OLD TIME RADIO GIMMICK
—pays off in Richmond!

It's got whiskers, but it's a tough test for any radio station—the customer must say "WLEE" to get a special cut price. A ladies shop in Richmond, which had never before used radio, tried it a few weeks ago, selling $1.65 nylons for 99c if the lady said "WLEE."

After one announcement the store had to limit sales to three pairs per customer. And before the week was out the manager of the store had signed up his first radio contract . . . a non-cancellable schedule for 26 weeks.

Fast, profitable results like this are still more common on WLEE now that we have 5000 watts. That new power means more listeners for your message on WLEE . . . thousands of them in our new coverage area. It means a better signal in Richmond proper. It means more value for every dollar you spend on WLEE.

Ask your Forjoe man for all the latest WLEE facts—it's quite a story.
In the WLS tradition...

Radio's ever magic touch turns WLS afternoons into profitable programming—for you. Using its pre-tested, time-proven formula of live-talent block programming, WLS has developed an exciting afternoon of participating shows, heard daily, Mondays thru Fridays. From BOB ATCHER PRESENTS at 1:30 thru STUMPUS, which ends at 4:00, listeners are hearing a unique kind of programming—a Saturday night review for afternoon enjoyment. Thus, WLS accepting-believing afternoon listeners are reached, and most economically, too! Each day’s program is designed for sale in effective small time-segments, or on a participation basis, with live or transcribed announcements.

See your Blair man today for complete details on profitable afternoon programming—for you.

For one solid hour BOB ATCHER PRESENTS brings to the Chicago Midwest a new kind of afternoon program—following the successful block programming technique of the famous NATIONAL BARN DANCE. Featuring live talent, BOB ATCHER PRESENTS stars Bob Atcher, “Top Hand of the Cowhands” as Master-of-ceremonies. Each day an entire array of Barn Dance favorites appear... a line-up of talent untouched in Chicago afternoon radio!

There is music to please all tastes, brief news and weather summaries, listener participations, comedy and a weekly hit parade made up from mail received throughout each week. The formula is time-tested and proven successful through the enormous success of the NATIONAL BARN DANCE.

WLS STUMPUS, with popular MC Jack Stilwill and featuring the WLS Rangers, constantly produces the regular daily listener response for which WLS has so long been noted... an average of 1,154 pieces of mail per program in April! Using the basic formula of prizes for tune titles which stump the musical group, the program features the same kind of friendly voices, the same neighborly spirit and top quality talent that WLS listeners respond so actively.

STUMPUS established itself by having been broadcast daily for more than twenty months with a continuing record-breaking response from listeners... time-tested and proven successful by listener-response.

Both programs have a proven audience... and a responsive one... for selling your goods in Midwest America.

YOUR JOHN BLAIR MAN HAS THE DETAILS
Paul H. Raymer Company, Inc.

is pleased to announce
the opening of a new office in

Memphis, Tennessee
Hotel Chisca
Memphis, Tennessee

Hugh Murphy, Manager

Paul H. Raymer Company, Inc.
Radio and Television Representatives
New York • Boston • Detroit • Chicago
Memphis • Hollywood • San Francisco
BROADCASTING

TELECASTING

Upcoming

June 18: Board of Directors meeting, Canadian Assn. of Broadcasters, Royal York Hotel, Toronto.
June 18-19: BMI Clinic, 49 W. 49th St., New York.

(More Upcomings on page 91)

Bulletins


CHRIS WITTING APPOINTED DU MONT NETWORK DIRECTOR

CHRIS J. WITTING, for 18 months general manager of DuMont TV Network, on Friday became director of network and of three DuMont owned and operated stations—WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Appointment was made by Mortimer W. Loewi, who simultaneously announced his own retirement as network director to return to post of executive assistant to president of Allen B. DuMont Labs, which he held before taking charge of network in May 1948.

Mr. Witting was associated with Price Waterhouse Co. during 30's, installing operating systems and internal procedures for firm's clients. He is certified public accountant. During war, except for year-and-a-half with U.S. Maritime Service, he served as comptroller and assistant treasurer of camp shows. In 1947 he set up operating procedures for telecasting division of DuMont organization and in 1949 was made general manager of network. He is a TV director of NARTB and has been active in industry affairs.

NOTRE DAME Ponders TV

THE REV. John J. Cavanaugh, Notre Dame president, Friday questioned constitutionality of NCAA's curtailing of football game telecasts. He did not say whether all-important Notre Dame will defy NCAA by telecasting home grid contests and explained that his school wants to go along with NCAA, if it can. An NCAA official confirmed last week that if Notre Dame should follow Penn out of fold, planned experimental moratorium "would go out the window." (See early story, page 60.)

RADIO BEATS PAPERS

SURVEY just released by WCCO Minneapolis for metropolitan area shows radio reaching twice as many homes as combined Twin Cities newspapers and nighttime ratings increase for one station of 15.5% over two years ago. Day ratings increased 35%. Diary survey covered 112 counties.

Business Briefly

CARPET SPOTS • Alexander Smith & Sons, New York (carpets), preparing fall radio spot campaign in 20 major markets. Firm also considering three-day campaign on ABC to launch sales drive. Agency, Anderson & Cairns, New York.

AGENCY NAMED • Effanbee Doll Co., New York, appoints Lawrence Boles Hicks Inc., same city, to handle advertising for its new Schiaparelli doll. Radio and television contemplated.


ALL-INDUSTRY TV TAX COMMITTEE NAMED

GEORGE B. STORER, chairman, announced Friday organization of an all-industry Television Broadcasters Tax Committee "to make a final determined effort to secure adequate relief from existing excess profits tax law. Members of committee pledged and paid an initial $5,000 to Lovell H. Parker, Washington, as counsel and registered representative. Mr. Parker was employed on full-time basis.

Proposed amendments to tax law were prepared and presented to industry for study. All 107 stations were asked to send check in amount of current one-time, one-hundred hour rate to insure adequate financial support.

Members of committee include: Chairman and Treasurer, George B. Storer, The Fort Industry Co.; Vice Chairman, Dwight W. Martin, Croxley Broadcasting Corp.; Campbell Arnoux, WPTV-TV New York; Earl Gammone, CBS; Robert Hinkley, ABC; Clair R. McCollough, WAGL-TV Lancaster, Pa.; J. H. Pools, The Fort Industry Co.; Frank M. Russell, NBC; D. W. Thornton, WCAU-TV Philadelphia; ex-officio members: C. E. Arney Jr., NARTB; Thad H. Brown Jr., NARTB.

TONNAGE ORDER ISSUED

NATIONAL Production Authority's Construction Controls Division Friday notified field offices to approve applications for construction involving less than three tons of scarce materials. Broadcasters to be included under directive.

Approval would assure go-ahead on antenna bays and other equipment using "insignificant" amount of material.

NEW RCA DEFENSE UNIT

FACTORY unit to be devoted solely to production of electronic equipment for national defense to be established in Camden works of RCA-Victor Division. Radar equipment will be produced in unit with production to start in fall. Summer vacation at plant starts June 29.
OVERALLS FOR THE SMALL FRY...

Recently, one of the home-sewing series on the "Visit Esther Alderman" show was devoted to making overalls, including an actual modeling of the finished garment by one active, small boy. Tuesday and Thursday afternoons, busy housewives and mothers in the WDEL-TV area, pause for half an hour to visit with Mrs. Alderman, Wilmington urban home demonstration agent. Her tele-courses have proved popular with viewers because Mrs. Alderman packs her thirty-minute television appearance with practical instruction, not only in home sewing, but in such subjects as making lamp shades and furniture; preparing unusual salads; removing stains from fabrics or planning nutritious meals with the seven basic foods.

This program is one of many local features carried by this station in an endeavor to meet the public needs of the community it serves.

WDEL-TV
Wilmington, Delaware
A Steinman Station

Represented by
ROBERT MEEKER Associates Chicago • San Francisco • New York • Los Angeles

OADCASTING • Telecasting

June 18, 1951
Any time's good time on WFBR!

Sounds like an ad man's idea of a hot slogan, doesn't it?

It happened to be true! Shell Oil Company found that out with their early morning—early evening—late evening pattern.

Other advertisers—dozens of them—are using WFBR time all around the clock to sell profitably.

Because of this, WFBR has built a number of sales-minded participation shows, scattered strategically through the day and night.

Any WFBR salesman or your John Blair man can tell you about availabilities.
NEW FACILITIES TO BETTER SERVE YOUR NEEDS

Look at these features of the new 5/10 KW AM Transmitter*

- For the first time in any commercial transmitter, Continental's improved high-efficiency amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.
- Exclusive of the automatic voltage regulator, the transmitter is completely self-contained, thus simplifying installation.
- Full, unobstructed view of all functional equipment is possible through the new "Transview" cabinet design and handsome vertical chassis construction. All components are forced-air ventilated.
- MAXIMUM STABILITY of tuning assured by vacuum-type capacitors in output stage.
- HUM-FREE OPERATION of control system through DC-operated relays.

*Being paid through GRAYSAR ELECTRIC COMPANY

We specialize in custom design to solve specific problems

Our NEW, modern plant, vastly expanded facilities and trained personnel are ready to go to work for you at a moment's notice. Skilled engineers are at your disposal to analyze specific problems. Expert draftsmen are on the job to design equipment geared to your particular needs in smooth, dependable broadcasting operations. Long years of experience—in both domestic and foreign markets—stand behind Continental Service. The Continental reputation for uniform high quality, superior workmanship and technical ability is your assurance of lasting satisfaction.

Upper right, the Continental 5 Tower 5 KW Power Division and Phase Control Unit. Lower right, typical Continental components—radio frequency inductors grouped about a larger isolation inductor.

NEW HOME OF CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

CONTINENTAL ELECTRONICS
Manufacturing Company

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVERGREEN 1127

PRODUCERS OF

- Complete transmitters
- Power division and phase control units
- Radio frequency inductors
- Rectifiers-Amplifiers
- Isolation inductors
- FM-AM Isolation units
- Aluminum coupling cabinets
- Antenna coupling units
- Arc-back indicators
Let's get straight

The Association of National Advertisers recently recommended a reappraisal of radio's rates. Their report immediately set in motion a series of events without precedent in radio's history. We agree that when any new medium, such as television, becomes a sizeable factor in planning advertising budgets, it is high time to appraise its effect on all media including radio.

The ANA made their radio rate analysis only in television markets, and many people jumped to the conclusion that radio rates everywhere should be reduced. This was not inherent in the ANA report. It obviously would be unrealistic and, we believe, indefensible to analyze radio values in Portland, Oregon, or Wichita, Kansas, where TV is non-existent, on the same basis as in such TV markets as New York and Chicago.

As a matter of fact, in Portland and Wichita — as in many good markets — radio families have increased and listening is up. Any true revaluation would indicate that a healthy rate increase can be fully justified. So again we agree with the ANA that a reappraisal of radio rates must be done on a sensible market by market basis. It must be based on the present degree of radio coverage of each station in each market.

Amazingly, among the people who jumped to the erroneous conclusion that rates should be reduced uniformly without regard to advertising values, were the radio networks themselves.

Columbia rushed into print with an across-the-board cut of a flat 10% from 1:00 o'clock in the afternoon to 11:00 o'clock at night, except for 2½ prime evening hours when the flat cut was 15%.

NBC followed this formula almost exactly and ABC came next with a 15% cut 1:00 to 11:00 PM.

But mark this fantastic fact.

These cuts in rates to the advertiser are not based on any appraisal of radio's advertising values market by market. They are not the outcome of any sound analysis. Just a flat cut — no matter what the station's actual advertising value might be!

This unique conception seems to take the view that each network operates from a single wholly-owned transmitter which sends its signal simultaneously to all parts of the country. Actually, each network is comprised of hundreds of individual radio stations owned and operated by separate local people or corporations. These stations have only a contractual relationship with the network with which they are affiliated. The essence of these contracts is simply that the stations agree to broadcast, for so much money, the programs furnished them by the network during certain hours of the day. Each station has many hours in which it broadcasts its own programs, commercial and public service, and so is an important part of its own local community life. We won't belabour a point so well known to everyone in radio (including the networks) and to most advertisers, that radio stations are local and individual entities which sometimes carry network programs.

Now the local business men who operate radio stations are the people who, as we interpret the network point of view, should pay for the cuts in network rates regardless of their individual worth to the advertiser.

The networks aren't footing the bill. They simply cut the station's rates without regard to its individual market, coverage, penetration, or its power to move merchandise.

The advertiser can take advantage of the rate cut only between 1:00 PM and 11:00 PM.

— but

the networks have cut the individual station's rate for every network program including those broadcast before 1:00 PM!
These matters have been viewed very gravely by the independently owned, network-affiliated stations. There has been a feeling among many of them that the panic exhibited by the networks is unwarranted and can lead only to gross inequities to stations, to certain weakening of the networks themselves and to a lessening of actual network advertising values. The method, viewed from any angle, is unfair, unsound and unhealthy.

The reasons why this method is unfair have been touched on here. The reasons why it is unsound and unhealthy are, in skeleton form, these:

Indiscriminate slashing of rates can indicate hasty or careless thinking. It’s the kind of thinking which, if it persists, can spread into other phases of network operation — into programming, sales service, research, etc. Passed on from the network to the stations, less effective effort along any or all of these lines can in time be reflected in loss of audience.

It is equally true that indiscriminate slashing of rates — even in the face of the audience gains which so many stations can demonstrate — seems to understate and undervalue radio audiences both at the same time. It can create an impression, among advertisers and agencies, that something has happened to the productivity of that big web-footed bird that has been providing them with golden eggs for so long.

We think that advertisers want to keep alive and strong every medium which their skilled hands can use to sell their products and services. We think their primary demand is for a fair return for their advertising dollars. We think that, along with that, they want to know what to expect from advertising dollars.

If that is so, they will not be satisfied with the kind of broad generalities in an across-the-board rate cut. They will buy radio in the markets and on the stations which can demonstrate that they offer a good advertising value.

Every radio station — every newspaper or magazine or television station — should stand ready at all times — in the past, now, or in the future — to prove its worth.

That’s all any sound station wants today. To be considered on its own merits. It does not want its advertising value arbitrarily reduced without any consideration of the facts which prove its advertising effectiveness. The station wants to be bought on a basis of its worth to the advertiser, and not on an artificial formula worked out by the network for corporate expediency.

What we ask each advertiser and his agency to do is simply this: Put aside the easy judgment that revalued radio means devalued radio.

Measure radio — as you would measure any advertising medium — in each market — by what it delivers for the dollar put into it.

We think you will find that radio today is still the least expensive direct line to the public and that stations throughout the country can prove it — market by market.

* * *

This message, the first in a series, was prepared as a service to good radio.

EDWARD PETRY & CO., INC.
NEW YORK CHICAGO DALLAS
LOS ANGELES ST. LOUIS SAN FRANCISCO

*CBS & NBC cut station rates 10% for all pgms. ABC’s cut was 15% for all pgms.
feature of the week

CROWNING of a “1961 Beverage Ball Queen” put the finishing touch on a joint promotion campaign of the Kerns Beverage Co. and WBUD Morrisville, Pa.

Steps leading up to the ball began in 1947, when Kerns bought time and spot announcements on a WBUD disc jockey program, The Austin Austin Show.

Miss Austin proved so popular among ‘teen-agers, that in 1948, WBUD and Kerns decided to “take the show on the road.”

With her, to all ‘teen-age canteens in public schools in the WBUD coverage area, Miss Austin took Kerns beverage. At each canteen a queen was picked, through ballots furnished a week previously.

In 1950, Kerns and WBUD decided to hold a gala “Beverage Ball” for all canteens visited during the 1950-51 school year.

More than 6,000 ‘teen-agers attended the ball, held in Trenton, N. J. Some 14 girls from the WBUD coverage area competed for the title of grand queen.

The queen, Dorren Way, Trenton Catholic High School Canteen, was crowned with a $10,000 diamond tiara, borrowed for the occasion from a New York jeweler by Ruder & Finn Assoc., New York agency.

The promotion created much enthusiasm among participating canteens. Even the press cooperated. The names of WBUD and Kerns entered conversations of just about every ‘teen-ager in the coverage area.

After the ball was over, William Pearson, Kerns vice president, commented, “If this is what radio can do, give me more of it!”

To which WBUD added the footnote, “And that exactly is what we hope to do.”

RELAXED.......?

Yes, and easy listening, too—heard nightly Monday through Friday at 7:00 on WRC. In just a few short weeks, “BATTERS’ PLATTERS” has grown to the listening stature of an early evening stand-by.

Charlie Batters’ casual style has a long-lasting way with habit audience, based on good music and off-hand comment—spiced but balanced.

This regular half-hour, in peak time has a few participations open, certainly worth your planning for STRONG coverage in the ever-growing Washington market. Batters’ style isn’t studied ... it’s designed for hard selling. His growing list of sponsors is our best recommendation.

MONDAY THRU FRIDAY
7:00 PM

YOUR BEST BUY IS
IN THE NATION’S CAPITAL

FIRST in WASHINGTON
WBRC 7
3,000 Watts - 980 KC
Represented by NBC SPOT SALES

strictly business

Mr. DANNENBAUM

ALEXANDER DANNENBAUM Jr., commercial manager of WPTZ (TV) Philadelphia, started out to be an engineer, but his early background in radio and his aptitude for sales caused him to turn to the radio and television field.

Mr. Dannenbaum, who is known to friends and business associates as “Bink,” was born in Wyncote, Pa., in 1910. He attended Penn Military Preparatory School in Chester. He studied engineering first at Cornell and then at Princeton, where he received his B.S.

After graduating from Princeton, he worked as an engineer for Keystone State Construction Co. Later he joined the Blum Department store in Philadelphia where he held various merchandising positions.

In 1935 Mr. Dannenbaum entered the field of radio as a salesman for WDAS Philadelphia. Radio was not unfamiliar to Mr. Dannenbaum since his father, Alexander Sr., was an owner of WDAS. Young Dannenbaum immediately proved his ability in salesmanship by getting national accounts to use WDAS. He secured Lucky Strike and American Home Products as (Continued on page 75)

NATIONAL AND REGIONAL COMPANY
YOU KEEP ON

“Houston Hoedown”

Jet Dog Food
Stanback
Bee Brand Insect
Powder
Southern Select
Beer
Thom McAn Shoes
Jax Beer
Pepsi-Cola
Hadacol
B C Headache
Powder
Dianol Insecticide
Chicago - Webster
Phonograph
Robert Hall
Big Clothes

Plus a choice list of local advertisers

For Information call
P. O. Box 2135
TWX HO 414

“RADIO RANCH”

Page 10 • June 18, 1951

BROADCASTING • Telecastin
According to an independent survey made by students at North Dakota Agricultural College, 17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station. 3,969 farm families in the rich Red River Valley were asked “To what radio station does your family listen most?” 78.6% said WDAY, with the next station getting only 4.4%!

Fargo-Moorhead Hoopers credit WDAY with much the same overwhelming popularity “in town”. Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater Share of Audience than all other Fargo-Moorhead stations combined!

WDAY is one of America’s great radio buys, serving one of America’s great farm markets. Write direct or ask Free & Peters for all the facts on WDAY and the rich Red River Valley!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS
FREE & PETERS, Inc., Exclusive National Representatives
The PIONEER was a Lady!

Way back '29 a woman in radio sales was unheard of—and unthinkable to everybody but Peggy Stone. And she did more than think about it!

Having started with CBS in 1929, thence to Hearst Radio, Inc., in 1938 as Vice President in charge of Station Relations, she was soon blazing trails for Hearst salesmen with possibly the first organized program of sales promotion in the industry, inaugurate procedures which are being used today in most of the larger representative firms.

Selling is our Peggy's forte... and she begged, pleaded and stormed until she was finally permitted to go out and sell. And that's what she's been doing ever since, with notable success. She helped form Radio Representatives, Inc., in 1948, and there you'll find her today giving her all for properties represented.

We're proud to present Peggy Stone, although it's hardly necessary, for this Radio Pioneer is one of the best known personalities in the industry.

Represented by RADIO REPRESENTATIVES, Inc.

WMPS

MEMPHIS, TENNESSEE

AMERICAN BROADCASTING COMPANY

Monty Mann, vice president in charge of the Dallas Branch of Glenn Adv., appointed vice president Lowe Bunkle Co., Oklahoma City. Mr. Mann previously was vice president and assistant to the president at Tracy-Locke Co., where he served for 22 years.

Richard S. Cotterman, manager WCOM Parkersburg, W. Va., to Robert Porter King Adv., same city. Firm will change name to King & Cotterman.

Raymond V. Muscarell, assistant spacebuyer G. M. Basford Co., N. Y., appointed assistant to president.

Mr. Mann

Fred Killian, TV program director ABC Chicago, to Young & Rubicam, same city, as television program supervisor July 1. He was ABC and CBS Chicago production manager.

Frances Velthuys, Price, Robinson, Frank, Chicago, to Compton Adv., N. Y., effective June 18, as timebuyer for Procter & Gamble in radio and television.

Denman & Betteridge Inc., Detroit, changes name to Denman & Baker Inc. William I. Denman is president, Ernest W. Baker and George M. Black are vice presidents.

As far back as he can recall, Jack Peterson always wanted to write—event to the extent of planning "The Great American Novel" during his early teens. However, he became interested in radio and today Jack (officially, John Irving Peterson) finds himself happily occupied as radio-TV director of the Barnes Chase Co., San Diego's only AAAA agency.

Although born in Chicago, Mr. Peterson considers himself a small-town product, for he grew up in the relaxed Illinois community of Dwight, which has neither agencies nor radio stations. It was there, nevertheless, that he first developed a flair for journalism and discovered he could get paid for writing, an after-school chore he relished more than the common practice of working in grocery stores.

After a year or so of post-high school service as a "stringer" correspondent for various downstate Illinois dailies, Mr. Peterson started what he characterizes as his liberal education—four years on the editorial staff of the Pontiac, Ill., Daily Leader. His chief concern was sports—he started the paper's first regular sports column—and this activity led him into radio in 1940.

Mr. Peterson

To become sportscaster at WDZ, Tuscola, Ill. (now Decatur), Mr. Peterson had to pass what he still believes was the toughest audition ever conceived. Some 243 completely green announcing aspirants were put through all sorts of tests in a series of on-the-air auditions which spread over a period of six or seven weeks. Eventually, the field narrowed down to just one—and Mr. Peterson found himself in the radio business.

He earned his pro-gigging spurs in a variety of places after leaving WDZ 16 months following his debut. These included WMMN Fairmont, W. Va.; WIS Columbia, S. C.; WIBC Indianapolis, and KOY Phoenix, with a couple of years at WBBM-CBS Chicago as producer-director.

Chicago's some what unpredictable and often uninspiring weather caused Mr. Peterson to succumb to the go-west movement. In that area he first was associated with the Los Angeles distributor for Admiral television as advertising manager and then, early last year, he joined the Barnes Chase Co. There he has had an active part in the expanded national use of television by Westgate-Sun Har- (Continued on page 76)

Broadcasting • Telecasting

LEE GARFIELD named administrative manager of newly created new business department of Hirshon-Garfield, N. Y.

CHESTER W. DUDLEY and WILLIAM GEOGHEGAN, account executives, Compton Adv., N. Y., elected vice presidents of company.

C. GORDON WOOD named manager Vancouver office of McConnell, Eastman Co. Ltd. He has been with agency since 1944.

ALEX W. EVANS, vice-president and Los Angeles manager Brisacher, Wheeler & Staff, opens own agency under name of A. W. Evans Co. at 949 N. La Cienega Blvd., that city. Phone is CRestview 6-4101. J. ANDREW POTTER is radio-TV director, with ROBERTA THEOBALD media director. They were formerly associated with Brisacher, Wheeler & Staff.

CARLETON (Bud) EVANS, publicity staff United Airlines, L. A., named assistant promotion manager Walter McCready Inc., Beverly Hills.

ROBERT ANDERSON, account executive Anderson-McConnell Adv., Los Angeles, with rank of first lieutenant, now on active duty with Marine Corps as public information officer at 11th Marine Corps Reserve District, that city.

OTTO W. PROCHAZKA, Anderson & Cairns, N. Y., to J. D. Tarcher & Co., same city, as copy chief.

WILLIAM E. FORBES, Young & Rubicam, N. Y., to Southern California Music Co., L. A., as vice president and general manager.

JOHN L. HARVEY, advertising manager Plymouth Products, division of Safeway Stores Inc., S. F., to Ruthrauff & Ryan, S. F., as manager.

ERWIN H. KLAUS, vice-president Oppenheim, Van Slyck & Klaus Inc., S. F., to sales staff of Henderize Inc., Sacramento manufacturers of textile paints.

JOSEPH M. ALLEN, vice president in charge of public relations Bristol-Myers Co., appointed to head radio, television and films committee for fall campaign of United Red Feather Campaigns of America. He will be assisted by two associate chairmen, WAYNE TISS, BBDO, Los Angeles, for the West Coast; and ANTHONY G. B. GEOGHEGAN, Young & Rubicam, New York, for the East Coast.

IRWIN VLADIMIR & Co. Inc., N. Y. and Chicago, opens San Francisco office under management of RUSSELL PIERCE, manager of J. Walter Thompson, S. F., and partner of Hodges, Pierce & Company, S. F. publicty firm. Mr. Pierce will continue interest in latter firm. Address for new office is 251 Kearney street. Telephone number is YUkon 6-5892.

MARY POLOSON, timebuyer at Henri, Hurst & McDonald, Chicago, resigns. Future plans are uncertain.

HORACE CARLETON, manager Lockwood-Shackelford, S. F., resigns. No successor named.

H. P. MARTIN, assistant manager Richmond office Courtland D. Ferguson Inc., appointed manager of office.

B. HAROLD MILLER, advertising and sales promotion manager Lederle Labs Div. of American Cyanamid Co., N. Y., to Doyle, Kitchen & McCormick, same city, as manager of pharmaceutical accounts.

CHARLES FARRAN, vice president Grisawold-Eshleman Co., Cleveland, elected president of Cleveland chapter of the National Industrial Advertisers Assn.

MORAL:

Only WHAM—Rochester, N. Y.'s 50,000-watt, clear channel station—covers the 23 counties of up-state New York and Northern Pennsylvania where listening records like the above occur. These same rural citizens, with their 7-day-a-week WHAM loyalty, can be your customers, too.
EDITOR:
Thanks loads for the write-up in Broadcasting • Telecasting...
I've had many comments on the article from friends in Chicago as well as other cities. It was interesting to note the wide readership of your magazine and I, too, enjoy reading it.

John B. McLaughlin
Adv. & Sales Promotion Mgr.
Kraft Foods Co.
Chicago, Ill.

* * *

Clem Randau Appeal
EDITOR:
Will it take another Pearl Harbor—or worse—to wake us up to the urgency for civil defense?...
I believe it is impossible for the U.S. to have a real defense and production program without adequate civil defense. If we are attacked, our production lines must remain in operation to supply the armed forces. Without adequate protection of the civilian population our productive capacity would be knocked down, perhaps knocked out. Would broadcasters do me the very great favor of replying by airmail giving me their thoughts, briefly or voluminously, on the following:
1. What is the situation in their communities or states with regard to the public appreciation of the potential danger?
2. How can Congress best be made aware that a civil defense program is necessary to meet that danger?
3. How can we better get our story across to the country?
4. Whatever else they care to tell me.

Replies... will be kept confidential if broadcasters so desire.

Clem J. Randau
Executive Director
Federal Civil Defense Administration
1980 Columbia Rd., N.W.
Washington 9, D.C.

[EDITOR'S NOTE: Mr. Randau, one-time vice president of United Press and former president and directing head of Marshall Field Enterprises, serves cooperation. Broadcasting • Telecasting hopes every broadcaster in the country will respond to his appeal.]

Who's on First?
EDITOR:
A very interesting story ["Did He Invent Radio?"]...do you think there is anything to it?

B. G. H. Rowley
U. S. Representative
Marconi's Wireless Telegraph Co. Ltd.

[EDITOR'S NOTE: The story, in Broadcasting • Telecasting, March 10, pointed out the possibility that Nathan B. Stubblefield, a Kentucky inventor, sent radio transmissions before Marconi.]

Help For Haupt
EDITOR:
An effort is being made by certain radio and newspaper interests, seeking to have set aside the policy rule of the Reconstruction Finance Corp. which prohibits loans to radio, newspapers and others engaged in the dissemination of news. We would appreciate hearing from any radio station owner who has ever applied for a loan to RFC and had its application refused solely upon the grounds of this so-called "policy."

We would also appreciate very much being advised by any radio station owner if he has been able to secure a loan from RFC. We are merely seeking information, and there will be no request for any assistance on your part in connection with our present efforts to have undone what we believe to be an unjustified discrimination against radio and newspapers...

William H. Haupt
President,
KVVC Ventura, Calif.
134 S. Market St.
Inglewood, Calif.

* * *

Cheap Labor
EDITOR:
There seems to be a new low in radio remuneration according to these ads ["Help Wanted" classified section of Broadcasting • Telecasting]...What's hap-

(Continued on page 18)
G-E 5-STAR ARINC TUBES
ARE 5 WAYS BETTER!

Take your design cue from airmen who praise the superiority of ARINC types!

"Records kept by our company show replacement of ARINC tubes to be only 2% as compared with an average of 49% replacement for 13 types of regular tubes over the same period."

W. W. LYNCH, System Communications Superintendent, Pan American World Airways System.

"Our company is using ARINC reliable tubes wherever possible. Experience has shown that equipment using these tubes seldom causes delays from tube failure."

J. H. CARMICHAEL, President, Capital Airlines.

"The effect of using ARINC tubes in our equipment became immediately apparent. Off-schedule removals of airborne equipment due to tube failures have been materially reduced."

J. R. CUNNINGHAM, Director of Communications, United Air Lines.

"During a six months' carefully controlled comparison service test, ARINC tubes required only 3/4 as many replacements as first quality standard brand tubes."

FRANK R. WAGNER, Supervisor of Radio, Electrical and Instrument Engineering, TWA.

"We have four VHF Navigation Receivers which have been in service for more than 1,000 hours each. Of the 104 ARINC tubes used, we have not had a single failure."

J. LANE WARE, Supervisor of Communications Engineering, National Airlines.

G-E 5-STAR ARINC TUBES
ARE 5 WAYS BETTER!
pening to radio? $50 or $60 isn't a living wage in these times even for a single person. Is radio looking for rich playboys to dabble in broadcasting—or do they really want experienced men of substantial background? ... Anna Mae Collins Rockford, Ill.

**FM's Alive and Kicking**

**EDITOR:**

I would like to comment briefly on your editorial "FM's Aches-TVs Balm?" in the June 11, 1961, edition of **Broadcasting & Teletexting**.

Forgetting for a minute the present furor over FM's specialized services, (which, incidentally, I believe will result in the Commission's eventual blessing of these services under reasonable regulation), there are a few things that must be taken into consideration in connection with any proposal to use a portion of the FM band for three additional television channels.

You state that "substantial engineering opinion supports the view that the fewer than 700 FM stations might well be accommodated in two megacycles." This might be true if you could space these 700 FM stations over the country solely from an engineering and geographical standpoint, neglecting of course, the economics of the situation.

Inasmuch as I am quite familiar with the Chicago situation, I call to your attention the following facts:

There are 18 FM stations on the air in Metropolitan Chicago now.

Of these 18 FM stations—

1. provide program service, no part of which is heard on AM;
2. provide the only evening program service for daytime AM affiliates;
3. provide substantially greater coverage than their AM affiliates;
4. are the only radio stations in their communities.

According to a survey taken in April, 1961, by a very reputable nationally known organization, over one million people regularly listen to these 18 FM stations.

I defy any engineer to figure out how these 18 stations could operate on the suggested two megacycles or 10 channels.

We and many others have been fighting for successful operation in spite of many artificial handicaps for some years, and you may be sure that any attempt to take part of the FM band for television would be resisted with the maximum effort.

**WEA** has a sufficient number of listeners who count on it for valued program service to justify the continuing of advertising expenses by over 100 advertisers...

Edward A. Wheeler
President WEAW(FM)

**EDITORIAL NOTE:** Mr. Wheeler, one of the country's most energetic and successful FM operators, has a point about the FM station population in these markets will be maintained. Moreover, there's other adjacent VHF space that could be utilized.

**A GIANT problem with a SMALL solution**

The problem is INFLATION, defined as "a large price rise lasting a long time." Because it cheapens dollars, inflation dislocates our national economy and endangers our standards of living.

So what's to be done about it? The Mutual Life has long taken an active part in combating inflation. We have advocated anti-inflation measures to our million policyholders, as well as to others in a position to influence, or actually form, public policy. The Company has also supported the campaign against inflation conducted by the Institute of Life Insurance.

But the ultimate solution rests with the individual... with the worried little man cartoonists use to symbolize the public. What he does in the months ahead will have an important effect on the fate of inflation.

To fight inflation, the individual should buy less, save more, borrow less and support government efforts to economize and "pay as it goes."

The Mutual Life is currently making available to radio stations a 15-minute dramatic and entertaining transcription on the subject of inflation. The material is handled in simple, down-to-earth style. We'd be glad to tell you more about it.

**MILWAUKEE Awards Announced**

**MILWAUKEE COUNTY** Radio & Television Council has announced its radio awards and TV mentions after tabulating more than 10,000 votes from members of affiliated civic and social groups. Because Milwaukee is a one-TV station market, only mentions were given in the video groupings, according to the awards chairman, Dr. Elia Clark of Marquette U.

**WOKY** earned first place among programs for young children with "Playtime for Children." First place also went to WTMJ in programs for children from 9 to 12 for "Young Moderns and Author Talks Books with WISN winning top elation in the teenagers category for Your Question Please."

Three groups of public service shows were ranked by council members. In the personal and social problems division, WISN and WEMP tied for first place with "Road to Tomorrow and Marquette Workshop." WISN and WTMJ tied for first in the public issues classification, with Common Council, from the mayor's office, and Mr. Jaycees. WTMJ's Kilowatt Hour earned the top award in the cultural classification.

Honorable mentions went to WISN for its "Conservation Trail" and "School Concert Series," to WTMJ for "Let's Forget It" and to WFOX for the "Jesus Mass Broadcast." Mention was also given to WISN WFOX WEMP and WMIL for the combined coverage of MacArthur's homecoming.

Local video shows telecast by WTMJ which were cited included "Sunday Morning Church Services," the "Explorers' Club," the "Library Story" and the day-long MacArthur coverage. Network shows mentioned were "Mama, John Cameron Swayze, Kieran's Kaleidoscope, Voice of Firestone with Howard Barlow, Pultizer Prize Playhouse and the Senate Crime Hearings."
what's happened to radio in
SCRANTON WILKES-BARRE?

WGBI makes it bigger, better, more profitable than ever in the Nation's 21ST Market!

Scranton's strictly a radio town—no television stations in Wilkes-Barre or Scranton. It's strictly WGBI's town too... with consistently phenomenal Hoopers like these to prove it: Mornings 61.1, Afternoons 53.6, Evenings 71.6!

