuesday afternoon. At the same session, Mr. Dunville will discuss "Radio Today and Tomorrow." Among other speakers will be Richard D. Crisp, Tatham-Laird, in "A Case Study in Copy Research." The meeting is scheduled Monday through Wednesday at the Netherlands Plaza Hotel.

Lux Changes Format

FOR the last five broadcasts of the current season, June 2-30, CBS radio's *Lux Theatre* becomes *Lux Tour of Romance and Mystery* with two half-hour programs, *Romance and Broadway Is My Beat*, filling the Monday 9-10 p.m. (EDT) time period. J. Walter Thompson Co., Los Angeles, is the agency for ever Bros.

IT'S A HABIT!

For 25 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas
in TOPEKA

BELL, GEROT

Head Gen. Mills, Pillsbury

TWO major milling companies in Minneapolis have elected new presidents: Charles H. Bell of General Mills Inc., and Paul S. Gerot of Pillsbury Mills Inc.

Mr. Bell succeeds Leslie N. Perrin, 65, who has retired. Formerly executive vice president, Mr. Bell is the third generation of his family to be president of General Mills or a predecessor company.

Mr. Gerot moved up through various sales and advertising positions to become executive vice president last year. In his new post, he succeeds Philip W. Pillsbury, who becomes chairman. John S. Pillsbury, who had been chairman, is now honorary chairman.

Kefauver Vs. Taft

SEN. Estes Kefauver (D-Tenn.) and Robert A. Taft (R-Ohio) are scheduled to discuss their respective policies on Theodore Granik's *American Forum of the Air* June 15 (Sunday), 10:30-11 p.m. EDT over NBC's radio and TV networks.

NIELSEN DOUBT

Expressed on BMB Survey

CHECK with A. C. Nielsen Co. Audimeters at the time BMB audience measurement survey No. 2 was underway in the late 1940's "showed that the average radio family actually listened weekly (during the daytime) to 59% more radio stations than the BMB ballots reported," according to Mr. Nielsen.

His statement June 2 came with distribution of a brochure giving details of a new "Nielsen Coverage Service."

"Expressed another way, this means that the mail ballot system short-changed radio by 37% on this one point alone," he continued, asserting these findings are being reported because radio now is "being forced to fight for fair recognition."

He contends the new NCS project, now in progress with results promised in the early fall, goes "far beyond" the BMB mail survey and will provide the first nationwide measurement of TV coverage as well as radio coverage, show TV and radio ownership on a county basis, car radio ownership, out-of-home listening and viewing, and other data, classified according to family characteristics.

Asserting that NCS is viewed as "a continuing or repetitive" service, Mr. Nielsen said plans for No. 2 (in 1953 or 1954) are being made, and points out that the discount structure on subscriptions includes 10% off for subscribing now to the second study. NCS is offered on two bases: "Basic" and "comprehensive," the latter including "basic." Copies of the brochure describing NCS are being mailed to all radio and TV stations and leading advertisers and agencies.

JOHN T. FLYNN, WMGM New York news commentator, has completed revisions for sixth edition of his best-seller, *While You Slept*. New material is based on McCarran Committee hearings in U. S. Senate, and the Korean war.

D'ARCY EXPANDS

Plans Announced at Fete

CELEBRATING expansion of its New York operations, D'Arcy Advertising Co. played luncheon host to 75 members of its New York staff at the Waldorf-Astoria last Monday.

J. F. Oberwinder, president of the agency, announced to the members the addition of four new accounts and 34 members of the former Federal Adv.

He also explained the appointment of a three-man administrative committee which will be responsible for all decisions on management policy affecting the New York operation. This committee is composed of Vice President John Young Brown, who will sit as chairman and Vice Presidents Kenneth W. Plumb and John B. Morse.

He further announced the appointment of an eight-man plans board which will serve as an agency team on all advertising campaigns and problems of clients served by the New York office. Headed by Vice President Gordon E. Hyde, the plans board will include Vice Presidents Brown, Plumb, Morse, Paul Louis, Jamie T. Irvin, Douglas Boyd and Frank S. Ott.

SUMMER series of NBC radio *The Railroad Hour*, started June 2, featuring 18 new operettas written or adapted by Jerome Lawrence and Robert Lee.

Mr. Richard H. Helman
Blue Ribbon Man
The Pabst Co.
Chicago

Dere Dick:

We're about to pit a powerhouse punch down here in th' Kanawha vallie when they gits done buildin' a big new 'lectric plant. Seems all I here about is new generatin' plants since th' war but it must hev somethin' to do with th' fact that new plants is always bein' put up and old plants is usin' more 'lectricity. When they sez "What'll you hev?", I guess th' big shots is sayin' "Th' Kanawha vallie" just like when you say "What'll you hev?" more and more peeples here is sayin' Pabst Blue Ribbon. They here about it on WCHS with 5,000 at 580.



Yrs.,
ALGY.

WCHS
Charleston, W. Va.

PAIR of tickets to a Cleveland Indians ball game are going to each of five or six telephone contestants each evening on *It's a Hit!* on WTAM Cleveland. New musical baseball quiz was created by Joe Bova, station program director. Contestants comprise a team. When the song is identified correctly team gets a man on first base. If a score is made before "three outs" each member of the team collects two tickets.

WOMEN'S CLUBS WORKSHOP

PLANS are being drawn up by Ruth Crane, WMAL-AM-TV Washington women's director, for a TV institute for women's club officers. Two TV workshops will be scheduled. Miss Crane will present a "model" club program with club leaders as studio guests. Discussion period will follow.

NEWSY STATION BREAKS

STATION break news flashes went into effect June 5 at KSTP-AM-TV Minneapolis-St. Paul. Twelve spot summaries per day use local and national items closing with a plug for the next scheduled newscast.

WOW-AM-TV FARM TOUR

WOW-AM-TV Omaha fifth annual Farm Study Tour to Mexico and Texas will take place September 14-30 under Mal Hansen, station farm director, when a minimum of 165 persons will visit citrus and cattle raising areas in Texas and agricultural regions of Mexico.

Key to a
\$6 Billion
Market

WFIL

560 kc.

The Philadelphia
Inquirer Station

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

Represented by THE KATZ AGENCY

programs promotion premiums



TV MECHANICS COURSE

AVERAGE householder started getting pointers on how and when to make repairs and insure proper maintenance when WTVJ (TV) Miami began a series of programs, *Home Mechanics*, last week. Telecasts are presented in cooperation with the evening division of the U. of Miami. Course, consisting of eight half hour programs, will also stress evaluation of household merchandise for good design, construction and material.

BROCHURE ON PROMOTION

PHOTOGRAPHS of grocery displays and stores where displays are featured highlight "marketeting" brochure sent to agencies and accounts by KXYZ Houston. Copy stresses that advertiser's product will get on-the-air promotion in any time classification in addition to promotion in 124 leading grocery stores if KXYZ facilities are used to sell merchandise.

PROGRAM'S MAIL RESPONSE

KING size promotion is the theme used in a mailing piece plugging Ed King and the KDKA Pittsburgh *Party Line* show. Illustrated with playing cards, copy points up the program's pull. On a show in mid-April, two one-minute announcements were made offering copies of a promotional newspaper. Station reports 5,800 responses were received.

INDIAN FILMS ON TV

SPECIAL arrangements with the Embassy of India, Washington, D. C., were made by WFIL-TV Philadelphia for a series of cultural and social films dealing with that country. Half hour movies covering all phases of Indian life, are being presented to inform the public on conditions existing in the Far East.

ELECTION COVERAGE

EIGHTY additional persons were employed by WGST Atlanta to help give extensive coverage to state primary elections last month. WGST reports that 10 minutes after polls closed the station aired the first flashes of precinct returns.

WLW'S TALENT SEARCH

STAR search conducted recently by WLW Cincinnati drew 1,873 entries and originated from 174 theatres in WLW's four state listening area, according to station reports. Three finalists will be named for cash prizes and will receive three-month contracts with the station. Contracts will be open for renewal if the acts are successful.

"WILLY" AWARDS

AWARDS designed to foster and stimulate the study of broadcasting were presented to two Michigan State College students last week by WILS Lansing, Mich. At an awards luncheon, Lee Hanson and Clayton Roehl received "Willy" statuettes for work in announcing and radio production, respectively.

RECIPE BOOKLET

AS service to her TV audience, illustrated mimeographed booklets containing recipes for summer parties are being mailed by Mary Landis, WBAL-TV Baltimore's kitchen expert. Recipes included are those used by Miss Landis on her cooking program.

NEW STATION BREAKS

NEW approach to station breaks is being tried at WIP Philadelphia. Children of staff announcers identify themselves, tell about their dads and announce the station call letters.

PROFESSORS FEATURED

PROFESSORS from Bryant College, Providence, R. I. took to the airways last Saturday when a new series of broadcasts was inaugurated on WPRO that city. Titled *Bryant's View*, the program marks the college's entrance into the radio field with regularly scheduled programs. All lecturers on the weekly broadcast will be members of the faculty.

POLITICAL TELECAST

TELEVIEWERS in the Southwest were given five and a half hours of on-the-spot reporting of the Texas Democratic convention by KEYL (TV) San Antonio last week. Members of the station's news staff interviewed convention notables and covered the event from the city's Municipal auditorium.

WNAX FORUM

WNAX Yankton, S. D., awarded \$250 to a Yankton high school pupil at the sixth annual "Spring Workshop," culminating program of the *WNAX High School Forum*. The winner was adjudged "most effective" of the finalists who spoke on, "Are We In Danger of Losing Our Freedom of Speech Through Government Action?"

AUDITIONS AT WBN

EIGHTH annual auditions for Buffalo's "Voices of Tomorrow" competition are being conducted by WBN-AM-TV that city. Final will be simulcast over the station

at the end of June. Two outstanding vocalists will win an all-expense trip to compete for national honors at Chicagoland Music Festival in August.

KBIG INTRODUCTIONS

REALIZING impossibility of four account executives being personally introduced to Southern California advertising agencies before station started operating, KBIG Avalon sent picture and brief biography of each account executive to all agencies. An accompanying letter read, in part, "If you haven't seen this fact, haunting your reception room yet, you will soon."

'GRASS ROOTS' SURVEY

WGAR Cleveland's News Editor Charles Day, in a "grass roots" political survey, is interviewing editors of rural and suburban newspapers on his program, *Ohio Opinion*. In addition to probing political thinking in regard to the Presidential race, Mr. Day asks his editor-guests about any cultural or industrial improvements in their areas of northern Ohio which might be of general interests WGAR listeners.

ACADEMIC SERIES

SERIES covering activities of schools of medicine, law, dentistry, music and science affiliated with the U. of Louisville has begun a WAVE-TV Louisville. *University Today* brings to viewers such programs as the comic opera, "Columbia Tutti." This program telecast last week was the city's first locally produced TV opera, station reports. WAVE also claims a enthusiastic response from laymen and critics alike.

WFOR LOCAL COVERAGE

WFOR Hattiesburg, Miss., took advantage of an opportunity to carry out its renewed policy of emphasizing local news and special events coverage when fire broke out in a half-block of building adjacent to the station. David Waite, WFOR newsmen, was up on the roof of the studio in time to broadcast the arrival of the firefighting equipment. One of the sparkplugs of the local-emphasis policy is Don Cunningham, new editor, who said that he was getting complete cooperation from the station.