Scranton—Wilkes-Barre and its 674,000 Pennsylvanians are too important for any advertiser to overlook. Include them next time you're making plans... along with the one station that sells them morning, noon and night!

(Figures from Hooper Radio Audience Index: March-April 1951)

Mrs. M. E. Megargee  George D. Coleman
President  General Manager
CBS Affiliate  910 KC  1000 Watts Day  500 Watts Night

WGBI moves up with a brand new 265 foot tower now located only 11 air miles from Wilkes-Barre. All new transmitting equipment, too... giving more spending people better reception than ever before!

LOUIS MILANI FOODS Inc., L. A. (1890 French Dressing and other food products), on varied schedule in 17 week campaign, has started sponsoring participation in home economic and personality programs on 28 California and Nevada radio and television stations. List includes KNBC KGO KFRC KCBS KJBS KTA KROW KPBK KERN WQO KMJ KOH KNX KFI KLC KLH KIST KOG KTO KVEN KBON-TV KGO-T TV KPIX (TV) KECA-TV KLC-TV KNBH (TV) KTTV KTSI (TV). Agency: Marketers Inc., L. A.

LIBBY, McNELL & LIBBY, Chicago, for its pineapple juice, sponsoring heavy saturation campaign of about 10 TV spots weekly in Chicago, New York and Philadelphia for 13 weeks. Agency: Foote, Cone & Belding, Chicago. Schedule may be extended later.

MAIER BREWING Co., L. A. (102 Beer), with cooperation of Greater Los Angeles Press Club June 20 starts weekly 30 minute Press Conference on KECA-TV that city. Chet Huntley will be moderator. Contract is for 28 weeks. Beer firm has started 15 minute Lee Wood News thrice weekly for 52 weeks on KTSI (TV) Hollywood and sponsors 2½ hour Friday night Wrestling on KLC- TV same city. Film spots are used on KFMB-TV San Diego. Company in addition sponsors five weekly 15 minute transcribed Lonesome Gal on KJU KMPC Hollywood and KERN Bakersfield; transcribed thrice weekly Philo Vance and twice per week Boston Blackie An on KCLA Los Angeles; participation in daily Swing Time and Joe Adams Show on KOWL Santa Monica. Spot announcement schedule is maintained on seven Southern California stations. List includes KFI KNX KFI KECX KITO KLAC KMPC. Agency: John L. Edwards & Assoc., L. A.

Network . . .

WILDROOT Co., Buffalo, to sponsor 15-minute segment of CBS Fib in Peace and War being dropped by PROCTER & GAMBLE, while GENERAL MILLS will continue sponsorship of other half through summer, Thursday, 8:30 p.m. Agency: BBDO, N. Y.

PET MILK SALES Corp., St. Louis, renews Fibber McGee & Molly, Tuesday, 9:30-10 p.m., on NBC for another 37 weeks effective in late Sept. Agency: Gardner Adv., St. Louis.

SUMMER replacement for Big Story, sponsored by American Cigarette and Cigar Co. (Pall Mall cigarettes), will be The Door With No Name, starting July 6 for eight weeks, 9-9:30 p.m. Fri., on NBC-TV. Agency: Sullivan, Stauffer, Colwell & Baysles, N. Y.

M. & M. Ltd., Newark, N. J. (candy), through William Esty Co., N. Y., renews its alternate-Sunday sponsorship of Super Circus, over ABC-TV, 5-6 p.m., effective Aug. 12 through Jan. 27, 1952. Bauer & Black (for Curity First-Aid Supplies) will sponsor 5:30-6 p.m. portion for five-week hiatus period preceding Aug. 12.


COLGATE-PALMOLIVE-BETT Co., Toronto (soaps), as summer replacement for 15 weeks, starts Strike It Rich replacing The Happy Gang on Trans-Canada network, Mon. through Fr., 1:15-1:45 p.m. Agency: Spitzer & Mills Ltd., Toronto.

GENERAL MILLS, Minneapolis, renews sponsorship of Betty Crocker Magazine of the Air, Mon. through Fri., 10:30-11:45 a.m., on ABC, effective June 4 for 52 weeks, with stations increased to 207. Agency: Dancer-Fitzgerald-Sample, N. Y.

BLOCK DRUG Co., Jersey City (Amm-i-dent), to sponsor No School (Continued on page 80)
NOW
MORE THAN EVER
YOU'RE RIGHT
WHEN YOU BUY
KRNT
THAT
KNOW-HOW
GO-NOW**

STATION WITH THE
FABULOUS PERSONALITIES AND
ASTRONOMICAL HOOPERS

* Leads Morning, Afternoon, and Evening
  (C. E. Hooper Audience Index, Oct. '50
  thru Apr. '51).

** Iowans DO "Go Now" when KRNT tells
  'em what and where to buy! Listeners act
  and react, as shown by the fact that KRNT
  has by far the most local advertisers . . .
  has had the most the longest!

REPRESENTED BY THE KATZ AGENCY
Narcotics Law
WTIC Hartford, Conn., claims credit for passage of a state narcotic law patterned after its own recommendations. Paul W. Morency, WTIC vice president and general manager, and Leonard Patrielli, program manager, enlisted aid of the state police commissioner to get action on a proposed bill pending before legislature. Bill was passed 24 hours before it adjourned. Mr. Morency supported project adopted by station’s Mind Your Manners program, which began crusade for more stringent laws. Subsequent teen-age programs featured discussions of the problems. WTIC prepared special radio announcements urging citizens to contact their representatives at the state capitol. Copies also were supplied to other stations in the state. WTIC plans to mail copies of new law to all NBC affiliates in major cities, with an appeal to station managers for comparable efforts.

In the Public Interest

Gas Failure
KELO Sioux Falls, S. D., offered its facilities for broadcasting vital information to the public when a gas line exploded, cutting off the gas supply to a 20-mile area. Announcements kept public abreast of repair work and told listeners how to handle their own gas appliances to prevent serious property damage and physical injuries. Station was commended by the Central Electric & Gas Co., Sioux Falls, for “grand job” of radio coverage, failing which “a very serious situation would have developed.”

Polio Fight
KFMO Flat River, Mo., received the Homer P. Rainey Award from the Missouri State Polio Foundation for outstanding efforts in raising funds to fight polio. KFMO was given award on May 1 for this year’s broadcasts in which St. Francois County took part since last February. Station claims this has been the “major means” of raising quota for county. James F. Collins, KFMO manager, conceived the idea in 1948 and each year station has presented the Big Broadcast. Last year’s drive raised $10,000 in two broadcasts.

Citizenship Day
KTNL Denver broadcast the 12th annual “I Am An American” Day program at the City Auditorium May 20, including naturalization ceremonies. Station claims that, by virtue of its weekly 12 hours of foreign language entertainment, it reached 500,000 plus foreign-language citizens, through the exclusive broadcast. KTLN features Spanish, Mexican and Italian disc jockey programs.

Circus Party
BENEDICT GIMBEL JR., president of WIP Philadelphia, played host to 5,000 under-privileged children at the 37th annual Gimbel Brothers Circus Party May 21. Children came as guests from 86 Philadelphia institutions, including hospitals, orphanages, playgrounds, schools and charitable and religious organizations. The Circus Party is a tradition established in 1925 by Mr. Gimbel’s uncle, the late Ellis A. Gimbel, merchant-philanthropist.

‘Fair Trade’
NEWSMEN at WMT Cedar Rapids, Iowa, claim they promoted a “fair trade” with the police by exchanging one of the state’s most elusive criminals for an exclusive interview. A former WMT regional correspondent tipped off the station on the location of Frank Harpa, who had stolen a truck and engaged in jailbreaking. Newsman Cole McMartin tipped the police and later obtained a spot interview.

YMCA Appeal
APPEAL by WEST Easton, Pa., for six electric toasters to be used at a YMCA camp in the Pennsylvania mountains brought in pledges for 34 of the items within 23 minutes of an announcement by Disk Jockey Ted Pierce May 31. Mr. Pierce’s program, DJ Club, is heard daily, 12:30-1:30 p.m.

‘Cancer Crusade’
TOTAL of $7,926 was raised by WHAS-TV Louisville, Ky., as a result of its 11-hour Cancer Crusade held last in April, Victor A. Sholla, vice president and director of WHAS-AM-TV, announced last night. Money was turned over to Kentucky and Indiana divisions of American Cancer Society. Participants in broadcast drive included county leaders and WHAS-TV talent. Local groups assisted in answering phone calls which, at one point, came in at the rate of 24 per minute. All pledges were announced on the air.

Fund Drive
A FUND drive seeking contributions for a kids’ summer camp was

(Continued on page 89)
Oh say can you see—

"That's Jonesey—putting out his flag again. He hasn't missed one Sunday in the eight years we've been neighbors. I used to kid him about it a lot. Asked him why didn't he buy a cannon to shoot off with it. He took it good-natured-like. But we got to talking last week about war in general. That was the first time I even knew he had a son.

"His boy, Joe, enlisted right after Pearl Harbor and got overseas fast. When young Joe came back, Jonesey met him at the railroad station, stayed up with him all night and rode out with him to the cemetery on the hill. After it was all over, the sergeant gave Jonesey the flag that had covered Joe. That's it over there. I don't kid Jonesey any more.

"Instead, I've been listening respectfully when he talks about the flag... only when he says it, it's Flag. With a capital F. Same capital F he puts on Freedom, which is what it really means. Jonesey sure made me think about Freedom a lot.

For instance...

"When I vote, nobody knows where I put my X's. Nobody puts me in jail for picking out my own church. And no teachers tell my kids to spy on me and turn me in because I squawk about taxes or high prices. And when I told my boss I was quitting to open a little grocery with the dough I'd saved in war bonds, he wished me luck and said he'd have his missus buy their groceries from me.

"That's what Jonesey meant when he said our Freedom is right under our noses. Can't feel it or see it. But it's there just the same, wrapped up in every star and stripe in that Flag across the street.

"And, if you'll excuse me, I'm going outside and hoist my own Flag, too... just bought it last night. Oh say can you see? I sure can... now!"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America who owes much of her prosperity to her many huge industries that provide her people with the world's finest living. Through many industries, Republic serves all America. A typical example can be found in the Petroleum Industry whose products furnish much of the nation's power, heat and light. In this production, too, steel plays a vital role... carbon, alloy and stainless... much of which comes from the many mills of Republic.

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or publish, write Dept. M, Republic Steel, Cleveland 1, Ohio.
What IF they SECEDE?

We don't hold with those who—as ANA—suggest that a TV home is completely and forever lost to radio, but suppose every radio family in WOAI's area which could conceivably become a TV home (only a little more than one-fourth are TV homes now) did secede from WOAI's 28-year history of dominant coverage. 621,650 homes outside the TV area still would be served by WOAI. That's 77% more homes than WOAI served in 1942. WOAI's rate has increased only 13% since 1942. Hooper shows WOAI leads in audience morning, afternoon and night. WOAI is a better than ever buy!

So

Even if every radio family in WOAI'S TV area should secede, WOAI, instead of cutting rate, still might logically increase its rate by a very substantial amount.

San Antonio

AMERICA'S FASTEST GROWING MAJOR CITY

Represented Nationally by

EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit
BUYERS and sellers of radio time are seeking an operating formula under which they would cooperate to attain their common goal—sale of goods and services.

This bright spot in the troubled radio advertiser-radio station scene developed Thursday as members of the radio-wide Affiliates Committee met with President D. Joseph Weed of Weed & Co., National Association of Radio-Television Station Owners.

The two interests—medium and buyer—have been shooting at each other since ANA came out last summer with a series of figures designed to cut radio rates off at the knees because of television's impact.

Radio operators suffered two setbacks this spring when (1) ANA unleashed a new series of figures, and (2) CBS touched off a series of network radio rate cuts.

Hope for development of closer and continuing liaison between radio and its advertisers was voiced Thursday by Paul W. Morency, chairman of the Affiliates Committee, after an initial three-hour conference with ANA leaders.

Mr. Morency described the conversations as “very satisfactory” and said he was pleased that they had turned up “no areas of violent disagreement” between advertisers and radio men. Another meeting is planned in about two weeks.

Interest Is Common

Mr. Morency, of WTIC Hartford, who was accompanied at the session by Committeemen Clair McCollough of the Steinman Stations and Edgar Kobak of WTWA, said he had found no evidence that the ANA officials are not interested in maintaining radio on a strong basis, "just as we are interested." He felt that frequent contact between radio and advertisers would lead to better understanding of common problems and work to the advantage of both groups.

In another Thursday meeting the three Affiliates Committee members conferred with a subcommittee from the National Assn. of Radio & Television Station Representatives to canvass means of cooperation with the committee in its efforts to bolster radio's rate structure.

"We found many areas of agreement and none of disagreement," Mr. Morency reported, asserting that the NARTSR group had reassigned its support of BAB and would work to secure greater backing of both BAB and the Affiliates Committee.

In the meantime CBS, whose cut in its network radio rates prompted spontaneous formation of the industry-wide Affiliates Committee, announced it was "the first of the major networks to report a 100% acceptance" of its rate cut by its affiliates.

ABC two days earlier reported it had advised advertisers and agencies that its affiliates had accepted the ABC reduction in time costs. NBC officials said all but about a dozen of its affiliates have agreed to make the NBC rate reduction effective July 1—the date set by the other networks and requested by NBC—and that the remaining dozen had agreed to accept the cuts when the full 90-day notice provided in affiliation contracts expires Aug. 3. Mutual's rate adjustment, last to be announced, has the approval of the new Mutual Affiliates Advisory Board.

The ANA group at the conference with the Affiliates Committee representatives was composed of ANA President Paul West; N. H. McElroy of Procter & Gamble; George Duram of Lever Bros., chairman of the ANA committee which conducted the second ANA radio rate study; and Walter Lantz of Bristol Myers.

Purpose of Session

The session was called as an exploratory one and did not consider the specific question of radio rates—a subject which ANA officials declared taboo when they agreed to the meeting. With ANA President West slated to be away for several weeks, Mr. McElroy as ANA vice president will head the advertisers group at the next conference.

Representing NARTSR at the meeting with the Affiliates Committee were President Robert Meeker, of Robert Meeker Assoc.; Murray Grabhorn, newly named managing director of NARTSR (see story page 24); Wells Barnett Jr. of John Blair & Co., and Joseph Weed of Weed & Co.

Mr. Morency said no date had been set for the next meeting of the full Affiliates Committee, but that the members will be given a full report of the ANA and NARTSR conferences.

The network time-cost reductions which led to creation of the Affiliates Committee will give advertisers 10 to 15% off on after-noon and evening time. Only the CBS cut had been announced at the time the committee was formed, but after one round of conferences with officials of the other networks, committee men were convinced that the other networks would shortly follow suit. Mutual's rate-adjustment announcement almost three weeks ago made it a clean sweep.

GROSS time sales of the four nationwide networks during April 1951 totaled $15,921,908, according to records of Publishers Information Bureau. More significant than the number of dollars, however, is the fact that this total is slightly (0.02%) ahead of the $15,918,872 gross for the month of April 1950, reversing a downward trend which for a year or more has found each month's combined gross almost invariably falling behind the total for the same month of the previous year.

Cumulative figures for the first four months, for example, show a 1951 combined network gross of $64,064,755, a drop of 1.8% from the $65,255,973 figure for the first three months of 1950.

Of the four national radio networks, CBS and MBS made gains in April 1951 over April 1950. Billings of the other two, ABC and NBC, were less last April than the year before, but their losses were not enough to overcome the gains of CBS and MBS.

Last April was the month in which CBS announced its rate reductions, a move described by that network as forced by the threats of advertisers not to renew schedules at prevailing rates. The PIB report emphasized that the rate cut decision was made in recognition of future withdrawals of sponsors, since business in the CBS shop at the time of the rate cut decision was bigger than it was the year before. Billings for April 1951 and April 1950 were:

- Network April 1951 April 1950
  - ABC $2,937,078 $3,128,603
  - CBS 6,509,147 6,054,738
  - MBS 1,539,801 1,441,452
  - NBC 4,096,182 5,294,013

The list of top 10 network clients for April of this year shows little (Continued on page 88).
MURRAY GRABHORN was unanimously elected managing director of the National Association of Radio and Television Station Representatives at its regular membership meeting in New York Wednesday. He succeeds T. F. Flanagan, managing director in 1948, who resigned because of ill health. NARTSR President Robert Meeker, head of Robert Meeker & Assoc., announced following the meeting.

Mr. Grabhorn, until recently ABC spot sales supervisor, has been broad-casting for more than 20 years. Starting in 1928 with the Don Lee Broadcasting System as a salesman with KHJ Los Angeles, he became sales manager of KHJ in 1935 to New York as manager of the John Blair & Co. offices there, he returned in 1937 to Los Angeles as manager of KECA, then operated by the Hearst Newspapers as KEHE. In 1938, he moved to New York as vice president and general manager of Hearst Radio Inc., later known as International Radio Sales.

In 1941, Mr. Grabhorn worked with the Philco Radio and Television Corp. on a special assignment, following which, in 1942, he moved to ABC.

A member of the Radio Pioneers and of the Radio Executives Club of New York, for which he has served two terms as president, Mr. Grabhorn’s appointment becomes effective July 1. However, he met June 14 with the NARTSR subcommittee and a group from the

EVANS NAMED
Succeeds Wallace at NBC

APPOINTMENT of Jacob A. Evans, manager of sales development, advertising and promotion for NBC National Spot Sales, as manager of radio advertising and promotion, effective today (Monday), was announced last week [CLOSED CIRCUIT, June 11]. He succeeds George W. Wallace who resigned to join Reader’s Digest International.

John K. Herbert, vice president and general sales manager for radio, announced the promotion of Mr. Evans, who joined the network’s New York offices in 1946 as a sales promotion writer. He became manager of audience promotion in 1947 and was advanced to the National Spot Sales post in 1948.

Before joining NBC he was radio music conductor and a composer at WJR extension studios, Ann Arbor, Mich., and in 1946 became sales manager of KSTT Davenport, Iowa.

A native of Birmingham, Ala., Mr. Evans was educated at Western Kentucky College, Bowling Green, Ky., and at the U. of Michigan, from which he holds a master’s degree in music. He served during World War II in the Air Force and was overseas in the Marianas Islands area.

ACKERMAN BACK
Renamed CBS Vice President

HARRY S. ACKERMAN, who stepped down from a CBS vice presidency a year ago, was returned to that post in charge of network programs in Hollywood last week in a move which was seen as a forerunner to other CBS executive changes.

Howard S. Melgian, vice president and general attorney, who is in charge of Hollywood operations including sales, station operations and general administrative functions, is slated to return to New York shortly. Reports that he would return to the New York headquarters have persisted for several months, and indications last week were that the return may come this month.

Mr. Ackerman’s election to a vice presidency came Wednesday at a board of directors meeting which also named James E. Conkling, president of Columbia Records, to the CBS board membership recently vacated by the resignation of Isaac D. Levy [BROADCASTING • TELECASTING, June 4]. The board meeting coincided with the CBS stockholders meeting at which Columbia’s acquisition of Hytron Radio & Electronics Corp. was approved (see story page 25).

Mr. Ackerman gave up a vice presidency last June in order to

ABC-UP.T DEAL
Justice Dept. Eyes Phases
JUSTICE Dept. scrutiny of the proposed ABC-United Paramount Theaters merger was underway last week.

H. Graham Morison, head of the anti-trust division, revealed that Justice had requested in writing full details of the $26 million merger.

The “close interest” exhibited by Justice reportedly stems from the aspect of the merger which might put UP.T back into production, thereby partially undoing the consent decree of March 1949.

Under the consent decree, the government required old Paramount Pictures to separate its film production activities from its distribution and theatre-operations [BROADCASTING • TELECASTING, May 28].

Meanwhile, although the transaction was announced on May 23, prospects for completion of the merger before late summer dwindled as spokesmen said applications which need FCC approval will not be filed until after stockholders’ meetings in July [BROADCASTING • TELECASTING, June 11].

Gannon Leaves B&B
CHARLES F. GANNON, vice president and public relations director of Benton & Bowles, has resigned [CLOSED CIRCUIT, June 11] to form a new firm, Armstrong, Gannon & Assoc., in New York and Washington, D. C. It will be in industrial public relations accounts. Spencer Armstrong is the director of Opinion Leaders of America and was previously director of the Bituminous Coal Institute.

Mr. Gannon

Grabhorn Named Managing Dir.

Affiliates Committee to discuss ways of repelling further invasions on the radio price structure (story page 23).

Mr. Grabhorn was to assume the post of general manager of WPTR Albany last Friday [BROADCASTING • TELECASTING, June 4].

In view of the NARTSR developments, Robert L. Cote, radio-television consultant for the Schine interests, announced the appointment of Morgan Ryan to be WPTR general manager, effective today (Monday). Mr. Ryan is a former ABC executive.

H. Gannon

MBS News Increases
SINCE June 25, 1950, when the North Koreans crossed the 38th parallel, MBS has almost doubled its program time devoted to news, the network stated last week. Prior to that date Mutual presented a total of 4 hours and 45 minutes of news broadcasts weekly. Today the network schedule includes new programs totaling 7 hours and 45 minutes a week.

Hudson Using Ziv
HUDSON MOTOR Car Co., Detroit, through Brooke, Smith, French & Dorrance, same city, is spotting five Ziv transcribed shows in 25 cities for 13 weeks. They are Bold Venture, Boston Blackie, Guy Lombardo, Phil Vance or Favorite Story.
COMMERCIAL telecasters, facing a direct challenge from the Ford Foundation to show the sort of job they can do in TV education, assembled in Washington Friday to decide how to meet the challenge and how to maintain high program standards.

Creation of an agency to guide TV stations in meeting this challenge may emerge from the all-industry meeting called a month ago by NARTB to deal with growing criticism of video programming.

At the time the meeting was arranged [broadcasting • telecasting, May 21], NARTB's Educational Program Standards Committee was concerned over the "ever-increasing swell of criticism directed against mass-education programming from many sources."

The committee was worried about "well-organized efforts being made by educational groups to secure control of very considerable portion of the frequencies available for TV uses."

Last week, however, the whole tenor of the Friday all-industry TV meeting was changed by an announcement from Ford Foundation that it regarded commercial telecasting, with a billion dollar potential, "will be the real impetus to national TV on this country—on its level of information, its emotional maturity and its unconscious behavior patterns" [closed circuit, June 11].

Fears Dispelled

The foundation, according to James Webb Young, its consultant, feels it should "work within this stream to promote educational telecasting."

This recognition of the power of commercial TV brought immediate approval from many of the industry's leaders. It dispelled fears that the heavily endowed foundation had become over-run with anti-commercial pedagogists. It was felt the all-industry meeting might come up with a concrete proposal.

Such a proposal could range from a purely counselling committee to a full-time cooperative group representing telecasters, advertisers, agencies, educators, and perhaps government.

With educators and TV critics tiring of the "baleful" effect on telecast stations because of program calibre, necklines, multi-spotting and obnoxious commercials, station operators will find themselves under many pressures when they meet Friday of CBS.

Actual agenda for the closed Friday meeting will be drawn up Thursday by the NARTB-TV Program Standards Committee, all of whose members are TV directors.

Other TV directors have been invited to attend the Thursday meeting so the TV board can take up such problems as completion of NARTB's "commercial channel" proposal.

The Thursday meeting will come face to face with the Ford Foundation's challenge. Some observers contend the foundation's acceptance of the industry's position that it can do an educational job is a make-or-break proposal. If the industry fails to produce funds, knowledge and personnel to implement the foundation's idea, then telecasters face the danger of being labeled video medicine men without proper concept of public service responsibility, it is contended.

NARTB headquarters was hopeful at the weekend that well over three-fourths of TV stations, perhaps more, will be represented at the all-industry meeting. Ford Site will be the Statler Hotel in Washington.

CBS-HYTRON MERGER

Stockholder Groups OK

Robert D. Sweazy, WDSU-TV New Orleans, is scheduled to open the Friday meeting as chairman of the program standards group. He will introduce Dr. Kenneth H. Baisch, Columbia Broadcasting System, who will review a TV programming analysis based on station logs for the May 6-12 week.

The analysis will cover ratio of commercials to sustaining pro-
grams, network and local sources, spot announcements and similar factors rather than program content.

Coy Is To Talk

FCC Chairman Wayne Coy is to appear at 11 a.m. for a discussion of the TV programming situation. It was believed he would answer questions from the floor.

Sen. Edwin C. Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, will address the luncheon session.

A CBS-Hytron proposal would include statements by industry members and frank discussion of the issues raised. In a nutshell, the industry expects to see a look at Friday in an effort to see where it is heading and decide if anything should be done about TV pro-

Ford Foundation Offers Pole Chance

gramming at this stage.

Suggestion has been made that TV stations should act quickly and develop a program for Mr. Young to submit to the Ford Foundation's board.

The educators' association became agitated Wednesday when it saw the exchange of correspondence between NARTB President Harold Fellow and Distributors, Corp., who had appeared to weaken before the NARTB's television board meeting to outline his views.

Edward L. Bernays, famed press agent and chairman of NAB's public interest committee, sent a hot telegram to Dr. Robert M. Hutchins, associate director of the foundation, asking him to clear up any misunderstanding he might have expressed in his letter to Mr. Fellow and had nothing to add.

While NAEB made much reference to TV and hoped the nation's level of information would not depend on "dictates of (Continued on page 78)
BAB PITCH

Dorrance To Develop

DICK DORRANCE has been retained by BAB to develop its major presentation of the radio medium. When the White House announced in New York Thursday (CLOSED CIRCUIT, June 11) that Dorrance, formerly a partner in Dorrance-Waddele & Co., the then-Washington-based BAB account for a long time, early this month became director of public relations and press information for MSA. Dorrance has been retained to Mr. Dorrance's taking on "this important and time-consuming assignment," Mr. Ryan said, expressing BAB's appreciation to Mr. White.

Full cooperation of all four networks will be available to Mr. Dorrance in carrying out his assignment, Mr. Ryan continued. The president of NBC, CBS, ABC and Mutual have individually offered to turn over to BAB for use in its major radio presentation all the facts and figures at their disposal. Additionally, the heads of virtually all of radio's research services have volunteered to cooperate with BAB in getting the facts for the presentation. Mr. Dorrance has already started on the assignment and BAB plans to have the project completed by mid-summer, he said.

Meanwhile, Mr. Ryan continued, BAB's own staff is at work on a "whole series of projects," several of which the corporation had published and sent to members. A retail service bulletin for July-August, containing sales opportunities leads and a special section on public utilities advertising budgets, already had been mailed, he said. Seven new BAB co-op cards, with seven major advertisers' cooperation, have been advertised as advertising issues, and 23 co-op issues would go out to the membership by week's end, he announced.

PUBLIC UTILITY EXPENDITURES

Public utility companies last year spent 70 cents per customer on advertising, with 6.7% of all expenditures spent for radio and 20% for television time and talent, against 34.7% for newspaper space, according to the analysis made by the public utilities advertising assn.

Before the end of June, Mr. Ryan went on, two more sales aids will be mailed to members. This includes a new department store radio advertising folder expected to be mailed June 22. On or about July 2, BAB will initiate a "unique contest designed to build up use by BAB members of a mass of radio success stories and case histories," and, later next month, the September edition of its detailed service bulletin will be issued.

Under preparation for distribution the end of this month, Mr. Ryan said, are the reports of the first three months of BAB's independent operation plus details of its future plans. It will go first to members, later to station prospects, advertisers and agencies, he said.

Around Aug. 1, two new retail information folders will be published, one covering the dairy industry, and the other children's and infant's wear. Also, three sales presentations based on radio vs. newspaper tests of Advertising Research Bureau and at least ARBI studies, will be ready shortly. Method of the tests is to spend equal amounts in radio and newspapers, and interview shoppers in respect to which medium influenced them to look for the advertised merchandise. Radio has consistently outpulled its competitor, Mr. Ryan said, and BAB will publish results of 51 of these studies in three main merchandise categories.

1950 EARNINGS

DuMont Leads Media Execs

DR. ALLEN B. DuMONT, president of DuMont Labs Inc., and of the DuMont TV Network, with a compensation of $364,539, led earnings of media executives for 1950, according to the Broadcasting and Television Commission records revealed last week.

Other media executive earnings shown in SEC records were William S. Paley, CBS, $100,000; Frank Stanton, CBS, $151,697; Edward R. Murrow, CBS, $135,086; Frank M. Polson, RCA, $134,583; Brig. Gen. David Sarnoff, RCA, $100,000; and E. F. Monohan, Jr., president of Zenith Radio Corp., $158,190.

ACTION to combat taxes or restrictions on advertising was taken last week by the Advertising Federation of America, which held its annual convention at 10-13 at the Chase Hotel, St. Louis.

AFRA adopted a resolution calling on its members and clubs to meet these challenges wherever they appeared. Another resolution specifically criticized a report by the Joint Committee on the Economic Report, which called for a "unanimous recommendation for a 20-25% excise tax on advertising.

Ralph W. Hardy, NARTB director of government relations, called the report "a complete misunderstanding of the proposal. Mr. Hardy told the 1,000 delegates about government regulations and legislation affecting the medium, and endorsed the "unanimous recommendation for a 20-25% excise tax on advertising.

A feature of the final day was a session on television's present and future. Participants included Louis A. Hausman, CBS vice president in charge of sales promotion and advertising; Don L. Kearney, recently-named to the new post of television program manager at The Katz Agency; John A. Thomas, head of TV account service, BBDO New York; Newman McEvoy, vice president and media director, Cunningham & Walsh, New York, and Robert W. Waktman, research engineer, Allen B. DuMont Labs.

Also present was the Monday morning with Eugene S. Thomas, WOR-TV New York, presiding as program committee chairman. Mr. Thomas has been an AFRA board member for many years.

Direct Dealing Advised

In his government relations talk Mr. Hardy suggested the best way of dealing with government is by "direct and open above-board negotiation with the government and by the local examiner in the fundamental educational processes."

Commenting on the joint committee report, Mr. Hardy cited introductory language as follows: "Promoting economic point of view, one of the most desirable excise taxes that could be levied would be a tax on advertising, especially on that urgent consumer to buy goods. A heavy tax currently imposed on advertising may have a variety of results. The advertising of some types of products may be discontinued for want of a market. Others may reduce the amount of their advertising. In some cases advertising media would reduce their rates of advertising and absorb part of the tax. In others, advertisers may shift to direct advertising by mail or by hand bill and the tax could not be made to apply to these types of advertising."

Mr. Hardy observed that this recommendation went into the proposal, and was released to officers of the government without a dissent from any of the 14 Senators and Congressmen who made up the committee. He explained that the report was prepared by the committee's staff and now is being urged upon the tax committee of the Congress for enactment of excise taxes on advertising.

He warned of the challenging aspect of "government behind the government," consisting of so-called experts often picked for their friendliness to a point of view. Many of these experts rely almost exclusively on textbook materials and these reports give evidence of the lack of practical understanding of the basic economic and social factors involved.

Few members of Congress have had actual business or professional experience, Mr. Hardy said. He urged that the (Continued on page 90).

RICHARDS CASE

Examiner Proposes Dismissal

DISMISSAL of the celebrated Richards case was proposed last week with the claim that the death of G. A. (Dick) Richards had rendered the proceedings moot.

Mr. Richards, chairman of the board of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, died May 28 [Broadcasting, Telecasting, June 4].

In an initial decision, James D. Cunningham, FCC hearing examiner, proposed the dismissal of proceedings instituted by the FCC against the Radio News Club of Southern California complained that Mr. Richards had directed the slandering of news on KMPC.

Mr. Cunningham pointed out that the FCC inquiry had been directed into the question of whether the corporations operating WJR, WGAR and KMPC were qualified to hold station licenses as long as they were under Mr. Richards' personal control. Mr. Richards' death, therefore, eliminated the issue.

The FCC examiner said that final disposition of the proposal for continued operation of these radio facilities will be made "pursuant to and with connection with such applications as are expected to be filed in behalf of the corporate successor for involuntary transfer of control."

These applications probably will be filed after June 19, the date set by the Los Angeles courts for proceedings that Richards will, according to Louis C. Caldwell, Washington attorney representing the

To Counter Taxes, Restrictions
BARTLEY LEADS

WHO WILL succeed Comr. Frieda B. Hennoch on the FCC was the big question in Washington last week following the first woman Commissioner's appointment to a federal district judgeship in New York.

While the vacancy will not occur until the Senate's confirmation of Miss Hennoch or the appointment of her judicial successor, Washington's professional grapevine is in full swing, and speculate spontaneously developed on the succession.

Leading candidate, at deadline, was understood to be T. H. Bartley, nephew of Speaker Sam Rayburn of the House, who is well known in broadcast and Congressional circles. He has been with the NAS; the FCC's Washington staff. Following a bid for the Yap, the firm's Washington offices and will devote his attention primarily to litigation and appellate work, but not necessarily specializing in radio matters.

In terminating his FCC service of some 10 years this past year, Mr. Plotkin again expressed the wish to practice law in New York.

Yet another contender is Mr. Bartley, Chief Executive Officer of the Research and Development Division of Western Electric, a position which he held until March 31. No word has been heard, however, of any action to seek the view of Mr. Bartley, Chief Executive Officer of the Research and Development Division of Western Electric, a position which he held until March 31. No word has been heard, however, of any action to seek the view of Mr. Bartley.

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visit to the Land of Perhaps...........................a fable

ONE SUMMER MORNING a Double-Breasted Broadcaster who
nested in the rocky province of Re-
ality flew over to see what kind of
birds lived in the sugar-coated
forests of the neighboring region of
Perhaps, where everything is made
terminally lush by the rain of sweet-

"That's a mighty fine looking
dition you've got there," the
twin-Breasted Broadcaster said
admiringly as he alit on the limb.
He had never been lucky enough to
stump the experts on Information
Please or rich enough to buy an
Encyclopedia Britannica.

"Like it?" said the Fuzzy-Crested
Oracle. "They grew on a tree over
here in Perhaps. Of course, I own
all the trees. Tell you what, how
about buying a set? Only nine hun-
dred and ninety-nine dollars and
ninety-nine cents, with a dollar
down and the balance paid by you,
your heirs and assigns."

"No, thanks," said the Double-
Breasted Broadcaster. "I can't
afford it."

"That's the trouble with your
kind," said the Fuzzy-Crested
Oracle gruffly. "You don't care
about being educated. You can't
tell me anything about your kind
because I used to live over in Re-
ality, and I know what goes on.
Money, money, money; that's all
you hear over there."

"Oh, I don't know," said the
Double-Breasted Broadcaster.
"Money, money," the Fuzzy-
Crested Oracle went on, "and yet
you won't spend a lousy nine hun-
dred and ninety-nine dollars and,
ob, yes, ninety-nine cents for the
biggest little package of education
you can buy at any price. Well, if
that's too steep for you, would you
be interested in a little proposition
in movie film?" The Oracle flew
over to a nearby tree where re-
s of film dangled and returned
with one in his beak. "Wait 'til you
play film in your projector," he said.
"It's the mating habits of the Gnu.
Very educational. An Encyclo-
pedia Britannica educational film."