"LOST AND FOUND" STATION

WDIA Memphis is attaining a reputation as the "lost and found" children's station," reports Program Director Christine C. Spindel, citing the recent case of a lost four-year-old. Just after the mother had telephoned the description to WDIA, a second call came in from the finder, obviating the necessity for a broadcast.

ARAMOUNT LABS

Sold for \$550,000

urchase of Paramount Labs., Hollywood, for \$550,000, by G. H. Hunt and Hans De Schell-ess, partners of Unicorn Techno-ies Inc., San Francisco, took place y 26.

The property, to be taken over 30 days and renamed, will start erations within 60 days as a mplete commercial laboratory to cover 35mm and 16mm film for / and motion pictures. Paramount ures, represented by Robert inter, had closed its laboratory ril 19 because of its work on a or program.

USY YOUNGSTER

CLW's 20th Birthday Noted

CLW Windsor-Detroit celebrated 20th birthday anniversary June 6 and officials reflected that the ation has been "a mighty busy ungster."

Detroit's Common Council passed official resolution congratulating CLW "for two decades of comendable progress" in the field of dio. Acting Mayor Louis C. iriani presented the resolution Joseph E. Campeau, CKLW esident, at a birthday party in e Detroit Athletic Club.

Mr. Campeau commented, "Twenty years ago today seems e only yesterday. But when we k back over our 153,358 hours broadcast time—the 11,804 ad-rtisers we've served—the 48,620 ys of public service time we've nated, and our growth from 5 v to 50 kw, then and only then y realize we've been a mighty sy youngster."

CKLW officials extended peral congratulatory to staffers ho had been with the station the 11 20 years. These veterans in-ude William H. Gatfield, treas-er; William J. Carter, chief en-ineer; Walter Collins, master con-ngineer, and Gordon Fleming, ganist.

ADIO-TV performer Nelson Case is eparing a book, *History of the Brook-ers Dodgers*, which will be published American Binder Co. upon comple-on.

book reviews

ANTENNAS: THEORY AND PRACTICE by Sergei A. Schelkunoff and Harald T. Friis. Published by John Wiley & Sons Inc., 440 Fourth Ave., New York 16, N. Y.; 639 pp.; \$10.

ADVANCED ANTENNA THEORY by Sergei A. Schelkunoff. Published by John Wiley & Sons Inc., 440 Fourth Ave., New York 16, N. Y.; 216 pp.; \$6.50.

BOTH books are part of the Wiley Applied Mathematics Series, of which I. S. Sokolnikoff is the editor.

The first, *Antennas: Theory and Practice*, offers a thorough treatment of the basic ideas and techniques necessary to understand antenna behavior and design. It is a comprehensive book dealing with antennas of various types in various frequency ranges.

Book treats antenna principles and the theory of radiation with practical applications; it stresses physical ideas and pictures as well as methods of quantitative analysis.

The second volume, *Advanced Antenna Theory*, presents the theory behind antenna behavior and broad band antenna design. It is devoted to recent, important work in advanced antenna theory and would serve as an excellent review of current trends in antenna research and development.

Dr. Schelkunoff, internationally known authority on antennas, has for more than 20 years been with Bell Telephone Labs, as a consultant. Dr. Friis is director of research in high frequency and electronics at Bell Labs and is the originator of 24 patents.

TWENTY BASIC POINTS FOR TV RECEIVER SERVICE by A. C. W. Saunders. Published by the Paul H. Wendel Pub. Co., Indianapolis, Ind.; 44 pp.; \$1.

FIFTH notebook in the Television Technician's Lecture Service, this booklet presents the essentials for rapid TV servicing by circuit analysis.

Twenty basic circuit points are described in text and profuse diagrams: Design of video amplifiers for broadband response, control of stage gain, function of automatic gain control, tuned circuit response, gain and bandwidth comparisons, stagger tuning of I-F stages, parallel effect of grid cir-

cuit on plate load, design requirements of video detectors, phase inversion properties of a conventional amplifier and others. Voltage waveforms and concise data on proper ion trap adjustment are also given.

Mr. Saunders is director of Saunders Radio and Electronic School, Boston, and president of the Radio-Television Technicians' Guild, and developed his circuit-analysis technique during lectures to TV servicemen throughout the United States.

RADIO ANTENNA ENGINEERING by Edmund A. Laport. Published by McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y.; 563 pp.; \$9.

ANTENNAS made of wires, masts and towers with frequencies up to 30 mc are grist for Mr. Laport, chief engineer, RCA International Div. The book includes some of the more advanced designs for both UHF and VHF and is illustrated with graphs, charts and photographs.

Callings on a backlog of 30 years of world-wide engineering experience, Mr. Laport treats radiation, circuit and mechanical engineering aspects separately for each type of antenna and includes consideration of operational requirements, bandwidth, propagation engineering and system engineering.

Miss Fox's Year

KATHERINE FOX, director of special broadcast services for WLW and WLWT (TV) Cincinnati, has won six



Miss Fox

awards in the past five months. Early this year, *McCall's* magazine recognized Miss Fox as an outstanding woman broadcast executive; the English-Speaking Union presented her with a citation during her visit to London for her contributions to international understanding; two publications in the entertainment field cited public service programs, inspired, produced and directed by Miss Fox; the Cincinnati Advertising Club selected her as the "Cincinnati Advertising Women of the Year," and the duPont Foundation gave the Crosley Broadcasting Corp. a commendation for its public service programming (Crosley says that the basis for the duPont commendation was a program series designed by Miss Fox).

NCAB AGENDA

Set for June 19-20

PROBLEMS in labor relations and operating costs will be described by Richard P. Doherty, NARTB employee-employer relations director, at the June 19-20 convention of the North Carolina Assn. of Broadcasters, at The Carolinian, Nags Head.

Mr. Doherty will be opening speaker after the call to order by President T. H. Patterson, WRRF Washington, N. C. Afternoon program for opening day calls for a Cape Hatteras cruise.

Ed Ruggles, director of the North Carolina State College Extension Service, will speak the second day on joint plans of NCAB and the college to set up technical training to ease the shortage of first class operators. John Smith, NARTB FM director, will speak on "Revived Interest in FM Broadcasting."

Plans for the July statewide radio promotion will be outlined by J. Frank Jarman, WDNC Durham, to be followed by an open discussion. An afternoon beach party will be held, with the U. S. Brewers Foundation as host. Transcription companies will provide prizes for a treasure hunt. Other events include an Armed Forces air show and a prelude of "The Lost Colony" pageant.

SUMMER long spot campaign to promote highway safety has been inaugurated at WCTC New Brunswick, N. J. Campaign was instituted for summer weekend broadcast.



Watch that "Follow-thru"

Even Bismarck knows that no matter how much power you put into your swing, it's the follow-thru that counts. If you're interested in the rich Midwest market, KFYZ, with the nation's largest area coverage, is "must" on your media list—gives your advertising dollar a pre-war stretch in this wealthy, rural market.

KFYZ

BISMARCK, N. DAK.

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

WOWO

FORT WAYNE, IND.

TOP MEDIUM IN A TOP MIDWEST MARKET

WESTINGHOUSE RADIO STATIONS Inc.

POLITICAL ISSUES

Miller Advises Broadcasters

BROADCASTERS have the right to editorialize during political campaigns and are entitled to take definite stands on issues and candidates, according to Judge Justin Miller, chairman of the NARTB board.

Writing in response to a query from Arthur L. Greene, manager of KLT-AM-FM Longview, Tex., Judge Miller summarized the rights and privileges of broadcasters. Mr. Greene had inquired about the position his stations might take in a local wet-dry campaign.

"I hope you will go ahead and editorialize your own position frankly and forcibly," Judge Miller wrote Mr. Greene, "telling your audience that it is your right and privilege to do so, under the Constitution and law of the land. Then, I hope you will invite as many responsible citizens—as you can conveniently program—to speak on all phases of the problem for, against or in-between; telling your audience, in doing so, that you are inviting those people to speak—not in derogation of your own right to editorialize—but in order that the people may hear all sides of the question and decide intelligently how to vote; being fully confident the truth will prevail if all sides are presented.

"This, in my opinion, is the true editorial tradition, and the one best calculated to maintain the respect and confidence of your community, as well as to establish the prestige

of broadcasting."

Going into the legal duty of a broadcaster under the law and under FCC rulings, Judge Miller explained that Sec. 315 of the Communications Act permits a station to refuse facilities to both sides and sidestep the issue, or permits it to sell or give time to one candidate to speak on one side in which case it must give equal opportunity in time, day or night, to his opponent.

If the second alternative is adopted, Judge Miller warned, the station must not censor the script of any candidate who broadcasts, involving possible risk.

The FCC has ruled, he reminded, that the word censor in Sec. 315 forbids the broadcaster to delete any part of, or in any way change, the script of the candidate, even though it may be libelous on its face. This FCC "dictum" sets up a dilemma, he noted, if the broadcaster should refuse to allow a candidate to broadcast libelous material or persuade him to recast it. Such a course would involve the danger of having FCC deny license renewal.

Possible Repercussions

On the other hand, Judge Miller continued, if he allows the candidate to broadcast a libel he may suffer a judgment for damages under the law of his state. A number of states have laws freeing the broadcaster from liability in such cases unless he was himself a party to the libelous broadcast.

Another risk in Sec. 315 was pointed out by Judge Miller, who observed that "it would require a broadcaster who permitted a Democrat and a Republican to use his station, also to permit a Communist to use it, if the Communist were a qualified candidate. The Supreme Court has recently decided that a Communist is a criminal, because he advocates the overthrow of government by violence.

"Hence, if a member of the Communist party qualifies as a candidate and preaches the overthrow of government over a broadcasting station—assuming that the broadcaster knowingly permits him to do so and fails to strike out the criminal preachment—then the broadcaster might be charged as an accessory to the crime.

"The incongruity of Sec. 315, and the FCC's interpretation of it, thus become more and more apparent."

Judge Miller summed up the controversial issue doctrine in this way:

It is the duty of the broadcasting licensee, in the public interest, to see to it—in the programming of his station—that liberal attention is given to controversial issues affecting the

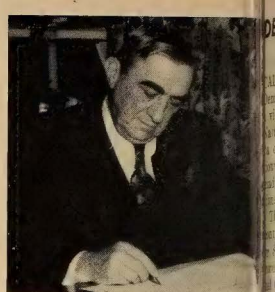
public interest of his community. It is his duty, moreover, to see to it that both sides of such issues are fully and adequately presented; hence, that he must use due diligence to select proper subjects for such discussions and due diligence to find qualified speakers on each side. The FCC has enunciated this doctrine on many occasions and has clearly indicated that it will give serious consideration, in renewal hearings, to whether or not licensees have complied with the doctrine.

Judge Miller emphasized that the First Amendment of the Constitution—prohibiting Congress to make any law abridging freedom of speech and press—and Sec. 326 of the Communications Act—prohibiting FCC from interfering with freedom of speech and press—"clearly guarantee to broadcasters the privilege and the right to editorialize." He recalled that FCC in 1949 reversed its earlier ban against editorializing but still requires the broadcaster who editorializes to give the public a reasonably balanced presentation of all responsible viewpoints on the issue.