The Double-Breasted Broadcaster
shook his head.

"You could put it on television
over in your country," the Fuzzy-
Crested Oracle said. "You'd make
Milton Berle look sick. Not only
that, you'd be educational as all
got out, and maybe some of those

Ruffed Grouches that have been
hollering away at you guys for being
uneducational would shut up."

"Well," said the Double-Breasted
Broadcaster, "the Ruffed Grouse
might shut up, but, boy, would there
be a holler from everybody else in
my country."

The Fuzzy-Crested Oracle put
the film aside. "Let's get back to
the Encyclopedia," he said. "Now,
just look at this. He pointed at
the open book with a well-pretted
wing. "I was reading up on Edu-
cation when you dropped in. Look,
there's twenty or thirty pages of
fine print in here about Educa-
ton. You read all of that and,
brother, will you be educated. And
for only nine hundred and ninety-

The Double-Breasted Broadcaster
looked at his watch. "It's getting
late," he said. "I'm a long way
from home. In fact, I don't think
I'll go this far again."

"Now hold on," said the Fuzzy-
Crested Oracle, "there's more than
this section on Education in this
big, economy package. This set of
books is chock full of rich, tempt-
ing facts that'll make you smack
your lips."

"Say," interrupted the Double-
Breasted Broadcaster, "were you
ever in the advertising business
over in Thirty?"

The Fuzzy-Crested Oracle let the
book slip from his claw and almost
fell off the limb. Recovering his
balance, he gasped: "You found
out."

The Oracle grabbed an arrow
from the quiver of a passing Spar-
row and plunged it into his own
heart. He fell lifeless in the grass
below.

Moral: Better to be a rich book
peddler than a rich advertising
man.

NUNN RE-NADED
Continues IAAB Post

GILMORE N. NUNN, of the Nunn
station group, last week was reap-
pointed by NARTB President
Harold E. Fellows as representative to
the Inter-American Assn. of Broad-
casters. Mr. Nunn is IAAB vice
president, having been elected at
its March meeting in Sao Paulo.

The appointment was announced
Tuesday at a dinner given by
NARTB at the Waldorf-Astoria,
New York, for a group of elec-
tronic manufacturers interested in
the export trade. Goar Mestre,
president of IAAB and director
general of CMQ Havana, was guest
of honor.

Mr. Mestre gave a detailed re-
port on IAAB activities, empha-
sizing its devotion to principles of
freedom of enterprise and commun-
ications. He and Mr. Nunn offered
a plan to strengthen IAAB through
manufacturer participation.

NARTB board chairman, Justin
Miller, presided at the dinner.
Robert C. Sprague, board chair-
man of Radio-Television Mfrs.
Assn., represented that body of-
ically.

Industry Representatives

Among others who attended the
dinner were R. Romeyn and Bill
Tait, Philco International; Bill
Halligan Jr., Walter Hardy and
Loring, Hallcrafters Co.; J. M. Fein
and A. Coumont, Interna-
tional General Electric; Bert
Taylor, DuMont; C. W. Slaybaugh,
RCA International; E. A. Nicholas,
Federal Telecommunications Labs.;
O. H. Caldwell, Tele-Tech; Leonard
Kapner, WCAE Pittsburgh,
NARTB District-3 director; Rob-
ert K. Richards, NARTB public
affairs director.

DPA-NPA UNION
Fusion Nears Realization

LONG-AWAITED merger of the
government’s two top production
agencies—the Defense Production
Administration and the National
Production Authority—into one al-
location body appeared close to
reality late Thursday.

First official hat was thrown
out last Tuesday by Defense Mobi-
lizer Charles E. Wilson at a news
conference. Mr. Wilson said an
announcement on the consolidation
would be forthcoming momentarily.

What tact the consolidation
would take was not immediately
known. There were reports that
Manly Fleischmann, NPA admin-
istrator, would head up the single
allocations agency. Edwin Gibson
has been serving as acting admin-
istrator of DPA, a policy agency.
NPA is now lodged within the
Dept. of Commerce and functions
as the operating arm.

In any event, the merger, when
effected, would bring under one
roof—logically if not literally
—such groups as the Electronics
Production Board, Electronics
Products Division, Communications
Products Division, and the Office of
Civilian Requirements, not to men-
tion a variety of other units con-
cerned with electronics and broad-
cast matters.
WASHINGTON Transit Radio Inc. last Thursday joined forces with the Capital Transit Co. and the Public Utilities Commission for the District of Columbia in a petition for a rehearing of the controversial transitcasting decision before the U. S. Circuit Court of Appeals [BROADCASTING • TELECASTING, June 17]. The appeal seeks an overturning of the court's ruling that transit FM violates the constitutional rights of passengers, attorneys asked the court to stay its mandate, vacate the judgment, and to enter a judgment affirming the U. S. District Court decision a year ago.

While the Court of Appeals is not required to act immediately upon the petition, authorities expected a decision momentarily granting or denying the appeal—here is the rush of the summer. In the event it agrees to reconsider the case, it was held likely that arguments would be re-opened sometime during the fall session, which commences late in September or early October.

In petitioning for rehearing on June 1, Washington Transit Radio Inc. and the CTC-PUC faction asked that, if the request for relief is denied, the court "stay the mandate . . . for a period of 30 days" to enable them to file an appeal with the U. S. Supreme Court.

The petition termed the Court of Appeals ruling "novel in its constitutional concepts," making "unprecedented inroads upon the administrative and legislative process."

No Ruling on Music

The judgment had held that the broadcast appeals "forced listening" upon riders, that deprivation of rights stemmed from government action giving CTC a "virtual monopoly" of transportation, and that the appeals deprived passengers of their rights "without due process of law." The court did not rule on the musical segments of the broadcasts.

In a legal briefside, the three-party petition charged that the court:

- Erred in holding that the protest acts of Capital Transit were "governmental action."
- Lacked support in finding that a "franchise" or partial or total monopoly made those actions "governmental."
- Erred in finding that transitcasting "deprive objecting passengers of liberty without due process of law."
- Assumed the authority to determine whether transit FM conforms to "public convenience" which was the basis of the PUC decision dismissing complaints against the service.
- Erred in finding that commercial advertising is not protected by the First Amendment "under the facts."
- Disregarded "uncontradicted evidence" to the effect that there is a substantial public desire for the broadcasts.

"The basic factual premise of the court's decision is its assumption that passengers on Capital Transit vehicles are 'forced' to listen to the FM broadcasts," the appellants charged. The court "also relies for support on the supposed admissions . . . wholly outside the record before the (PUC) or certified to the court," the petition held.

The commission found that hearing the broadcasts "is a matter of the working of the mind," and that the mind can "exclude unwanted sounds."

"The record before the court shows conclusively by evidence and findings by the commission that there is no 'verisimile sense of hearing' or 'forced listening,'" the appellants maintained.

The Court's Desire

The petition also took exception to court findings that "there is no evidence of a substantial public desire for the broadcasts . . . in the face of findings by the commission directly to the contrary."

The court went "outside the record," the petition continued, to cite a Washington Post poll, "a rival advertising medium which openly admits its opposition to Transit FMcasting and labeled it an "unbiased inquiry."

With respect to franchises, the appellants held that "under such government jurisdiction the licensee is granted a monopoly only to the extent that the public interest may not require further competition."

Under that concept, the brief charged, the action of every privately-owned company operating a radio station, airline, railroad and other facilities would be "governmental action."

Thus, a radio station "which prevented anyone who so desired from transmitting messages over its station or censored the scripts of programs it allocated, would be in violation of the First Amendment by restricting free speech. Under such established law, the Bill of Rights would be extended . . . in flat contradiction to every interpretation or construction thereof laid down by the Supreme Court," the brief claimed.

The attorneys claimed that rights to "liberty" under the Fifth Amendment are "relatively and not absolute and are subject to "the adjustment of competing interests" as indicated in the Constitution."

Additionally, the petition continued, the court's finding that commercial and announcements deprive passengers of liberty without due process—and its implication that "forced listening" to music may not be deemed "objectionable" are "impossible to reconcile" with respect to violation of the Constitution. Moreover, the court made the key of objections "absolute and dismisses that of the majority desiring to listen" as "irrelevant," it asserted.

Furthermore, any deprivation of liberty is not without due process, the appellants contended, pointing out that Congress has vested in the PUC the power of assessing competing interests.

Protection of Programs

With respect to protection of programs, the brief declared that discovery results which would be published in reports and other announcements—cited by the court along with commercial programs—is legally covered by the First Amendment. The brief pointed out that the First Amendment does not protect "commercial" advertising.

Attorneys said the Supreme Court has made it clear that, "while a city may prohibit the use of its streets for the distribution of purely commercial leaflets without violating the Constitution, it cannot prohibit the broadcast of leaflets."

(Continued on page 84)

**DURABLE GOODS**

**Materials Allocation Looms**

The output of all consumer durable goods, including radio-TV sets and combinations and phonographs, may be placed under materials allocation sometime this fall, the government indicated last week.

Manufacturers of these civilian goods will be asked sometime in July to fill out applications designed to assure the civilian industry of sufficient raw materials to turn out radio and television sets. These goods are exclusive of commercial equipment not previously included in the government's Controlled Materials Plan for copper, steel and aluminum.

In making this announcement, Administrator Manly Fleischmann of the National Production Authority said this action would facilitate planning for the fourth quarter (beginning in October) "if that should become necessary to insure an equitable share of controlled materials for these industries."

As with commercial studio transmitters and other equipment, Mr. Fleischmann said that applications would be at once "a free ticket and a limitation" on the amount of materials they may expend for radio and television sets. To that end, he added, copper and steel mills will be asked to set aside a certain quantity of materials for that purpose.

The locations would cover items not previously listed in the government's Class B Products Listing issued earlier this year (The TCA News, May 7). These included electronics components, recorders, amplifiers and audio equipment as well as radio receiving and TV receiver cathode ray tubes. Earmarked for the CMP plan are AM and FM table and console radio phonographs, radio receivers, combination or plug-in record players and radio-TV or table console models, with a list of variations.

Other Developments

Following a news conference last Wednesday, Mr. Fleischmann told BROADCASTING • TELECASTING that:

(1) The government also is working on a plan for keeping radio-TV receivers in "maintenance, repair and operation" through manufacturers, distributors and repair shops [TELECASTING • TELECASTING, June 11].

(2) No additional materials probably would be allotted to manufacturers in view of current interest in color television.

On the latter, Mr. Fleischmann said that the final decision would rest with top-level circles in the Defense Production Administration, that he said, however, that electronics needs probably would be evaluated along with those of other industries, a view also expressed by the Defense Mobilizer Charles E. Wilson at the NABFB Chicago convention.

Tracing the work of the defense production agencies (both NPA and DPA), Mr. Fleischmann said that certain departments in the government have been designated as "claimant groups" for different fields, and that others will serve in an advisory capacity.

As an example he cited the FCC which, he said, "did not want to process applications for material requirements but only serve as an adviser in the communication field."

The NPA administrator, turning to materials shortages, told newsmen that "there is virtually no free area or market for steel!" and that, on the basis of discussions with consumer goods producers, there is "no advantage" in competing in that market for steel, which he estimated at roughly 10% for the third quarter. Overall copper-steel-aluminum demands by (Continued on page 44)
HILL RADIO-TV
Javits, Madden Favor

Radio-TV coverage of Congressional sessions would keep the people in touch with vital government decisions, Rep. A. K. Javits (R-N.Y.) and Ray J. Madden (D-Ind.) agreed last night (Sunday) on a panel broadcast over the NBC Broadcashing System.

Discussed was the subject "Should Congressional Sessions Be Broadcast Regularly." Moderator was George Campbell. Both Congressmen felt that the proceedings of Congress must and eventually will be broadcast. As an aid to regular coverage, they cited the need for a code of ethics.

Rep. Javits, who sponsored a resolution proposing broadcast-telecasts of House proceedings and who was slated to appear before the Senate Executive Expenditures Committee last Friday (see AT DEADLINE) to testify on the subject, said coverage would aid the public in knowing his government. He pointed to the Kefauver Crime Committee hearings telecasts as an illustration.

Sen. Kefauver already conducts radio-TV coverage and has gone on record in favor of telecasts of Cabinet sessions [BROADCASTING • TELECASTING, June 11].

Opponents' arguments which must be overcome were listed by Rep. Javits as: (1) hidden camera or microphone, (2) hamming and acting by members, (3) unfair emphasis of members' absences.

To these, Rep. Madden added possible "smear" and "slander" of individuals or organizations from the floor of the House or from the committee room. "These difficulties we must surmount. You have got to use modern methods of communication, and there is nothing superior to radio and television in that respect."

Meanwhile, in the Senate, Chairman Ed. C. Johnson (D-Cell.), chair of the Senate Interstate Commerce Committee, said an address by Dean Alfanse at a testimonial dinner for Mayor Impellitteri of New York, "stated my own views on the subject...force and logic..."

Crux of Mr. Alfanse's talk was that expressed by opponents of the Kefauver Crime Committee telecasts at the height of their popularity. He cited the tendency to put on a "show" and called demurred "private sponsorship of commercial companies" of such telecasts. Net effect is a "frontal assault upon the body of private rights guaranteed by the Constitution," Mr. Alfanse said.

IN REVIEW...

IT IS the proud and entirely factual boast of Jack Barry that his Life Begins at 80 is "the only television program with over 400 episodes."

This is a claim which even the Federal Trade Commission, if it were so minded, would be hard pressed to challenge, if only out of deference to the combined ages of members who compose the panel of Mr. Barry's show each week and answer questions sent in by televisioners.

There is also room for merit in the conviction that Mr. Barry has effectively capitalized a formula which keenly shows up television's wholesome human interest qualities. Using that formula, he gears the program to reminiscences that long antedated the era of wonderful nonsense.

Televisioners who are amused by the everyday wisdom of old folk and the bright sayings of children were doubly rewarded on the June 5 edition.

Mr. Barry devoted approximately half of his program to another of his creations, Juvenile Jury, which has enjoyed appreciable popularity the past half-dozen years. In an obvious pitch for a potential advertiser for Jury, Mr. Barry parlayed to good advantage words of wisdom from comparative babes with the earthy observations of at least three generations removed.

The wealthy bachelor, a partner in Barry-Enright Productions, does not permit his penchant for low-budget shows and human-interest format to deprive viewers of tried-and-true experience gimmicks, however. They are present in one form or another, all calculated to sustain viewer interest. The stock characters, which in any super-production would be confused stereotypes, pass off with ease and charm. On Life Begins at 80, they are amusing because they are living people projected to your living-room for a visit.

These characteristics take the living form of Fred Stein, a realtor who is always on the alert for a fast buck, of the proud but witty Georgiana Carhart, (who constant-
RADIO RATE FACTS

THAT ALL advertising interests, buyers as well as sellers, have a stake in keeping radio alive and strong and capable of going on delivering the dollar, is the basic thesis of a three-week series of double-page institutional ads run by Edward Petry and the National Advertising Research Bureau, which carry the generic title "What every advertising man should know about radio's rate policies."

This week's ad, titled "Let's Get Straight on Radio Rates," expresses agreement with ANA recommendations that the advent of television calls for a reappraisal of media, including radio. But, Petry points out, this "must be done on a sensible market by market basis" considering "the present practice of making a coverage definition of a station in each market." It is "fantastic," the ad states, that the rate cuts made by the national networks are not based on any market by market more profitable just flat rate cuts—"no matter what the station's actual advertising value might be."

Noting that "indiscriminate slashing of rates can indicate hasty or careless thinking," Petry asks advertisers and their agencies to "put aside the easy judgment that revised radio rate means devalued radio."

"Measure radio," urges, "as you would measure any advertising medium; ask what it delivers for the dollar put into it."

Next week's ad, "Let's Untangle Radio Rates," will attack the networks for selling national spot announcements, "traditionally left to individual stations as a primary source of revenue." This practice, Mr. Petry points out, "is successful when two of the station revenue from announcements, presents a "much more serious threat to any radio station" than even the flat network rate cuts, the station representative organization declares.

"We don't expect advertisers to fight the stations' battles for them," the ad states, "...but we do believe that advertisers and their agencies should know about it...the advertiser who buys this service from the networks is actually betting on one of the selling advantages that make spot the forceful medium it is."

"Even if an advertiser could afford the watered down network product for genuine spot radio, he should, we feel, remember that when a network weakens a station—by siphoning off station revenue or reducing the vitality of network service—the network weakens itself in turn. This helps nobody," Petry will say.

When advertising as an art and as a business, will be a plea to the networks to return to their former high standards and to the kind of operating policies which helped make American radio the great institution it is.

Given in Petry Series

RADIO is kept in the public service spotlight with presentation of National Safety Council's Public Interest Award ceremony. The event was held at the Franklin Institute in Philadelphia in honor of Raymond L. Gifford, safety expert of the Safety Council.

In the news, WJZ, New York, has been awarded a permit to cover a 1250 kc. broadcast of "Radio and Television of the 1950's," the NBC program that will air this week. The show will feature interviews with major personalities in radio and television fields.

The Federal Communications Commission has granted WMAW, Milwaukee, a permit to construct a new station at Milwaukee. The station, which will be owned by WMAW, will be a part of the Midwest Broadcasting System and will be affiliated with the National Broadcasting Co.

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WMAW GRANTED in FCC Reversal

CONCLUDING there has been no intentional concealment of stock ownership in WMAW Milwaukee, the FCC last week granted the station a license to cover its construction permit. WMAW, assigned 5 kw fulltime on 1250 kc. directional antenna, is owned by Midwest Broadcasting Inc. and has been on the air since 1948.

At one stage of the lengthy proceedings the Commission had reversed the recommended decision on the hearing. The Commission had ordered the license denied. However, on March 7 the FCC vacated this order and scheduled the case for oral arguments on March 30 (Broadcasting + Telecasting, April 2, March 19).

Proceedings had been concerned with the ownership challenge, filed by the FCC of the interest in the station by Herbert D. Uihlein and his wife, Myrtle D., now both deceased.

In its conclusions last week, the FCC also noted that Clifford A. Randall, president of Midwest Broadcasting as well as owner of the stock, shares out of the station 2,400,000 of the 3,000,000 shares at that time.

Likewise, the failure to report a loan to WMAW from a Hemdu Co., owned by the Uihleins, had been explained and accepted by the Commission, it was stated in the decision. "The Hemdu transaction, we have concluded, was an incident to Midwest's need for additional funds, and did not vitiate Randall's previous statement that to his knowledge Uihlein would have no further interest in the applicants." Commission then added:

"Nor do we believe that Midwest's alleged failure to disclose, in its report to the FCC, that it had received a loan from a Hemdu Co., owned by the Uihleins, "should be deemed to disqualify Randall, or to the applicants, as it seems to disqualify them as a party to the transactions...should be deemed to disqualify Randall. We are bound by the findings of Fact [sic] the Rules did not, in express terms, require that all facts be provided when filing for permission to construct a station."

In a related matter, the Commission upheld the view that the FCC has the right to re-examine charges of failure to report certain transactions. Nothing herein should be regarded as specific approval of its conformance with former rules. It is understood that the applicant exhibited such disregard of the Commission's requirements as would warrant a denial of license.

FCC FUNDS

FEES May Bolster Budget

IF THE SENATE agrees, FCC may be operating with less funds in fiscal 1962 but with an opportunity to make up for some of this loss by 1963 by assessing fees and charges for services rendered broadcast.

This was seen last week as the Senate Appropriations Committee reported the House-passed bill (HR 3880) appropriating funds for independent offices.

Recommendation by the committee was $6,283,300 for FCC. This compares to President Truman's request of $5,850,000 (Broadcasting + Telecasting, May 14). The House had approved an even $6 million.

The fees and charges proposal is written into the bill. It would clear the way for government agencies, such as FCC, to charge for special services rendered. According to the language of the legislation it would permit any government agency to set a "charge, fee or price" as may be determined feasible for special services rendered (Broadcasting + Telecasting, May 14, 17).

The government, it has been understood, would apply the law as a one-year "test." Under that theory, FCC presumably could show its budgeting to the appropriations committee in both the House and Senate when requesting funds for fiscal 1963. These budget figures would point up receipts from fees and charges assessed during the test year.

Federal Trade Commission, under the reported bill could get $97,435 more than the House-recommended figure of $3,891,695 which corresponded to the dollar to the 1951 budget. The Senate recommended $2,199,150 or $492,870 under the White House estimate.
PAB CRITICIZES

RATE-CUTTING and per inquiry practices drew rebukes from the Pennsylvania Assn. of Broadcasters, meeting June 10-11 at Galen Hall, Weirnersville, Pa.

Resolution stating that PAB "views with alarm" the practice of per inquiry selling was adopted by the association along with one dispoothing network rate reductions.

New officers were elected as follows: Sam Booth, WCHA Chambersburg, president; Roger W. Clipp, WFIL Philadelphia, vice president; David J. Bennett, WKBO Harrisburg, secretary; George E. Joy, WRAM Williamsport, treasurer. Board members elected were: Victor O. Diehm, WAZL Hazleton, retiring president; Charles Denny, WERC Erie; Tom Metzger, WMRF Lewistown; Jim Murray, K4V Pittsburgh; Frank Aldtoeder, WLAN Lancaster; Bill Thomas, WPMA Clearfield; Lou Murray, WPAM Pottsville.

School View Given

Mark N. Fink, representing the Pennsylvania Intercollegiate Athletic Assn., said schools have not wanted athletics as a business and sports could be separated without injury to the teaching function. Like it or not, he said, schools are in the entertainment business and must show a profit. He said delayed tape recordings could be broadcast free but he added that on-the-spot broadcasting is competition to gate receipts and must be paid for by stations. A question-answer session followed.

PAB adopted a resolution commending schools which approve broadcasting and telecasting of sports events. Other resolutions called for changes of officer tenure; provided for committee to pick site for next meeting; commended President Diehm "for his industrious leadership," and endorsed BMI scholarship plan for young composers.

Gordon Gray, WIP Philadelphia, was chairman of a sales panel. J. Robert Gulick, Steinman stations; declared salesmen and radio "must believe in themselves." Radio needs a little of the "old-time religion" and sellers should "catch fire with enthusiasm," he said. "You aren't very enthusiastic if you cut rates, work out package deals or accept per inquiry business," he declared, adding that radio "can't be as hungry as such deals would indicate." Mr. Gulick warned that agencies are demanding the lowest rate for their clients, in accordance with fine print on contracts. He contended this could put some stations out of business. Some advertisers are ordering their agencies to insist on the same deal that "a patent medicine" has obtained, he said.

A. K. Redmond, WHP Harrisburg, said rate cutting anywhere weakens radio everywhere. He cited examples showing how to counter rate-cutting offers. J. Wright Mackey, WRAM Williamsport, concurred in these rate-cutting observations. Dave Baltimore, WBBE Wilkes-Barre, argued it isn't the cost of advertising but the results that count. "If buyers want lower cut-rates—if they want charity—they should identify their solicitation as such," he said.

Calls for Support

Leonard Kappen, WCAE Pittsburgh, NARTE District 3 director, discussed network relationships, rate-cutting and sales practices by networks. He called for support of NARTE and BAP. Glenn Dolberg, BMI, discussed BMI's program. He said the next BMI clinic will be held Aug 20 at the Penn-Harris Hotel, Harrisburg.

President Diehm was presented with the Coronet magazine award for 1960, for outstanding achievement in community development work.

Sale of marginal time was discussed by a panel headed by Carl M. Dozer, WCAE Pittsburgh. He called for adherence to rate cards. Ralph Price, WPMA Pottsville, said if an audience is held until 9:30 a.m., 78% will remain tuned the rest of the day.

Dick Redmond, WHP Harrisburg, was chairman of a program clinic at which Joseph M. Cleary, WESB Bradford, stressed importance of better news coverage for local stations. Otis Morse, WSPA York, spoke on special events and human-interest coverage. Mack Edwards, WHBR Hanover, said the smallest community can supply human interest material. William A. Lynch, WBUX Doylestown, cited examples of selling local news shows.

Prior to start of the PAB meeting, Pennsylvania affiliates of MBS sent this message to Frank White, MBS president: "Happy to inform of action taken by Pennsylvania affiliates of MBS unanimously endorsing the proposed change of affiliates contract." The affidavits praised Mr. White and MBS for its continued fight to stabilize AM radio.

BMI EXECUTIVES

New Appointments Set

ELECTION of Harry P. Somerville, director of BMI licensing (non-radio) for the past eight years, as vice president of that division, was announced by Carl Haverlin, BMI president, last week in New York.

Also announced were the appointments of Robert Sour as director of publisher relations, and George Marlo as director of writer relations.

Before joining BMI, Mr. Somerville served for years as vice president of the American Hotel Assn. and managing director of the Willard Hotel, Washington, D. C., where he also was president of the Fire Federal Savings Bank & Loan Assn.

Mr. Sour, writer of "Body and Soul" and other songs, became a BMI staff member 11 years ago at its beginning. He has developed and arranged for publication nearly every important college and university "varsity show," the announcement said. He has been in charge of writer relations for the past two years.

Mr. Marlo, a former publisher and assistant to Robert J. Burton, BMI vice president for publisher relations, has assisted in the development of new writers for several years, it was announced.

GROUP at Pennsylvania Assn. of Broadcasters meeting (l to r): Lou Murray, WPAM Clearfield; Mario D'Amone, WCPA; C. Diehm, WAZL Hazleton; Sam Booth, WCHA Chambersburg; Roger Clipp, WFIL Philadelphia; Tom Metzger, WMRF Lewistown; Frank Aldtoeder, WLAN Lancaster. All are PAB officers.

HAYES ELECTED

President of WTOP Inc.

ELECTION of John S. Hayes as president of WTOP Inc. (WTOP-AM-FM-TV Washington) and of two vice presidents—George F. Hartford and Clyde M. Hunt—was announced last Monday by Philip I. Graham, president and publisher of the Washington Post. Mr. Graham, president of WTOP Inc., becomes chairman of the board, succeeding Eugene Meyer.

In other changes, Mr. Hartford was named vice president in charge of sales and Mr. Hunt vice president in charge of engineering and operations for WTOP Inc., which owned 65% by the Post and 45% by CBS. It was emphasized that no actual changes in duties are involved in the promotions.

Cites 'Tremendous Growth'

In making the announcement, Mr. Graham stated that the elections result "from the tremendous growth of our operations in radio and television" in less than three years. He also commended the accomplishments of Mr. Hayes, who has served as vice president and general manager of WTOP Inc. the past two years, and of his associates.

Mr. Hayes took over the duties of general manager of WTOP when the Post assumed control of the station in February 1949. Previously he had been associated with WIP Philadelphia, WOR New York, WQXR New York and WOR Washington, D. C., a former Post station. During the war he was commanding officer of the Armed Forces Network in Europe and associate director of Troop Broadcast Services.

Mr. Hartford came to the Washington Post in 1935 and later, in 1947, was a salesman for WINX. In May 1948 he moved to WTOP and a year later was named director of sales.

Mr. Hunt, who has been with WTOP for 19 years, began his radio career in 1926, moving to WMAL Washington in 1928 and WTOP (WJSV) four years later. He has been chief engineer since 1936.

Mr. Hunt Mr. Hartford

Mr. Hayes
IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Farm Programs

IN IOWA, WHO IS THE PREFERRED FARM STATION

Business in Iowa is divided approximately 50-50 between industry and agriculture, but almost everybody in the State is interested in farming. The 1949 Iowa Radio Audience Survey proves that 23.2% of all Iowa women (including even urban women) and 25.3% of all Iowa men (including even urban men) “usually listen” to WHO's Farm News and Market Reports.

<table>
<thead>
<tr>
<th>STATIONS PREFERRED FOR FARM NEWS AND MARKETS</th>
<th>(An Iowa Radio Audience Survey Study)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of all listeners naming a favorite station</td>
<td>Men 67.8%</td>
</tr>
<tr>
<td>Best Farm News and Markets on:</td>
<td></td>
</tr>
<tr>
<td>WHO</td>
<td>37.4%</td>
</tr>
<tr>
<td>&quot;B&quot;</td>
<td>18.9</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>12.2</td>
</tr>
<tr>
<td>&quot;D&quot;</td>
<td>5.6</td>
</tr>
<tr>
<td>&quot;E&quot;</td>
<td>4.9</td>
</tr>
<tr>
<td>&quot;F&quot;</td>
<td>3.9</td>
</tr>
<tr>
<td>&quot;G&quot;</td>
<td>3.0</td>
</tr>
<tr>
<td>&quot;H&quot;</td>
<td>2.9</td>
</tr>
<tr>
<td>&quot;I&quot;</td>
<td>2.7</td>
</tr>
<tr>
<td>&quot;J&quot;</td>
<td>1.7</td>
</tr>
<tr>
<td>&quot;K&quot;</td>
<td>1.2</td>
</tr>
<tr>
<td>&quot;L&quot;</td>
<td>0.8</td>
</tr>
<tr>
<td>Others</td>
<td>5.7</td>
</tr>
</tbody>
</table>

In Iowa, Specific Farm Programs are highly and widely popular, and more people prefer WHO farm programs than prefer those of any other station. For three successive years, when asked to name the sources of their favorite farm programs, all Iowa farm-program listeners responded as follows:

<table>
<thead>
<tr>
<th></th>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
</tr>
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<tbody>
<tr>
<td>WHO</td>
<td>14.0%</td>
<td>33.9%</td>
<td>55.0%</td>
</tr>
<tr>
<td>Station B</td>
<td>54.5%</td>
<td>13.8%</td>
<td>10.2%</td>
</tr>
</tbody>
</table>

This is Point Three in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.
Transitcast Appeal
(Continued from page 27)
lets disseminating constitutionally protected information, merely because such leaflets may also contain commercial advertising.

The petition explained: "The broadcasts on Capital Transit's streetcars and buses are not purely commercial advertising, nor are the commercials even a dominant feature. In any given hour the music, news, weather reports and other information of public interest (on WWDG-FM Washington) will far exceed the time devoted to commercials (limited to 90-second duration, each not to exceed six minutes per hour)...."

Yet, the court is obviously not so naive as to believe that music can be broadcast under our American system of commercial broadcasting without the economic support of commercial announcements. By abolishing the right to broadcast commercials, the court has adopted a device which is calculated to stop all broadcasting on streetcars and buses.

The petitioners held that commercial advertising is protected when it is "but a minor, though essential, part of a package which includes the dissemination of constitutionally protected information."

The petition questioned whether the Court of Appeals would uphold federal or state legislation "totally prohibiting commercial advertising by radio stations, newspapers and magazines, or legislation appropriating in the guise of taxes the gross revenue of these mediums, where it was clear that such legislation was a deliberate and calculated device to limit or prohibit the freedom of the press and the freedom of speech."

Yet, the end effect of the court's ruling is that it has prohibited the advertising of commercials "in such a way as to restrict the dissemination of constitutionally protected information by radio," the petition asserted. Moreover, "there is nothing in any existing statute or regulation which makes such radio program reception unlawful," and PUC found that the broadcasts do not "render the service unsafe," the brief added.

Summary of Objections
In summarizing its objections, the three-partit held that the court decision (1) exceeds its statutory powers of judicial review; (2) misconstrues statutory duties of Capital Transit and PUC; (3) enlarges the rights of a dissident minority; (4) conflicts with certain SCOTUS decisions and extends others beyond boundaries "even remotely implied"; (5) asserts an equity power to determine public convenience; (6) extends protection of the Fifth Amendment to actions of private parties; (7) denies petitioners their right to disseminate information by radio; (8) brings in facts outside of the record as a basis for its ruling.

The petition was filed for Washington Transit Radio Inc. by W. Theodore Friers and Vernon C. Kohlhaas, of the law firm of Fier- son & Ball; for Capital Transit Co. by Edmund Jones, F. Floyd Awall, Samuel Clark Jr., and Daryl Myse; for PUC by Vernon E. West and Lloyd Harrison.

Copy of the petition was mailed to Paul M. Segal, of the law firm of Segal, Smith & Hennessey, attorney for Transit Riders Assn. and for Franklin S. Pollak and Guy Martin, on whose suit the court acted. Transit Riders Assn. was incorrectly identified last week as appellant in the transit FM dispute before the Court of Appeals, although it supported the suit.

Durable Goods
(Continued from page 27)
civilian industry are about 35% in excess of available supply, he added.

These views were expressed by Mr. Fleischmann in announcing government plans for third-quarter allotments of materials to producers of essential defense-supporting and other civilian products who now file under CMP. Commercial broadcast equipment falls under this category.

The steel problem is almost exclusively one of alloy, Mr. Fleischmann stressed. Structural steel is the basis of the government's recent order requiring that broadcasters obtain authorization before commencing new construction [Broadcasting Telecasting, May 14, et seq.].

One source of concern in industry circles is that, under the iron-stick order originally issued, manufacturers would find it difficult to meet the demand for table-model radio-TV sets. Later Mr. Fleischmann expressed fear that manufacturers of civilian goods might be tempted to siphon materials into more expensive items.

Manufacturers have been gearing themselves to demand, however, for cheaper sets and were given relief under an amended order which permits the shifting of raw materials into various categories. NPA notified Radio-Television Mfrs. Assn. that the new order "should permit electronics manufacturers and assemblers a greater degree of flexibility in their operations" and tend to "alleviate the difficulties." Assemblers will not be necessarily limited on the basis of the number of finished units put together, it was said.

NPA reduced the categories from five to three: radio receivers, television receivers and phonographs. RTMA had requested that all products be treated as a single unit [Broadcasting Telecasting, April 30].
New Hooper Area Report proves that from Noon to Midnight:

Northeastern Ohio’s largest audiences belong to WTAM

50,000 watts
1100 kilocycles

Cleveland’s only Clear Channel station

In a dramatic new development in radio research, Northeastern Ohio radio listening has been completely measured for the first time. The survey includes listening in cities, towns, farms... all listening in a thirteen county area embracing such major cities as Cleveland, Akron and Canton. The “Northeastern Ohio Area Hooperatings,” just released by C. E. Hooper, Inc., become the new standard for radio buying in Northeastern Ohio.

Among the many provocative facts revealed by the survey are these:

☆ From noon to midnight (peak listening time)
  WTAM consistently delivers the largest audience

☆ During these choice listening hours, WTAM leads in more periods than any other station in the area.
  (WTAM leads in 120 periods; Station B in 109; Station C in 7; Station D in 3)

☆ Radio announcements on WTAM are the lowest cost-per-thousand buys in Cleveland

For the buyer who carefully assays every possibility before making an advertising investment, the “Northeastern Ohio Area Hooperatings” will be an invaluable source of information. For the advertiser who seeks maximum audiences at the lowest cost-per-thousand, WTAM offers the best advertising medium in Northeastern Ohio.

represented by NBC SPOT SALES

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

BROADCASTING • Telecasting

June 18, 1951 • Page 35
WINX SOLD

UBC Buys Washington Outlet; Price Reported $120,000

WINX, 10-year-old Washington independent outlet, has been sold for approximately $120,000, subject to FCC approval. Joint announcement of the sale was made last Thursday by Dolly and William Banks, station owners, and Richard Eaton, president of United Broadcasting Co., purchaser.