He urged the Longview broadcaster to tell the community, as a newspaper editor would do, "how you feel about the subject, massing your arguments as effectively as possible. Then I hope you will graciously invite responsible persons to present their responsible viewpoints, also. In this way you conform to the applicable laws, doctrines, rules and interpretations, but you will do so in a dignified way; consistent with the prestige of broadcasting and with your rights and duties under the Constitution."

Judge Miller said that a good case can be made by challenging the validity of Sec. 315 and the FCC's decision on constitutional grounds. He chided broadcasters for failure to fight for their rights under the First Amendment and Commerce Clause, referring to the way publications have met challenges to freedom of the press.

"If you can set a pattern of editorial courage and understanding which will show willingness to assume, voluntarily, the normal responsibility of an editor in his community," Judge Miller said: "if other broadcasters throughout the country will do the same; perhaps,



MISSOURI Governor Forrest Smith signs the State Senate bill providing broadcasters immunity from suit resulting from libelous statements made by candidates making radio-TV appearances. Gov. Smith, who planned to veto the bill, signed it after conference with Missouri station spokesmen [B•T, May 26].

after a time, we can put broadcasting upon such a footing as to make possible the same bold insistence upon the constitutional principle as that of the editors today. Until that time the odds are against us in Congress, in the courts and before the FCC."

'CARAVAN' TOUR

On Westinghouse Sales Plan

"CONVENTION CARAVAN," carnival introducing Westinghouse radio-television fall merchandising plans to dealers and distributors is to arrive in Chicago today (Monday) for the first of seven nationwide meetings, J. F. Walsh, TV Radio division sales manager, announced last Tuesday.

While meetings feature a carnival atmosphere, with Broadway artists performing, the basic theme is Westinghouse Electric Corp. sponsorship of CBS radio and television coverage of the coming political conventions and campaigns. From Chicago the caravan will move to New York, Philadelphia, Atlanta, Dallas, Los Angeles, and San Francisco.

LEADING the country in sixth annual aptitude tests sponsored by American Assn. of Adv. Agencies was Los Angeles area with 91 candidates.



Yes...

KWK delivers to its sponsors the most welcome package of all... the St. Louis radio audience at KWK's LOW—low cost per 1000 radio homes delivered.

Your Katz man

has the bundle of facts... based on Pulse!

Globe-Democrat Tower Bldg.
Saint Louis



Representative
The KATZ AGENCY

WLS Spearheads Record

Scrap Drive!



(See Front Cover)

CHICAGO 7

Clear Channel Home of the National Barn Dance

DEMO. FUNDS

Radio-TV Monies Asked

ALL for the rank and file of the Democratic Party to contribute to victory chest so the Democratic national Committee can carry out a comprehensive plan for a nationwide radio-TV campaign" was made last week in party publications.

The party faithful were asked to contribute \$5, \$10, \$25, \$50, \$100 or \$500 to a radio-TV fund. According to Publicity Director Samuel C. Brightman no goal has been set for the fund.

In a full page "ad" in June 2 issue of *The Democrat*, Chairman Frank E. McKinney declared that "The battle is on. The Republican 'confusion' campaign . . . is in high gear. We need money to fight it. . . . We need a real radio and television fund to tell America the truth—in the kind of language the people understand. . . ."

In a front page editorial in the same issue of *The Democrat*, radio and TV plans of the Democratic Party were referred to in these words: "It takes money to broadcast the word to every farm, town and city in the nation. Radio and television—and the Democratic Party plans to use them in a more exciting, more dramatic way than any political party ever dreamed of—cost money. Big money!"

LEA ELECTED

To Head Jr. Adv. Club of L. A.

JOHN LEA of the White King Soap Co., advertising department, has been elected president of Junior Adv. Club of Los Angeles, newly formed group resulting from a merger of L. A. Junior Adv. Women and L. A. Junior Adv. Men.

First and second vice presidents are Carolyn M. McClyman, executive secretary, MacAfee & Edwards, and assistant public relations director, Helen Edwards & Staff, and Noel Lee, executive secretary, Chain Store Age. Ed Wirsing, advertising department, Union Bank & Trust Co. is treasurer. Recording and corresponding secretaries are Elva Armstrong, partner, Independent Refrigeration, and Joan Cochran, sales promotion, Art's Engraving Co.

Board of directors includes Janiceorgette, assistant media buyer, Moggerivett Inc.; Bob Vogel, copy chief, turnoughs Inc.; Don Martin, account executive, Keith Jones Representatives; and Alan Gardner, public relations director, Florence Gardner Pictures.

Humor in High Places

'HUMOR QUOTIENT' will be established for Presidential candidates Warren, Ke-fauver, Russell, Kerr, Humphrey, McMahon, Taft, Rayburn and Eisenhower in a test to be given by the Washington Chapter of the National Assn. of Gagwriters, Bill Treadwell, director of the Museum of American Comedy, has announced. The quering of candidates is part of a national survey being conducted by the museum to find if Americans are losing their sense of humor, he said.

NBC Availabilities

NBC will make five political convention radio programs available for local sale on a cooperative basis, spokesmen have reported. The programs: June 28, 7-7:30 p.m.; July 1 and July 3, 10:35-11 p.m.; July 16, 10-10:30 p.m., and July 17, 10:35-11 p.m. Talent charge per program in case of full sponsorship will be one-fifth of the station's one-time applicable half-hour rate; where participations are sold, the charge will be in the same ratio to the station's spot announcement rate. Programs may not be sold to advertisers competing with Philco Corp., which will sponsor NBC radio and TV coverage of conventions.

PHILLIES' GAMES

Fans Ask More Broadcasts

SO MANY baseball fans have requested greater radio-TV coverage of their games, the Philadelphia Phillies have composed a form letter, which reads in part:

The Phillies wish that all our games could be broadcast. Unfortunately, sponsors apparently do not feel that there is sufficient interest to warrant the extra expense of a separate station for each Philadelphia club. . . .

The Phillies would also like to televise a greater number of our games. At present time, however, there are only three television stations in Philadelphia, and because of network demands on their time, they find it inconvenient to schedule more baseball games. . . . If you have further suggestions on this matter, a letter to the television stations might be helpful.

CHURCH NAMED

CBS Radio News Director

WELLS CHURCH, acting director of news and public affairs of the CBS Radio Network since April, has been named director, CBS



Mr. Church

Radio President Adrian Murphy announced last week.

Prior to being named acting director, Mr. Church served as editor-in-chief of CBS Radio News, and in his new post he will have charge of the news operations for CBS Radio coverage of the Presidential conventions in Chicago this July. A veteran newsmen with varied experience in both radio and newspaper work, Mr. Church first joined CBS Radio in 1931 at Washington, D. C.

He became acting director of news and public affairs when Director Edmund Chester resigned to become general manager and part owner of RHC-Cadena Azul in Cuba [B•T, April 14].

DEWES ELECTED

Heads Ad Club in St. Louis

BONNIE DEWES, first place winner in the Erma Proetz Awards competition for her television work, was elected president of the Women's Advertising Club of St. Louis. Miss Dewes, of the market research department, D'Arcy Adv. Co., succeeds Helen Prange, who will serve as an honorary member of the board of directors.

Others elected at the meeting in the Forest Park Hotel June 2 are: Josephine Hickey, vice president; Mrs. L. Ila Baker, secretary, and Leonora Allen, treasurer. Nine new committee chairmen are: Mrs. Robert A. Willier, program; Mrs. Hazel Wagner, membership; Esther Lee Bride, educational; Jeanne Hynes, press; Mrs. Beulah Schacht Cochrum, publication; Grace Stockhus, business & civic; Mrs. Virginia Stobie, entertainment; Mrs. Marie Addison, attendance, and Mrs. Elmer C. McCaddon, personal relations.

Roper Series Begins

ELMO ROPER, public opinion analyst, began a series of telecasts called *Where the People Stand* on the NBC-TV network, 10 p.m. Wednesday. First half-hour program featured, besides Mr. Roper, a panel of three leading newspaper editors representing different political opinions from different sections of the country. The analyst, heard on the NBC radio network weekly at 3 p.m. EDT Sunday, will present a second political analysis on television June 25.

LBS SUCCESSOR

Planned Regional Suspends

McLENDON BROADCASTING System, new West Coast regional network scheduled to start operations June 7 [B•T, June 2], was suspended last Wednesday. "Various circumstances" were responsible, according to Gordon McLendon, president of the regional and operating head of Liberty Broadcasting System, which suspended last month [B•T, May 19]. These circumstances included two lengthy absences from Hollywood headquarters by Mr. McLendon, who was to have handled personally daily re-creations of major league baseball games.

Mr. McLendon is to appear June 17 in Philadelphia as a witness in the government's anti-trust action against professional football and also will give depositions in his own suit against organized baseball, set for August 18 in Chicago.

Although 17 West Coast stations had contracted for regional service, Mr. McLendon and Benton Paschall, executive vice president, said they felt it would be impossible to carry out agreements this season. The regional was incorporated in California and the name will be retained for possible resumption of operation at a future date.

CHARLES MICHELSON Inc., N. Y., radio TV transcription firm, named U. S. distributor for Canadian radio package, *The Happy Gang*.

KXO

EL CENTRO
CALIF.

CAN! and

DOES!

Call PAUL H. RAYMER CO., National Representatives

28 YEARS OF

Leadership!

590 K.C.

BASIC

NBC

A HEREDITY STATION

5000 WATTS

OMAHA + 200 COUNTIES

ROOM 200—INSURANCE BUILDING
JOHN BLAIR & CO., REPRESENTATIVE

KTBS
Shreveport, La.

USES

Magne-corder



FIRST CHOICE
OF ENGINEERS

Only Magne-corder 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 Magne-corder
cabinets.

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Company _____

Street _____

City _____ Zone _____ State _____

fcc actions

MAY 29 THROUGH JUNE 5

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 29 Decisions . . .

COMMISSION EN BANC

To Remain Silent

KVOB Alexandria, La.—Authority to remain silent for additional 90 days from 5/29 pending consummation of assignment of license.

Extension of Authorization

WIBK Knoxville, Tenn.—Extension of temp. authorization to operate for period of 90 days to expire Sept. 1, 1952, or until 30 days after conclusion of proceeding in Supreme Court of the United States which have been instituted by applicant, whichever period shall be shorter.

WHIL SSA Extended

WHIL Medford, Mass.—Extension of SSA to operate on 1430 kc 250 w D without approved time frequency monitor, for period of 60 days, or until authority shall have been granted WHIL to operate program tests in accordance with latest mod CP, whichever is sooner.

Granted Reinstatement

KWPM-FM West Plains, Mo.—Reinstatement of expired CP for Class B FM station.

To Remain Silent

KMHB Belton, Tex.—Authority to remain silent additional 60 days from May 25, pending reorganization.

May 29 Applications . . .

ACCEPTED FOR FILING

CP to Change Location

WKAQ San Juan, Puerto Rico.—CP to change trans. location and install new trans.