The transaction for the 1480 kc., 250 kw station includes all fixed assets of WINX and the execution of a forbearance contract, making a total consideration of about $120,000.

Under FCC rules, United Broadcasting Co., licensee of WOOK Silver Spring, Md., Washington suburb, will be required to dispose of that station before it can assume operation of WINX. Blackburn-Hamilton Co., radio station and newspaper broker, which participated in the WINX sale, reportedly has been authorized to handle sale negotiations for WOOK, a 1 kw daytimer on 1580 kc.

United Broadcasting also operates WSID Essex, Md., adjacent to Baltimore, WANT Richmond, Va., WARK Hagerstown and WPN (FM) Washington.

In addition to WINX, Miss Bartley Leads

(Continued from page 27) pleased that Comr. Hennoch, "a wonderful person," had been nominated for the bench.

It was understood that Mr. Granik has been sympathetic to Comr. Hennoch's battle on the Commission for additional reservations of TV channels for educational institutions.

Neville Miller, former Louisville mayor, later NAB president (1938-44) and now a Washington attorney, might be considered. It is emphasized that he would have the support of Vice President Alben Barkley, a fellow Kentuckian.

From FCC ranks, in addition to Mrs. Litvin, is General Counsel Benedict C. Cottone. He has been general counsel since 1946.

Robert Taylor Bartley was born May 28, 1909, in Ladonia, Tex. He spent nearly 25 years in the Lone Star State, two of them at Southern Methodist U. He left school to run a filing station and later sold appliances for Lone Star Gas Co.

Moves to Washington

During the depression he went to Washington, becoming executive secretary of the Public Utility Holding Co. inquiry conducted by the House, serving under Dr. Walter M. Spawning, whom he accompanied to the Interstate Commerce Commission when Dr. Sherman was named to the bench.

At FCC he became director of the Telegraph Division in 1934. When it was abolished three years later, Mr. Bartley became a Securities & Exchange Commission examiner.

He gained his broadcast experience as executive secretary to the late John Shepard 3d, president of the Yankee Network, and subsequently became a vice president. He

Banks and her brother operate WHAT, Philadelphia independent. The Banks acquired WINX in late 1949 from the Washington Post for a reported $130,000, following that newspaper's purchase of a 56% interest in WTOP Washington. As is the case in the current WINX sale, the Post was required under FCC duopoly rules to relinquish the WINX holdings.

Originally the Post paid $500,000 for WINX in 1944.

Legal details of last week's transaction were handled by the Washington law firm of Cohn & Marks, for the buyer, and by Dempsey & Koplovitz, for the sellers.

also was secretary-treasurer of American Network, a projected hookup of FM stations, and FM Broadcasters Inc.

This New England background (1939-1943) may serve to ally National Democratic Committee and White House pressure that reportedly has been set in motion for an appointment from New York or New England because of geographical considerations.

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

Further possibilities are former Sens. Francis P. Myers, who was a Pennsylvania Democrat and a high-ranking member of the Senate Interstate Commerce Committee before his defeat in the last national election; Claude Pepper, Florida, and Frank P. Graham, North Carolina, former president of the U. of North Carolina.

Frieda Barkin Hennoch was born in Kobel, Poland, became a teacher in 1937 at Brooklyn Law School, was the youngest woman lawyer in New York when in 1946 she became eligible to vote and practice before the bar, rose in the male profession of law handling criminal cases as well as civil law.

From 1935-39, Comr. Hennoch was assistant counsel to New York State Mortgage Commission, in 1941 joined the New York law firm of Choate, Mitchell & Ely as partner, becoming the first woman in the firm in its 140 years existence. Active in New York city and state political she became the first female member of the FCC in its 21 years of regulatory history when she took office July 6, 1948, to succeed Clifford J. Durr.

She was the newest member of the present Commission and its 23rd since its creation in 1934. Her successor would become the 24th.

Earlier this year she was mentioned as a likely choice for the chairmanship which had Chairman Coy resigned. She also had been offered a district judgeship in Washington.

Controversial Figure

During her brief span on the Commission, Madame Commissioner has been a controversial figure. She has been a frequent dissenter in cases and was prominent in her separate views on color television. Her greatest cause has been education, the school stations which has been her battle for greater reservation of TV channels for educational institutions within the Commission and from speaking platforms across the nation. The momentum of her drive was conveyed to Capitol Hill where Sens. William Benton (D-Conn.) and John W. Bricker (R-Ohio), member of the Senate Commerce group, have been her greatest supporters.

An unknown quantity at deadline is when specifically the Senate Judiciary Committee will hear the nomination.

The dissenting New York city bar association has filed a letter challenging Comr. Hennoch's qualifications with the committee.
FAR-AWAY PLACES GET MORE IMPORTANT EVERY DAY

Up! Up! Up! go the demands for millions of tons of alloy steels. Jet planes take the very finest tough steel. Tanks and truck gears, guns and the noses of shells take still other scarce alloys. Thousands of civilian steel products, too, need alloyed steels for long service. Here are some things you'll want to remember about alloy steels:

2 AMERICA HAS SO MANY NEW electric furnaces that suppliers of scarce alloying ores can't keep up. That's why more alloy steel scrap is so badly needed. Factories and metal-working shops are urged to help by classifying alloy scrap to sell their nearest scrap dealers.

America's steel industry grows and grows. Do you know the facts about it? How many companies make steel? How much do they make? How fast is their capacity increasing? What are the steel companies doing to increase production of vital alloy steels? These questions are answered in factual, informative reprints from STEELWAYS magazine; excellent for school use. Ask for group on "Wilt-proof Steels". American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N. Y.

1 NATIVES OF NORTHERN NIGERIA use head-pans to carry columbite ore from paddocks (surface excavations). Columbite yields columbium, used in making stainless and heat-resisting steels. Sources of scarce alloying metals are scattered around the world.

3 HEADED FOR A 2,000° JOB: This is the shaft for a turbo-jet engine. Special analysis steels are a mass production item nowadays. The help of every factory and machine shop is needed to return scrap to the scrap dealers.
...there are certainly plenty of occasions when they've been misunderstood.

Give three different agency Time Buyers BMI data to analyze and evaluate—and the chances are they'll come up with 2 or even 3 different answers.

The whole trouble is there's never been an accepted standard of procedure for eliminating the popularity factor from BMI figures. This must be done if you are to get true measurement of the physical coverage of any radio station.

We've licked that problem with a new and dependable formula which by discarding the variable elements of program or performer popularity is completely fair to ALL stations.

We'll tell all—at your convenience.

Adam Young Inc.

Radio Station Representative
22 East 40th Street • New York 16, N. Y.

NEW YORK • ST. LOUIS
CHICAGO • LOS ANGELES • SAN FRANCISCO

Time Sales
(Continued from page 28)

change from April a year ago. Procter & Gamble Co. is still first by a better than two-to-one margin over its nearest runner-up, and its April 1951 expenditure for network time were $328,293 ahead of what it spent in April 1950. Eight of this April's top 10 also were on the top 10 list of the year before. American Home Products Corp., and Colgate-Palmitive-Peet Co. have replaced Phillip Morris & Co. and American Tobacco Co. among the leaders of the right on both lists, five spent more for network time this April than last and three spent less. (See Table I for this April's leaders.)

Table II, showing the leading network client in each product group, includes nine advertisers which also appeared on the list for April 1950, with 16 changes out of the 25 categories listed.

The analysis of the combined network time expenditures of advertisers by product groups (Table III) shows food advertising first in April followed by toiletries, drugs, smoking materials and soaps and cleansers, in that order, which is also the same for the first four months of this year and last. The same five were the top five classes in April 1950, but this month smoking materials ranked third and drugs and remedies fourth. Of these leading groups, those—foods, toiletries and drugs —accounted for greater than a third of network time this April last, with smoking materials and soaps and cleansers buying less network time in April 1951 than in that month of 1950. Of the whole list of 26 product classes, 12 bought more network time this April while 14 bought more in April a year ago.

RCA Shows 'Kinephoto'

"KINEPHOTO" recordings of surgery and other orthopedic procedures, produced by RCA in Camden, N. J., have been demonstrated at the Army Medical Center, Washington, in the medical training purposes, the Army Dept. has announced. RCA engineers said the medical films, now under study for wide distribution, offer advantages in that they can show surgery in greater detail, record questions and answers between doctors and students, and afford "greater ease of reproduction" with sharp reduction in recording noise.

Radio History

Agency-Advertisers Heard

PRELIMINARY plans for the participation of advertisers and agencies in the study of radio broadcasting, a division of the Columbia U. oral history project, were discussed Thursday by a small group of program executives meeting for an informal luncheon at New York’s Century Club.

William S. Hedges, NBC vice president and chairman of the Oral History Committee of the Radio Pioneers, which has underwritten the initial tape-recorded interviews with industry leaders, told the advertising and agency executives that without the support of advertising American broadcasting could never have developed as it has and that their contributions should certainly be described in the history. Advertising should select its own spokesmen to tell that story, he said, and should also finance that publication as the broadcasting industry has financed its part.

Next step presumably will be a joint meeting of ANA and AAAA radio committees to formulate a definite program for advertising’s part in the project, which probably will call for a $20,000 budget for the coming year.

The luncheon was attended by Leonard T. Busch, vice president and secretary, Compton Advertising Inc.; James C. Douglas, director of television and radio, Colgate-Palmitive-Peet Co.; Tom DeWit, director of advertising, Cities Service Co.; Arthur Fryer Jr., BBDO's president in charge of radio; Erna McConnell, executive director of the Walter Johnson Co.; Carl H. Haverlin, president of BMI and president of Radio Pioneers; Mr. Hedges; Prof. Allan Nason, director of the Columbia U. oral history project; Frank Ernest Hill, in charge of the radio section of the study.

Damage Suit

Parker Files Against CBS

CHARGING unfair competition, Joe Parker, Hollywood radio and TV producer-director, has filed a $100,000 damage suit against CBS in Los Angeles Superior Court.

Mr. Parker claims that as owner of The Best of the Week, broadcast over NBC and ABC, he entered into negotiations with CBS in September 1950 to produce the program on that network. Shortly after, he alleges, CBS announced The Top of the Week, which, according to claim, was an "imitation" in unfair competition with his own program.
To the PRESS and RADIO:

Subject: RAILROADS ARE A DEFENSE INDUSTRY

This nation can have no more of anything than it can haul -- no more guns, no more tanks, no more planes, no more ammunition, no more food, no more building materials.

The great bulk of this hauling is done by the railroads, which move more tons of freight more miles than all other forms of intercity commercial transportation combined.

That is why our railroads are a defense industry -- not simply an industry related to defense. Consequently, the production of freight cars and locomotives is a vital part of our present rearmament program, and a part just as essential as the production of the military freight they carry. The only difference is that military equipment is ordered and paid for by the government, while railroad equipment is ordered and paid for by the railroads.

As at the time of World War II, our railroads today are expected to move the great bulk of those things essential to national defense, and at the same time to continue to perform the largest part of all the transportation service it takes to keep the nation fed, clothed and at work.

It follows, then, that if the railroads are to be able to meet all the transportation needs of the armed forces and the civilian economy, the necessary requirements of the railroads likewise must be met. The railroads must be permitted to obtain the steel and other scarce materials they need to do their important job -- and there is no way in which these materials can be used to better advantage in increasing the transportation capacity of the nation.

Sincerely yours,

[Signature]

June 12, 1951
A Message to Milady

... Proved Radio and TV's Worth
In Selling New Clothing Styles

By FRANK RYHLICK
RADIO & TELEVISION DIR.
ROSS, GARDNER & WHITE ADV. AGENCY, LOS ANGELES

TWENTY-FIVE years ago, when the fashion industry on the West Coast was in its infancy, Jaclane of California became a pioneer manufacturer of women's coats and suits.

Today, established as one of the oldest companies in the business, Jaclane is pioneering in another field by becoming the first West Coast company of its kind to explore the advantages of radio and television advertising. Traditionally, coat and suit manufacturers in this region have relied on trade magazine advertising to reach their dealers, and on individual retailer efforts to tell the story to the public.

Radio was frowned upon as useless circulation, a waste of money. Television was regarded as a gamble, somewhat more hazardous and far less rewarding than the green covered fables at Las Vegas.

But in 1949, Jack L. Goldberg, dynamic and enterprising founder-owner of the Jaclane company, decided it was time to re-examine the facts, to question some hallowed advertising cliches.

A Readiness to Accept New Ideas on Selling

If he had learned anything in the quarter of a century since starting to sell for himself instead of for someone else, Mr. Goldberg had learned that progress depends on foresight and willingness to accept new ideas.

He also knew that his company could not maintain its enviable status quo by sitting still, despite the fact that the quality of its coats and suits for women had long been accepted in the 11 Western states and Texas, and that prestige accounts in New York and Chicago were beginning to send buyers to him.

After discussions with William W. Schweit, account executive of Ross, Gardner & White Adv. Agency, Mr. Goldberg summarized his thoughts in this way:

"It seems to me that the best way to help our dealers would be to educate women in the proper way of buying their coats and suits." That was a big order. From the earliest days of the apparel industry in America, garments had been made in what might be called classic sizes. A woman would ask for size 12, 14, 16, etc., depending on the realism or optimism of her self-appraisal. Later, the so-called "missy" sizes—11, 13, 15, 17, etc.—were manufactured.

But all the original sizes were made for the American dream girl, the tall girl, the model—the "whistle-bait." The average woman, with a little here and a little there and a little less in some other place, would go into a store and valiantly ask for a size 12. She got her size 15, and was even able to wear it—after practically everything but the color of the cloth had been altered.

When garments began to appear in half or intermediate sizes, women received them with about the same enthusiasm as they contemplated their birthdays after the age of 29. The average woman felt she would rather march into a store and ask for a pair of falsies in a clear and ringing voice, than to tell the clerk she wanted to try on a half-size suit or coat.

Delicate Selling Needed For Half-Size Styles

From its earliest days, Jaclane of California had recognized the need for half-size garments, and had concentrated on them. Many dealers who sold them used much euphemism as "specialty size" or "12A." to placate milady's vanity.

Once the objective of the experimental advertising effort was declared upon, Mestra Goldberg and Schweit found themselves in agreement that radio would be the proper medium for presenting an educational story.

In keeping with the quality of Jaclane garments and their dealers, a half hour Sunday evening recorded concert program on KFAC, the Los Angeles "music station," was selected. Entitled Your Concert, it was scheduled at 7:30 p.m. Steve Rose, son-in-law and partner of Jack Goldberg, and an accomplished musician and singer in his own right, worked with the station in selecting type of music desired.

First program under sponsorship of Jaclane of California went on the air Sept. 3, 1949. ... The commercial message took this unusual and rather risky approach:

"... According to a factual survey, the average American woman is five feet, five inches or under. In seven out of ten cases, when she buys a coat or suit, the garment requires alterations. Jaclane half-sizes were developed especially to offer a more perfect fit for the average woman, thus reducing alterations to a minimum. In many cases, no alterations were required.

There is a common belief among many women that half sizes are designed for the matronly figure or for older women. Nothing could be farther from the truth. Whether you are 16 or 60—stout or slender—if you are shortwaistled or under five feet, five

(Continued on page 42)
In Northern California

MORE PEOPLE LISTEN — more often — to KNBC
than to any other radio station

KNBC's 50,000 watt Non-Directional transmitter
reaches all the markets of Northern California...

KNBC has the biggest and most loyal audience in
the San Francisco-Oakland Metropolitan Market — the
seventh largest, fastest-growing major market in America.

And as a plus, KNBC penetrates all the rich, fast-growing markets
throughout Northern California. PLUS MARKETS like Stockton-
Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey,
Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach all these markets — in one, big
economical package. KNBC sales reps will show you how...

KNBC delivers MORE PEOPLE (in one package!) — at LESS COST per thousand — than any
other advertising medium in Northern California.

PLUS—Market Case History
Santa Cruz-Monterey
* Population: 195,831, an increase of 65.8%
from 1940-1950
* Effective Buying Income*: $273,411,000,
an increase of 151.5%
* Retail Sales*: $205,017,000, up 194%
* KNBC Audience:—Week after week, over
4/5 of the radio families listen regularly
to KNBC

*Sales Management's 1951 Survey of Buying Power

Northern California's NO. 1 Advertising Medium
50,000 Watts — 680 K.C.  San Francisco  Represented by NBC Spot Sales

BROADCASTING • Telecasting

June 18, 1951  •  Page 41
City and so today this beautiful store presents seven floors of carefully selected merchandise, including home furnishings, furniture, men's clothing, shoes and accessories, and the smart coat and suit creations by Jaclane of California....

Last Feb. 3, another story was told:

It was back in 1896 that a young, ambitious man by the name of Arthur Letta opened a small store at 7th and Broadway, in downtown Los Angeles.... Today, in addition to the original store, greatly enlarged, the Broadway has branches in Hollywood, Crenshaw and Pasadena, offering a total shopping area of 85 acres of quality merchandise....

This type of public relations added another dimension to the use of radio.

Reaffirms Pledge To The Listeners

At beginning of the second year of Your Concert on KFAC on September 3, 1950, Mr. Goldberg told the public:

“We have been extremely gratified by the response we have received from the loyal audience of Your Concert. We believe that we can best express our appreciation by pledging to maintain our high standards of quality in costs and suits and to continue to bring you the very best in music for your entertainment...."

The effects of this weekly half hour recorded program already have become widespread. Other manufacturers, who scoffed at first, are now beginning to wonder whether Jack Goldberg hasn't stolen a march on them and whether radio isn't a very useful medium of advertising.

Mr. Schweit believes that Jaclane experience points the way to increasing use of radio by other fashion manufacturers.

“Radio,” he says, “seems to perform a three-way function for a company like Jaclane of California: It's trade advertising, dealer development and consumer advertising all at the same time.”

It is during periods when business declines in other sections of the country that Jaclane can best assert the value of radio in the Los Angeles area. Here, there are fewer valleys in the sales graph and a more consistent level of dealer and consumer purchases. This is of vital importance to any coat and suit manufacturer. Jaclane officials conservatively estimate an 8% increase in sales volume that can be attributed to radio advertising in the Los Angeles market.

A buyer from Blackburn's in Amarillo, Tex., heard the KFAC Sunday evening concert program on a trip to Los Angeles. He was so impressed that he took home a file of the radio scripts as a guide for a prospective program of a similar nature in that area.

Other areas are beginning to respond in the same way—notably San Francisco, Seattle, Denver, Dallas, Houston and Fort Worth. These are indications that Jaclane of California may become an increasing factor in radio.

At the same time, it must be noted, Mr. Goldberg was unaware of the possibilities of television. Here again he played the part of pioneer for his industry by experimenting last fall with a series of live spot commercials on KTLA (TV) Hollywood.

Using an attractive girl who conformed to the physical specifications of the average woman, he showed that the realistic concept of half-size garments did not detract in the slightest from the goal of glamour and charm.

“Our first telecasts,” Mr. Goldberg says, “indicate that we are on the right track and that television also will prove a valuable tool for our industry. All of this is only the beginning....”

Guild Elected in N. Y.

EMPLOYEES of WMCA New York, Local 3, American Newspaper Guild (CIO), as their bargaining agent in a National Labor Relations Board election held May 21, it was announced last week. Fifteen employees voted for the guild, two for having no union and three failed to vote, the announcement said.

Nuts and Bolts, Nails and Pails

Add Up to $82 Million in Central Ohio

The sound of hammers, saws, lawn mowers and thousands of hardware items rings loudly in Central Ohio to the tune of over $82 million. And you can sell your share of this big hardware market at low cost with WBNS. Latest Hooper Report shows WBNS with all 20 of the top-rated shows, day and night! Profit from these ratings with your own spots and programs. For time availabilities, write us or call your John Blair representative.
What's Louisville Got—
BESIDE
Kentucky Bourbon??

The 3-county Louisville Metropolitan Area ranks 28th in Retail Sales*—ahead of Metropolitan Memphis, Miami or Omaha.

WAVE's Daytime BMB Area contains only 31.4% as many families as the Kentucky total—yet produces Food and Drug Sales 65.3% as great as the whole State!

WAVE-TV, now in its third year, is Louisville's first television station. It is NBC, ABC, Dumont—Channel 5. It is by far the most popular TV station in this area.

Get all the facts about WAVE—AM and TV. Write direct, or ask Free & Peters!

*Sales Management Survey of Buying Power, May 10, 1950
LeBLANC'S Now Offers Asthma Remedy, But With That P.I. Wheeze

HADACOL has a cousin—Amigo, by name, an asthma remedy. Apparently in the spirit of friendship that inspired selection of the brand name, Amigo's promoters are selling it by P. I. plus "cooperation." George Dupuis, Hacacol's advertising manager who is reputed to have played golf but the pin fell off hundreds of station rate cards, has submitted a P. I. proposal accompanied by subtle hints at Hacacol's promotional muscles.

Tender words of affection in the offer made by the newest entry in the P. I. field fail to mention that Hacacol's time is bought, though generally with concessions.

The offer is made through Majestic Adv. Agency, Houston, principal agency for Hacacol. Mr. Dupuis says this is "a $2.00 P. I. on this product which sells for $4.85 COD." Majestic will send a weekly check for sales, less 15% agency commission, he notes.

"We know that P. I.'s are not too popular with many stations but we hope this one will prove attractive enough for you to make an exception," Mr. Dupuis pleads.

"Top Pitchmen"

After explaining that announcement
to P. I. offer has been made by "top
pitchmen," and can be used "as
often or as little as you deem advis-
able," he drives home this telling
clincher: "I want you to know that your cooperation in this mat-
ter means a great deal to me per-
sonally and I will greatly appreci-
ate your writing me whether you
will or will not accept this deal.
All tests show that it should be
very profitable for you."

Accompanying the Amigo offer is a message from President Dudley J. LeBlanc, of LeBlanc Corp., explaining that "the enemies of this wonderful product (Hacacol) are doing all they can in an effort to injure or hurt its sales." He denies that Hacacol has excessive alcohol as a preservative and lists six competing products with higher amounts.

"There is not enough alcohol in
Hacacol to prevent it from freezing
when it reaches the Northern markets during the winter," he said. "The Hacacol formula has been passed without objection by the Federal agency that has juris-
diction, and it has been approved by the Health Dept. of Louisiana and several other states. The Rev-


LEGAL NOTICE

First In Washington on KGY

FIRST legal notice for official publication by radio, under a new Washington statute, effective June 7, was sold on that date by KGY Olympia, Wa.

George Elder, chairman of the board of county commissioners for Thurston County, handed over the first legal notice to Sam Crawford of KGY's sales staff. The announcement was an official notice of a change of hours for county employees—closing of the county offices on Saturdays during the summer months.

The radio advertising law was passed by the 1951 legislative session, largely through the efforts of the Washington State Assn. of Broadcasters and its legislative committee. Tom Olsen, past presi-
dent, is chairman of the legislative group, while Fred Chitty, KVAN Vancouver, is state president of the association.

APS CONFERENCE

Beardsley Ruml To Speak

BEARDSLEY RUML, well-known tax and financial expert, will be the keynote speaker at the fourth Associated Press Service convention, to be held June 20 in New York at the Hotel Roosevelt, Maurice B. Mitchell, APS vice president and general manager, has announced.

Mr. Ruml, a director of the Mu-


WORD

SERVING THE HEART OF THE PIEDMONT ABC

WDXY-FM • DUPLICATION

Walter J. Brown, President

SPARTANBURG

South Carolina

SEE HOLLINGBERY

Page 44 • June 18, 1951
In the fight against Inflation...

You are not alone

Every day you see headlines about the dangers of Inflation. You read what the Government must do and what each individual must do if we are to keep prices from going still higher.

Perhaps you've wondered, "What has business been doing?" For this reason, we want to report to you specifically what the life insurance business has been doing.

In recognition of the interest of our policyholders, and of the economy as a whole, the life insurance business has conducted a campaign to help check Inflation. As a part of this campaign we have published a series of nation-wide newspaper messages which have outlined the causes of this threat and emphasized the cures.

In recent weeks, to help reduce the kind of credit which leads to Inflation and higher prices, life insurance has joined with commercial and investment bankers, and other lenders, in a program of voluntary credit restraint—an other most important effort in the over-all battle against Inflation.

Why important? Because when a business borrows money that isn't used to increase the production of essential things to buy—two things happen:

More money is made available to bid for goods—and unless there is an increase of goods to buy, this pushes prices up. Less money is available to expand defense plants and to increase production of essential goods.

So, at the suggestion of the Federal Reserve Board, life insurance, commercial and investment bankers and other lenders have agreed to discourage loans not aiding the defense program or not increasing—or at least maintaining—essential business operations.

The purpose of this voluntary program is frankly to eliminate or reduce inflationary loans. This will restrict our freedom of action in selecting investments. But we gladly accept this restriction in the interest of the nation, and ask your co-operation.

Institute of Life Insurance

488 MADISON AVENUE, NEW YORK 22, N. Y.

This message is the 15th in a series of Anti-Inflation advertisements which have appeared in 425 newspapers during the past several months. The life insurance business is conducting this campaign to help preserve the buying power of the dollar—not only in the interest of its 83 million policyholders and all other savers but in the interest of our economy as a whole.
PRICE PROBE

Asking on Capitol Hill

CHARGING that manufacturers have been "gouging" their customers on many nationally-advertised products and are making money even now during the current price war, Rep. Donald L. O'Toole (D-N. Y.) June 6 called for a probe "of irregular and unfair price fixing" in radio, television and other appliance fields touched off by the Supreme Court decision on fair trade practices [BROADCASTING • TELECASTING, June 4, May 28].

Under Rep. O'Toole's proposal (H Res 244), a select House committee of seven members would be asked to "investigate the cost of producing, transporting, processing, converting and marketing . . . radios, television sets and all manufactured products that are used in the average home." An airing of profit percentages realized through retail and wholesale channels also was included.

"The ability of the large department stores to reduce prices from 30% to 60% conclusively proves that for years they have maintained a false price setup to the detriment of the consuming public," the New York Congressman declared on the House floor. This "deception," he added, has cost the public hundreds of millions of dollars annually and contributed to the high cost of living.

The O'Toole resolution was referred to the House Rules Committee, headed by Rep. Adolph J. Sabath (D-I11.). There appeared to be little prospect for immediate action since Rep. O'Toole thus far has not requested any hearings. Moreover, a committee spokesman pointed out, consideration of the proposal by House Rules involves infringing on jurisdiction of other House groups set up to review price-fixing and other similar subjects.

A similar measure (H Res 243), introduced by Rep. Edwin A. Hall (R-N. Y.) and referred to the House Banking & Currency Committee, calls for lowering the cost of living by "encouraging price wars in retail prices of food and other necessities . . . to preserve the American system of free enterprise." A simple resolution, the Hall proposal does not call specifically for an investigation.

Next Question?

CONTRACT giving Mutual exclusive rights to Twenty Questions, Saturday, 8:30 p.m., for three years was signed June 8 with Mr. and Mrs. Van Devanter, owners. The program, which puts Mutual's list of exclusive shows at about 20, has been sponsored by Ronson Art Metal Works (lighters), which gives up sponsorship June 25.

Greece Mission

Crutchfield Leaves Soon

CHARLES H. CRUTCHFIELD, vice president and general manager of Jefferson Standard Broadcasting Co. (WBT, AM-FM WBTV (TV) Charlotte) has agreed to accept an assignment to Greece for the State Dept., leaving sometime early next month. Formal announcement of the appointment by the government was expected momentarily.

Mr. Crutchfield will serve as an adviser and consultant to Greek radio officials on their campaign to modernize programming, engineering and other operations. He will visit Athens on a grant under the U.S. international exchange of persons program, and be absent from his executive duties in Charlotte for a three to four month period.

The Greek radio undertook the first steps in its modernization program last year, calling on the services of one American radio engineer. When officials again made a similar request earlier this year, the State Dept. compiled a number of possible candidates for the appointment. Mr. Crutchfield had been under consideration "for some time," a State Dept. spokesman said.

MICH. 4A COUNCIL

Nield, Caples Address

THREE nationally-known authorities addressed the annual spring meeting of the Michigan Council of the American Assn. of Advertising Agencies last Wednesday, June 18.

Dr. Ernest Dichter, head of his own psychological research organization, spoke on "Case Histories in the Study of Motivation." Walter K. Nield, vice president and art director for Young & Rubicam, New York, addressed the group on "Art Directing Grows Up." And Vice President John Caples of BBDO advised on "Making the Selling Points More Effective."

Mr. Caples summed up 25 years of copy-testing with his formula for making effective, sales-producing advertisements: "Select the right audience; make your ads easy to understand; don't claim more than you can get believed; make your ads specific; tell your prospect that he will get some free; valuable information by simply reading the ad; give your product a complete sales talk; and appeal to the reader's self-interest."

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YWCA 20's, 30's, 40's, 50's... 

YOU'D INVENT THE WORLD'S GREATEST... 

PUBLIC SERVICE 

MOTHERS 

DEMAND FREE 

PARKS!

(Signed) 

Serving the Middle West

MBS

A Clear Channel Station... 

Chicago 11

Illinois

50,000 Watts

On Your Dial

720

WGN

Eastern Sales Office: 326 East 42nd Street, New York 17, N. Y.

West Coast Representative: Knollen and Eichtenhour

658 E. Van Ness Ave., Los Angeles 5 • 305 Montgomery St., San Francisco 4

718 Lewis Bldg., 335 SW 2nd St., Portland 4

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BROADCASTING • TELECASTING
CHOSEN TO FIT
Miss Lorraine Jameson, Hosiery Buyer at The Halle Bros. Co., one of Cleveland's finest department stores, points out the qualities of Belle Sharmeer Hose to her star radio salesman, Bill Mayer of WGAR. Halle's and Belle Sharmeer carefully selected the "Mayer of the Morning" to carry their sales message to WGAR's four million friends in Northern Ohio.

CATCH THE BEST!
Colorful WGAR billboards catch the eyes of pedestrian and auto traffic to make nearly 24 million impressions each month. These outdoor boards are one of WGAR's many promotional activities attracting listeners for your sales story.

in Northern Ohio... WGAR
the SPOT for SPOT RADIO

SUMMER RADIO INSTITUTE
Western Reserve University and WGAR co-operate to offer high school students in the Cleveland area an opportunity to learn all phases of radio, as WGAR turns its studios into classrooms for practical instruction by station personnel. WGAR is in a class by itself when it comes to community service.

TOWN AND COUNTRY
Bob Smith, WGAR's farm editor, has a background in farming that makes him a farmer's radio man. His program, "Town and Country", is beamed to both urban and rural listeners and is available for sponsorship. Reach a 3½ million dollar rural market served by WGAR. Harvest results!

WGAR Cleveland 50,000 WATTS... CBS
RADIO... AMERICA'S GREATEST ADVERTISING MEDIUM

Represented Nationally by Edward Petry & Company
DO WE SAY ONE MILLION?

WELL-ALMOST!

WCKY DELIVERS 923,850 BMB FAMILIES NIGHTTIME

IN THIRTEEN SOUTHERN STATES

FOR

$50.00*  

(*—open 1 min. Jamboree Participation Rate)

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY
DO WE SAY ONE CENT?

YES, EXACTLY!

FOR ONE CENT, WCKY DELIVERS

185 FAMILIES NIGHTTIME

FOR THE LOWEST COST COVERAGE OF THE SOUTH
WCKY IS YOUR BEST BUY

(*—1 min. open rate & Total BMB Nighttime Families)

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 281

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

Ford in Your Future

THE PROPOSAL by the Ford Foundation to cooperate with broadcasters in establishing a radio and television workshop is both daring and extraordinarily sensible. There is a real opportunity here for radio and television to extend the culture of this country beyond the power of any other single enterprise.

We are sure that every broadcaster who believes his cultural obligations to his community transcend those of the neighborhood. Good humor will eagerly contribute a full measure of support to the workshop plan. Backed by the enormous resources of the Ford Foundation and supplied from the very creative test-bed of commercial broadcasting, such a workshop can produce educational programs in the truest sense of the term.

Education on the American plan, powerful, winsome, challenging. Scholarship presented by intelligent showmen.

The union between commercial broadcasting and the giant philanthropy that is the inheritance of a great Philanthropist is, at its outset, of obvious compatibility. It should produce an admirable heritage.

New Formation

CHANGES of far-reaching significance occurred on the regulatory scene last week. Comm. Frieda B. Hennock, first woman to serve on the FCC, has yielded her coveted position to the Federal bench in her native New York, and despite portents of a fight by a portion of the New York bar, her Senate confirmation can be expected.

In three years on the FCC, Miss Hennock found herself a militant minority on most important issues. She has kept the cauldron bubbling, notably on educational television—her causer celebre. She got the FCC more publicity and provoked more consternation in Commission ranks than any other member in recent years.

With the exception of the New York bar group, which questions her qualifications, everybody seems happy over Miss Hennock's promotion. She's happy. Her colleagues are beaming, and we would judge, most of the licensees are pleased. She is conscientious, energetic and bright. In our view she will make an excellent judge.

There was another change which did not hit the headlines but which is of equally profound significance. Harry M. Plotkin resigned as assistant general counsel to enter private practice with the law firm of Arnold, Fortas and Porter.

For eleven years Harry Plotkin has been the master-mind among FCC lawyers. It was he, more than anyone else, who was responsible for the repeated allegation that the "lawyers" were moulding FCC policies, leading the Commissioners about, ring-in-noise. A brilliant lawyer, Mr. Plotkin admittedly has made most of the brick-bats that the FCC has thrown. He was a major influence, that device of mailed-fist regulation through tough talk.

According to his own lights, Mr. Plotkin did the best job he could for his client—the FCC. It can be expected that he will do the same for his clients in private practice. He left the Commission because he believed in the "draw" that it will bring to two promotions.

The President must appoint a successor to Miss Hennock to fill her unexpired term, which runs out on June 30, 1956. If a woman is to be named, to follow the Hennock precedent, the obvious selection, on grounds of merit and ability, would be Examiner Panney Neyman Litvin. She has been an attorney in radio regulation since 1932—with the old Radio Commission. She is a respected examiner, who has come through the ranks.

If, on the other hand, an outside appointment is to be made, we have no doubt that Robert T. Bartley, ex-broadcaster and trade association executive is high on the Presidential list. He is now administrative assistant to his uncle, Speaker Sam Rayburn of Texas & Although in only 44, he has had vast experience. He was director of the FCC's Telegraph Division from 1934 until it was abolished in 1937, and did an excellent job. He served at the SEC. He is a former vice president of the Yankee Network. He served with FM Broadcasters Inc., and was director of War Activities at the NAB.