KIIV Huron, S. D.—CP to change trans. and studio location.

Extension of Completion Date

WWOC Manitowoc, Wis.—Mod. CP which authorized new AM for extension of completion date.

WKAT-FM Miami Beach.—Mod. CP which authorized new FM for extension of completion date.

WEDK (FM) Springfield, Mass.—Mod. CP which authorized new non-commercial educational FM for extension of completion date.

License Renewal

Following stations request renewal of license:
WJBY Gadsden, Ala.; KRDO Colorado Springs, Col.

TENDERED FOR FILING

CP to Increase Power

WEAS Decatur, Ga.—CP to increase power from 10 to 50 kw and install new trans.

June 3 Decisions . . .

BY BROADCAST BUREAU

To Remain Silent

WCAT Rapid City, S. D.—Granted authority to remain silent for period during which regular instructional activities are suspended from June 1 to Sept. 8.

Extension of Completion Date

KFRB Fairbanks, Alaska.—Mod. CP to change ant. system, and extend com-

mencement and completion dates 2 months and 8 months from date of grant, respectively.

WCAR-AM-FM Pontiac, Mich.—Mod. CPs for extension of completion date to 9-1-52.

WBZ-TV Boston.—Mod. CP for extension of completion dates to 12-25-52.

WMVO Mt. Vernon, Ohio.—Mod. CP for extension of completion date to 7-26-52.

WEEK Peoria, Ill.—Mod. CP for extension of completion date to 8-1-52.

WJAR-TV Providence, R. I.—Mod. CP for extension of completion date to 11-1-52.

License For FM

WLEU-FM Erie, Pa.—License new FM station: 97.9 mc; Ch. 250; 7.8 kw; minus 245 ft.

TV—Ch. 6

WJMT-TV Lansing, Mich.—CP to change ERP from 18.7 kw vis. 9.3 kw aur. to 8.7 kw vis. 4.3 kw aur.

June 3 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

WHWD Hollywood, Fla.—Mod. CP which authorized new AM for approval of ant. trans. and studio location. AMENDED to change power from 1 kw to 500 w.

License Renewal

WGCH Greenwich, Conn.—Requests renewal of license.

Change Studio Location

WJEF-FM Grand Rapids, Mich.—Mod. CP which authorized new FM to change ERP from 550 to 115 kw; trans. and studio location to corner AB Ave. & 24th St. near Plainwell, Mich. and ant. height.

TENDERED FOR FILING

Change ERP

KSTP-TV St. Paul.—AMENDED to change ERP from 98.7 kw vis. 54.3 kw aur. to 100 kw vis. 60 kw aur.

WBEN-TV Buffalo.—Mod. CP to

change ERP from 88 kw vis. 44 aur. 53.70 kw vis. 26.85 aur.

June 4 Decisions . . .

BY COMMISSION EN BANC

AM—860 kc

KTRB Modesto, Calif.—Granted application to increase D power on 860 kc from 5 to 10 kw and install DA-DN.

Modification of License

KENF Shenandoah, Iowa.—Mod. license to specify unit on 520 kc with 1 kw 500 w N. KENF shared time with KUS Vermillion, S. D. (¾ and ¼ division respectively) until KUSD, on April 1952, was authorized to operate on 520 kc 1 kw, D.

Petition Denied

WJEL Springfield, Ohio.—By order denied petition to reinstate application to increase power to 1600 kw from 500 w to 1 kw D and to operate 500 w using DA-DN.

Granted STA

WTIP Charleston, W. Va.—By order waived Sec. 3.165 and 3.181(b) (4) and granted STA to Aug. 1 to operate trans. by remote control.

WGNC Gastonia, N. C.—By order waived Sec. 3.165 of rules and granted STA to operate trans. by remote supervision.

ACTIONS ON MOTIONS

By Comr. Frieda B. Henneck

Television California, San Francisco.—By order denied petition for clarification of effective date of order removing TV applications from hearing.

KSRF (FM) Beverly Hills, Calif.—Granted petition to amend application to change type of ant. increase ant. height and ERP; removal of application, as amended, from hearing docket.

Montrose Bestg. Corp., Montrose, Pa.—Granted petition to amend application to specify 1250 kc in lieu of 960 kc, and for removal of application as amended from the hearing docket.

Radio Norwich Inc., Norwich, N. Y. WATS Sayre, Pa.—On Commission own motion, removed from hearing docket applications of WATS and Radio Norwich Inc.

By Comr. Edward M. Webster

Hawthorn Bestg. Co. St. Louis.—Granted petition for extension of time to June 3 to file exceptions to Initial Decision in proceeding re application and that of Hirsch Communication Engineering Corp., Sparta, Ill.

By Hearing Examiner

Elizabeth C. Smith

Desert Radio & Telecasting Co., Palm Springs, Calif.—Granted petition for continuance of hearing from May 28 to June 12, 1952, at Washington, D. C., in application.

By Hearing Examiner

Hugh B. Hutchison

WBUD Trenton, N. J.—Ordered the record in proceeding be reopened for purpose of incorporating letter considered relevant and necessary to determination of one of the issues and that, upon such incorporation, record was closed.

By Hearing Examiner Fanney N. Litvi

Azalea Bestg. Co., Mobile, Ala.—Granted petition to amend so as to spe-

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ATwater 4282

ify site, furnish additional coverage,
nd for removal from hearing.

By Hearing Examiner J. D. Bond
B & C Radio Co., Rockford, Ill.—
granted petition to amend application
show: (1) present officers of corpora-
tion; (2) corrected geographical co-
ordinates for proposed DA location;
3) corrected plat of ant. site; (4) cor-
rected showing of 250 mv/m and 500
v/m contours; and (5) map portrayals

of interference to be caused by pro-
posed station to service WIBA. Granted
pending motion to reconvene proceed-
ings and set for further hearing June
18 at Washington. Further ordered at-
torneys for the parties and their engi-
neering consultants appear at offices of
Commission 10-00 a.m. Friday, June 13,
at conference considering: (1) simplifi-
cation and clarification of the technical
issues in this proceeding; (2) possibility
of stipulating with respect to facts; (3)

procedure at hearing; and (4) such
other matters as then and there may be
resolved in order to shorten record, to
sharpen issues, and to expedite com-
pletion of hearing.

KGBS Harlingen, Tex.—Granted mo-
tion for extension of time from June 2
to June 12, 1952, for filing reply to
proposed findings of fact and con-
clusions submitted by KOA Denver.

(Continued on page 91)



Member AFCE *

Situations Wanted (Cont'd)

announcer-engineer—1st phone. Up to 100% experience. Strong news, sports, will travel. Draft exempt. William Rigel, 1275 Grant Avenue, New York City, N. Y.

announcer with ticket, write copy. Debut in west. will consider good offer. (for ambition than experience. Harry Faith, Battle Ground, Wash. Telephone 3270.

egro DJ with experience wants position with announcing. Can do night announcing and programming. dependable, ambitious non-drinker. Box 352P, BROADCASTING • TELECASTING.

Technical

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

engineer, first phone. Experienced transmitter and console. Desire position with progressive station. Box 31P, BROADCASTING • TELECASTING.

chief engineer to take charge of progressive broadcast and television station in southwest portion of U. S., preferably California. 10 years experience (including construction) at 5 kw frequency. Extensive knowledge of television circuits and techniques. Include full information first letter. Can be viewed about July 17. Box 43P, BROADCASTING • TELECASTING.

resent chief engineer wishes to relocate. Wishes to stay in California. Experienced in all phases of maintenance and repair. Have car. Married and very reliable. With permanent location. Very good references. Box 44P, BROADCASTING • TELECASTING.

first phone. Small amount experience. Job in east preferred. Box 357P, BROADCASTING • TELECASTING.

engineer. Control room-combo. Four years experience. Anywhere in States. Phone T. O. Collins, Brunswick, Ga. 317. Screven, Ga. 2763.

Production-Programming, others
D, news, publicity or continuity chief fully qualified. Box 250P, BROADCASTING • TELECASTING.

rogram director: play-by-play. Excellent tie-jockey. Anywhere in States. Top references. Box 330P, BROADCASTING • TELECASTING.

employed continuity woman seeks advancement, air work. College graduate. No copy. On request. Box 356P, BROADCASTING • TELECASTING.

ewsman, 2 years experience, college graduate, draft exempt, Midwest. \$75. Box 376P, BROADCASTING • TELECASTING.

Television

V Girl Friday. Experienced in TV film, TV operations, continuity, production, (member A. F. R. A.) talent. See advantage of three years radio and TV experience. Clerical? Yes! V-even more so. Box 370P, BROADCASTING • TELECASTING.

For Sale

Stations

or sale: Established successful Ohio station. Full or half interest available. Box 156P, BROADCASTING • TELECASTING.

For Sale (Cont'd)

Western 250 watt fulltime independent. Single station market. Wonderful town for family living. Very profitable under absentee ownership. Gross near \$70,000—can be increased. Will assign license or sell 100% corporation stock for \$80,000—less for cash. See this quick! Box 283P, BROADCASTING • TELECASTING.

\$15,000 for controlling interest in established 1,000 watt daytime located in one of Ohio's rich industrial areas. Box 364P, BROADCASTING • TELECASTING.

Western station. Independent 250 w. No competition. \$40,000. Good terms to good operator. Box 379P, BROADCASTING • TELECASTING.

Western stations. Independents, affiliates. Priced from \$18,000 to \$750,000. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

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

GX250 Gates transmitter. New, Fall 1949. Fine to replace your oldtimer rig with. KCNI, Broken Bow, Nebraska.

One RCA type 76-B console and power supply. New, never uncrated. KRGV, Welasco, Texas.

Three new American Pencil microphones. Dynamic D-22, I.M.P. 50-HI and three Electro-Voice. Model V-3. WFL, E. Fulton, Kentucky.

One 610AA condenser microphone and RA-1093 amplifier equipped with plug cable and suspension ring—\$350.00. WJR, Detroit.

Slightly used but in good condition, three RCA TASC stabilizing amplifiers. One DuMont type 510-A amplifier receiver. Nice discount on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

Buda model M766 gasoline engine direct coupled 2A Wooley 62½ KVA 50 kw 230 volt 3 phase 60 cycle AC generator, radio shielded. Includes spare parts and 275 gallon gas tank. Used for emergency power only. About 5 years old. Maintained in excellent condition. \$2500 FOB Arlington, Va. plant. Contact Chief Engineer, WTOP, Inc., Warner Bldg., Washington 4, D. C.

Complete recording studio. Finest equipment. Good lease with option on building. Will sell as is or just recording equipment if necessary. Owner service bound. Radio Production Studios, 4306 N. Central, Phoenix, Arizona.

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.

Wanted: Used equipment: Limiting amplifier, console, Universal pickups with preamplifiers, jack panel, Cabinet rack, 1% coaxial cable 51 ohm, Presto turntables. Box 315P, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

FM antenna. Andrew 1304 or similar. 4-bay or more for side mounting on present antenna. Can use coax line too. WIVY, Jacksonville, Fla.

RCA 308-B field intensity meter, 120-1800 KC (3 loops). RCA 93-A vibrator power supply. NI-3204-A battery. Reply wire collect. Give serial number. Birther Corp., Los Angeles 32, California.

Miscellaneous

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

Help Wanted

Announcers

WANTED

Top Hillbilly Disc Jockey

Only top rated men need apply. This is a position in a tough competitive market requiring a versatile man who knows his western, hillbilly music. You must have originality, humor and that certain touch which will appeal to the common folk. You must be able to hit a commercial hard and sell it. Showmanship is important and above all you must be able to build and maintain a high Hooter rating. You can earn big money if you have what we want. You will be paid a base salary, talent, commissions and a bonus. You'll have an opportunity to hit the nearby towns for personal appearances. Disc jockeys on this station are now earning from \$5000 to \$10,000 a year. If you are wide awake and have a keen fresh approach and want to work on the most successful independent in a top Southern market of over 500,000 this is your big chance. No hillbilly is at present doing a good job in this city. You'll be supported with promotion and advertising. We are also an applicant for TV and if you can play a guitar and sing your opportunity is even greater. Write full and complete details including photo but no disc. If we are interested you'll hear from us. Box 368P, BROADCASTING • TELECASTING.

Situations Wanted

Announcers

NEWSMAN

AM-TV. Widely-known, respected, commercially successful newsmen with 20 years experience offers maturity, professional skill, camera presence and exceptionally authoritative delivery. References testify regarding loyalty and integrity. Available on customary notice. Minimum salary required: \$15,000 per year. Box 337P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Salesmen

SALES EXECUTIVE

Now earning \$20,000 annually with fifteen years experience in advertising field, including local and network radio sales and management. Desires connection where incentive, not salary, is as good or better.

BOX 342P, BROADCASTING • TELECASTING

Television

Production-Programming, Others

DO YOU NEED

Man with 15 years program experience, proven results all types shows, emphasis news-ad-lib. TV experience over 2 years, all phases planning, production, announcing, film purchase, staff supervision. Know LOW-COST TV operation! Dependable, sober, 32, full references! AVAILABLE SOON for TV or radio-TV with solid operation. Long-term opportunity for right man. For personal interview write Box 340P, BROADCASTING • TELECASTING.

Miscellaneous

MR. TV APPLICANT—DO YOU NEED HELP?

Are you wondering about programming—operating costs—revenue—personnel?

Are you concerned about the economics of your market, its ability to profitably support your station?

Then why not discuss these and other perplexing problems with a man who has built and successfully managed radio stations in several markets; who built and successfully operated one of the nation's pioneer TV stations; who has never failed to show a substantial profit in any of these operations.

Such a man is now available on a consulting basis to analyze your problems and assist you in arriving at sound solutions. Box 347P, BROADCASTING • TELECASTING.

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Agency Recognition

EDITOR:

On page 14 of your May 26 issue you state that Helene Curtis Industries (permanents), Chicago, is sponsoring Tuesday and Thursday segments of *Johnny Olsen's Rumpus Room* through Russel M. Seeds Co. The name of the agency is in error.

This Helene Curtis television is being handled by Gordon Best Co. Inc.

Richard Best
Radio-TV Director
Gordon Best Co. Inc.
Chicago

Subversive Literature

EDITOR:

How we love your "Tearsheets for Radio" feature in the May 26 issue. For right there accompanying this radio yarn and supplementing your bio of author Gene F. Seehafer, new manager of research and sales promotion of CBS Chicago, is a photo of Mr. Seehafer holding an NBC Television rate card.

Guess there's nothing like keeping up-to-date with the competition.

Harold A. Smith
Advertising & Promotion
Manager
NBC-TV Chicago

EDITOR:

I am surprised at my good friend

open mike



Gene Seehafer. As manager of research and sales promotion for CBS, he should have a new picture taken. What is that in his hand, an NBC-TV rate card?

John Grandy
Commercial Manager
WQVA Moline, Ill.

[EDITOR'S NOTE: The picture was made when Mr. Seehafer was still teaching at the U. of Minnesota and hence could hold an NBC-TV rate card without burning his fingers. See below.]



instead of advertising a summer cottage by radio, an ad was inserted in a newspaper, and the "overwhelming" results were referred to on two occasions.

Why couldn't the actors have said, "We'll call Radio Station --- and put it on the air"? The "overwhelming" results could have then been attributed to radio. No, the thing that we in radio have been fighting for years was completely ignored, and the competition was glorified! This example is not cited as criticism of this program in particular, but merely a recent example of radio's failure to "sell" itself. . . .

It is suggested that stations, networks and BAB write letters to all key persons who appear on radio or who speak in public, and ask them to give radio its just due. If they heard it on radio, ask them to say so. And certainly script writers should be admonished to give radio a break and delete references to newspapers.

Every reference on the air to a specific newspaper, or newspapers generally, is giving them the advantage of the world's best medium of advertising free of charge. . . . advertising for which we charge our sponsors, but give away to our competition.

I'd like to hear what others think about it.

Dave Highbaugh
Program Director
WHIR Danville, Ky.

Switch

EDITOR:

Always get a big kick out of your cartoons. Here is an original of mine you can use if you care to.



"MORF TOBACCO MEN USE PENCILLS THAN ANY OTHER..."

E. T. Jones
Sales Promotion Manager
Engineering Products Dept.
RCA Victor Div.
Camden, N. J.

P.R. Prescription

EDITOR:

I would like to answer Mr. Stanley's letter to you from KCIM Carroll, Iowa [OPEN MIKE, May 19]. He mentioned that civic groups

were releasing news stories to the papers in advance and giving them to radio after the paper "hit" the street. . . .

Perhaps the station has been falling down on a public relation job. . . .

We carry on daily relations with all Cedar Rapids clubs. It pays off with local news. AM radio is here to stay, but just like a furniture store we have to sell to stay in business. In order to sell, radio has to be liked, and to be liked, radio has to carry on an active and "on the ball" public relations campaign.

Ralph D. Willey
Program Manager
KWCR Cedar Rapids, Iowa

MD.-D. C. MEET

Scheduled for June 13-14

SPRING meeting of the Maryland D. C. Radio & Television Broadcasters Assn. will be held June 13-14 at the Hotel Stephen Decatur Ocean City, Md. Charles Truitt WBOS Salisbury, Md., will preside as association president.

After a Friday morning business meeting, Mayor Thomas D'Alesandro, Baltimore, will address a luncheon session. Broadcast Advertising Bureau will conduct an afternoon sales clinic. BAB President Bill Ryan is on the program. Vincent Waslewski, of the NARTL Legal Dept., will discuss legislation affecting broadcasters. Richard Maybone, sales promotion director of Kann's Department Store, Washington, will speak on promotion and advertising problems facing the retailer.

An afternoon panel on regional sales problems will include Joseph L. Brechner, WGAY Silver Spring; Jack Surrick, WFBR Baltimore; John S. Hayes, WTOP Washington; Richard Eaton, WOOK Washington; Richard Rudolph WITH Baltimore; Charles E. Smith, WTBO Cumberland. Speaker at the Friday dinner will be FCC Comr. George Sterling.

Saturday's program includes a television panel with Ewell K. Jett, WMAR-TV Baltimore; Herl Cohan, WAAM (TV) Baltimore; Leslie H. Peard Jr., WBAL-TV Baltimore; Gene Juster, WNBW (TV) Washington, and Richard Davis, WELI-UHF-TV New Haven. Ken Sparnon, of BMI, will speak following the panel. Ed Gross, of Sydney Hollander Co., will give a factual analysis of the Maryland-D. C. trading area at the afternoon luncheon.

Say It With a Rose

NBC observed National Secretaries Day last Wednesday by presenting each of the 432 secretaries in its New York offices with a rose accompanied by a card which read: "A small expression of our real appreciation and our many thanks." Similar observances were scheduled in NBS offices in other cities.

For Immediate SALE!

TV TRANSMITTER

Now in operation and available for inspection

RCA TT-5A TV Transmitter, including:

1 set of new spare tubes
control console
side band filter
duplexer, and other essential equipment

(If interested, suggest immediate attention as equipment will be disposed of as soon as possible)

Write to: KPIX

Al Towne
Director of Engineering
San Francisco

Proof Positive

EDITOR:

I have been delightedly looking through the recent "Take Your Choice" publication of BAB in which they compare the more than 105 million radios in the United States with other media and products. One of the most interesting was the statement that there are more radios in the United States than there are beds. We have been toying with an idea which we are not going to put on the air:

"Recent statistics have shown that there are more radios in the United States than there are beds . . . proving once again that radio is your best form of entertainment. . . ."

Bill Bradford
KSST Sulphur Springs, Tex.

Speak for Yourself

EDITOR:

. . . A certain comedy team which has been a radio "institution" for more than 20 years, and which has made its fortune in radio, and radio alone, had an opportunity last Sunday night to put in a "plug" for radio that would have meant much to the industry in its efforts to sell radio as "the world's best medium of advertising." But what happened? They put in one of the best arguments for newspaper advertising that I've heard via radio. In-

fcc roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH JUNE 5

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,350	2,328	87	328	217
FM Stations	633	381	69	10	8
TV Stations	108	97	11	576	19

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

INITIAL DECISIONS

Toledo, Ohio.—The Midwestern Bestg. Co. FCC Hearing Examiner Fanney N. Litvin issued initial decision looking towards grant of 1470 kc, 1 kw fulltime, DA-DN, conditions. Simultaneously, following applications were denied: The Toledo Blade Co. and Radio Corp. of Toledo, WOTD Toledo to move from 1560 kc, 1 kw-D, to 1470 kc, 1 kw fulltime, and Rural Bestg. Co. of Ohio for 1470 kc, 1 kw fulltime at Oak Harbor, Ohio. Decision June 3.

WBUD Trenton, N. J.—Morrissville Bestg. Co. FCC Hearing Examiner Hugh B. Hutchison issued initial decision looking towards grant of applica-

tion for mod. CP to specify new transmitter site. Decision June 4.

FINAL DECISION

New Bern, N. C.—Croven Bestg. Co. Commission announced final Decision granting 1490 kc, 250 w fulltime, and denying by default application of Eastern Carolina Bestg. Co. Decision June 5.

MEMORANDUM OPINION & ORDER Grand Island, Neb.—Grand Island Bestg. Co. Commission denied petition for review of Hearing Examiner's action of Nov. 30, 1951, removing from hearing docket application for 1430 kc, 1 kw fulltime. Memorandum Opinion and Order June 5.

WAO BID DENIED

FCC Turns Down STA Request

THE FCC last week denied a request by WAO Chattanooga, a video applicant, that it be given a special temporary authorization to use its present TV equipment to bring the national political conventions to Chattanooga's owning TV sets [B•T, May 19].

In a reply dated Wednesday to Mountain City Television Inc., WAO organization set up to operate WAO's television, Commission said STAs "are not intended to replace basic construction permits, which are . . . prerequisite to the installation, construction, and operation of transmitting equipment of the nature contemplated in your request.

"Further," the FCC said, "the Commission believes that a grant of an STA of the nature requested by you would be likely to give you, in your capacity as an applicant, an undue advantage should you become engaged in a comparative hearing with other applicants for Channel 3 in Chattanooga."