There are others in the running, some of them qualified; others seeking a political plum.

We hope the President will make a merit, rather than a political appointment. Either Mrs. Litvin or Mr. Bartley would fall in the merit category.

Nightmare of '51

ALL FOUR NETWORKS have now had their inning on rates. The cuts appear to have appeased the advertisers who made good on their buyers' strike.

But appeasement breeds more appeasement. That lesson was learned at Munich. The question now is whether the line will be held. It will hold if there's an end to under-the-table dealings, to talent concessions and to off-rate-shot chicanery. It will crumble if any of the networks fail for their "sealed bid" techniques used by certain accounts during the ANA boycott, or for any other scare devices.

There's no undoing of what has been written—overviews as pull from behind scratch—roughly 10% behind.

There has been a salutary result. Broadcasters have been awakened from years of lethargic selling. The Affiliates Committee is following through its spontaneous creation last April at the NARTB convention. It is meeting with representatives of the ANA and of the National Assn. of Radio & Television Station Representatives. The Broadcast Advertising Bureau, after a quaky start, is primed to go.

All this adds up to an offensive which, if properly coordinated, must retrieve for radio the ground it has lost because some people were scared. Never again, in our judgment, will the effect of television penetration be measured against radio alone. That abject fallacy has been nailed.

Stations, at long last, now are selling on the basis of value in their markets. Even in TV markets they are producing statistical proof that rates should be increased, based on sets in use, larger audience and lower costs.

A realistic approach is taken by Edward Petry & Co. in a series of display ads prepared "as a service to good radio." Advertisers and agencies are admonished to "put aside the easy judgment that revalued radio means devalued radio."

Encouragement for both networks and stations can be gleaned from the latest reports which show that network billings for April are even so slightly ahead of those for April 1960, reversing the downward trend.

Associated executives are over their scare. Advertisers have had their pound of flesh, sliced from the stations via the networks. There won't be any more radio Munichs. Those spring rate cuts will go into radio lore as the "Nightmare of '51."

-THOMAS EDWARD SHARP

TOM SHARP, president of AirFan Radio Corp. Ltd., licensee of KFSD San Diego, is a man of contradictions.

To the majority of persons, he is distant, introspective, a hard man to know.

To those few, however, whose worth has taken them through Tom Sharp's highly selective discernment, the story is different.

His close friends know him as a kind-hearted, at times extravertish individual whose enjoyment of a good joke is matched only by his own ability to laugh.

These few friends say that he exudes a warmth not usually found in those persons whose friendship is more easily won.

Some of this handful of favored few even term him as a "good mixer" as indeed he is among those whom he has grappled to his soul "with hooks of steel."

Though the man himself is little known, his generosity has made his name a familiar one to residents of San Diego.

Only recently he contributed $500,000 toward the building of a 300-bed hospital near San Diego.

The hospital will be named the Donald N. Sharp Memorial Community Hospital in memory of Mr. Sharp's only son, whom death claimed in World War II.

Lt. L. Sharp, bomber pilot, was lost in action Dec. 3, 1944, when his plane was shot down over Bitburg, Germany.

Loss of his son has left an aching void in Mr. Sharp's heart. He believes that if Donald were here, he would have wanted his father to support the hospital.

Part of his affection has been transferred to Donald's daughter, Diane, 14, whose blonde locks are like sunshine to her grandfather's eyes.

Otherwise, Mr. Sharp has submerged himself in work, at KFSD and at his 4,000-acre Monte Vista Ranch located in the outskirts of San Diego.

The most vivid memory of one of Mr. Sharp's friends is that of Diane racing through his office on her tricycle while Mr. Sharp continued to carry on the business at hand.

In order to understand the enigma of Tom Sharp, perhaps it would help to review his life.

To William Sharp and Elizabeth Jane Bailey Sharp, this son, Thomas Edward Sharp, was born in Victoria, Australia, just 61 years ago this Saturday.

After private schools in Victoria, young Tom Sharp began as a course in engineering.

Then came World War I. Tom Sharp joined (Continued on page 54)
what city is this? . . .

It's New York . . . in 1951.
The sign reads, "Pedestrian Crossing". With more than 2,000,000 Italian-Americans living in the New York area, it is understandable why traffic signs in Italian are needed.

For the advertiser, these signs are pointing the way to success in New York. The New York Italian market—the WOV market—has a purchasing power of more than $2,300,000,000 a year. It is by far the most important single economic group in the area.

And because it is so close-knit a market, you can cover it all through the one medium that dominates it: WOV's Italian-language programs.

Aware of this result-getting buy in New York, more and more national advertisers include WOV as a must in their basic campaigns for this market. Dramatically, traffic signs in Italian point up the soundness of this choice.

Ask us to show you WOV's new animated sound film, "Three Million People". We'll bring it right to your office.
DOUG FISHEL, account representative KKO El Centro, Calif., named assistant manager, replacing FLO WINTERER, resigned.

DICK JEWELL, commercial manager WCSI Columbus, Ind., appointed general manager.

ROY W. SINOR, vice president Broadcasting Corp. of America (KPRO Riverside, Calif., KPor(FM) Riverside, KARO(TV) Riverside, KROP Brawley, KREG Indio and KPOR Blythe), assumes managerial duties at KPOF Riverside, in addition to his other duties, replacing BILL HEFFERNAN, resigned.

SAM JOHNSTON, sales staff WCPO Cincinnati, appointed to sales staff WSAI Cincinnati.

J. TOM WATSON Jr., general manager of WSWN Belle Glade, Fla., resigns to become a missionary in Japan. Both Mr. and Mrs. Watson will enter Wheaton College, Chicago, for two-month Bible course and to attend the Evangelical Alliance Church missionary school. Mr. Watson opened WSWN in 1947. Mrs. MARY FOY, commercial manager, succeeds Mr. Watson as manager of WSWN.

Mr. Johnston


CHARLES R. (Chick) ABRY, network sales account executive DuMont, to ABC TV, as account executive.

ELMER O. WAYNE, sales staff WGAR Cleveland, appointed sales manager WJR Detroit.

RICHARD JOLLIFFE, assistant sales service manager KNX Hollywood and Columbia Pacific, appointed manager of that department succeeding ROBERT PEREZ resigned. RALPH GLAZER becomes assistant to Mr. Jolliffe.

CHARLES S. CONNER, Anchorage Daily Times, Anchorage, Alaska, to advertising staff, KENI same city.

NORMAN BOLLES appointed to sales staff WMBM Miami Beach, Fla.

DANIEL H. BURNS appointed sales representative for WIS Columbia, S. C.

GEORGE ROESLER, sales staff WJOL Joliet, to WLOS Asheville, N. C., as commercial manager, effective July 1.

CHARLES FISH, Ziv Co., N. Y., to sales staff WPTZ (TV) Philadelphia.

BILL FARRIN, WFIL Philadelphia, named to sales staff WPEN same city.

GORDON HALL Jr., to CBS Hollywood legal department headed by NED MARR. He was with law firm of Brooks Gifford, Pasadena, and prior to that Wright & Garrett, L. A.

BLACKBURN-HAMILTON Co., radio station and newspaper brokers, moves its Chicago office to Tribune Tower, 435 N. Michigan Ave., from 360 N. Michigan Ave. HAROLD R. MURPHY is Chicago representative.

TONY GASTON, account executive WKZO Kalamazoo, Mich., father of daughter, Laurel Evans. . . CAL CANNON, general manager KIEV Glendale, Calif., presented with Glendale College Outstanding Alumnus of the Year award.

WARD BYRON, executive producer for television ABC, replaces BURKE CROTTY, assistant national director of TV production, resigned.

KITY BURTON appointed to sales staff WNBV(W) Washington.

RONALD STRANATH appointed commercial manager WCMW Canton, Ohio.

PERSONALS . . .

HAROLD DAY, account executive ABC Spot Sales, elected president of Colgate U. Alumni Corp., at directors meeting in Hamilton, N. Y. Mr. Day, who joined the network in 1942, is member of Colgate class of 1928. . . CARL E. GEORGE, vice president and general manager WGAR Cleveland, elected president of Sales Executive Club of Cleveland. . . LEE FONDREN, national sales manager KZL Denver, acted as official delegate for Denver Ad Club attending AFA national convention in St. Louis. . . RICHARD A. OSBORNE, manager WCMJ Ashland, Ky., elected president of Huntington Advertising Club. . . JOHN PATTISON WILMANN, executive vice president WING Dayton and WIZE Springfield, Ohio, appointed member of committee on advertising of U. S. Chamber of Commerce. . . LEE GORDON BAMUSSEN, manager KSWI and KFMX(FM) Council Bluffs, Iowa, father of boy, Kim Gordon. . .

WARREN AUSTIN, (second, r), chief U. S. delegate to the United Nations, receives a first hand tour of WDSU-AM-TV New Orleans escorted by (I to r): Ray Rich, TV program director; Robert D. Sweeney, executive vice president, and William Elwell, AM program director. Mr. Austin was in New Orleans as principal speaker of Tulane University's Founder's Day Ceremonies.
still further evidence that radio (WOWO especially) is the medium for reaching the great Midwest!

"I would like to compliment you," writes Mr. Hart Jorgensen of the Omaha Livestock Foundation to Jay Gould, WOWO farm director, "on your high degree of audience response to our announcements. Of eight stations in Iowa, Illinois, Indiana and Ohio, your station has come up with far and away the best response."

The only thing unusual about this statement is that we're compared with only seven other stations. Stack WOWO up against any number of stations and you'll find where your advertising dollar gets its best buy in the rich Midwest market-area! For details, check WOWO or Free & Peters.
EMERY NAMED

Walter B. Emery, veteran of nine years with the FCC, has been named legal assistant to Comr. Paul A. Walker, it has been announced by the Commission.

Mr. Emery for the past four years has served as Chief of the Renewals and Revalidation Branch of the Office of the General Counsel. Prior to that he held various Commission assignments in the FM, AM and Commercial Carrier Branches of the Bureau of Law and as an examiner.

Born Sept. 28, 1907, at Howe, Okla., Mr. Emery received his LL.B from the U. of Oklahoma in 1934 and his Ph.D from the U. of Wisconsin in 1939. Before joining the FCC, he taught at both of these universities as well as Ohio State U.; and for a brief time he directed WNAD Norman, Okla.

He was admitted to the Oklahoma Bar in 1933 and the Supreme Court Bar in 1946.

Mr. Emery’s appointment retains at five the total number of legal assistants serving with Commissioners. Chairman Wayne Coy and Comr. Robert F. Jones are without such titled personnel. Paul Dublin, new chief of the Broadcast Bureau’s Rules and Standards Division, had served in that capacity for Comr. Jones until the Bureau’s official start, June 4. [Broadcasting • Telecasting, June 4] and no successor has been indicated.

P&G SHIFT

Smith Given Special Job

Gail Smith, manager of television and nighttime radio production, Procter & Gamble Co., has been given a special temporary assignment in the brand promotion division, effective July 1, the company announced last week.

W. M. Ramsey, director of radio, who has been devoting the major part of his time to the company’s large daytime schedule, will assume direct responsibility for P&G’s nighttime radio shows as well. The company’s TV activities will be handled jointly by W. F. Craig, associate manager of TV, and G. A. Raitson, executive producer.

Mexico Trip

Comr. Rosel H. Hyde, who headed NARBA delegation and Broadcast Bureau Chief Curtis B. Plummer, fly today (Monday) to Mexico City to talk border TV allocations with the Dirección de Telecommunications, Miguel Perrya. They will be gone about one week.

Our Respects To

(Continued from page 50)
the Australian Imperial forces. He became a commissioned officer about 1915.

Two years later, in London, England, he married the former Madeleine Nichols. This was August 7, 1917.

Thomas E. Sharp came to the United States in 1918 while on the staff of a British military mission. He obtained his discharge while still in this country.

While the young couple was still in New York, in 1918, a daughter, Madeleine, was born. Madeleine, now Mrs. Daniel Healy, lives in San Marino, Calif.

Top Sharp went to California for health reasons in 1919 and spent the next several years in Coronado, regaining his health.

Then Donald was born, Sept. 9, 1922, in San Diego.

For his health, Mr. Sharp took up golf. Through the enthusiasm with which he tackles any undertaking, he soon became an excellent golfer. Awards won include the San Diego County Amateur Championship and the California Left-hand Amateur Championship.


In 1928 he acquired an interest in KFSD, which at that time was bordering on insolvency. Incorporated in 1926, KFSD had been operating with only 600 w.

Between 1928 and 1931, KFSD was reorganized and its power was increased to 1 kw. Since 1931, the station has been an affiliate of NBC. The first network program it broadcast was Amos ‘n’ Andy.

Prior to 1937, Mr. Sharp had been a director and president of KFSD but in that year he became also the general manager. Since 1948 the station has been operating with 5 kw.

Friends estimate that for five days a week he spends 99% of his time in the Grant Hotel, the top floor of which is taken up by KFSD and his modest living quarters.

He lunches at a “round-table” in the Grant Hotel Coffee Shop with a few of his intimate friends.

At this table, a good deal of joke swapping takes place. And Mr. Sharp’s Australian accent helps make him a better-than-average story-teller.

Although he has given up much of the responsibility of the station supervision, he is still very interested in his employees. This is evidenced by his personally interviewing every person considered for employment, no matter what the position. He has spent many hours in an already busy day talking to applicants for the position of switchboard operator or typist.

The remaining two days each week usually are spent at that Monte Vista ranch. Here he may be found supervising irrigation of his alfalfa fields or with an acetylene torch repairing a farm implement.

In addition to these abilities, he is respected for his draftsmanship both in the matter of construction plans and in drawing up legal documents.

As for dress, Mr. Sharp’s tastes are extremely simple. A lawyer whose acquaintance spans more than a decade, said that he has never seen Mr. Sharp in anything other than a tweed suit, a khaki shirt and tie.

KFSD has an application pending for a television station in San Diego and a hearing was conducted in 1948 just prior to the TV freeze.

Mr. Sharp is of the opinion that television is probably the greatest advertising medium ever conceived but owing to the constant attention demanded of its viewers he believes that it will never entirely replace AM radio.

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FOR YOUR INFORMATION:

Motor vehicles on the roads of the United States have passed the 50 million mark. On some recent day which will never be exactly known, in the balance between new car registrations and scrappage the total number of passenger cars, buses and trucks on the roads of the United States exceeded 50 million for the first time in history.

Report of total vehicles from the Bureau of Public Roads for 1950 showed 49,143,275, including more than 40 million privately-owned passenger cars, more than 8 million privately-owned trucks, more than 140 thousand privately-owned buses, and nearly 600 thousand publicly-owned vehicles. In the first quarter of this year, new car sales exceeded a million and a half, and scrappage is estimated at less than half of this.

This month and the next three months, the numbers of these vehicles rolling at one time will reach an all-time peak with the coming of the vacation season.

Eight out of every ten Americans will go by car when they take their annual "two weeks with." The average trip will last eleven days and will cover around 1,000 miles. But, the over-all mileage piled up will be astronomical. The American Automobile Association estimates that vacation drivers in 1951 will roll up about 30 billion miles.

Concentration of travel in June, July, and August creates a tough job for the oil companies. Gasoline demand jumps millions of gallons per day, and goes to demand peaks suddenly at vacation centers: in the mountains, the beaches, at desert oases or at isolated fishing camps.

In addition to gasoline, vacationers look to the service station for lubricants, accessories, and maintenance, for rest rooms, local information, directions, and refreshments. With the road maps furnished free, the station operator helps plan vacation routes. (Incidentally, more than 100 million road maps are given away each year by the oil companies.)

That service is made possible by the operation of some 200,000 competitive service stations, nine out of ten of them privately-owned or managed. Industrial progress plus intense competition has made America truly a nation on well-oiled wheels.

* * * * *

If you need information on the oil industry at any time, please write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street
New York 20, N. Y.

P. S. Be sure you drive carefully!
**GAMBLING**

**Question on Interpretation**

BIG question mark that is being asked on Capitol Hill is: What does the Senate Crime Investigating Committee mean by "gambling enterprise"?

If broadcasters had the answer to this, they would know how far the new anti-gambling information bill ($1624) would affect their business operation. It is pointed out that these words in the legislation introduced in the Senate by committee members a week ago Friday [BROADCASTING • TELECASTING, June 11] are the key to the measure's effectiveness.

The bill would do two things, radio-wise. It would make it unlawful to transmit any bet or wager by telephone, telegraph, or radio by adding a new section to the U. S. Criminal Code. And it would extend the present criminal law on broadcasting lottery information or advertisements to include any "gambling enterprise."

Definition of what constitutes "gambling information" filled pages of Senate Interstate Commerce Committee transcript last year when hearings were held and a bill reported. FCC defined gambling information as "bets or wagers, or betting odds or prices paid on any sporting event or contest."

The Justice Dept. defined it this way: "Bets or wagers or related information assisting in the placing of bets or wagers on any sporting event or contest, or transactions or information facilitating betting or wagering activities on any sporting event or contest." The crime committee provers' bill has been referred to the Commerce Committee which, as a matter of course, will ask both FCC and Justice Dept. for comment.

A Crime committee spokesman says the courts would decide in the long-run, if and when the bill becomes law, what interpretation would be given the term gambling enterprise.

According to those who prepared the bill, definition would place three "tests" on what is a gambling enterprise. These are whether (1) there is an element of chance, (2) there is a distribution of property or property right and (3) there is some consideration given from recipient—that is, whether he put up some money with expectation of getting back more by chance. The bill, the spokesman says, is part of the legislative pattern proposed by the committee in a series of bills to stamp out "rackets."

A measure already introduced would strike at the national wire service if used for illegal ends [BROADCASTING • TELECASTING, June 4].

For the radio industry, according to this informant, the series of bills mean: "You can carry gambling information as a news service but if you support or publicize, or lend facilities to gambling enterprises then you would be breaking the law."

Section of bill that relates to transmission of bets and wagers by radio apparently does not put the pinch on broadcast activities since it deals with the actual transmission of a "bet, wager, or any money or money order in payment of any bet or wager..." On the other hand, the section touching upon lottery information could be more inclusive, depending upon definition.

Eileen Hazel Flake

**EILEEN HAZEL FLAKE**, veteran of 28 years service with WBAP-AM-FM-TV Fort Worth, Tex., died May 30 of a heart condition. Miss Flake had been with the station longer than any other employee, starting in 1923 as secretary, one year after WBAP went on the air. She became traffic chief in 1938 after having served in almost every department.

**TAX FEARS**

**Alloyed by Analysts**

F.E.R. by advertisers that their tax deductions for advertising may be disallowed is unwarranted as long as the companies involved "is actually trying to sell, if only in the future," according to leading tax analysts, J. K. Lasser and William J. Casey.

Messrs. Lasser and Casey in their memorandum, "Advertising and Taxes," distributed by Business Reports Inc., New York, say that as an ordinary expense of maintaining a productive asset for present or future use, such advertising is "like paying watchmen and carrying insurance on an idle plant, or cleaning and oiling the equipment."

"We do not know of a single instance in which there has been denial of tax reduction when a company was trying to sell. Even when we fully committed to military work that it had nothing immediate to sell, a company was entitled to a tax deduction for copy trying to sell in the future," the tax analysts wrote.

Meanwhile, on Capital Hill five percentage point increases in all tax rates on corporations have been proposed by the House Ways & Means Committee as it moved to clear the revenue measure for House consideration.

Dropped from the bill was a proposed excise tax increase on radio and television sets from the present 10% to 15% [BROADCASTING • TELECASTING, May 28].

Under the measure, the rate for corporations earning less than $20,000 a year would be boosted from 25 to 30% and on corporations making more than that figure yearly from 47 to 52%.

The committee turned down a proposal to soften the excess profits tax plan that had already been approved by the group. Previously, it had voted to set the excess profits tax base at 75% of a corporation's earnings in the three best years of the four year period 1946-49 inclusive.

GOP members attempted to keep the base at 85% where the rate is now but their motion was defeated. The tax legislation must first be approved by the House before it can be considered by the Senate where it is believed substantial changes will be made.

**McClure on ABC**

**EFFECTS of the Army Dept.'s radio and loudspeaker broadcasts on enemy troops in Korea was discussed by Brig. Gen. Robert A. McClure, chief of the department's Psychological Warfare Branch, on ABC's Time for Defense last Tuesday, 10-10:30 p.m. EDT. According to the Army, 15% of the captured enemy soldiers have been convinced by the broadcasts and leaflets.**

**SOUTHWEST VIRGINIA'S PIONEER RADIO STATION**

**WHAT STATION, PLEASE?**

**HOOPER RADIO AUDIENCE INDEX, DECEMBER 1950 compared to FEBRUARY 1951**

<table>
<thead>
<tr>
<th>TIME</th>
<th>RADIO SETS IN USE</th>
<th>WDBJ</th>
<th>B</th>
<th>C</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday thru Friday 8:00 AM-12:00 Noon</td>
<td>23.3</td>
<td>30.8</td>
<td>25.3</td>
<td>23.8</td>
<td>0.1</td>
</tr>
<tr>
<td>Monday thru Friday 12:00 Noon-4:00 PM</td>
<td>23.3</td>
<td>64.9</td>
<td>19.1</td>
<td>15.7</td>
<td>0.3</td>
</tr>
<tr>
<td>Sunday thru Friday 4:00 PM-8:00 PM</td>
<td>38.1</td>
<td>74.4</td>
<td>13.1</td>
<td>11.9</td>
<td>0.6</td>
</tr>
<tr>
<td>Sunday thru Saturday 8:00 PM-10:00 PM</td>
<td>40.8</td>
<td>67.5</td>
<td>9.1</td>
<td>20.4</td>
<td>3.1</td>
</tr>
</tbody>
</table>

*E. E. HOOPER, Inc.*

Get the entire story from FREE & PETERS

**WDBJ**

CBS • 5000 WATTS • 980 KC

**FREE & PETERS INC.**

Washington, D.C.
TOWERS THAT "TALK" TO THE STATE OR SQUAD CARS

Mobile Communications Systems naturally require no thousand-foot towers to cover their "beat." But isn't it good business to do business with a concern that makes both? There's no need to compromise on the antenna towers for your UHF system when you can be sure with a Blaw-Knox Tower designed especially for this important radio field. Scores of these self-supporting towers are now providing safe support for high-gain antennas that give maximum signal strength and soft-pedal the high noise level of metropolitan areas.

The cost? No more than for "make-shift" structures.

For complete technical data just drop a note to

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.
GOV'T ADS

GOVERNMENT agencies should pay for advertising, except where messages are of a specific public service nature, Sen. Spessard L. Holland (D-Fla.) told the Florida Assn. of Broadcasters June 8-9 meeting at the Mayflower Hotel, Jacksonville.

Broadcasters have the right to decide what they will give free to the government, Sen. Holland said, adding, "I know you will continue to be generous. Nothing can be more distressing to American than the way you determine what you can carry as public service programs."

Right of stations to examine political broadcasts in advance was emphasized by Sen. Holland. He lauded radio's coverage of world affairs, his reporting of the Korean war, but said he would like to see improvement in "telling the things which our nation is doing successfully."

Sen. Holland said, "We must resist very strongly every effort and tendency toward controls which will be burdensome or suppress free expression, much less look toward governmental ownership or operation."

New Board Members

Board members were elected by the association, supplementing election of administrative officers. Board members were elected by the association, supplementing election of administrative officers. [BROADCASTING • Telecasting, June 11]. The new board includes the retiring president, Garland Powell, WRUF Gainesville, and new officers, including President S. O. Ward, WLAK Lakeland. Others elected to the board were Robert G. Venn, WMIE Miami, and J. Allen Brown, WLOF Orlando.

FAB adopted a resolution calling for relaxation of the FCC rule covering licensed engineers, looking toward provisions similar to those in effect during World War II. A resolution introduced by Walter Tison, WLAT Tampa, reaffirmed FAB's advocacy of ratification of the North American broadcasting treaty.

Appointment of a committee to confer with high school athletic officials was its prided in an effort to reach an understanding on charges for rights to football games.

Report of the Legislative Committee, of which James M. LeGate, WIOD Miami, is chairman, was given by Kenneth Ballenger, FAB counsel and legislative representative. He reported the new Florida sales tax law exempts radio from a tax on film, transcriptions and other items used in radio and TV broadcasts. He said a law had been enacted forbidding TV in autos if screen is within driver's view. The civil defense law provides no control over radio and newspapers, he said. He added the bill covering legal public notices by radio was still in committee.

In retiring from the presidency, Mr. Powell urged FAB to set up permanent headquarters and arrange meetings to follow in order

AIMS MEMBERS

Report Audience Gain

INDEPENDENT local radio stations have found the key to success in dealing with television and are very optimistic about their own future as "a distinctive advertising medium with an increasing listening audience," Steve Cisler, WKXW Louisville, asserted last week.

That was also the consensus of some 45 radiomen who attended a closed-door summer session of the Assn. of Independent Metropolitan stations at Colorado Springs, June 8-10. Views on programming, sales and promotion were exchanged during the three-day meetings, held at the Hotel Broadmoor, with Al Meyer, KMYR Denver, as host.

Independents have gained an additional listenther range between 15% and 25%, with much of the increase of the attained in TV station markets, according to Mr. Meyer. In fact, "not a single station has reported any adverse effect from TV competition," Howard Johnson, KNAK Salt Lake City, said after the meet. He contended that TV's high cost of operation "puts it out of reach for this medium for local advertising."

A secret committee was chosen to select an agency to evolve a campaign plan designed to promote AIMS and other independent radio stations throughout the nation over a 52-week period. Additionally, the association, which drew delegates from 25 states and the Territory of Hawaii, voted a $25,000 appropriation for publicity and advertising in national trade papers.

Mr. Cisler stated that "while the networks are singing the blues, the independent station is on top of the pile." He said that all AIMS members will receive complete details of the meeting but the industry "will remain in the dark."

NBC's Halls of Fame, sponsored by Leo. Schilit & Co., Milwaukee, awarded citation by Junior Chamber of Commerce for "... not only splendid entertainment, but also it imparts to the American people a better understanding of the whole profession of teaching. ..."
GOOD THINGS COME IN THREES...

STAGE ENTRANCE—7:45 P.M. Wed.

Earl Wilson, N.Y. Post Columnist, has a fast-moving interview stanza in "Stage Entrance". Show gets away from the stiff quality of some televote programs... Wilson handled his interviewing chores nicely, and he's able to secure sock guest lineups.

—Variety

NOT FOR PUBLICATION—7:45 P.M. Mon. & Thurs.

Du Mont has a property of considerable promise in "Not For Publication". Actually a dramatization of the inside story behind many newspaper yarns, the program has a natural human interest slant which should be productive of a televiewing audience. The show caught was a gripping, vastly effective climactic story of an attempt to commit suicide... the direction and camera work were outstanding, especially the eye-arresting closeups.

—Billboard

WASHINGTON REPORT—7:45 P.M. Tues. & Fri.

Tris Coffin has the punch and accuracy of a good reporter and the dramatic instinct of a good playwright. Mr. Coffin's best talents, and they are considerable, are displayed in dealing with Congressional hearings.—N.Y. Times

TELECASTING
A Service of Broadcasting Newsweekly

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NCAA Up 16 Arms Over Penn TV

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New Hofstra Study Shows TV Impact

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Latest Set Count
By Markets

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—Billboard

Three great new shows—built, produced and presented on the

DU MONT
TELEVISION NETWORK

62 Affiliated Stations

A Division of Allen B. Du Mont Laboratories, Inc. - 515 Madison Avenue, New York 22 - MU 8-2600
"ANY DELAY in lifting the "freeze" which has prevented the expansion of television service since September 1949 would ... harm the public." 

This is what FCC Chairman Wayne Coy wrote Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, in giving the Commission's views on Sen. William Benton's (D-Conn.) bill to allow the allotting of TV channels in New York City.

The FCC's proposal, made in June, called for a 90-day delay in the allocation of TV channels, pending a review of the Commerce group.

Since that time, the resolution has been superseded with a bill (S 1759) and a joint resolution (S J Res 76) which would create a National Advisory Board for Radio and Television and keep intact the freeze for an added six months to a year.

Under Congressional procedure, the Commerce group is asking for additional comments on the new legislation offered by Sen. Benton. 

Quakers Thrown For Loss

To realize the financial magnitude of this schedule, one must realize that for big games, even without filling Philadelphia's Franklin Field, gate receipts amount to $150,000-$250,000. Franklin Field has a capacity of 76,000.

A Penn spokesman late last week still expressed hope that the original schedule would be met. That would have to be left in the hands of the NCAA, but the trouble was that one can never tell when the future is going to stand up.

NCCA officials, while exuding confidence, nevertheless were "walking on pins" last week while Notre Dame huddled over the matter. Notre Dame, whose home games have been telecast the last two years by DuMont, could make or break the plan. The South Bend, Ind., school reportedly sold TV rights last year for $185,000.

Father John J. Cavanaugh, Notre Dame president, was weighing the matter carefully. He has said that he does not want to be placed in the position of making a pivotal decision. Notre Dame's declaration was expected sometime this week.

Meanwhile, the Justice Dept. was closely watching from the sidelines. A Justice decision is not expected until a test case is brought before it.

Delay Would Harm Public—Coy

Neither does the Commission's announcement on Jan. 29, 1951, of a public conference on television broadcasting problems, which will decide the many questions raised in the Commission and the industry.

On this, Comr. Hennock said:

Quakers Thrown For Loss

To realize the financial magnitude of this schedule, one must realize that for big games, even without filling Philadelphia's Franklin Field, gate receipts amount to $150,000-$250,000. Franklin Field has a capacity of 76,000.

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Also see story on Allocations

Hearing, page 62

U. OF PENNSYLVANIA last week was maintaining a lonely vigil out on the limb it crawled to when it defied the National Collegiate Athletic Assn. plan for limited telecasting only.

Penn announced on June 6 that it planned to telecast all eight home games this fall. [Broadcasting • Telecasting, June 11].

Under the NCAA plan, a team could be telecast only twice, once at home and once away.

Since Penn's lone-wolf decision, there has been more action among college officials than one is apt to see on most gridirons this fall.

NCAA immediately countered by suspending the Philadelphia university and subsequently informed Penn that it was no longer in good standing.

ABC, taking a lateral pass from Penn, announced that it was proceeding with plans to televise all eight of Penn's scheduled home games.

From a reliable source it was learned that ABC contracted to pay $250,000 for the TV rights.

Dr. Hugh C. Willett, of the U. of Southern California, NCAA President, refused Penn's request for an early hearing on the controversy, saying that the matter already had been reviewed; showed disinterest in Penn's suggestion that the Dept. of Justice decide the issue in light of the Sherman Anti-Trust Act; and made an announcement of interest to Penn's scheduled opponents.

Dr. Willett said that Penn's scheduled opponents may play the Quakers without automatically forfeiting their NCAA good standing.

It is indicated however, that an NCAA rule, permitting its members to cancel these contests if possible but not to risk damage suits if held to signed contracts.

Nevertheless, only four of Penn's scheduled nine opponents definitely committed themselves to meeting the intricate eleven. The all-important Ivy League contingent indicated that they would not play Penn if it insisted on telecasting the games.

Many Undecided

Several of the colleges slated to meet Penn this season admittedly were still in a huddle, but on Friday, the scheduled opponents lined up like this:

Calif. (Sept. 29)—On the fence but leaning toward NCAA.

Dartmouth (Oct. 6)—Has indicated that game will be canceled if Penn insists on telecasting the contest.

Princeton (Oct. 13)—Feels the same as Dartmouth does.

Columbia (Oct. 20)—The same.

Navy (Oct. 27)—Will keep date but express reservations about television after this season.

Williams & Mary (Nov. 3)—Will definitely play.

Wisconsin (Nov. 10)—Indications are that this game at Madison, Penn's only other scheduled game away from home, will be played.

Army (Nov. 17)—Will definitely play.

Penn's New Schedule

Broadcasting • 1981-82 annual, 25th weekly

FREEZE LIFT VIEW

"ANY DELAY in lifting the 'freeze' which has prevented the expansion of television service since September 1949 would... harm the public." This is what FCC Chairman Wayne Coy wrote Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, in giving the Commission's views on Sen. William Benton's (D-Conn.) bill to allow the allotting of TV channels in New York City.

The FCC's proposal, made in June, called for a 90-day delay in the allocation of TV channels, pending a review of the Commerce group.

Since that time, the resolution has been superseded with a bill (S 1759) and a joint resolution (S J Res 76) which would create a National Advisory Board for Radio and Television and keep intact the freeze for an added six months to a year.

Under Congressional procedure, the Commerce group is asking for additional comments on the new legislation offered by Sen. Benton.

Quoted about the advisory board bill and the joint resolution, Senate Policy Leader Ernest W. McFarland (D-Arka.), chairman of the special subcommittee that is considering the legislation, said last week meetings would be held on the proposals as soon as possible.

Hennock's Stand

While Chairman Coy wrote to Committee Chairman Johnson for the Commerce group, a separate view was given by Comr. Frieda B. Hennock, who was nominated for a New York judge last week (see story, page 27) and who also is an enthusiastic supporter of educational TV.

Comr. Hennock gave her full support to Sen. Benton's proposal that Congress investigate, saying that it was "unlikely" that the FCC would initiate a probe "of the entire, many-sided question of television in order to insure the maximum development of (its) educational and public service potentialities."

Chairman Coy said it would be up to Congressional policy whether such a probe be conducted, and outlined the history of FCC proceedings on blueprinting an allocations plan.

Comr. Hennock said a Congress-
VIDE0'S POTENTIAL

IF THERE is still anyone in advertising who is not convinced of the potent effect of television on the country's more than 12 million set-owning families and their buying habits, NBC's second Hofstra study, "Television Today--Its Impact on People and Products," should give him that conviction.

Completed in January under the supervision of the Psychological Workshop of Hofstra College, the study comprises 5,067 interviews with adults heads of families in the New York metropolitan area--a "mature television market," with seven TV stations, including outlets of the four video networks, and more than two million set-owning families, "ideal for studying TV as a mature medium," NBC said.

Employing a "searching" questionnaire, the study investigates the purchase of 187 leading Club TV-advertised merchandise; checked 111 TV network programs, accounting for 102 hours a week and about half of all network shows, and inquired into the reading and listening habits of the interviewed persons, as well as their attitudes towards certain products and programs.

51% Own Sets

"First and very basic finding," according to Dr. Thomas E. Coffin, supervisor of NBC's program research division, which developed the study and analyzed its findings, "was that 51% of all families owned TV sets."

Television families are larger, with 368 persons in 100 TV homes to 306 in 100 non-TV homes. (With half of New York City's owning TV sets, this means 1.4 million more people in New York TV homes than in non-TV homes, Dr. Coffin noted.) They are younger and more of them have yaung children. "Numerically, they look like a good market."