KFEL Sets Up Studio

JENE O'FALLON, general manager of KFEL Denver, informed major TV networks last week that KFEL had set up a TV studio in the Brown Palace Hotel next to the Eisenhower headquarters. KFEL has leased telephone lines from the studio and can service networks with television programming during the Presidential candidate's stay in Denver. Last autumn KFEL provided World Series service off the transcontinental link although Denver has no TV station.

FCC ACTIONS

begin on page 86

BROADCAST PRODUCT DISPLAY

Gives Product 90% Chance for Sale

A FULL product display at the point-of-sale installed by radio or television stations gives the product a 90% chance for success and sale, in the opinion of Jack Zinselmeier, merchandising director for WLW Cincinnati.

Components of merchandising, were discussed by Mr. Zinselmeier Wednesday before members of the Chicago Radio Management Club and the Television Council. On the same panel were James Shelby, radio-television director of McCann-Erickson, and O. Johler, merchandising manager for the IGA grocery stores.

The trio attempted to explain the specifics of merchandising. Mr. Zinselmeier termed it "a mental nudge" which brings an advertised product to the attention of the consumer at the point-of-sale, bridging the gap between the creation of the desire for a product or service with advertising and the actual sale.

Mr. Zinselmeier heads a merchandising staff which operates separately from promotion or publicity, and which has 25 different merchandising services. He recommended as basic in local outlet merchandising the proper and full-view display of the product, which "glamorizes it," prices on each display which have been set by the local store, and tie-ins with the media story.

At WLW, the merchandising staff has jurisdiction over any activity in which the client or product name is involved, Mr. Zinselmeier said. Publicity handles station activities which are to be brought to public attention, and the promotion staff concerns itself only with audience and show building.

Merchandising, despite some industry belief, has "no black magic

committee. The group already has advised FCC by letter of its support for the allocation change proposed at Madison.

A special booklet has been prepared by the committee to solicit public support for development of educational TV there. Of the 12 channels reserved in Wisconsin, the booklet says, "These facilities would be valued at millions of dollars by commercial broadcasters."

Copies of the booklet are being distributed nationally by JCET.

In Columbus, Ohio State U. has been authorized by its board of trustees to proceed with steps necessary for the establishment of a television station for educational use. The board approved the recommendation of President Howard L. Bevis that the university should "seek the best available television channel" for that purpose.

Now broadcasting on local television stations, OSU is exploring

different television production techniques preparatory to programming its own station. The university anticipates providing a community television service, including information for farmers, housewives and parents; refresher courses for professional and technical groups; supplementary classroom instruction programs for elementary and secondary schools; appreciation of the arts and programs to develop understanding of public affairs.

Dr. Bevis noted costs of installing and operating a television station vary widely.

"All I can say at this time is that we feel the costs will be within the resources of the university," he commented.

The board of trustees of the U. of Illinois on May 26 authorized its corporate officers to file an application with FCC for a station on Channel 12, assigned to the Champaign-Urbana area for educational use.

Wayne U., Detroit, has encouraged community participation in planning for the use of UHF Channel 56, reserved for education. A general advisory committee, with representation from all educational interests in the Detroit area, already has explored the possibilities of the administration and programming of an educational television station.

It is reported that the license will be held by a non-profit educational corporation with basic policies of the station to be directed by a board of trustees of some 15 persons selected from the community. Time allocations and station operation would be the responsibility of an operating committee working under the board.

The facilities of WDET (FM) then, presented to Wayne U. by UAW (CIO), will be adapted for television broadcasting, according to William E. Stirton, assistant to the president of Wayne. Use of the station's land, buildings and tower will cut construction costs for the Detroit educators, it was explained.

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

Another BMI "Pin Up" Hit—Published by Algonquin

I'M SORRY

On Records: Dick Haymes—Andrews Sisters
—Decca; Bobby Wayne—Mercury; Alan Dale—Coral.

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

Operator Rules—FCC Solicits Comment

(Continued from page 29)

moval of the "obsolete" first-class operator requirement would greatly increase the possibilities of a station obtaining a staff with the many qualifications necessary to enable it to do the best possible job within its budget. Operating resources of small stations in rural areas are particularly limited, it was noted.

One broadcaster pointed out that the proposed changes would permit the smaller station to hire a local man who could qualify under a restricted license in lieu of having to bid higher and higher on the scarce big-city market to acquire an engineer. He noted that the present requirement specifies that a 250-w local station must use the same calibre engineer as the 50-kw outlet having a complicated directional array. The job demands vary widely, he noted, with engineering talent going to waste most of the time at the smaller station, although still on the payroll.

FCC spokesmen observed that about 20 FM stations are now employing remote control of their transmitters under special authority. According to reports thus far, such operations appear to be working out "satisfactorily," they noted.

FCC's Questions

Concerning the NARTB proposals, FCC's notice stated "the Commission especially requests data and other pertinent information in response" to the following questions:

(a) What duties should an operator perform during a transmitter watch, and what duties must he perform during a transmitter watch which require significant technical training when operating either standard or FM broadcasting transmitters of each power value provided for in the Commission's rules, with non-directional antennas?

(b) If a transmitter failure occurs during a watch, what steps, if any, should be taken by the operator on duty to restore transmitter operation when operating either standard or FM broadcasting transmitters of each power value provided for in the Commission's Rules with non-directional antennas?

(c) If a transmitter failure occurs during a watch, what steps, if any, could be taken to restore service by station personnel holding radiotelephone third class operator permits or restricted radiotelephone operator permits?

(d) To what extent may the amendments requested be expected to affect the percentage of technical transmission difficulties?

(e) To what extent would personnel holding radiotelephone third class operator permits or restricted radiotelephone operator permits be subjected to physical training when operating either standard or FM broadcasting transmitters of each power value provided for in the Commission's Rules with non-directional antennas?

(f) What are the advantages or disadvantages of permitting remote control of standard or FM broadcasting transmitters of each power value provided for in the Commission's Rules

with non-directional antennas?

(g) What degree of control of the transmitting apparatus is necessary at the broadcast operating position in order to provide satisfactory operation by remote control?

(h) To what extent would it be feasible to permit holders of restricted radiotelephone operator permits to change a standard broadcasting transmitter from one frequency to another and from one power to another in times of emergency in order to comply with plans for emergency operation such as the Conelrad Program?

(i) To what extent would it be feasible to permit remote control of standard broadcasting transmitters and still provide for compliance with Conelrad operating objectives?

(j) What contingencies, if any, with respect to conditions of improper operation, interference to other stations, loss of service, damage to equipment, and injury to persons or property would possibly and probably arise from the adoption of the amendments requested and to what extent should the Commission attempt to prevent these conditions by prescribing operator requirements and qualifications?

In requesting FCC permission to operate its AM transmitter by remote supervision, WGNB pointed out that announcers with restricted permits would be able to operate WGNB's transmitter since it is located at the studio site. Telephone readings of the AM transmitter meters would be relayed by direct wire to a first class operator located at the WGNB-FM transmitter on a nearby mountain, the Commission was informed. If any major adjustments were required, they would be made by either the first class engineer or the station manager, who also holds a first class permit, FCC was advised.

WTIP's Explanation

WTIP explained it would operate its transmitter by remote control through the use of two telephone lines in addition to its regular program line. The transmitter is 1½ miles from the studio.

The WTIP remote control operation will function in the following manner, FCC was told:

One loop will be used solely for indication of transmitter performance. Sample voltages indicating the final plate current, antenna current, antenna RF current, power line voltage, tower light current and transmitter frequency will be selected at the transmitter by means of a stepping relay and fed over one loop to an indicator-recorder installed at the studios. This recorder will scan, measure and record once every minute on the chart moving one inch per hour. It is planned to make the sensitivity of the recording instrument such that all sample voltages read 100 on a 0-150 chart. The recorder will then indicate per cent deviation from originally selected normal values. Variations above or below pre-determined normal values will be called to the attention of studio personnel by a bell or buzzer.

The second loop will provide means for transmitter power adjustment and frequency monitor failure alarm. These functions along with control of the stepping relay to select sample voltages will be accomplished simply by using relays made polarity sensitive with series resistors—no carriers, filters, or amplitude sensitive devices will be utilized.

An approved modulation monitor will be installed at the studio and driven by a broadband TRF receiver. The flasher and modulation indicator will be placed convenient to the studio operator. The

off the air audio signal from the modulation monitor will drive the studio monitor speaker system. The percentage of modulation will be controlled from the studio.

The program loop will be centered at each end to provide another circuit which will be used for turning the transmitter on and off. Lamps indicating whether the transmitter is on or off the air will be installed at the studio—these lamps will be controlled by a circuit energized from the TRF receiver which drives the modulation monitor.

The changes in FCC's rules proposed by NARTB were affixed to the proposed rule-making notice as an appendix. As reported by FCC, they are as follows:

AMENDMENTS PROPOSED BY THE NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

A. With Respect to the Commission's Rules

(1) AM Broadcast Stations

Section 3.60—Frequency Monitor—

Change first sentence to read: "The licensee of each standard broadcast station shall have in operation at the transmitter or at an approved remote control point a frequency monitor independent of the frequency control of the transmitter."

Section 3.65—Inspection of tower lights and associated control equipment—

Change subsection (a) to read: "Make a visual or other authorized observation of the tower lights at least once every 24 hours to insure that all lights are functioning properly as required."

Section 3.66—Remote control operation—

Add a new section, Section 3.66, to read: "Section 3.66. Remote control of operation—The transmitter of each broadcast station to the extent that station is licensed for omnidirectional operation with power of 10 kw or less may, upon prior authorization from the Commission, be operated by remote control. An application for authorization to operate by remote control may be made as a part of an application for construction permit or license, or modification thereof. For the purpose of this section, remote control is defined as the operation of a transmitter by a licensed operator from an operating position from which the transmitter is not directly accessible to the operator. The transmitter operator, Authority for operation by remote control shall be subject to the following conditions and applications for such authority shall be made by the licensee, the means whereby the conditions will be met:

"(1) The equipment at the operating position and transmitting position shall be on premises under the control and supervision of the licensee at all times and shall not be operated by persons other than the licensee or his agents.

"(2) The control circuits from the operating position to the transmitter shall provide positive on and off control and shall be such that open circuit, short circuits, grounds or other line faults will not actuate the transmitter and any fault causing loss of such control will automatically place the transmitter in an inoperative condition.

"(3) Control and monitoring equipment shall be installed so as to allow the operator either at the remote control point or at the transmitter to perform all of the functions required by the Commission's Rules and Standards. The transmitter operator shall be on duty at the transmitter in the absence of remote control."

Section 3.165—Operator Requirements—

Change subsection (a) to read: "(a) The licensee of each station shall have a licensed operator or operators of the grade specified in the Commission's Rules on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located, or at the authorized remote control point."

Add a new subsection (c), to Section 3.165 to read: "(c) The transmitter of each broadcast station to the extent that such station is authorized for omnidirectional operation with power of 10 kw or less may be operated by an operator with a restricted or other ra-

diotelephone authorization; provided however, that any operator other than a first class radiotelephone operator may not undertake any internal tuning adjustments, major repairs or overhauls, except under the immediate supervision of such first class operator. The duties of operators other than first class radiotelephone operators shall be limited to such operations as may be required at the station on or off the air, keeping the transmitter log, making external tuning adjustments, making such other minor adjustments as may be required as a result of primary power supply variations and failures, and replacement of such items as vacuum tubes, fuses and other items designed for simple plug-in replacement."