And financially, too. Average income of the TV family is $4,490, compared to the non-TV family average of $3,846. Projecting the more than $60 a month plus per TV set on the entire New York market means $1.5 billion more annual income for TV families. They have more phones, more refrigerators, more automobiles (in the six months preceding the study, TV owners bought 78.2% of all new cars sold in New York); "more of them buy practically everything that's sold."

TV owners like television: About two-thirds think it is very good, with another 29% thinking it good (85.8% in all), while less than 2% find it poor. They use their sets: 99.1% had watched the day before the interview, 99.8% during the preceding week, for an average of two hours and 16 minutes a day a person. (That's adult heads of families, not kids nor total set use, Dr. Coffin reminded.)

As against the 135 minutes spent watching television, they (adult heads of TV families) spent 61 minutes listening to the radio, 47 minutes reading newspapers and 11 minutes reading magazines, Dr. Coffin pointed out. "They spend more time watching television than they do with all three other media combined."

When the adult heads of non-TV families are added in, the figures for all New York family heads are: 73 minutes a day for TV, 90 minutes for radio, 49 minutes for newspapers and 13 minutes for magazines--a clear victory for radio, even in TV's strongest market, and with TV a good second, well ahead of newspapers and magazines in the time it gets from Mr. and Mrs. New Yorker.

Most Convincing

TV set-owners, by nearly a two-to-one ratio, find television the most convincing advertising medium--64.9% answered television when asked: "What type of advertising do you think is usually most convincing?"

They back up their opinion with their purchases. Analysis of the sales of five brands of razors and blades advertised on TV by otherwise matched samples of TV set-owners and non set-owners showed an average of 14.6% of the "unexposed" group buying during the past month as against 18.9% of the TV owners--"ownership of a TV set produced an average increase of 29.5%" in the sale of these products. For all 30 product groups covered in the study, television plus averaged 28.8% more customers for TV-advertised brands among set-owners than among matched non-set-owners.

Length of ownership of a video set seems to make little difference in the owner's purchase of TV-advertised goods, with slightly greater purchases among the longer-time owners. An average of 42.5% of unexposed non-set owners buying one or more TV-advertised products compares with 51.3% of set-owners of less than six months duration, 62.0% of those owning TV sets six to 11 months, 62.8% for those owning sets one to two years and 63.5% with sets for more than two years.

"Television," Dr. Coffin noted, "wears well, exceedingly well, as a selling medium."

Impact Comparison

When sales of products advertised on 143 individual TV programs were analyzed by viewers and non-viewers, NBC found 37% more customers among set-owners who had watched the program recently than among owners who had not seen it recently. And sales were 35.2% greater among set-owners who had seen the program than among those who had not. Which, said NBC, "suggests that television programs have a consistent impact on viewers--whether they own sets or not."

Guest viewers provide one new customer for every five new customers among set-owners, a TV bonus of 20%, Dr. Coffin pointed out.

To determine whether more customers mean more unit sales, NBC had a special study made by the Advertising Club of New York U., which found they do. TV programs, this study shows, created gains of 40.9% in customers, 48.7% in sales volume, among 650 set owners whose viewing of 16 programs advertising package goods was checked.

TV also pays out for durable goods advertisers. Analyzing matched groups of viewers and non-viewers of video shows advertising automobiles, refrigerators, TV sets and floor coverings showed 12.1% of non-viewers had "never heard" of the average brand of the last three product groups (practically everybody knew all makes of cars)

to 5.7% of viewers giving that answer. An average of 46 brands of durables in terms of "no opinion," "poor," "fairly good" or "very good," on the average viewers gave 27% more "very good" opinions than non-viewers.

As to sales of durable products to viewers versus non-viewers, NBC found a 23.7% increase of purchases of 32 durable products among viewers over- viewers with 19.3 buyers per thousand among viewers to 15.6 buyers per thousand among non-viewers.

Getting down to the pay-off, the extra customers provided by TV in the New York market for package goods advertised on 143 video programs was an average of 36,000 per program per brand in the past month, or 2.6 extra customers per dollar. "Extra customers at a cost of about 6% cents apiece," Dr. Coffin exclaimed, "is production economics of efficiency for which television and advertising can take a deserved bow."

Day Same As Night

For the advertiser, there's practically no difference between day-time video, where products averaged 18.7 extra customers per dollar, or viewers averaged 18.6. And TV starts to pay off at once, with brands on TV less than 13 weeks averaging 5.9 extra customers per dollar, those on from three to 15 months getting 13.2 extra customers per dollar and those on for more than 15 months averaging 20 extra customers per dollar.

Well-liked commercials produced 17.9 extra customers per month per dollar, NBC found. Disliked commercials ranked second, with 9, and those which produced no strong feeling for or against were ranked third with 7.8 extra customers per dollar. The average commercial, it was reported, is liked by about 62% of TV set owners and disliked by about 6%.

A supplementary study on length of commercials showed that using 81% more time for the commercial means a product 2% more recall and 1% more relief in sales point, but 7% less brand identification and 6% less liking, and there was a 36% increase in complaints of too much padding on the program.

High-budget TV shows pay off (Continued on page 74)
ALLOCATION, FREEZE ISSUES

ACTION IS expected by FCC this week—possibly Wednesday or Thursday—on questions of (1) whether or not to modify its plan of fixed TV allocation by rule-making, and (2) whether or not to extend the freeze indefinitely, which could prolong the overall freeze indefinitely, and (2) how far to go on its proposed partial lifting of the freeze.

The issue was debated last week at several executive sessions and the Commission staff worked overtime to rush completion on draft decisions.

The allocation conclusion, it is believed, will be disclosed in FCC's response to inquiry of Sen. Edwin C. Johnson (D-CO), chairman of the Senate Interstate and Foreign Commerce Committee, questioning the legality of what he described as "black allocations." [Broadcasting * Telecasting*, May 28, pp. 11-12]

Information sources at the Commission felt FCC will stand firm on the legal soundness of its original allocation, however, and it may take to modify that policy in order to bring the legal conflict to a practical compromise and enable earlier fair allocation of the freeze.

They feel sure that even if taken to court, legality of the fixed allocation would stand in view of precedent cases and interpretation of Court of Appeals.

Oral Argument June 28

Others pointed out FCC is as tired of the television stalemate as is the industry and the public. FCC would be inclined to consider favorably any reasonable solution which might settle quickly the allocation deadlock on an equitable basis and permit prompt granting of new TV channels to the long-waiting public, they indicated.

Such a solution, however, would have to carry with it the earnest support of the industry before FCC would act, it is believed.

FCC Friday set June 28 for hearing of oral argument on legality of its fixed allocation and educational reservation policies, specifying all parties to the TV proceeding may participate by filing notice of appearance by June 25. FCC said it does not contemplate that holding of this oral argument "will result in any substantial delay in the commencement of such further proceeding in this matter which may be appropriate after the oral argument."

Decision to hear the arguments was made in acting upon petitions of Federal Communications Bar Assn., WALM, Dejourn, Mich., and WTTM, Trenton, N. J., challenging and seeking airing of the issues prior to commencement of the hearing on city-by-city allocation proposal.

Should the Commission modify its allocation policy, to water down the legal issue to a workable compromise?

Also see story on COY freeze statement, page 60.

SNYDER NAMED

To New CBS Field Post

Clarke A. (Fritz) Snyder has been appointed to the new post of CBS-TV Sales Service Dept. field representative, William J. Fagan, department administrative manager, announced last week.

Operating from New York, Mr. Snyder will travel in the interest of sales relations with CBS-TV affiliates.

A veteran of World War I, Mr. Snyder was born in Crawfordville, Ind., and educated at Kentucky Military Academy and Wasbash College. From 1933-39 he held various positions with the Chrysler Corp., including that of sonomalous and public relations representative for W. P. Chrysler.

From 1933-39 he was assistant advertising manager of the Standard Oil Co. of New York, and left to join the J. Stirling Getchell Adv. Agency as contact representative on the Socony-Vacuum account. Later, following a year spent with NBC as station relations manager, Mr. Snyder joined the Biow Co. in 1944 as account executive for the Bulova Watch Co. account.

As assistant to the Bulova Watch Co. president from 1947 until early this year, he returned to Biow Co. in January, 1951, as an account executive on special assignments.

FCC Action Nears

Following is the text of the five questions asked of schools in the DuMont educational survey, showing the response to each question:

1. Are you in favor of exclusive educational stations on VHF in non-commercial basis? Commercial ... 29% Non-commercial ... 54% Commercial ... 17%

2. Would you support your own station under the FCC proposed or cooperate with a commercially operated station? Operate ... 52% Cooperate ... 48%

3. Would you support your own station under the FCC proposed or cooperate with a commercially operated station? Operate ... 52% Cooperate ... 48%

4. Would you support your own station under the FCC proposed or cooperate with a commercially operated station? Operate ... 52% Cooperate ... 48%

5. Would you support your own station under the FCC proposed or cooperate with a commercially operated station? Operate ... 52% Cooperate ... 48%

6. Will you apply to the Federal Communications Commission to operate a television station? Yes ... 35% No ... 65%

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8. Would you support your own station under the FCC proposed or cooperate with a commercially operated station? Operate ... 52% Cooperate ... 48%

9. Would you support your own station under the FCC proposed or cooperate with a commercially operated station? Operate ... 52% Cooperate ... 48%

10. Will you apply to the Federal Communications Commission to operate a television station? Yes ... 35% No ... 65%
Network Time

P & G Top Client in April

Procter & Gamble Co. maintained its position as the top user of TV network time in April, spending $661,415, at gross rates, for time on the networks. According to Broadcasting & Telecasting's analysis of data on sponsored TV network programs compiled by Publishers Information Bureau, the total network expenditure for April was $9,663,479.

General Foods Corp. ranked second among April TV network advertisers, with gross time purchases of $498,685 during the month. R. J. Reynolds Tobacco Co. was in third place with $386,600. The list of the 10 top users of network television in April (Table I) includes four cigarette companies despite the relatively small number of firms producing this class of advertised product. It ranks second only to food advertising among types of goods advertised on the TV networks (Table III).

Foods, accounting for $2,129,836 worth of TV network time in April, and smoking materials, with $1,229,205 gross expenditures for video network time, were the only two product groups to exceed the million dollar mark during the month. Telecasts advertising third, with $968,948; soaps and cleansers fourth, with $867,208, and automotive fifth, with $775,673.

For the first four months of 1951, the same five product groups were the leaders, with the five leaders, with foods, tobaccos, cosmetics, telecasts ranking one-two-three; automotive fourth and soaps and cleansers fifth.

Comparison of the time sale analysis by product groups for 1951 and 1950 reveals that the present pattern, closely resembling that of AM network advertising, has developed during the past year.

In April 1950, the smoking materials class was the top spender for TV network time, followed by automotive, food, radio and TV set and household equipment advertising, in that order. For the first four months of 1950 the leaders were the same except that telecasts ranked second by time.

The following tables show a breakdown of the leading advertisers in each product group, with the gross expenditure for April 1951 and April 1950.

BYMART PROGRAMS

Drops Levenson, Keeps Others

B.Y.M.A.R.T. Inc., New York, manufacturer of Tintart, has dropped its plans to continue sponsorship of the Sam Levenson Show on CBS-TV, effective June 30.

Martin L. Strauss II, chairman and president, said "the only time period offered by the network for the fall and winter was not deemed advisable for most effective advertising of our home coloring products."

Mr. Strauss said the company is considering or has options on other programs. Meanwhile Tintart will continue to sponsor Somerset Maugham Television Theatre on NBC-TV, Monday, and participate in the Cavalcade of Bands and Cavalcade of Stars on DuMont and Somerset Maugham Radio Theatre on CBS. Cecil & Presbrey, New York, is the agency.

COLOR CONTENDERS

CBS, RCA Present Plans

CBS will have seven-day-a-week color programs starting July 2, with programs at 10:30-11 a.m. and 4:30-5 p.m. Monday through Friday, and afternoon programs on Saturday and Sunday. The current CBS black-and-white schedule includes no programs in the 10:30-11 a.m. weekday slot and plans "It's Fun To Know," a sustainer, in the Monday-Friday 4:30-5 p.m. segment. Its Saturday afternoon programming now starts at 5:30 with "It's Up To You," also a sustainer, while its Sunday afternoon black-and-white programming begins with the sustaining "Lamp Unto My Feet" at 4:30.

To acquaint as much of the public as possible with CBS colorcasts, it is expected that receivers will be

(Continued on page 68)

June 18, 1951  Page 63
4 REASONS

WHY WOR-tv, CHANNEL 9,

IS THE GREATEST BUY

IN TELEVISION

IN GREATER N. Y.!!

*There are many others; there are maps; there are mail counts (astounding ones), there is proof galore.
1. WOR-tv keeps more people tacked to tv screens than any other independent tv station in Greater New York.

2. WOR-tv telecasts the only live mystery program available for sponsorship in New York. (A program, by the way, that can bring you 357,890 viewers at a lower cost-per-thousand than many of the sponsored tv whodunits on network stations.)

3. Ten WOR-tv programs attract an audience of over ¼-million viewers per-broadcast. And many of them are just waiting for an eager sponsor (You?).

4. WOR-tv is and will continue to be a reflection in word and picture of life in our day. Its general attitude is one of gaiety and release from the tenseness and hurry under which we live. But WOR-tv’s purpose is not just escape, however enticing that might be. It is a source of constant and honest information and education for the hundreds of thousands of people who look at and listen to it every day of every week.

...these are some of the reasons why WOR-tv, channel 9, gets more results, more rapidly, in less time, for more tv advertisers, and their agencies, than any other independent tv station in the New York area.

Our address is—WOR-tv channel 9

at 1440 Broadway, in New York
TELEVISION needs a censorship board similar to the motion picture industry Johnston Office, according to the quarterly Tele-Census of the TV Research Bureau of Woodbury College, Los Angeles.

Based on a sampling of 10,000 TV homes set down in southern California, San Francisco, Portland and Denver areas, and covering a three-month period, the personal interview survey was conducted under the supervision of Prof. Hal Avry. Some 500 students from Woodbury College, Valley College, U. of Denver, U. of Redlands, San Jose State College, Fresno State College, Stanford U., and Oregon State College handled the interviews.

On the question of an industry censorship board, 56% of those interviewed in Los Angeles voiced approval, with 55% in San Bernardino and 52% in San Francisco Bay area areas in accord. Majority of those interviewed believe moral standards of television to be the same as movies.

Of those contacted in Los Angeles, 86% said they would like to see more "on the spot" telecasts of major news events. In the San Francisco Bay area and San Bernardino section, 91% and 87%, respectively, gave similar answers. In all areas, percentages were high in agreement that there should be a separate channel for educational programs. In Los Angeles, 60% expressed that opinion, with San Bernardino 71% and San Francisco Bay area 58%.

In San Francisco, Los Angeles and San Bernardino areas, 35% of the parents considered television, generally speaking, had a beneficial effect on their children. Some 17% in Los Angeles declared the effect harmful, but did not elaborate. Other findings:

Mysteries are considered objectionable for child viewing by 36% of those interviewed in Los Angeles; 38% in San Bernardino and 40% in San Francisco Bay region.

Survey showed 78% of those contacted in Los Angeles area said video sports events made the family more sports-minded than before, with San Bernardino and the San Francisco Bay area showing 65%.

Phoneline won out over theatre television in the survey. Some 58% in Los Angeles area; 61% in San Bernardino and 63% in San Francisco region were willing to pay $1 to see a first-quality movie on their home TV screen if it were not available otherwise. These same people would not pay that amount of money to see a major event, if not available otherwise on theatre TV.

Practically the same answers were received to questions about home theatre telecasting of college and professional sports events. They would pay to see it on Phoneline, but not on TV theatre.

Milton Berle leads as the most popular program in San Francisco and Los Angeles, but San Bernardino interviewees put wrestling as first.

**Weekly Television Summary**

**June 18, 1951, Telecasting Survey**

<table>
<thead>
<tr>
<th>City/City</th>
<th>Sets in Area</th>
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<tbody>
<tr>
<td>Detroit</td>
<td>190,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>176,541</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>117,066</td>
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<tr>
<td>Grand Rapids</td>
<td>115,600</td>
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<tr>
<td>Columbus</td>
<td>89,517</td>
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<tr>
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<td>Charleston</td>
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<tr>
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<td>Jacksonville</td>
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<tr>
<td>Colorado Springs</td>
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<td>San Diego</td>
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</tbody>
</table>

**Total Markets on Air**

- 831

**Estimates in Use 12,300,000**

**Editor's Note**: Totals or estimated sets include only those in the TV market. Areas are represented on the basis of major cities and the television networks. The data is compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
ANDERSON, S. C.

ASHEVILLE, N. C.

COLUMBIA, S. C.

FAYETTEVILLE, N. C.

GREENVILLE, S. C.

SPARTANBURG, S. C.

WINSTON-SALEM, N. C.

AUGUSTA, GA.

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Winston-Salem - North Carolina
North Carolina's second city, home of Camel cigarettes, manufacturing and educational center, with an annual industrial payroll of $8 million dollars. Winston-Salem receives television service from 2 stations but 56% of viewers tune most often to WBTV, Charlotte.

JEFFERSON STANDARD BROADCASTING COMPANY
Represented Nationally by Radio Sales
Allocations Freeze (Continued from page 68)

...systems, including responses from 46 states and the District of Columbia. DuMont claimed the survey showed that American educational institutions and systems are sharply divided on the question of reserving noncommercial television channels specifically for colleges, universities, and public school systems.

DuMont claimed the survey showed a majority of responding educators would be willing to cooperate with commercially operated stations rather than operate their own stations.

"Only 47, or 41% of the respondents said they intended to apply for telecasting licenses," DuMont reported. Forty-four percent of responding said they favored "exclusive educational station licensing on a noncommercial basis."

"Conducted for DuMont by the Institute for Better Living, the survey drew 158 responses, FCC was told, of which 103 were from colleges and universities. Nevada and North Dakota were the only states not represented in the tabulation.

"Most of the 158 respondents given recognition in DuMont's writing the problems of financing installation and maintenance of stations. Most of them also considered cost and burdens of maintaining program schedules as insurmountable," the report claimed.

Would Cooperate

"Those who mentioned acquired experience in television broadcasting were most definitive of such problems and were decidedly on the side of cooperating with commercially operated stations," it continued.

"One university reported that it had produced 160 television programs for a local commercial station with 'mutually satisfactory results,'" the report said, quoting the school.

"DuMont learned the realities of television through the experience of four television production programs we are aware of the difficulties of doing even a half-hour program per week. 'Quality of the programs had a 5.1 rating' as of April 15, reaching an audience of 12,000 locally. Anyone can put a camera in front of a target and program several hours per week, but educational institutions will find it both difficult and expensive to compete for audiences by maintaining high standards," the report noted.

...Another university with experience in radio and television broadcasting," the report continued, "wrote that 'the costs of TV are too great to be underwritten by the average small college or university. The history of radio in education shows two things: lack of funds and little faculty cooperation...In a normal world university then went on to say that two local TV stations are prepared to give us much more time than we can use to best advantage."

A state department of education wrote that 'we are facing the results of an economy-minded legislature and feel we will do well to continue the services we now offer.' "Of further significance," according to the DuMont survey report, "is the fact that of the 47 who expressed intention to file applications, 38 were institutions and public school systems who must rely upon appropriations of public funds."

The survey reports out that 21 of the 35 qualified their intention to file for channel locations with the comment that 'action will be contingent upon legislative action.'

Regarding its overall allocation plan, DuMont comments:

...Unlike most of the parties whose proposals are in conflict, DuMont has no particular interest in the particular community involved. Its only interest is with respect to any site. The FCC has suggested for assignment to a specific community is in its effect upon a co-ordinated nation-wide plan which provides a fair, efficient, and equitable distribution of television service among States and communities required by Section 397 (b) of the Communications Act.

DuMont does not desire or intend to contest each conflicting proposal involving the many communities to which channel assignments differing from those set forth in the DuMont plan have been suggested. Instead, it intends to demonstrate the hearing through competent evidence, the superiority of its overall principles expressed in its original comments filed on May...

NBC, commenting upon several proposals suggesting smaller station separations through the use of reduced power and directional antennas, stated: "recognizes the desirability at this stage of establishing minimum separation values for the preparation of an allocation plan" and felt "consideration should not be given to violation of these minimum values" unless certain conditions were met. The conditions specified included: (a) The allocation plan is reconstructed utilizing new minimum values, or (b) FCC adopts adequate standards defining (1) normally protected service area, (2) permissible design, adjustment, proof of performance and (3) the method of establishing specific terrain and other propagation factors. These were therefore perfunctory...

KFBI and KANS Wichita withdrew their earlier proposal that a third VHF channel, No. 6, be added there since it would conflict with proposals in our market and delay eventual action on their applications.

Opposition to the introduction of VHF and UHF channels in Houston was made in a letter from Chairman Coy from F. B. Koepnick, Houston area chairman of the National Appliance and Radio Dealers Assn. He posed the set-coming problem in UHF values. He said out 80,000 VHF receivers are operating there now and will increase to 180,000 or more by the time new grants are made.

Joint Committee on Educational Television counter-attacked the opposition of FCBA, NARDB, DuMont and CBS to educational reservations. FCBA contended FCC has full authority to make its reservations in its reply to FCBA and charged the views of NARDB on this issue "are supported only by an ardent and wholly unrepresents a series of unrelated quotations from the record."

JCT held the record rather supports FCC's decision to reserve certain channels for educational use.

Noting that Teachers College, DeKalb, Ill., petitioned FCC to accept late its initial proposal to the allocation plan and requested reservation of UHF Channel 67 there...

FCC meanwhile granted acceptance of the late comments of Ra
cine Public Library, Racine, Wis.; Brown U., Providence, R.I.; Cedar Rapids, Iowa, and U. of Kentucky, Lexington. L. a. t. o. thought UHF Channel 27.

Color Contenders

...set up at public vantage points.

Details of RCA's demonstrations of its own system were not complete...last week, but it was thought they would begin about July 9 and be presented daily. Since the RCA system can be employed only on an "experimental" basis, the trans
ing GO demonstration at the hearing in DuMont's experimental KE2XJV rather than their WNBT (TV) New York, although WNBT's Channel 4 will be used. WCBS-6 operates on Channel 2.

Evidence of the importance NBC attaches to the RCA color show
ing was seen in its temporary de
tachment of Ernest W. Bmet, program manager for the NBC television network, from his regular duties so that he may direct "programming aspects in color development and...devote full time to this important development." Leonard Hole, production manager for NBC-TV, will handle Mr. Wal
telecasting...
**COLOR SET ADS**

FCC Joins FTC Parley

"POSSIBLE misrepresentations" in advertisements touching on the utilization of present TV sets for reception of color transmissions in both monochrome and color and on UHF transmissions should be included in discussions during the forthcoming radio-TV industry trade practice conference in Washington, FCC commented last Tuesday.

The Commission's comments were cogtained in a June 11 announcement accepting an invitation from the Federal Trade Commission to participate in the radio-TV industry conference Thursday.

FCC's comments followed a similar recommendation by manufacturers authorizing preparation of a set of proposed rules to include a provision against deceptive advertising on color television and the UHF.

Benjamin Abrams, president of Emerson Radio & Phonograph Corp. and chairman of the Fair Trade Practice Committee of Radio-Television Mfrs. Assn., received the go-ahead for formation of such standards during the RTMA convention in Chicago [BROADCASTING * TELECASTING, June 11].

Under the suggested code, such advertising would be deemed "an unfair trade practice."

FCC called the trade practice conference at the request of RTMA working with the New York Better Business Bureau. Various proposals will be aired and the Commission will then offer a set of proposed rules designed to cover radio and television sets by combinations and supplant those promulgated by FTC for radio receivers alone in 1939.

**Period Allowed**

Fifteen or 25 days will be allowed following issuance of proposed rules to permit the industry and other interested groups to digest the contents, before another industry hearing is held. Once promulgated, rules are set, firms and individuals will be sent "pledge cards" to sign indicating their intent to abide by the spirit of the rules.

FCC last week had sent out between 6,000 and 7,000 invitations to various parties, including RTMA, FCC, major radio-TV networks, Better Business Bureaus, manufacturers, dealers and other groups.

Appearances at the conference, to be held at 10 a.m. at the Nat'l Archives Bldg., Washington, are "voluntary," Commission spokesmen stressed. FTC Chairman James Mead will supervise the proceedings.

FCC's announcement noted "that the subjects for rules which have been suggested for consideration do not include possible misrepresentations with respect to the utilization of current type television sets for reception of color transmissions in color and/or black and white transmissions in the ultra high frequency band. It appears that the inclusion of such matters for consideration . . . is appropriate."

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**EMPRIE STATE**

**WNBT Starts Using Tower**

ILL-TIMED ionospheric disturbances last week gave a few startled moments to WNBT (TV) New York viewers as the station launched its first week of operating from the new permanent Empire State Bldg.

Reception of some programs from stations as far as 1,000 miles away brought a number of queries, but engineering officials quickly explained that use of the new tower had nothing to do with it. It was ionospheric disturbances, they said, which caused such incidents as New York reception of WXY-TV Oklahoma City and WLWT (TV) Cincinnati.

Aside from the ionospheric misbehavior, the operation of the new permanent Empire State antenna—which commenced Monday—was hailed by O. B. Hanson, NBC vice president and chief engineer, as "the beginning of a new era in television transmission." He said "the multiple-use antenna represents the most forward step in the short but challenging history of the visual medium."

At intervals of several weeks during coming months, four other New York stations—WJZ-TV WPX-TV WABD (TV) WCBS-TV—expect to begin operating from the tower. ABC's WJZ-TV is expected to be the first to follow WNBT, possibly before the end of July. WATV (TV) Newark also has signed for use of the tower.

Mr. Hanson said the new antenna's increased height would improve TV reception in the fringe areas, thus providing a greater audience for the station. Although he said WNBT's "interim antenna" gave "substantially the same degree of service," reception in certain isolated areas would improve with the new operation, he said.

By a device known as triplexing, the new antenna will perform three functions: Transmission of the TV picture, of TV sound and FM sound.

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**ATLANTA TV**

**Amended Bid Filed**

REVISED application for purchase of WSB-TV Atlanta's Channel 8 facilities from Atlanta Newspapers Inc. for $325,000 has been filed with FCC by Broadcasting Inc., a new firm of leading local citizens [BROADCASTING * TELECASTING, April 23, 9]. The new bid shows redistribution of stock ownership and additional stockholders requested by the Commission upon returning the original transfer application.

Broadcasting Inc. now has authorized 100,000 shares each of preferred and common stock, both $5 par, and has issued 60,000 shares of each class. Equal amounts of each class stock have been taken by the following Atlanta residents: Alvin B. Cates, president and over 25% owner of Adams-Cates Co., real estate, and director of Bank of Georgia (4% stockholder in applicant); William C. Cates Sr., president and over 25% owner W. C. Cates & Co., construction equipment (35%); John O. Chiles, vice president and more than 25% owner Adams-Cates Co. (vice president, 4%); his wife, Vernon L. Chiles (4%); Clement A. Evans Jr., president and more than 25% owner Clement A. Evans Co., investment banking (treasurer, 4%); Alfred D. Kennedy Jr., real estate, machinery manufacture and hardware interests (secretary, 4%); Arthur L. Montgomery, vice president Atlanta Coca-Cola Bottling Co. (director, 21%); Joseph L. Morris, vice president Robinson-Humphrey Co., investment banking (10%); A. B. Rogan, former Fox Industry Co. salesman (assistant treasurer, 2%); Irvin T. Ragdale, vice president Robinson-Humphrey Co. (19%); Harris Robinson, drive-in theatre interests (director, 11%); James B. Robinson Jr., president & Trust Co. of Georgia Assoc. (director, 10%); Emanuelt Smith, partner in law firm of Spalding, Sibley, Troutman & Kelley (15%); Walter C. Sturdivant, president and more than 25% owner Montgomery Knitting Mills, Summerville, Ga. (president, 25%); Robert B. Troutman Jr., partner, Spalding, Sibley, Troutman & Kelley (assistant secretary); Charles B. Fuller, cotton broker (4%); Dr. William C. Warren Jr. (5%).

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**Top-Pulse**

The WBN5-TV schedule is packed with top "Pulse"* rated programs. Included are three multi-weekly programs—Chet Long's Looking With Long—Earl Flora Sports/TV Weatherman—which are the ONLY locally produced shows in the top ten.

Top CBS shows plus top-caliber local programming and production have paid off in audience listening and viewing habits . . . assuring national and local advertisers greater returns on their TV advertising dollars in this rich market area.

For TV Facts and Market Data, Ask Blair TV Inc., or Write Direct

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**WBNS-TV**

Columbus, Ohio

Channel 10

CBS-TV Network—Affiliated with Columbus Dispatch and WBNS-AM • Sales Office: 33 North High Street

*Columbus Tele-Pulse, April 1951

June 14, 1951 • Page 69
EMERSON STAND
On Color Told Broker Group

Despite the Supreme Court decision favorable to CBS color television, color video for American homes is still in the distant future, Benjamin Abrams, Emerson Radio & Phonograph Corp. president, told the Assn. of Customers' Brokers in New York last week.

Mr. Abrams said that Emerson would refrain from producing color TV receivers until a compatible system appears. "We still feel that the consumers' interests will not be best served through the limitations of the incompatible system. In addition to the requirement to purchase the unsightly present television set owners, there is also the disadvantage of limited picture size," he said.

"The largest picture that can be obtained with this system," he continued, "is 12 1/2 inches as compared to the large 17-inch, 19-inch and 29-inch pictures to which black-and-white television has now been developed. With all these limitations, the cost of color sets would not be less than $600, which would also be a drawback in consumer interest."

BERLE 'TELETHON'
Raises Over $1 Million

PLEDGES of $1,197,311 resulting from Milton Berle's "telethon," round-the-clock fund-raising appearance for the Damon Runyon Memorial Fund, June 8-10, over NBC-TV and radio stations coast to coast, totaling $3,472,663, it was announced last week.

In the course of a 22-hour "appearance" from a special NBC-TV studio in New York, Mr. Berle, with the aid of 1,200 volunteers, including many prominent performers, received 26,000 telephone calls between Saturday noon, June 9, and 10 a.m. Sunday, June 10. Donations were received from 41 cities.

With the star answering personally approximately 2,000 telephone calls, his sister, Rosalind, who supervised the telephone operation, estimated that calls came in over the 100 special phones at the rate of more than 1,000 per hour.

COLOR BARRIERS

BLACK-AND-WHITE telecasts "will remain the backbone of the industry for a number of years to come," but color TV presents numerous obstacles despite the fact that it has been recognized as scientifically possible from the earliest days of given by Brig. Gen. David Sarnoff, board chairman of RCA, as he spoke in Chicago Wednesday afternoon to the Catholic Theatre Conference at Mundelein College.

Attempts to explain "many confusing statements" about the immediate prospect of color TV, Gen. Sarnoff outlined RCA's stand in the color television controversy and his own expectations for the medium. He reaffirmed his faith in the promise of black-and-white TV for many years to come because "it is one thing to produce color equipment in the laboratory, and another thing to be able to make it available in sufficient quantity and uniform quality, at a price within the reach of the average buyer."

Engineering designs, factory production lines and new broadcasting techniques—as well as public acceptance—"do not come overnight."

Cities Parallel

"We have a parallel in the motion picture industry," the general observed. "Color films have been made for years, yet most of the movies are still in monochrome. So, while color television is sure to come, we must not lose sight of the fact that there is still much work to be done to bring it even to the present state of black-and-white television. And there is still room for improvement in present television."

Discussing educational television, the RCA board chairman stated a need for educational video programs to be "as carefully prepared with the interest of the audience, in mind as the script for any dramatic presentation on the stage of a theatre." Only with use of the know-how and experience of station operators and program directors, and that of theatre people, can the full potentialities of educational TV be realized, he said.

Outlining RCA's research in television, black-and-white as well as color, the board chairman said "we are convinced the public can be furnished, and is entitled to have, a practical system that gives good color pictures and that operates on the same standards as existing black-and-white television."

"We have maintained that, to achieve these purposes, a color TV system should be all-electronic, and that above all else, it must be compatible with black-and-white."

He reminded his audience of the large investment of money in present sets and the fact that "a compatible system would encourage the immediate introduction of color programs and the rapid development of this new technique."

"Neither television stations nor advertising sponsors can afford to put on programs for a non-existent audience. But if you have a system that will permit you to broadcast in color without losing a single person in your existing audience, this problem is automatically solved."

ADMIRAL UHF
Conversion 'Clips' Shown

NEW "channel clips" permitting easy conversion of Admiral VHF TV receivers for UHF reception were announced by Admiral Corp. in Chicago last week.

"We have perfected channel clips that will tune in UHF broadcasting, offering to the viewer a picture as clear as the one he now receives over the very high frequency system," said John B. Huaris, Admiral executive vice president, said. "Our prolonged tests have proved that UHF broadcasting holds interference to a minimum and that the 'skip phenomenon' that sometimes prevails in areas having many stations has been eliminated."

"These channel clips," he continued, "can be readily and inexpensively installed in sets now in operation, allowing the owner to take full advantage of any UHF station that might be licensed in his area."

Working with RCA's experimental UHF station in Bridgeport, Admiral engineers have been over a year developing the new clips, Mr. Huaris said.

BENSON NAMED

Becomes Ziv TV Executive

LEON BENSON, head of the radio and television department of J. Walter Thompson Co.'s West Coast offices, has resigned to join Ziv Television Programs Inc. in an executive capacity. He will work out of the New York office.

Mr. Benson started in radio as a continuity writer for WLW Cincinnati. Later he joined the advertising department of Paramount Pictures.

During World War II Mr. Benson, a major in the Army Air Force, served as intelligence officer on the staff of Gen. Carl A. Spaatz.
Now Studio Flexibility Anywhere

with GPL's NEW PACKAGED, PORTABLE VIDEO SWITCHER

Now you can view, preview, switch, fade and dissolve with studio flexibility in the field. The new GPL Video Switcher simplifies field operations, reduces setup and operating time and trouble, and matches the full resources of the studio for programming variety.

Portable, and entirely self-contained, the GPL Switcher sets up in seconds and may be used with your present studio or field equipment. The monitor can view any of 5 camera inputs, plus 2 remotes, and an additional "Transmission" button switches the master monitor to view the outgoing line. Lucite self-illuminating buttons light up when depressed. Twin fading levers afford complete flexibility in fades and dissolves. An "effects" bus permits effects to be previewed on the master monitor before switching to the air.

This newest GPL development matches the other compact elements of the GPL Image Orthicon Chain, bringing to a full complement the industry's leading line in quality and design. Investigate its advantages for your operation at the earliest opportunity.

Write, Wire or Phone for Details

GPL Video Switcher closed for transportation.

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
CBS-Hytron Merger

(Continued from page 85)

proximately 42% was sold under its own trade name (primarily “Air King”), while the rest went for resale under private brand names. (About 41% went to Sears, Roebuck & Co. and about 10% to Pacific Mercury Co.)