Add a new subsection (d) to Section 3.165 to read: "(d) Each broadcast station shall employ a holder of a radiotelephone first class license as its chief engineer or other technical supervisor, who shall be responsible for and make or directly supervise the making of, internal tuning adjustments, major repairs and overhauls, and all other technical adjustments or corrections not authorized to be undertaken by an operator of another class under subsection (b) above. Such radiotelephone first class license holder shall be authorized to be in the full-time employ of the broadcast station but shall be on call and available to fulfill his specified duties."

Section 3.181—Logs—

Change subsection (c) (2) to read: "The time the daily visual or other authorized observation of the tower lights was made."

(2) FM Broadcast Stations

Section 3.252—Frequency monitor—

Change the first sentence to read: "The licensee of each FM broadcast station shall have in operation at the transmitter or at an authorized remote control point an approved frequency monitor independent of the frequency control of the transmitter."

Section 3.253—Modulation monitor—

Change the first sentence to read: "The licensee of each FM broadcast station shall have in operation at the transmitter or at an authorized remote control point an approved modulation monitor."

Section 3.257—Changes in equipment and antenna system—

Add the following to subsection (b) to read: "The licensee of each FM broadcast station shall have in operation at the transmitter or at an authorized remote control point an approved modulation monitor."

Section 3.265—Operator requirements—

Change first sentence to read: "Or more licensed radiotelephone first class operators shall be on duty at the place where the transmitting equipment is located, or at the authorized remote control point, output in excess of 10 kw is located and in actual charge thereof whenever it is being so operated."

Add a new subsection (b) to Section 3.265 to coincide with the new subsection (c) proposed above to Section 3.165. Add a new subsection (c) to Section 3.265 to coincide with the new subsection (d) proposed above to Section 3.165.

Section 3.270—Inspection of tower lights and associated control equipment—

Change subsection (a) to read: "Make a visual or other authorized observation of the tower lights at least once every 24 hours to insure that all lights are functioning properly as required."

Section 3.274—Remote control operation—

Add a new Section 3.274 to coincide with the new Section 3.66 proposed above with regard to remote control of AM stations.

Section 3.281—Logs—

Change subsection (c) (2) to read: "The time the daily visual or other authorized observation of the tower lights was made."

(3) Non-commercial Educational FM Broadcast Stations

Section 3.352—Frequency monitor—

Change first sentence of subsection (a) to read: "The licensee of each non-commercial educational FM broadcast station licensed for transmitter power output above 10 watts shall have in operation at the transmitter or at an authorized remote control point a frequency monitor independent of the frequency control of the transmitter."

Section 3.353—Modulation monitor—

Change first sentence of subsection (a) to read: "The licensee of each non-commercial educational FM broadcast station licensed for transmitter power output above 10 watts shall have in operation at the transmitter or at an authorized remote control point a mo-

ulation monitor approved by the Commission."

Section 3.557—Changes in equipment and antenna system—

(B) Change in the authorized remote control point for the transmitter."

Section 3.565—Operator requirements—Delete Sections 3.565 (a), (b) and (c) and substitute in lieu thereof new Sections (a), (b) and (c) to coincide with the new Sections 3.265 (a), (b) and (c) respectively proposed above for FM broadcast stations, leaving in continued effect the existing Section 3.565 (d) with respect to non-commercial educational FM broadcast stations operating with powers of 10 watts or less.

Section 3.572—Remote control operation—

Add a new Section 3.572 to coincide with the new Section 3.565 proposed above with respect to remote control or AM broadcast stations.

(4) Part 13 of Rules—Commercial Radio Operators

Section 13.7—Operators, place of duty—Delete from Section 13.7 (a) the phrases "other than broadcast" and "and broadcast."

Section 13.61—Operating authority—

Change paragraphs (2), (4) and (5) in subsection (e) as follows: "(5) Standard broadcast stations operating with directional antenna or with power in excess of 10 kw; or

"(4) FM broadcast stations with transmitter power rating in excess of 10 kw; or

"(5) Non-commercial educational FM broadcast stations with transmitter power rating in excess of 10 kw; or

Change paragraph (3) of subsections (f) and (g) as follows: "Any of the various classes of broadcast stations operating with directional antennas or with power output in excess of 10 kw, remote pickup broadcast stations and IT broadcast stations, or

With Respect to the Commission's standards of Good Engineering Practice

1. Concerning AM Broadcast Stations

Part 12—Construction, General Operation, and Safety of Life Requirements—

Change Part D (2) to read: "(a) Where an operator must be on duty during operation, suitable facilities for his welfare and comfort shall be provided."

arts 20, 21 and 22—

These parts relate to the location of frequency and modulation monitors, and rather than modify their complete texts here, it is proposed that these texts be modified to provide for installation of frequency and modulation monitors at the remote point when transmitters are controlled remotely.

2) Concerning FM Broadcast Stations

Part 8—Transmitters and associated equipment—

Change Part D (2) to read: "(2) Where an operator must be on duty during operation, suitable facilities for his welfare and comfort shall be provided."

arts 12, 17 and 18—

These parts relate to the location of frequency and modulation monitors, and rather than modify their complete texts here, it is proposed that these texts be modified to provide for installation of frequency and modulation monitors at the remote point when transmitters are controlled remotely.

HIRTY winners have been selected from 100 applicants for the first

estmhouse-John Hopkins Awards electrical engineering. Group will begin a three-year work study program, first to be inaugurated by the dustry on a college level, on June 23.

Looking for Radio & Television Technicians?

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

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RCA INSTITUTES, INC. A Service of Radio Corporation of America 330 West Fourth Street, New York 14, N. Y.

AUTO TOTALS

AUTO registrations in the United States totaled 42,682,591 in 1951, an increase of 5.8% over the 40,333,591 registered in 1950, according to the Bureau of Public Roads, Dept. of Commerce. Number of trucks registered was 9,000,913, an increase of 4.6% over the year before.

With the percentage of radio equipped passenger automobiles and trucks increasing every year, automobile registration has become an important factor in the broadcasting audience. Researchers have estimated that between 50 and 60%

Registration Up 5.8% In 1951 Over 1950

of all registered motor vehicles are equipped with radios.

Florida, Nevada and South Carolina reported increases of more than 11% in total vehicles registered. Only the District of Colum-

bia reported a decrease.

California had the most vehicles registered, 4,926,543; New York was second with 3,931,559 and Pennsylvania third with 3,189,198.

Operators of motor vehicles paid total state taxes of \$1,803,802,000 on 38,304,398,000 gallons of motor fuel consumed in 1951, an increase in consumption of 7.2%. Average state tax was 4.74 cents per gallon.

Total motor vehicle registration in 1951 by states (including trucks, buses and publicly owned vehicles) follows:

State	Total 1951 Registrations	Total 1950 Registrations	Percentage Increase	State	Total 1951 Registrations	Total 1950 Registrations	Percentage Increase
Alabama	730,104	685,912	6.5	New Hampshire	180,162	172,339	4.5
Arizona	293,833	270,799	8.5	New Jersey	1,685,304	1,579,181	6.7
Arkansas	499,642	477,265	4.7	New Mexico	258,838	237,741	8.9
California	4,926,543	4,620,078	6.6	New York	3,931,559	3,735,113	5.3
Colorado	599,613	564,210	6.3	North Carolina	1,129,454	1,056,309	6.9
Connecticut	764,241	715,733	6.7	North Dakota	283,809	276,007	2.8
Delaware	116,750	108,272	7.8	Ohio	2,940,388	2,795,073	5.2
Florida	1,096,065	984,838	11.3	Oklahoma	865,530	831,368	4.1
Georgia	969,167	897,518	8.0	Oregon	691,397	649,447	6.3
Idaho	281,372	272,365	3.3	Pennsylvania	3,189,198	3,009,820	6.0
Illinois	2,789,546	2,650,968	5.2	Rhode Island	261,024	250,869	4.0
Indiana	1,513,025	1,434,885	5.4	South Carolina	648,297	578,802	12.0
Iowa	1,100,191	1,072,230	2.6	South Dakota	226,412	209,880	6.9
Kansas	893,932	853,462	4.7	Tennessee	965,298	858,111	12.5
Kentucky	820,339	783,724	4.7	Texas	3,157,009	2,968,143	6.4
Louisiana	735,997	706,733	4.1	Utah	264,711	247,317	7.0
Maine	280,141	276,421	1.3	Vermont	122,508	120,590	1.6
Maryland	736,827	684,748	7.6	Virginia	984,276	917,744	7.2
Massachusetts	1,346,520	1,280,329	5.2	Washington	969,783	924,220	4.9
Michigan	2,555,257	2,432,584	5.0	West Virginia	490,211	462,275	1.6
Minnesota	1,217,450	1,168,887	4.2	Wisconsin	1,246,136	1,201,188	3.7
Mississippi	510,286	484,374	5.3	Wyoming	149,334	145,423	2.7
Missouri	1,320,113	1,261,420	4.4	District of Columbia	191,316	194,958	-1.9
Montana	277,031	269,997	2.6				
Nebraska	608,484	569,497	6.8				
Nevada	86,062	77,142	11.6	Total	51,913,965	49,161,491	5.6

RADIO'S POWER AND PULL

Theme of CBS Radio's Sales Film

A DOCUMENTARY film dramatizing the power and pull of radio as a sales medium was unveiled last week by CBS Radio, which reportedly already has sold 89% as many quarter-hours for this fall as it had on the air last September.

Titled "More Than Meets the Eye" and described as the first business film ever to tell its story through animated abstract art [B•T, June 2], the presentation was revealed first in Hollywood at a Monday night showing for some 400 executives, stars, writers, musicians and newsmen, and was shown in New York at a party Thursday.

CBS Radio President Adrian Murphy, who with Administrative Vice President Louis Hausman flew to Hollywood for the showing there, emphasized radio's impact on the buying habits of Americans. He asserted:

"A few months ago, a general gloom pervaded the entire industry. Despite radio's broad coverage and lowest cost per thousand people reached, many important advertisers were experimenting with a new medium, and pessimists felt that radio was in a decline from which it would not recover.

"Well, I'm happy to report . . . a great renewal of interest in radio by advertisers, star performers, and listeners. Most of the big star programs will be back on the air next fall, and with the new shows that are being developed this

summer, next season will be bigger than last year."

The report on fall program orders thus far wrapped up was given by Mr. Hausman. He told the New York group that, as of that time, CBS Radio had orders which, in terms of daytime shows, represent 91% of the number on the network last September. For both daytime and nighttime, the figure was 89%.

"More Than Meets the Eye," produced for CBS Radio by United Productions of America and featuring the voice of newscaster Robert Trout, is designed to show visually the power of sound as a medium. It emphasizes that with 105 million sets in 43 million homes and 23 million automobiles, "radio's coverage is greater than the coverage of any other mass medium" and "goes wherever there are people."

Where the average time spent per day with radio is 108 minutes, CBS Radio notes, the average with TV is 43 minutes, with newspapers 34, and with magazines 18. Further, the film notes: "More than 14 million people listen in the middle of the morning, 14 million in the afternoon, 25 million at night. And these totals are conservative—for national rating services regularly measure only about half of all radio sets."

Radio also "reaches prospects at the lowest cost"—934 persons per dollar by radio; 365 per dollar by

TV, 334 by magazines, and 240 by newspapers.

In a pitch for CBS Radio in particular, the film claims that "the average audience is bigger on CBS Radio," that "CBS Radio has more top programs—daytime or nighttime—than all other networks combined," that CBS Radio's cost is lowest and has stayed "lower than almost any commodity you can name," and that, as evidence of their belief in the network, "advertisers invest more dollars-to-build sales on CBS Radio than on any other network."



4 Reasons Why

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

Jewish Market of Metropolitan New York

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

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

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St.,

New York 18



at deadline

NEW CO-OP REGIONAL FORMED BY EX-LBS AFFILIATES

NEW REGIONAL network comprising over dozen stations in mid-Atlantic area, formerly affiliates of Liberty network, scheduled to start June 16, with one-month experimental news service keyed from WOL Washington. Interested stations set cooperative project in motion at two-day meeting concluded Friday at WOL studios.

Basic experimental plan proposes 7 p.m. news origination for three weeks out of WOL, including Sunday newscast by Joseph C. Harsch, winner of duPont award. Fourth-week programs would come from Chicago during Republican convention. Telephone line extends from Johnson City, Tenn., through North Carolina, Virginia, District of Columbia, Pennsylvania and into northern Ohio. WRFD Worthington, Ohio, owned, like WOL, by Peoples Broadcasting Corp.

Herbert E. Evans, Peoples vice president-general manager, elected temporary chairman at two-day meeting. Group discussed extension of service to two-hour basis.

ONE RADIO. THREE TV SALES REPORTED BY ABC

FIRST WEEK of June provided renewed business activity for ABC, with one new radio sale and three television renewals reported Friday by Charles T. Ayres, radio network vice president, and John B. Lanigan, vice president for TV sales.

TONI Co. (Toni Home Permanent, Tonette and White Rain), Chicago, through Tatham-Laird, same city, purchased weekly hour on radio with backing of Tuesday, Thursday half-hours of *Break the Bank*. Monday, Wednesday and Friday segments continue to be sponsored by Bristol-Myers through Doherty, Clifford & Shenfield.

Three TV renewals involve Nash-Kelvinator Corp., Detroit, which signed for 52 weeks of *Paul Whiteman TV Teen Club* on Coast-to-Coast network, effective June 7. Agency: Geyer, Newell & Ganger, same city. C. H. Masland & Sons, Carlisle, Pa., renewed alternate Friday sponsorship of ABC-TV's *Tales of Tomorrow*, effective July 4, with Jacques Kreisler Mfg. Corp., North Bergen, N. J., backing remaining Fridays as of Aug. 15. Agency for C. H. Masland is Anderson & Cairns, New York, and for Jacques Kreisler, Hirshon-Garfinkel, also New York.

NEW NBC AFFILIATES

WTMC Ocala, Fla., and WIKC Bogalusa, La., to affiliate with NBC radio network. WTMC, on 1290 kc with 1 kw, is owned by Ocala Broadcasting Co. and managed by Thomas Gilchrist. WIKC, on 1490 kc with 250 w, is owned by Enterprise Publishing Co. and managed by Curt Sieglin.

Formerly affiliated with MBS, WTMC to be replaced on Mutual by WLBE Leesburg, Fla., on 790 kc with 1 kw. Mrs. Eleanor Hunter is station president, with T. Hoke McCallie as general and commercial manager. WIKC, also MBS affiliate, not being replaced by Mutual after it joins NBC Aug. 8.

BOY TROUBLE

WHITEOUT of NBC telecast of Walcott-Charles fight just as decision was announced was due to small boy's desire to "see better." Network officials reported Friday that boy in audience climbed pole from which power for telecast was coming and inadvertently kicked a switch, throwing network off air. By time trouble was located and power restored NBC had had to fill in with audio announcement of decision from its New York studios. Boy was unhurt.

Business Briefly

(Continued from page 5)

chicago (Zippy liquid starch), which recently named Roberts, MacAvinche & Senne, same city, to handle its advertising, begins proposed radio and TV schedule this week with participations in Housewives Protective League on WBBM Chicago. Agency handles business for 18-state Midwest area, with divisions on each coast having their own agencies. Henry Senne is account executive.

SERVEL NAMES AGENCY ● Servel Inc., N. Y., has appointed Hicks & Greist, same city, to handle advertising for its refrigerators, water heaters and room air conditioners.

GOSPEL RENEWS ● Gospel Broadcasting Assn., Pasadena, Calif., renews *The Old-Fashioned Revival Hour* on ABC Radio, Sunday, 4-5 p.m. (EDT), for 52 weeks from June 22. Agency, R. H. Alber Co., Los Angeles.

SEALY BUYS ● Sealy Inc., Chicago (mattresses), through Olian Adv. Co., same city, signed for *Balance Your Budget*, audience participation show on CBS-TV, alternate Tuesdays, 10:30-11 p.m., effective Oct. 14.

ESSO ADDS TV CITY ● Esso Standard Oil Co., N. Y., through Marschalk & Pratt Co., that city, effective June 16 will add WFIL-TV Philadelphia to its 15-minute five-a-week telecasts of *Your Esso Reporter*, bringing total television coverage to seven major cities.

RYBUTAL BUYS ● Rybutal (vitamin compound) buys 15-min. program, nine times weekly on five-station Metropolitan Network starting June 9. Agency, Duane Jones Co. Inc.

CLERIC LAUDS NARTB

NARTB has done "big job" in "short time" by enforcing its Television Code, Rev. Theodore H. Elsner, president of National Religious Broadcasters Inc., wrote Rep. Oren Harris (D-Ark.), chairman of House subcommittee probing programs (see probe story page 27). Rev. Elsner is chairman of Radio Commission of National Assn. of Evangelicals and previously had protested code recommendation against sponsored religious programs (see code story page 5). He told Chairman Harris association opposes legislative action, believing more time should be given TV industry to correct offensive programming. He found "definite improvement" as result of industry's "sincere effort" to raise standards.

PEOPLE...

RICHARDS W. COTTON, assistant to president of Philco Corp., appointed director of NPA Electronics Div., and also chairman of Electronics Production Board, succeeding J. A. Milling who returns to RCA. Appointment effective June 16.

FCC COMR. GEORGE STERLING elected to life membership in Eastern Assn. of Fire Chiefs, Reading, Pa. He long has been active volunteer fireman in home community Peaks Islands, Me., near Portland.

WILLIAM DOTY EDOUARDE, sales representative for NBC-TV spot sales in Hollywood named TV spot sales manager for Western Div., heading NBC-TV's spot sales activities in 11 western states. Prior to joining network in May 1951, he was sales manager of KFWB Hollywood, and before that served with Compton Adv. and Badger & Browning & Hersey, both New York.

F. STODDARD DRAKE, Compton Adv., N. Y. to Carl S. Brown Co., same city, in executive capacity.

HELEN WHEELER, production assistant of George F. Foley's *Dr. George Gallup Show* transcribed series aired on some 130 stations promoted to production supervisor.

HENRY G. WENTHEN, production staff, Bertson & Bowles, N. Y., to Scheideler, Beck & Werner, that city, in similar capacity.

RICHARD L. LINKROUN, CBS-TV producer and director, to Geyer, Newell & Ganger, N. Y. as executive producer.

RONALD G. VAN TINE, Washington news man, named assistant to George Sandefere radio-TV director of U. S. Chamber of Commerce.

JOHN H. L. TRAUTFELTER, vice president-treasurer of WFBR Baltimore, elected president of Maryland Assn. of Certified Accountants, first radio executive to hold this post.

WILLIAM C. KLEIN, member of sales staff at WLS Chicago many years, joins WENT (ABC) Chicago radio spot and local sales.

HOWARD G. SAWYER, vice president for plans and research, James Thomas Chirrup Co., New York and Boston ad agency, appointed member of American Assn. of Advertising Agencies Standing Committee of Research.

JOHN F. REEDER, account executive and head of plans board of William H. Weintraub & Co., N. Y., to Benton & Bowles, same city, as vice president and account supervisor.

STANLEY LUKE, director of industrial relations for International Telephone & Telegraph Corp. and affiliated firms both here and abroad since 1945, elected assistant vice president of IT&T.

NEW TECHNIQUE

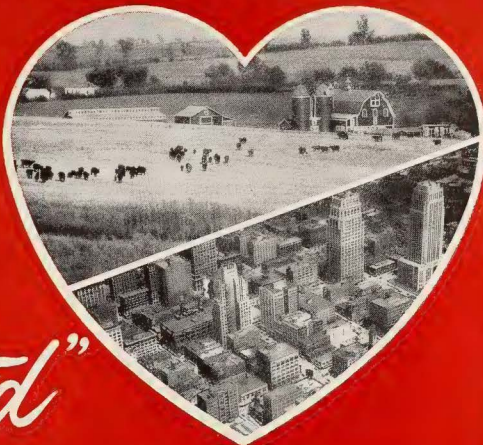
NEW experimental technique, combining movie and TV methods, to be used on final program of *RCA Victor Show*, NBC-TV, Friday, 8 p.m. EDT. TV cameras to shoot scenes of Ed Pinza on location several days in advance for transmission to Hollywood for filming and editing. Orchestra to play "live" during telecast, however.

"IN THE HEART OF AMERICA ...

It's The
**KMBC
KFRM**

Team and It's

Wholehearted"



*Wholeheartedly Delivering... ***

• **A Larger Market***

*In the Kansas City Metropolitan Area alone there has been a population increase of 16,900 in the past 12 months. (Sales Management Survey of Buying Power estimate 1/1/51, 820,400—SMSB pop. est. 1/1/52, 837,300).

• **A Richer Market***

*Typical is the increase in effective buying income in the Kansas City Metropolitan area, (SMSB estimate for 1951, 1 billion, 433 million dollars)—150 million dollars more than 1950! Retail sales, too, are up with a total estimate for 1951 (SMSB) of over 1 billion, 73 million dollars.

• **The ENTIRE Market***

*Larger and richer, the important fact is, that The KMBC-KFRM Team delivers the *entire* rectangular Kansas City Primary Trade Area, as established by the Chamber of Commerce of Kansas City and including all of Kansas, western Missouri and adjoining segments of Iowa, Nebraska, Colorado, Oklahoma and Texas.

**Call KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel. Get prompt, efficient delivery of this year's larger and richer Heart of America.



SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, WITH



The **KMBC-KFRM** Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



"Why, they're listening to the radio!"

There are 690,140 radio sets within 60 miles of Louisville, making a whopping big average of 2.2 sets per home!

But each of these 313,700 homes averages only 1.64 regularly received newspapers, and only .48 TV sets!

That's one more reason why WAVE radio can deliver 1000 impressions for only 37¢! Get all the facts from Free & Peters!

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

WAVE LOUISVILLE

5000 WATTS



NBC



Free & Peters, Inc., Exclusive National Representatives