Hytron physical properties include a receiving tube plant at Salem, Mass., and one at Newburyport, Mass., aside from one under construction at Danvers, Mass. Floor space of the two existing plants totals 177,000 square feet, and the one now being built will have 180,000 square feet. For production of machine tools, storage, etc., Hytron owns 42,500 square feet of additional floor space and leases another 49,500 square feet. Air King and Royal Wood occupy two leased buildings in Brooklyn with approximately 164,000 square feet, in addition to 38,000 square feet leased for storage and other purposes. Leases on the Brooklyn buildings have about five years to run.

It was estimated that 75% of the machinery and equipment now used by Hytron and its subsidiaries is less than ten years old. The CBS board of directors’ recommendation that the acquisition be approved was based on several factors:

It believes that, as in the case of the acquisition of Columbia Records Inc., some years ago, CBS will thus provide for itself a more diversified line of home and garden equipment. It believes that the potential growth of the television set manufacturing business is considerable, and the market is far from saturated. In this connection it should be noted that as of April 1, 1961, approximately 7% of families, representing less than 30% of the total, owned television sets, while nearly 25% of families owned radios.

The board also believes that the use of the name “Columbia,” already established in the broadcasting and recording field and material in the marketing of radio and television sets and phonographs produced by Air King, will aid materially in the marketing of the new line of products.

Exchange of Stock

The acquisition involves the exchange of 41 shares of CBS stock — 15% ofClass A and 15% of Class B — for each 100 shares of Hytron stock. For this purpose, CBS exchanged 5,176 shares of CBS Class A stock and the same number of Class B shares was authorized.

Agreement and direction of the operations of Hytron and subsidiaries are expected to remain in present hands.

Hytron chairman Lloyd Coffin and President Bruce Coffin and Air King President Cogan have been signed by CBS to three-year contracts for $50,000 a year each, plus up to $50,000 additional compensation according to net revenues of the Hytron operations. The Messrs. Coffin now receive $50,000 and Mr. Cogan $35,000, plus bonuses in each case.

ROY ROGERS

Actor Protests Studio Plan

ROY ROGERS, cowboy film star, producer, and Republic Pictures’ right to license backlog Rogers’ movies to sponsors for TV release, notified the studio that legal action will be taken to prevent use of his name, voice or likeness for advertising purposes.

Through his attorney, Mr. Rogers declared that the film company would have no right to use his name, voice or likeness for advertising purposes.

According to the studio, the Rogers move is the result of an arrangement with the Air Chief Motoring Network which was added to the Republic shows for the current television season.

SPOT CAMPAIGN

U. S. Bond Drive Readied

GREATEST number of film commercials ever used in any TV campaign are being produced for The Advertising Council on behalf of the U. S. Saving Bonds Div. of the Treasury Dept. The films, 66 in number, are to go to the Treasury Dept. to all TV stations across the country for maximum circulation throughout the year.

Volunteer agency for the campaign is Young & Rubicam, New York. Other agencies voluntarily handling various other aspects of Defense Bonds advertising are J. Walter Thompson Co., Albert Kahn, and the Wernick Co., Inc., Schwinn & Beatty Inc., Dance-Fitzgerald-Sample Inc., Foote, Cone & Belding, Campbell-Ewald Co., and Schwimmer & Scott Inc.

NAME KEEARNEY

Katz TV Prob. Mgr.

DON L. KEEARNEY is being named to the new position of television program manager of The Katz Agency, New York. Mr. Kearney is a member of the agency’s television advertising department.

Mr. Kearney has been assistant TV sales manager of The Katz Agency since 1949. In the new post he will devote himself to high-level selling of TV film programs and station-produced programs on a national spot basis. He will also assemble a library and catalogue a library of such programs which are available for sponsorship by national advertisers.

Announcing the appointment in a statement for the trade today (Monday), Katz Executive Vice President Eugene Katz asserted that “with the increasing use of film on network television, it is slightly archaic to depend upon coaxial cables to transmit these shows, especially when it can be done so much more economically on a spot basis.”

Aside from “important savings in the cost of station time,” Mr. Katz said, “spot TV offers many other exclusive advantages. Spot TV gives the advertiser complete control over the show, and, therefore, build his own coverage pattern to match his specific marketing problem.”

Mr. Kearney headed the Co-operative National TV Dept. of Mutual before joining The Katz Agency. He was described as the first station representative to address a convention of the Assn. of National Advertisers. When, in 1949, he presented a film compiled by The Katz Agency.
huckster advertising control," it was learned that the Joint Committee on Educational Television's main worry is that while the foundation will spend large sums buying TV station time instead of merely helping undertake program research in cooperation with brains, facilities and sponsors supplied by the industry.

Joint committee officials are described as sympathetic to any reasonable effort to utilize commercial TV facilities for educational programs. While the joint committee and NABRT were heated opponents on the matter of allocating blocks of channels to noncommercial educational stations, the committee is understood to concede that its activity is directed mainly toward a long-range goal.

The joint committee, it is stated, cannot continue its educational TV drive without doing a major educational programming job in the immediate future. However, it doesn't want to be cast aside by Ford Foundation and such fears, based on indications of the Fellows-Young correspondence, led to the Bernays wire.

**Bernays Lauds Grant**

Mr. Bernays lauded the foundation's grant of about $500,000 for educational and informative TV programming, including $90,000 to finance commercial TV facilities. He feared the Young letter "might be interpreted as an argument to convince the FCC they should deny the application of special channels for non-advertising educational outlets."

**NAEB, a member of the joint committee, last week received a grant of $245,360 from W. K. Kellogg.** The five-year-old TV network expects to set up a five-year network of educational aural stations, keyed from U. of Illinois.

Proclaiming the Ford Foundation's "deep concern in all the means of mass communication and education," Mr. Young's letter to President Fellows, dated June 6, said the foundation has a special interest in TV "as the newest and probably the most powerful of these means."

If his directive as consultant orders him to give first and special attention to the TV educational field, he said. Referring to those "who hold that it is hopeless to expect that commercial television can ever fulfill the obligation to give maximum effective use for education and culture because of commercial pressures and incentives," Mr. Young said, "I do not take this view."

He suggested special uses may develop in which non-commercial support is needed but added, "The important fact remains that we are committed to a commercial, counter-programming system for this country, and that it will be eventually spending not less than a billion dollars a year in time and talent costs for the commercial facilities."

"It is this powerful stream of commercial broadcasting which, in my opinion, will be the real impact of television on this country—on its usefulness of Information, its emotional maturity, and its unconscious behavior patterns."

Therefore, Mr. Young wrote, Ford Foundation's key task is "how to work within this stream to best promote the foundation's purposes."

He added, "There are many if not most commercial broadcasters who have a deep sense of social responsibility for the use of this powerful new medium which harmonizes with the foundation's objectives."

The key problem, Mr. Young explained, is "programming and the cost thereof." He said he had been authorized by officers and trustees of Ford Foundation to explore with NABRT and other commercial TV interests in this medium. It is suggested that the Foundation, the station owners, and the networks enter into a cooperative, experimental operation to see what contribution can be made within the stream of commercial broadcasting, to a better level of educational, informative, and commercial programming."

To this end the foundation suggests that it might set up an experimental Telecasting Committee, headed by the best professional program producing talent. In the workshop it would undertake to develop television programs with a content in line with the Foundation's purposes, but aimed specifically at securing substantial audiences. These programs would then ask the broadcasters to put on the air appropriate favorable advertising and screening, so that they would have good audience-building opportunities. Time to be furnished by the broadcaster, plus possibly some film charge.

These programs would then be for all the world to see, to determine what price would recover to the non-profit workshop its production costs, and with production continuing under its control.

These are the essentials of the proposal, although there are obvious special practical operations to be worked out. The proposal contemplates both radio and television, but with emphasis on television. It will be the joint committee's job to give you an expression of your views in the following terms:

1. Do you feel that this approach to the problem of "educational" broadcasting might be a fruitful one?
2. Do you believe that members of your industry would cooperate in carrying it along the lines indicated?

**Interested in Workshop**

**Mr. Fellows' reply voiced appreciation of Mr. Young's talk with the TV board concerning commercial TV and education "as the major key to which the Ford Foundation should address itself in accomplishing its purposes." He explained the board was "intensely interested in the TV-radio problem and it is hoped we will contribute to the professional development of culturally mature, informative and educational television and radio that will be attractive to large audiences."**

*Film Report*

CINETEL Corp., New York, has completed first 15 issues of Pathe Hy-Lights, new 15-minute weekly series spotlighting passing parade of "unusual and notable stories" in the world of sports and elsewhere. Emeric is Hy Gardner, commentator-columnist. A total of 300 issues are planned, with each issue containing about eight stories, "rich in character study, colorful human interest sidelights about people, places and the unusual."

**ALL-U.S. TELEVISION PRODUCTIONS, New York, says that its new series of one-minute open-end TV color films based on famous paintings of old masters are nearing completion. Produced under supervision of Neil Courtney, one series has a quiz aspect while the other is a straight presentation.***

**MUTUAL Television Productions, Hollywood, earmarking $100,000 for purchase of story properties to be filmed for TV, has embarked on a search to obtain a backlog of 100 scripts for dramatic programs, according to Edward M. Gray, president. He expects Mutual will "be in a position to film at least three major dramatic series before the end of the year." United Television Programs is the firm's sales and distributing agency.***

**STERLING TELEVISION Inc., New York, announced that distribution of about 100 McGraw-Hill films for TV use will start soon with a series "Murder in Midtown," showing that stations will be notified of titles and availability in the near future. Several adult series are included among the "Marriage and Moderns," "Educational Psychology," and "Child Development."***

**ALLEGRO PICTURES Inc., new TV film production unit has been formed with headquarters at Samuel Goldwyn Studios, Hollywood. William Lava is president and general manager, with N. Gayle Gitterman, vice-president and producer. The company plans a series of 26 thirty-minute private investigator type shows which deal with juvenile delinquency and marriage for modern times.**

*June 18, 1951*
Curtis Buys on NBC

Curtis Circulation Co., through BBDO, will sponsor a second and new "edition" of Meet the Press in which a name-in-the-news guest will be interviewed by newspapermen, over NBC-TV, Tuesday, 8 p.m., beginning tomorrow. Original edition of Meet the Press, heard Sunday, 4 p.m., over the same net- work, is sponsored by Revere Copper & Brass Co. Martha Rountree, who with Lawrence Spivak originated the show, will act as moderator of both programs.

The report upon which National Collegiate Athletic Assn. has based its plan for limited telecasting of college grid games came to light last week. Prepared by the National Opinion Research Center, U. of Chicago, the analysis, some 80 pages in length, purports to show that because of television, college attendance during the 1950 season dropped from that of 1949.

In the report, NORC itself intimated that it did not have time or money to prepare the analysis in the way it thought would be most conclusive.

Preliminary results of this analysis were presented to the NCAA convention in Dallas last January. It was at this convention that NCAA members voted for limited telecasting during 1950.

NORC stated that early last summer it was asked by NCAA and the four television networks to evaluate a number of past research studies dealing with the effect of TV on college football attendance, and to suggest a research program for the 1950 season. A report was prepared and presented its findings and proposals was delivered to the joint committee last August.

This report, however, was not considered satisfactory by NORC who decided to hold a way to a more definitive answer.

"Unfortunately," NORC said, "factors of time and cost, unsolved problems in the design of national surveys, and the difficulty of organizing and supervising the proposed local surveys" all contributed to narrowing the scope of the basic research program.

In a summary of its findings, NORC stated that the upward trend of post-war college football attendance was halted and even reversed in 1950.

"In 1950, unfavorable television effects were observable in seven of the eight NCAA districts. Overall, the report continued, "colleges in TV areas dropped about 4% from their normal attendance, while colleges outside of those areas gained 4%.

Minimizing other factors, NORC commented that the effects attributed to television cannot be accounted for by changes in ticket prices, stadium capacities, student enrollment, population or economic issues.

Report Limited

Although the 1950 Official Football Guide lists some 753 football-playing colleges through the country, NORC said its report was restricted to 288 member institutions of NCAA.

It added, however, that NCAA colleges "may be presumed to draw close to 98% of the total paid attendance."

Among those to whom NORC expressed appreciation for assistance in preparing the report were Hugh Beville, NBC; Oscar Katz, CBS; Ben Gedalia, ABC, and Leslie Arien, DuMont.

Of the accompanying table, NORC commented that if it is to be taken "at face value, as proving the harmful effect of television on attendance, we must assume that the relationship of the two groups of colleges has changed only with respect to the television variable since the 1947-48 base period.

"In other words," NORC explained, "we would have to assume that all other relevant characteristics of the two groups either have not changed at all, or have changed in the same direction in approximately the same degree."

After an examination of seven factors which most plausibly affect attendance, NORC concluded that the major findings in the table are not affected by these factors, weather, team performance, etc.

In its summation, NORC said that with the increasing set saturation of areas in 1951, some attendance losses resulting from general TV competition are probable, even if the telecasting of football games were to be completely banned. But the losses would be much greater under conditions of unrestricted telecasting.

For Some Interesting Information on Radio in Iowa, Please See Page 33 of This Issue

Almost a Million on WCKY

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER
**ALLOCATION REPIIES**

(Continued from page 78)

Support allocation of Chs. 6, 8, 18 and 24.

St. Petersburg—WSPY, Opposes WDME and WFLA Tampa. Supports reservation Chs. 2.

Tampa—WFLA, Opposes WPQ, WBBM, WBBQ, WBBQ, WBBQ.

Tampa—WBBM, WBBQ, WBBQ, WBBQ, WBBQ, WBBQ.

West Palm Beach—WIRK, Opposes DuMont and WGBS Miami.

West Palm Beach—WIRK, Opposes DuMont and WGBS Miami.

Tampa—Pinellas County School System. Opposes WDME and WFLA Tampa.

Tampa—WFLA, Opposes WPQ, WBBM, WBBQ, WBBQ.

GEORGIA

Atlanta—WAGA-TV. Opposes WHU-C Columbus, GA.

Atlanta—U. System of Georgia (NGST). Opposes DuMont, WRFC Athens and WMZM Macon, GA.

Atlanta—Broadcasting Inc. Opposes WRFC Athens.

Augusta—WHDY. Opposes jointly WFB and WAMS Charlottesville, N. C.

ILLINOIS

Centralia—WCNY, Opposes WBMD Peoria, Ill.; WDWS Chicago, Ill.; DuMont.

Chicago—WRHD, Opposes WCCO WBBM, and DuMont.

Chicago—WIND. Opposes WWCA Gary, Ind.; Public Broadcasting System Gary; K-DDU Dubuque, Iowa, and DuMont.

DeKalb—Northern Illinois State Teachers College, Obj. to failure to provide local channel. In two years will have funds to build.

Rockford—WROK, Opposes CBS; WCKY Cincinnati.

Rock Island—WBFV-TV. Opposes KIOA Des Moines.

Springfield—Sangamon Valley Television Corp. Opposes DuMont; WMBD Peoria.

NO. 1 SOURCE

for ALL LEADING BRANDS

ELECTRONIC TUBES

and BROADCAST EQUIPMENT

Complete Source of Supply for all BROADCAST EQUIPMENT

Here is the answer to your purchasing and material problem: MIL Debunk Everything for ALL radio, electronic and broadcast installations—tubs, instrument and broadcast equipment, exports, elbows, couplings, interlocks, meter resistance, lamp sockets, filament, coiled cable, coiled wire, and any material of national importance. No other source can supply a complete stock of this wide variety of material. For your copy of our catalog, write immediately—signed by MIL, address G. T.

**Purchasing Agents! Chief Engineers!**

FREE MIL CATALOG!

Write today on your station letterhead for your copy of our spectacular 181 guns catalogue. This is the only free catalogue available in the United States. Illustrated with technical, authentic and comprehensive information, the catalog is packed with information. You can’t buy this information... but we will give it to you free.

**For Immediate Service**

Phone—Wife—Wife—Wire—Charlestown.

**MIL RADIO**

206 GREENWICH STREET, NEW YORK 7, N. Y.

Phone 206-200—Telegraph 2-1539

Cable Address: MILCATALO

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**STRONG and weak points of West Coast radio got a going over by this panel group at the convention of Southern California Advertising Agencies Assn.**

**[Broadcasting * Telecasting, June 4.**


On All Accounts

(Continued from page 12)

bor Co.'s Breast-O-Chicken tina.

Besides overselling this major account's national television campaign, Mr. Peterson has spearheaded the development of local-level activities for Barnes Chase clients over San Diego's only video outlet, KFMB-TV, and the city's six radio stations.

Hobbies would like to find time for golf and sailing. However, his main outside interests are the Petersons' twin sons, Larry and Jerry. The twins—now almost 2½ years old—appeared with Barbara Stanwyck in the Paramount Picture "No Man of Her Own" when they were only months old. Mr. Peterson is busy weekend prepping them for the time when he can build a television show around them.

Opposes joint comment of KMBC, KCNO and WHB Kansas City.

Pittsburgh—KOAM, Opposes KMB and KHAK Kansas City; WQUA Milw.

Wichita—KFBI and KANS previous comments.

**KENTUCKY**

Ashland—WCMI. Opposes DuMont; Ohio State U.

Lexington—U. of Kentucky, withdraws former comments. Asks reserivation of UHF Ch. 7.


Lexington—WFBK, Opposes Fox Broadcasting Co. and Carbondale Public Library. Oppose WKJV.

**LOUISIANA**


Shreveport—KTBS, Opposes KTRK; WHCNN, Texas Southwest Co., all Houston. Supports Ch. 12.

Shreveport—WKII, Opposes DuMont.

**MAINE**


**MARYLAND**

Baltimore—WBAL-TV. Opposes DuMont.

Baltimore—WMAR-TV. Opposes DuMont; WGN New York, NV; WTA Norfolk.

**MASSACHUSETTS**

Boston—WBOP, Opposes WBBT, Brockton.

Boston—WBZ, Opposes WBBT, Brockton.

WBZ Hartford, Conn.


**MICHIGAN**

Adrian—WARJ, Opposes DuMont; Bay City Public Schools, Wayne U.; Detroit Board of Education.


Detroit—WWJ-TV. Opposes DuMont.

Detroit—WWJ-TV. Withdraws previous comments. WWJ-TV to shift from Ch. 4 to Ch. 6 or 7. Supersedes previous comment.

East Lansing—WKAR, Opposes WGR Coldwater, Mich.; DuMont; WJR Detroit; WWDF Flint; WSAL Livingston, Ind., WWSW and WLSF.

East Lansing—WKAR, Opposes WGR Coldwater, Mich.; DuMont; WJR Detroit; WWDF Flint; WSAL Livingston, Ind., WWSW and WLSF.

**KANSAS**

Lawrence—U. of Kansas (KFPK).

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Regent

**MUSIC IN MY HEART**


On Transcriptions: Larry Fotine—World
Has 49 Left

The afternoon of June 10 was a quiet one. Mrs. Mil- lard O. Johnson of Lansing, Mich., decided for search of four-leaf clovers just for luck. She found 50. Next day, a WLB Lansing questionnaire phoned. Mrs. Johnson was able to answer the question and won a jeweled set and a waffle iron. Now her neighbors are out searching for more of those four-leaf clovers.


New York—WFIX (TV), Opposes CBS; DuMont.

Poughkeepsie—WEOK, Opposes Board of Regents of U., State of New York; Dartmouth College.

Roanoke—WHAM-TV, Opposes WHRI Pittsburgh, Mass.

Syracuse—WHEN (TV), Opposes WGR Syracuse, and City.

North Carolina
High Point—WTOB, and WJS Winston-Salem; DuMont.

WSAZ-TV Huntington, W. Va.

Winston-Salem — WOTB, Opposes WJY, and WHB Bluefield, W. Va.

Ohio
Akron — WAKR.

Board of Education.

WSTW Wooster.

Cincinnati—WJR.

KRCV-TVM Thief River Falls.

May of WERE, WHK, WGRD and WJW Cleveland; and CAE and WJAS Pittsburgh.

WJLE-WCRD, Opposes “Cleveland Plan” of WERE, WHK, WGRD and WJW Cleveland.

Erie—WICU (TV), Opposes WERK Erie.

Lebanon — WLBK. Opposes WHUM Reading.

Lancaster—WGAL-TV, Will oppose any adverse proposal put forth by WTMT Trenton, N. J., or by WEXX (FM) Easton, Pa., both applicants for Ch. 8 in their cities.

Lancaster — LAN. Opposes WIP, Chamber of Commerce. WIBG and City of Philadelphia.

Philadelphia—Board of Public Education.

Commercial radio companies requesting another commercial VHF allocation.

Pittsburgh—WCNE, Opposes WBP Beaver Falls, Pa.; WPA Washington, D.C.; Jointly WERE, WHKAR and WJW Cleveland; CBS; WSTV Steubenville, Ohio; WCKY Cincinnati; WEDO McKeesport, Pa.


Rhode Island
Providence—WJAR-TV.


South Carolina
Columbia—WIS, Opposes DuMont; WMBL, and WMAZ Macon; WORD Spartanburg, S. C.

Columbia—WMS, Opposes WMAZ Macon, Ga., WMBL, and Spartanburg, S. C.

Columbia—WNO, Opposes WORD Spartanburg; WMAZ and WMBL Macon.

Greenville—City Colleges. Asks that channels be reserved for accredited institutions on non-profit basis.

Tennessee
Chattanooga—WDOD, Opposes DuMont.

Chattanooga—Tri-State Television Co., Inc. Opposes WJAS Chattanooga.

Johnson City—WJHL. Opposes WFCF Athens, Ga.; DuMont.

Nashville—WKDA. Opposes WHUB Cookeville, Tenn.

Nashville — WSM-TV. Opposes DuMont.

Texas

DuMont—South Texas TV Co., Houston.

Brookside—Oil Belt Television Co. Opposes KLIF Oak Cliff, Tex.

Brownsville—KBOB. Opposes KBGS Harlingen; McAleer Television Co., McAllen; KRCV Weslaco.

Dallas—KGL. Opposes WFAA Dallas; East Texas TV Co., Longview; KFXK Wichita; Kan.; KXIS Wichita, KTRH, KXVY and WTVN Houston.

Houston—KFRC-TV. Opposes WTVN New Orleans; KXIS and KXYZ Houston; WMPW and WREK Memphis; South Tex. TV Co., Houston; KGRT Harlingen; WJUX Jackson, Miss.; KKBG Weslaco; KBXY Sherman; DuMont.

Houston—South Texas Television Co. Opposes DuMont.

Longview—East Texas Television Co. Opposes KFRO Longview.

Lufkin—KTFE. Opposes East Texas Television Co., Longview.


Mealing—McAllen Television Co. Opposes San Antonio—KMAC, Opposes Lack’s Stores Inc., Victoria, Texas.

National—South State Network.

Lack’s Stores Inc., Victoria.

Sherman—KERR, Opposes DuMont. Asks allocation Ch. 15 to Sherman.


Sherman — Sherman Television Co. Opposes KBMB Longview.

Temple—KTEM. Opposes DuMont.

Tyler—KGBK. Opposes KLIF Oak Cliff, Tex.; Dallas.

Victoria—Lack’s Stores Inc. Opposes DuMont. Asks allocation Ch. 12 to (Continued on page 79)
heads of Superman Inc., on TV series by that title to be produced starting in July.

RUDI FELD, art director, to Snader Telecappings Corp., Beverly Hills, Calif., as technical consultant.

PAUL IVANO named chief cameraman on weekly syndicated 15 minute Hollywood Newsreel by Erman Pess & Associates, Hollywood. ATLAS TELEVISION Corp., N. Y., moves to new offices at 15 W. 44th St. WANDA SQUIRES, program director KWBV Oakland, opens publicity office at 785 Market Street, S. F. Telephone number is 9YUkon 6-3862.

WILLARD P. V. VOORHEES named vice president for sales of TV-Program Inc., 506 Fifth Avenue, N. Y., the firm announced last week.

ALICE JOAN REINECKE, daughter of PAUL REINECKE, president SESAC, joins organization as executive assistant, following her graduation as a dance major from Russell Sage College, Troy, N. Y.

JOHNSON CITIES
Radio Plea to Legislators

OPPORTUNITY for broadcasting to help Americans in closer touch with their national legislators was found in the June 6-7 broadcasts on WOL Washington by Jap Lucas, head of Jap Lucas Hardware Store, Athens, Tex., by Sen. Lyndon B. Johnson (D-Tex.).

Writing to Mr. Lucas in connection with his broadcasts directed at Senators and Representatives: (BROADCASTING • TELECASTING, June 11), Sen. Johnson said, "I have long felt that there is a great need in this country for a method of publicizing the views of individual Americans. Perhaps you have found the solution."

Mr. Lucas, a former state legislator, paid card rates for WOL Clinton, A. I. He directed every U. S. Senator and Representative in advance that he would be heard on the station, via tape recordings, in opposition to the Federal Reserve Board's Regulation W.

TED KUDELKO, assistant chief sound technician WWBM Chicago, and LUD-MILLA BRKSA, mail room assistant WWBM, married June 2.

J. H. FRISBETTE, video engineer NBC Chicago, recalled to Navy.

CHUCK OSTLER, engineer WLS Chicago, father of Josephine, his sixth child.

FRANK LEE, engineering staff WLAW Lawrence, Mass., resigns due to ill health.

JOHN BRAISLING, performer-cameraman KLAC-TV Hollywood, recalled to active army duty.

JAMES MORRISON, engineer KLAC-TV Hollywood, recalled to active army duty.

DONALD BENTROTT named transmitter engineer KSWI and KFMX (FM) Council Bluffs, Iowa, and LUD-November, Calif., and Joe's Bar and Restaurant, to elect officers and organize the first local chapter.

Margaret Cuthbert, supervisor of public affairs programs for NBC, was elected second vice president. Margaret Waddell, greeting card assn., is secretary-elect, while Pat Meikle, star of Magic Cottage on DuMont, was chosen treasurer.

National executive secretary, Betty Chapin, was introduced to the members, and National President Edythe J. Messerand, of the WOR-AM-TV news and special events department, spoke on behalf of the national organization.
Allocation Replies
(Continued from page 77)

Victoria rather than San Antonio.

Richmond—KTRK. Opposes KTRK and KANS Richmond, Kan.; DuMont.

Wichita Falls—KFDX. Opposes KFDX and KANS Wichita, Kan.; DuMont.


WASHINGTON

Bellingham—KVOS. Opposes alternate proposal of KWLL Longview; proposals of KOMO, KJR and KIRO Seattle.

Seattle—KING-TV. Opposes KWLL Longview, Wash., and KWIL Albany, Ore., both with proposal that would shift KING-TV from its present Ch. 5.

Seattle—KING. Opposes KWLL Longview; KVOS Bellingham. Seeks addition of Ch. 3.

Tacoma—KTNT(FM). Opposes KGQ Olympia.

WEST VIRGINIA

Clarksburg—WBLK. Opposes WHZ Kanawha, W.Va.; State U., Columbus, Ohio.

Clarksburg—WPDX. Opposes Ohio State U.

Huntington—WHTN. Opposes WSAZ-TV Huntington; WUSC Charleston; DuMont: WSAZ Huntington, W.Va.; Ohio State U. (WSOU), Columbus, Ohio.


Wheeling—WVVA. Opposes DuMont; WTVF Steubenville, Ohio; WPAF Washington, Pa., KDCA, KVQ and WVAS Pittsburgh.

Wheeling—Tri-City Best. Co. Opposes KDCA, WCAE and WVAS Pittsburgh; WTVF Steubenville, Ohio; and WPJV Washington, Pa.; DuMont.

Williamson—WBJT. Opposes DuMont.

WISCONSIN

Green Bay—WJPC. Opposes WEMP, WFOX, WISN Milwaukee; WGRD Grand Rapids, Mich.; WBBM Chicago.

Madison—WKOW, Opposes WISC Madison.

Milwaukee—WJUG, Opposes WGRD Grand Rapids; WQUA Milwaukee, Ill.; CBS.

Milwaukee—WTMJ-TV. To participate in regard to DuMont and WQUA Milwaukee, Ill., comments.

Milwaukee—WJUG. In reply to WFOX and WISN Milwaukee, supports reservation of WJUG.

WYOMING

Laramie—W. M. Mallory, engineer, requests assignment of Ch. 4 or 5.

GENERAL ELECTRIC's "Achievements in Television" dinner meeting June 7 at Washington's Hotel Statler for FCC members and consulting engineers provided more than a good time for some 140 guests, including GE representatives. GE unveiled new VHF and UHF transmitting and station equipment, as well as progress report showing prospects in very near future for full 200-kw UHF operation at costs less than VHF. [Broadcasting 1 Telecasting, June 11]. FCC members present were Chairman Wayne Coy, Comrs. Rosel H. Hyde, George E. Sterling, Paul A. Walker and E. M. Webster.

Top photo—Studying copy of progress report are 1 to r: Robert Brown, manager, Electronics Dept., GE's Washington office, and emcee of dinner meeting; George Metcalf, manager, GE Commercial Equipment Div.; Consulting Engineers Frank McIntosh, T. A. M. Graven, George Davis and James McNulty.

Bottom photo—Learning facts of life about klystron tube, heart of GE's new 12-kw transmitter, are 1 to 1: FCC Comr. Walker; E. M. Webster, manager of engineering, GE Commercial Equipment Div.; FCC Comr. Hyde; P. L. Chamberlain, GE sales manager. Figure on poster inspecting klystron is GE's H. M. Crasy, UHF transmitter engineer.

CLARK SUITS Settled By L. A. Court

SETTLEMENT for $6,500 has been made in four damage suits originally totaling more than $2 million and resulting from an October 1949 airplane crash in Los Angeles, in which Buddy Clark, singer, was killed and other radio personalities were injured.

Approval of a $3,500 settlement of the suits brought by Mr. Clark's first wife, Mrs. Louise H. Hughes, was made by Los Angeles Superior Court Judge Frank G. Swain. She had sued on behalf of her two minor children, Thomas and Katherine. Mrs. Nedra Clark Brocoli, widow of Mr. Clark and since remarried, receives $1,000 under the settlement. Sam Hayes, radio newscaster and his former wife, Sally, passengers in the plane, got $1,000 between them. Jennings Pierce, general manager, KME Medford, Ore., and NBC Western Division station relations director at the time of the crash, and Frank A. Berend, NBC Western Division sales manager, also passengers, will divide $1,000.

No insurance was carried on the airplane involved in crash.

In the WLS tradition...

PROFITABLE Afternoon Programming

(see inside front cover)

Clear Channel Home of the National Barn Dance

BROADCASTING • Telecasting

June 18, 1951 • Page 79
Today, Sat. 10 to 10:15 a.m. on ABC replacing Quick As a Flash. Agency: Cecil & Presbury Inc., N. Y.


KELLOGG CO., Battle Creek (cereals), renews 5:30-5:45 Tues. and Thurs. segments of Houdy Doody Show over NBC-TV, for 26 weeks starting Sept. 4. Agency: Leo Burnett Co., N. Y. WANDER Co., Chicago (Ovaltime), through Grant Adv., same city, renews for 52 weeks 5:45-6 Wed. period, show of effect last Wednesday, in period vacated by INTERNATIONAL SHOE for eight week summer interval. International Shoe will sponsor the 5:45-6 portion Fri. starting Aug. 10.

GENERAL FOODS, N. Y., effective July 2 will sponsor first 15-minute segment of Breakfast Club Mon., Wed., and Fri. on ABC for Jell-O. Young & Rubicam, N. Y., is agency.

**Appointments . . .**

SAN LUCE Inc., San Diego (Tigerglass Fishing Rods), and LAWTON SCHOOL FOR MEDICAL & DENTAL LABORATORY ASSISTANTS, L. A., name Vick Knight Inc., L. A., to handle advertising. Both accounts contemplate using spot radio-TV starting in about 90 days.

ALPERT'S CHEESES of ALL NATIONS, N. Y., appoints William Wilbur Adv. Inc., N. Y., to handle advertising. Intensive promotion campaign planned in all media. Trudy Richmond is account executive.


NOPCO CHEMICAL Co., Newark, names Franklin Fader Co., Newark, to handle advertising for its vitamin division.

HILSON Corp., distributor of Armour's new dietetic meat products, N. Y., names Hilton & Riggio, N. Y., to handle its advertising. Media plans are being set.

ALBERT EHLERS, N. Y., producers of coffee, tea and spices, names Erwin, Wasey & Co., N. Y., to handle its advertising, effective July 1.

**Adpeople . . .**

HOWARD W. ULLMAN, vice president and general manager Red Top Brewing Co., Cincinnati, elected president of company. ALAN C. THURSTON appointed executive vice president.

ROLPH STODDARD, regional sales promotion manager for Crosley division of AVCO, resigns to become district manager for California Electric Supply Co., S. F.

ANTON W. BONDY, Kenyon & Eckhardt, N. Y., to Lever Bros. Co., same city, as assistant media director in advertising department.

**KASPER-GORDON**

Firm Marks 21st Year

KASPER-GORDON Inc., Boston, Mass., reportedly the oldest and one of the largest producers of transcribed radio programs in America, is celebrating its 21st year in the transcription business with a special offer to small market stations, plus the release of four new transcribed syndicated shows.

New programs were listed as, Today's Song—Today's Thought, The Fur Fashion Parade, Radio On Call, and The Adventures of Sunny Bear.
MACKIE QUAVE named production manager WIS Columbia, S. C. SAM ZURICH named program operations manager.

FRID OGINZ, continuity department manager WWS-AM-FM Crew, Va., named head of promotion department. FRANK WATKINS appointed director of continuity department, replace A. M. C. was with WFTY Front Royal, Va., DANN GREEN, teletranscriptions film editor DuMont, to WBSY as announcer.

ARNOLD SNYDER, director of news WTTM Trenton, appointed director of promotion and publicity WNJR Newark.

R. W. (Bob) HARRIS appointed program director KOL Seattle, replacing BILL GRIFFITHS, now with KYA San Francisco.

EDWARD WALLIS, assistant program director WIP Philadelphia, appointed director of sales promotion and public relations. VERNER PAULSEN, production director, replaces Mr. Wallis.

ROBERT LAURENCE, and GEORGE SOGMAN, liked to educational director WIP Philadelphia, appointed program director WIP Philadelphia, and general manager WIP Philadelphia, respectively.

JOHN ZAHN, program director KANT Toy, to WIP Philadelphia.

NANCY OSGOOD, director WIP Philadelphia, appointed night manager WIP Philadelphia, succeeding ROBERT LAURENCE.

RICHARD McDONOUGH, director KSPX Hollywood, named head of promotion department.

FRANK R. PIERCE to production staff WNAC Boston. He was with WMG Broadcasting, Ga.


WAYNE CODY, disc jockey WIP Philadelphia, to KALL Salt Lake City, in same capacity.

LLOYD SANDERS, announcer KAUW Austin, Texas, to WPOR Columbus, Ga. He was with KJRM-AM Hollywood.

TOM EDWARDS named to announcing-disc jockey staff were Cleve-

land. He was with KICD Spencer, Iowa.

HAROLD ABRAMSON, KWHO Jersey City, appointed director of sales promotion for unit's first project.

BETTY WILCOX, accounting supervisor, KECA Hollywood, named assistant director to JOHN WAGNER.

KEN WALTERS, staff announcer WHW Lanticoke, Pa., to WBSY Allentown, Pa., in same capacity.

RICHARD MCDONOUGH, stage manager KNBH (TV) Hollywood, named to director.

PAUL E. KLANAVAN, disc jockey and traffic director WTRY Troy, N. Y., appointed chief announcer and disc jockey.

VERN COOK, WGY Schenectady, to WTRY, on announcing staff.

NORMA KENWORTHY, graduate West Virginia U. School of Journalism, and JO ANN HERRING to continuity department WCTV Charleston, W. Va. HELEN EADES, continuity department, resigns.

JAMES MANDULY, executive administrative accountant Lockheed Aircraft Corp., named TV production analyst, a new division of ABC Hollywood accounting department.

ALFIE HARRIS appointed copy writer CKFY Toronto.

BILL HANLIN, CHML Hamilton, and MAC THOMAS, CKLK Kirkland Lake, to announcing staff CKFQ Toronto.

RENEE IOSET, secretary to PAUL PALANGI, personnel director WDTV (TV) Pittsburgh, and Edward Johnson Jr., assistant personnel director.

TONY MARTA appointed sales promotion manager WEBC Duluth, Minn.

IGNACE STRASFOGEL appointed music director WARB New York, Mr. Strasfoogel was assistant conductor of the New York Philharmonic-Symphony Society.

JAN CURTAIN returns to continuity department WIS Columbus, S. C., replacing BETTY CAMPBELL, resigned. JAMES D. POAG Jr., named to continuity staff.

NORMA SHEALY to WIS as receptionist.

NANCY OSGOOD, director of women's program WRC Washington, elected first vice president of Women's National Press Club. CURTIS PRYOR named to sight program staff.

VIRGINIA ALLEN to traffic department.

HOLLIS WRIGHT, announcer elected president of Washington AFRA chapter.

Exclusive of the Rock Island Arsenal, employment in Quad-City manufacturing indus-

tries has passed 1943's previous high by 5,007. Industrial employment now totals 53,156. Quad-Cities is the home of 233,012 people . . . over 300 manufacturing firms.

WIFI is the influential home-

town station with the coverage and the impact to deliver sales at a profit in the big, unified market.

BOB ENGEL, staff WBSR Cleveland, appointed news director, in charge of all news and special events.

TED HAAS, KOIL Des Moines, to news and special events staff WRC Washington.

JOHN B. KENNEDY, noted news commentator, began Mon. through Fri., news analysis and commentary show on WXEL (TV) Cleveland June 4.

MAX ROBY Jr., director of news KSLAM-TV Salt Lake City, joins KKNF and Colusa Pacific, Holly-

wood, as newscaster-writer.

DICK OBERLIN, news director WHAS-AM-TV Louisville, appointed consultant on foundation education project for UNESCO in Mexico and France. Mr. Oberlin has been granted leave of absence from station. BILL BOAZ and ALICE WATKINS will take over his duties during his absence.

VICTOR BEST, professor in radio division Boston U., appointed news and special events supervisor for summer at WCSS Portland, Me.

R. J. BACHLER, sportscaster KMO Tacoma, to KOL Seattle, as sportscaster.

GEORGE BROOKS, KDKX Dickinson, N. D., named news and special events director KFGO Fargo, N. D., replacing FRANK P. SANDERS, now with WWAY Wheeling, W. Va.

BILLY GIVENS, farm director WGY Schenectady, appointed agricultural director KYW Philadelphia.

GEORGE GRIMM, news director WCCO Minneapolis, on six-month visit to Korea and Far East, where he will act as foreign correspondent for Minneapolis Morning Tribune. He also will send home taped interviews from Alaska, Japan and Korea for use twice weekly on his program. This is his second trip to Korea since the outbreak of the present conflict.

RICHARD FERRIS, news editor KJR Seattle, to KFWB Hollywood, as newscaster-writer.

JACK ZEILLMANN, WOPI Bristol, Tenn., appointed sportscaster WACQ Charleston, W. Va.

LOOKING over his five assignment as sports director, Dick Baker (r) discusses the nature of his assignment with Allen L. Haid, managing director of WSAI Cincinnati. Mr. Baker, a lawyer by profession and a sports enthusiast by hobby, will broadcast a '15-minute sports program five times weekly on WSAI. Not too far by any means, Mr. Baker has taken part in dramatic work with severl stations in Cincinnati and during his Army days set up a radio station in a G.I. hospital.

MARC HOFFMAN, WPAY Pourno-

mouth, Ohio, to announcing staff WCSI Columbus, Ind.

HENRY LEWIS named staff announcer WBSB Oyster Bay, N. Y.

MIKE WALLACE, Chicago radio and TV personality, signed to "long-term" CBS contract and cast in interviewer-narrator role in new program. Meet the People, slated to start on CBS-TV June 18 (Mon.-Wed.-Fri., 5:30-6 p.m.).

RICHARD MANNIS, to announcing staff CKSF Cornwall, Ont.

DICK ASHBY named to announcing-disc jockey staff were Cleve-

land. He was with KICD Spencer, Iowa.

HAROLD ABRAMSON, KWHO Jersey City, appointed director of sales promotion for unit's first project.

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VIRGINIA ALLEN to traffic department.

HOLLIS WRIGHT, announcer elected president of Washington AFRA chapter.

News • •

BOB ENGEL, staff WBSR Cleveland, appointed news director, in charge of all news and special events.

TED HAAS, KOIL Des Moines, to news and special events staff WRC Washington.

JOHN B. KENNEDY, noted news commentator, began Mon. through Fri.,

PRIMARILY for set-owners, this book thoroughly covers all types of antennas and instructs in their best use. First part of the book deals with antenna principals and the second part is a handy reference guide, enabling the owner, or possibly a TV serviceman, to turn directly to the particular type of antenna or installation procedure on which information is desired.

COURT ACTION

Posed for 20th Century

A JUDGMENT requiring Twentyfirst Century-Fox Film Corp. to separate domestic theatre operations from the film production and distribution business was presented for entry in Federal District Court in New York June 7.

Consent of the Dept. of Justice to the judgment against the firm and its wholly-owned subsidiary, National Theatres Corp., which are defendants in government antitrust action against eight motion picture concerns, was announced June 1 by Atty. Gen. J. Howard McGrath. It is similar to one evolved for Paramount Pictures.

Twentyfirst Century-Fox has been a principal in theatre television and also had filed applications for TV stations. The firm withdrew five applications for stations in January 1950, announcing that it would concentrate instead on theatre television.

Additionally, 20th Century-Fox was a principal in the discussions involving offers for the sale of ABC late in 1948 and 1949.
POST CARD PROMOTION
WTOP Washington sending trade and advertisers "handwritten" color post cards with different selling messages on each one. Station sending five different cards at interval of a few days. Typical message reads like this: "Come to Washington—everyone else does! The Summer selling's fine! 1,335,000 visitors are spending $500,000 in the Capital this summer!"

BROADCASTING

Duluth sending Griffin Shoe Polish dealers and jobbers shoe-shine cloth with this statement printed on it: "Your customers will take a shine to Griffin Shoe Polish after hearing 5 Griffin spots weekly on KDAL. Polish up your profits....order today!" They were sent to some 960 dealers in the area.

PUBLICITY

WEIM Fitchburg, Mass., June 5 sponsored its second annual "Radio Club Day" for students from three local high schools. Students started early in the day under the direction of station officials, participating in all phases of station operations. The 26 students who took part made up the WEIM Radio-Club that meets once a week for instructions.

HELPING HAND

WATV (TV) Newark is engaged in cross-media promotion with Storecasting Corp. of America on behalf of its mutual sponsor, Westgate-Sun Harbor Co., which makes "Breast-O' Chicken Tuna." WATV's Ruth Bean on her Shop, Look and Cook demonstration weekly of the tuna mentions Storecast advertisement of same product, and Storecast announcements publicize the station's program.

TRIBUTE TO THE UNMARRIED

WNAR Norristown, Pa., June 4 celebrated "Old Maid's Day" for the third year. Station sponsored contest selecting the "Outstanding Old Maid" of the year, awarding winner gift. Station reports that celebration for the unmarried women of the community had spread to 24 states and England.

NATIONAL PROMOTION

WQEX Springfield, Mass., June 6 ran full page advertisement in Davenport and Moline newspapers. Ad was headed "Don't be... TV Slapshapp... Relax... and listen to great radio entertainment. Piece pointed out that listeners would be traveling this summer and that radio is "the world's greatest medium of mass communication." Station reports that WQEX (in a TV market) just completed the biggest month in its history.

BRIGHT PROMOTION

KYW Philadelphia sending trade and advertisers brightly covered promotion piece headed "Needed; Readership studies... Is your ad read?" Piece points out that station carried same free offer that two local papers did for seven day period, outdistancing them greatly in responses. Promotion goes on to say "For each person who responded to a newspaper ad, 15 people responded to an announcement over KYW!"

PROGRAM CITED

KGO-TV San Francisco, Science In Action, sponsored by American Trust Co., Thurs., 7-7:30 p.m. American Assn. of University Women, San Francisco branch, presented special citations to Dr. Robert C. Miller, director of California Academy of Sciences, producer of program; James K. Lochead, president of American Trust Co., sponsor, and Gayle V. Grubb, KGO-TV general manager. Program on occasion was moved from KGO-TV studios to California Academy's Hall of Science and studio audience witnessed production for first time.

BEAUTY WINNER

WFHR-AM-FM Wisconsin Rapids, Wis., sponsored the winner of the "Miss Wisconsin" contest, who will vie for the "Miss America" title in Atlantic City this year. The station's entry was the only contestant outside of New York who made it to the 75th annual event.

SUMMER SELLING

KMOX St. Louis, CBS O-O-O station, distributing three color, heavy-stick promotion piece with the theme, "Summer in KMOX-Land," directed at potential summer sponsors. It describes "KMOX-Land" as 73-county territory which spent more than $500 million last summer; this summer, it points out, St. Louis is filling $277 million in new defense orders, and more than three million vacationists in the Ozarks area are expected.

SALES FACTS

WOR New York has released a 12-by-16 inch, two page, yellow-and-black folder addressed to food manufacturers, wholesalers and distributors, detailing WOR sales accomplishments for the Hudson Pulp & Paper Corp., N. Y., on one page and listing its other advertisers on another. For Hudson, the folder says, WOR sold more products than any other medium it had ever used.

FARM SCHOLARSHIPS

KDKA Pittsburgh has awarded its 1981-82 "KDKA Agricultural Scholarships" to young agricultural students in Pennsylvania, Ohio and West Virginia. One of the winners was chosen to work with station's farm director during the summer to gain knowledge and actual practice in commercial farm broadcasting.

FLYING START

WWYX-TV Detroit bringing new TV idea to Willow Run Airport, interviewing travelers arriving and leaving Detroit. Cameras are located strategically at terminal, showing take-offs and landings, plus visits with all important celebrities at airport. Show runs from 7 to 8:05 a.m., five times weekly. John Fival directs it, with Don Hallman as producer.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

LANG-WORTH

LANG-WORTH FEATURE PROGRAMS

SELL

SOFT DRINKS!
Butterball

WNAO PROGRESS

Radio

GUITAR

midnight

networks,

operate

now

launched

communications

Amplifier

CONSOLE..

Co.,

the

power

Barn

News

in one

RACK

Observer,

LIGHTWEIGHT

wont

set

by Tommy

Corps, will

and

set

for extension

KSTV. They

stations.

Amer-

FM

station

antenna

day

STA-special temporary authorization

Conoco

filters

and Mr.

Paige's
guitar

selections,

and

runs

from

12

midnight
to 7 a.m. WNAO

charged

its

power

June

11

and

claims

it

was

the

only

Carolinas

station

to

operate

24

hours
daily.

ARRL Field Day

ROLE of communications systems in civil defense will be tested by the nation’s amateur radio operators during the 15th annual Field Day, June 22-24, sponsored by the American Radio Relay League. Establishing and supporting emergency networks, part of the Amateur Radio Emergency Corps, will operate during the preparedness tests. Approximately 675 affiliated ARRL members will set up emergency stations throughout the country. They will operate from emergency power equipment. About 90,000 radio amateurs are licensed at present.

GILBERT

Takes Leave From KGER

GALEN O. GILBERT, general manager KGER Long Beach, Calif., for the past 2 1/2 years, has taken a year's leave of absence effective July 1 to become owner-manager of KSTV Stephenville, Tex., subject to FCC approval. The station operates on 1510 kc with 250 w day, and is currently licensed to John Blake. Storm Whaley, general manager of KUOA Siloam Springs, Ark., will temporarily shift his operations to KGER, acting as general supervisor of both stations. KGER and KUOA are owned and operated by the John Brown Schools.

William George, program director of KGER, goes with Mr. Gilbert as assistant manager of KSTV. They also will establish an advertising agency in Fort Worth under the firm name of Galen O. Gilbert & Co. Mr. Gilbert remains a member of KGER board of directors and treasurer of John Brown Schools Inc. of California, owning corporation. Before joining KGER he was partner in KVLH Pauls Valley, Okla.

Hooper Reports Changes

RADIO HOOPERINGS in nine cities have been stepped up from three to six reports a year, based on one-month instead of five-month surveys, with publication following the month of the survey. C. E. Hooper Inc. has announced. Cities are: Baltimore, Chicago, Columbus, Houston, Jacksonville, Nashville, New Orleans, Portland, Ore., and Providence. Each report includes 15-minute daytime ratings and 30-minute evening ratings based on coincidental telephone interviews from 8 a.m. to 11 p.m. and expanded later recall to cover early morning hours, 6-8 a.m., and the late evening 11 p.m.-midnight hour.

FCC actions

JUNE 8 THROUGH JUNE 14

ant-antenna

D-day

cond-conditional

LS-local annet

mod-modification

trans-transmitter

un-unlimited hours

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 8 Decisions . . .

BY THE COMMISSION EN BANC

Request Denied

WNYC New York, N. Y.—Denied request for waiver of Sec. 3.41 of the rules regarding maximum power ratings for AM trans., and dismissed application for pet. for new trans. which is in direct conflict with Sec. 3.41. (Now uses 1 kw power)

June 8 Applications . . .

ACCEPTED FOR FILING

AM-970 kc

KKNR North Platte, Neb.—Mod. CP from 1280 to 970 kc and install DA.

Modification of CP

WJEF-FM Hagerstown, Md.—Mod. CP authorizing changes for extension of completion date.

WBB-FM Burlington, N. C.—Mod. CP increase power to 50 kw.

WKPX (TV) New York—Mod. CP new station for extension of completion date.

License for CP


APPLICATION DISMISSED

KGFJ Los Angeles, Calif.—DISMISSED application for mod. license to change power.

June 11 Decisions . . .

BY THE COMMISSION

Authority Granted

WXRG Guaymas, P.R.—Granted authority to operate with reduced power to 800 w for 30 days retroactive from May 29.

BY THE SECRETARY

KLJF Oak Cliff, Tex.— Granted mod. CP to change type of trans.; cond.

WSPA Montgomery, Ala.—Granted mod. CP to change trans. type; cond.

FCC actions

Listening stations were granted extensions of time within which to complete FM facilities or application for transfer to a new location. The following stations were granted extensions of time: WSTY, Sturgis, Mich., to 7-19-31; KXJG, Dodge City, Kans., to 7-19-31; WEMP-FM Martinsburg, W. Va. to 8-24-31; KZDL-AM, Los Angeles, Calif., to 12-5-31; WBB-FM Burlington, N. C. to 8-15-31; WFFM Fort Valley, Ga., Granted license on CP and license for remote pickup KX-9099.

Following stations were granted extensions of time within which to complete FM facilities or application for transfer to a new location: WSKY, Asheville, N. C.; WERS Cleveland Heights, Ohio; WKBW Marion, Ohio; KNNN Roseburg, Ore.; WDKK Richmond, Va.; KING Big Spring, Tex.; KMLN Huntsville, Tex.; KFPL Paris, Tex.; WBLT, Bedford, Va.; WAYS Wayneboro, Va.

APPLICATIONS RETURNED

WSSB Durham, N. C.—RETURNED application for CP renewal.

WOSH Oakhok, Wis.—RETURNED application for license renewal.

Hooper Reports Changes

fso, 1951

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KID

Idaho Falls, Idaho

COMMERICAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

"A reliable service for over 16 years" for Commercial, police, railroad

Jackson 5302

P.O. Box 7037

Kansas City, Mo.

BROADCASTING • Telecasting

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. D. C.
Sterling 3626

COMMERCIAL RADIO MONITORING COMPANY

TEXAS

Service Trailer

For Sale

915 W. 8th St.

El Paso, Texas

Jackson 2965
A 44-year background Established 1899
PAUL GODLEY CO.
Upper Montclair, N. J.
Milton Bldg. 3-3000
Laboratories Great Neck, N. J.

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NAT'L PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE*

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7737

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6106

SILLIMAN & BARCLAY
1011 New Hampshire Ave.
Republic 6446
Washington, D. C.

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One Lafayette Lane, New Rochelle, N. Y.
New Rochelle 6-1620

June 12 Applications
ACCEPTED FOR FILING
AM—1550 kc
WDNR Daytona Beach, Fla.—CP to change from 1150 kc 1 kw D to 500 kc 1 kw unil. DA-N AMENDED to omit change in frequency and be assigned 556 kc 1 kw unil. DA-N.
APPLICATION DISMISSAL
Puyallup, Wash.—DISMISSAL application by Puyallup Valley Bosts. for CP new AM stn on 1460 kc 250 w unil. (Contingent on KBRD relinquishing 1490 kc).

June 13 Applications
ACCEPTED FOR FILING
AM—1550 kc
St. Charles, Ill.—Greater Illinois Bstg. Co. application for CP new AM station on 1500 kc 500 w D AMENDED to change to 1550 kc 500 w D 250 w N.
License for CP
WFBM-TV Indianapolis, Ind.—Li-
cense for CP new TV station.
License Renewal
Following stations request renewal of license: WCUM Cumberland, Md.; WBBU Morrisville, Pa.; WZM Lewis.
(Continued on page 99)

June 18, 1951 • Page 85

CONSULTING RADIO ENGINEERS
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—$1.00 minimum. Help Wanted, 20¢ per word—$2.00 minimum.

All other classifications 25¢ per word—$4.00 minimum. Display ads. $12.00 per inch.

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

All transcriptions, photos, etc., sent to box numbers are sent at sender's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Commercial manager—Aggressive 1 kw station in good location. Full time opportunity for fun loving individual. Excellent opportunity for capable and enterprising sales manager. Must have sales experience and proven record of sales. Applicants invited to write at station.

Salesman for major Montana city, $250 guaranty and 150% commission to right man. Full time opportunity. Reply to Box 826, Helena, Montana.


Salesmen wanted—One or two salesmen who know small market picture. City of 15,000 with good potential in adjacent counties. Draw against commissions. No high pressure types or would-be sales managers needed. Strong, honest, efficient salesman who know how to wear out shoe leather. Send letter and telephone number in first letter. Periodic interview necessary before completing final arrangements. Raymond G. WFFM, Martinsburg, Va.

Salesman wanted. Must have neat appearance and a good personality. Ability to sell convincingly—and on a long term basis is a prime requirement for the position. No high pressure types or would-be sales manager wanted. Just a good, hard working, sincere salesman who tries to serve his clientele well and keep them on. Include full details of experience. Op- portunity, Manager, Radio Station WCWO, Gadsden, Alabama.

Excellent opportunity good salesman. Combination manager—Phone or write. Do not apply for low wage position leading community in this area. Write to Henderson Robinson, WRED, Holyoke, Mass.


Announcer

Announcer-disc jockey, strong on morning show and capable of usual projected account list. Station on 80 to 85% of national commercial, guaranteed. Contact WFFN, 2051 N. C. State University, Raleigh, N. C.

Mature announcer with superior voice and technique wanted by national radio network. Important eastern radio city. Contact Box 977, BROADCASTING.

Experienced announcer with ticket. Please write small. Good position-high pay. Above average wage for non-metropolitan area. Long established radio station. Town in extremely good location. Contact Mr. G. W. Smith, Station WEMO, Adjacent City, WISCONSIN.

Wanted—Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Applicants invited to write in first letter. Box 978, BROADCASTING.

Staging announcer—Souththeastern station putting accent on live talent wants announcer to bring in top rated personality. Must be aooer in the mind, combining pop approach with a touch of news and deejay work. Adequate salary to start, plenty opportunity to increase if he produces results for station. Box 18X, BROADCASTING.

Help Wanted (Cont'd)

News man for progressive New England station. Gather, edit and cast local news. Box 286, BROADCASTING.

Announcer, studio operator, licensed engineer, combination man. Must have experience for possible openings in near future. Local situation. Reply to Box 316, eastern New York. Please include full details. Box 41K, BROAD- CASTING.

Starting salary of seventy-five to five hundred for experienced announcer for full time license. Pennsylvania. Include disc and full details. Box 950F, BROADCASTING.

Could you build audiences and sales if given from one to two hours midday position. Must have national experience. Must be able to work affiliate, such as piano, accordion, etc.? No steel guitar wanted. Must be in good voice and be willing to travel. Write full details. Box 2526, Anchorage, Alaska.

Commercial manager. Phone or wire for details. Eastern New York. Please include full details. Box 41K, BROAD- CASTING.

Immediate opening for transmitter engineer with first class ticket. Car and salary. Box 27K, BROADCASTING.

Engineer—First class for control room operation. Salary commensurate with experience. Must be a neat person. Contact Chief Engineer, WKBW, Wichita, Kansas.

Engineer—First class license. Excellent opportunity. Western 1000 watt regional. Box 27K, BROADCASTING.

Immediate opening for engineer with first class license. Send box replies. Box 757, BROADCASTING.

Wanted: Engineer—First class license. Excellent opportunity. Send experience and location for further details. Chief Engineer, KCOG, 43K, Anchorage, Alaska.

Chief engineer—All round position in semi-distant location. Good opportunity. Send full details. Chief Engineer, KARE, Atchison, Kansas.

Wanted—Combination announcer-engineer, first class license. Include first class ticket, complete operating experience and all details of experience. Write, giving full details to Program Director, KNX, Los Angeles, California.

Wide open for announcer-engineer with first class ticket. Excellent opportunity. Must be neat and have operating experience. Reply to Box 1550, BROADCASTING.

Wide open. Excellent opportunity. Contact Chief Engineer, WHRH, Cheyenne, Wyoming.

Chief engineer—All round position in semi-distant location. Good opportunity. Send full details. Chief Engineer, WHRH, Cheyenne, Wyoming.

Have immediate openings for engineer with first class license. Excellent opportunity. Combined operation in fisherman's paradise. WCRK, Morristown, Tennessee.

Wanted—First class engineer. Interesting job on new construction of five tower system. Write WPFC, Fayette- ville, N. C.

Wanted—Engineer, experienced for ABC affiliate WGM, Quincy, Illinois. Car essential. Send all details. Phone 680 or wire immediately.

Immediate opening for first class ticket at FM station. Experience must be first class. All details to Program Director, WJD, New Ulm, Minnesota.

Wanted—First class open. All round position. Send complete operating information. Complete details, experience, photo and resume to Program Director, KNX, Los Angeles, California.

Wanted—Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Applicants invited to write in first letter. Box 978, BROADCASTING.

Top salary for experienced copywriter. Community man, combining news, editorial and promotion work into one position. Will write on own initiative. Some air experience desirable. WOPA, Oak Park, Ill.

Managerial

Manager—sales manager, 20 years commercial experience. Has held key positions in sales and advertising and program experience. Mature, tactful and efficient. Must have strong personal, business and advertising background. Must have past record of increased profits. National agency contacts. Must be head of sales department. Excellent manager position in middle Atlantic or northeast area. Box 965, BROADCASTING.

Station managers—Program production, and sales manager. Must have at least five years experience with all four networks. Can originate and fit in your program structure. Experienced as announcer, news editor. Career continuity. Ideally located in Virginia, the Carolinas, Florida. Complete story, picture and references. Available July 15. Box 29K, BROADCASTING.

Wanted—Sales manager. Excellent opportunity with proven sales record. Must have strong personal, business and advertising background. Must have past record of increased profits. National agency contacts. Must be head of sales department. Excellent manager position in middle Atlantic or northeast area. Box 965, BROADCASTING.

Wanted—promotion man. Must be head of sales department. Excellent manager position in middle Atlantic or northeast area. Box 965, BROADCASTING.

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Manager—sales manager. Must have at least five years experience with all four networks. Can originate and fit in your program structure. Experienced as announcer, news editor. Career continuity. Ideally located in Virginia, the Carolinas, Florida. Complete story, picture and references. Available July 15. Box 29K, BROADCASTING.

Manager—commercial manager with proven sales record. Experienced all four networks, airline program experience. Independent, promotion and civic minded. Has called and produced over 1000 television spots. Has a good name in the advertising world. AM operation. Prefers tough market. Box 57K, BROADCASTING.

Salesmen

Wanted, opportunity in sales, promotion, and advertising. Several positions available in TV market. Western states. By cre- ative, experienced salesman. Send resume to Box 923, BROADCASTING.

Manager—commercial manager, with advertising knowhow. Six years commercial radio—sales, announcing, production, and advertising experience with network, regional, and local affiliations. Excellent people contact. Good record in sales and account development. pigeon, West Virginia. Box 41K, BROADCASTING.

Wanted, twenty-nine, veteran, Box 61K, BROADCASTING.

Help Wanted (Cont’d)

Radio control operator urgently needed. Must have strong technical background and must have had experience in the control room and some experience. Write station WMBI, care of Earl Smith, 470 North La Salle Street, Chicago 10, Illinois.

Production-Programming, others

Situations Wanted (Cont’d)

Announcers

Sportscaster, 3 years experience, married, family, draft exempt. Employment desired in market with good climate, dropping sports programming. Air check tapes available. Box 5719, BROADCASTING.

Here’s a switch! Experienced college and professional football, basketball, baseball. Opportunity to return to his alma mater. Married with family. Prefer to remain in warm climate. Box 9255, BROADCASTING.

Announcer, colored, excellent voice, promotional ideas, disc on request. Box 5977, BROADCASTING.

Sportscaster-baseball play-by-play. Background, excellent control, hard worker. Draft exempt. Box 959, BROADCASTING.

Experienced college announcer, 6 years experience doing play-by-play of high school, college, professional football, basketball, and boxing. Network experience included. Excellent references. Box 95K, BROADCASTING.

Sportscaster, radio, TV, major league baseball, football, basketball. Draft exempt. Box 17K, BROADCASTING.

Experienced TV announcer, good delivery. Reliable. Available two weekends per month. Box 30K, BROADCASTING.

Staff announcer seeks position preferably in New England or northeast. Heavy on TV. Experienced. Box 5282, BROADCASTING.

Announcer, five years experience all phases, college graduate, veteran, single, skilled, desire to pursue career. Now employed. Prefer Rocky Mountain states, but will consider other locations. Box 44K, BROADCASTING.

Sportscaster — 20 years experience, radio, TV, play all major sports. Familiar control board operation, news, and NFL. Will travel. Box 44K, BROADCASTING.

Announcer, 20 years experience, box 44K, BROADCASTING.

Announcer —radio and TV, major league baseball, football, basketball. Draft exempt. Box 17K, BROADCASTING.

Experienced TV announcer, good delivery. Reliable. Available two weekends per month. Box 30K, BROADCASTING.

Announcer — now doing news, sales, and remote work. Outgoing personality, five years experience. Requires situation. Box 44K, BROADCASTING.

Announcer —radio, TV, college graduate. Experienced. Single, willing to travel. Box 48K, BROADCASTING.

Announcer — radio, TV, college graduate, young, single, desires position. Box 41K, BROADCASTING.

Announcer — radio, TV, college graduate, young, single, desires position. Box 41K, BROADCASTING.

Announcer — radio, TV, college graduate, young, single, desires position. Box 41K, BROADCASTING.

Announcer — radio, TV, college graduate. Excellent references. Box 95K, BROADCASTING.

Announcer, college graduate, years experience, married, family, draft exempt. Box 9255, BROADCASTING.

Announcer — radio, TV, college graduate, veteran, control board operator. Draft exempt. Box 959, BROADCASTING.

Experienced university announcer, 6 years experience passing play—play—play high school, college and professional football, basketball, and boxing. Network experience included. Excellent references. Box 95K, BROADCASTING.

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Announcer, colored, excellent voice, promotional ideas, disc on request. Box 5977, BROADCASTING.

Sportscaster-baseball play-by-play. Background, excellent control, hard worker. Draft exempt. Box 959, BROADCASTING.
AFRS PLAN

ARMED FORCES Radio Service in Kyushu, Japan, is planning a series of programs which would utilize the actual recorded voices of the friends and relatives of servicemen in the Tokyo area and has called on U. S. stations to supply acetate transcriptions.

Some stations are now making arrangements to send programs to AFRS. The announcement for the AFRS at Kyushu, contends it not only would offer stations an opportunity for benefit public service but provided worthwhile service to servicemen and people at home. Fees for the technical service in recording the voices could be kept at a minimum, he reassured.

The AFRS already has one series of programs underway called Hometown Mailbag, which is one of the most popular in the Far East. AFRS receives about 1,000 letters weekly from the 48 states and various other countries. It maintains a 10 kw transmitter in Honolulu and four other smaller outlets serving local areas.

Mr. Briem favors using 33 1/3 rpm

TRADE ASSNS.

Representation Policy Set

PARTICIPATION of trade association executives on industry advisory committees is not illegal if “...the purpose is to create an atmosphere in which the interests of a special group, rather than those of the public, would become paramount.”

The view of the Justice Dept. is, however, that government officials should obtain requested information directly from trade associations “rather than have the participation of (executives) in industry advisory committees.”

These views followed on the heels of an announcement by the House Judiciary Monopoly subcommittee that it would look into the formation of industry groups to consult with government agencies in the face of numerous complaints (Broadcasting • Telecasting, June 4).

Stations Would Furnish Voice Recordings

transcriptions, enabling them to record several different messages on each side. Transcriptions would be shipped to: “Voice From Home,” Armed Forces Radio Service, Kyushu, APO 3, c/o PM, San Francisco, Calif. Cards would be sent out to the men notifying them of the broadcast date, with programs patterned after fast-moving network shows.

Stations who plan to prepare transcriptions should be guided by these recommendations: (1) 33 1/3 rpm should be used; (2) blank message should be left between messages on each side; (3) individual messages should not be longer than four or five minutes; (4) mentions of the appropriate serviceman should omit references to unit location, address and troop movements; (5) radio adds should include complete address of the serviceman involved for ease of handling; and (6) messages should be outlined before actual recording to eliminate possibility of death.

Mr. Briem added that the program, if successful, also will have Tokyo coverage by AFRS.

N. Y. C. D.

Membership of the New York State Defense Council, which has sweeping civil defense powers including authority to silence radio and TV stations in the event of emergency, has been completed following Gov. Thomas E. Dewey’s appointment of 12 public representatives to serve with him and 10 other state officials. The public members include Maj. Gen. Julius Ochs Adler, general manager of the New York Times, which owns WQXR New York, and other business, labor and civic leaders.

CAB COMMENTARY

CBC Asked To Investigate

RADIO BUREAU of the Canadian Assn. of Broadcasters at Ottawa came in for possible legal action by the Canadian Senate at hearings of the Senate Finance Committee at Ottawa June 7. Reference was made to a broadcast in the Radio Bureau’s weekly commentary on the Ottawa scene made last November when one of the talks describing the Senate stated that attendance was small and “most of themwbare.” Senators claimed these as falsehoods.

Canadian Broadcasting Corp. was asked to investigate. The point also was brought to the attention of C.B.C. that some CBC stations asked for scripts by Senators 24 hours in advance of broadcast. J. T. Allard, general manager of CAB, stated in used and is not intended to be used for gambling purposes,” the court stated.

Race News Ruling

SUPREME COURT of Florida has declared the state’s “anti-bookie” law applies to radio news as well as to the press. The court said when challenged it must be proved that racing information for broadcasts is not used to aid illegal gambling: Florida’s highest court overruled Dade County (Miami) Circuit Judge George E. Holt and ordered Transradio Press Service to appear for hearing before the Railroad and Public Utilities Commission there. “Transradio must prove its news service is not being used and is not intended to be used for gambling purposes,” the court stated.

CAB UNIT

Press Bureau Established

New Information Bureau has been set up by the Canadian Broadcasting Corp. at its Toronto and Montreal studios under the press and information section. At Toronto Peter Meggs, formerly of CJXR Kirkland Lake, Ont., is in charge, and at Montreal Jean-Jules Trueman, formerly of CBC French network, is director of new bureau. The bureau will handle all audience mail, arrange studio tours and handle all public phone calls.

Other changes in the press and information section at Toronto include the appointment of Charlie Walls, for the past three years with CBC and formerly with CKTB St. Catherine’s, as Ontario regional press representative; Bruce Sutton moved up to handle microphone publicity, and Jack Allen to handle program listings for the national and local stations. Geoff Gordon has been appointed to handle all national publicity of CBC activities out of Montreal at the Montreal bureau.

Midwest Exclusive Market Station

This is one of the old established fulltime stations in the midwest—the only station in a city with population in excess of 50,000 and county retail sales of more than $100, 000,000. Consistently does more than $100,000.00 a year and always makes money. Valuable real estate and about $20,000.00 in net quick assets included in the price of $120,000.00. Financing arranged.

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4311-3

CHICAGO
Harold R. Murphy
722 S. Wabash Ave.
222-3-4

SAN FRANCISCO
Ray V. Hamilton
235 Webster St.
256-6

Radio Station and Newspaper Brokers

Radio and Other Programs

Exceptional Sales Promotion

Director Wanted Immediately

A major New York sales organization has an immediate opening for an experienced sales promotion manager. Must be able to write trade paper ads and handle sales presentations for a radio-TV staff of 20 salesmen. This is one of the most important promotion positions in the radio-TV business and only experienced, qualified men should apply. Send full details first letter.

BOX 38K, BROADCASTING

Situations Wanted

Production-Programming, Others

AVAILABLE IMMEDIATELY
Program director—assistant—accountexecutive.

Executive Placement Service

Confidential, nationwide service placing qualified, experienced managers, advertising managers, programmers, directors, sales managers, and disc jockeys. Inquiries invited from employers and applicants.

HERMAN W. FLETT
TV & Radio Management Consultants
738 Bond Bldg., Washington 5, D. C.

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, wide service placing qualified, experienced managers, advertising managers, program directors, sales managers, and disc jockeys. Inquiries invited from employers and applicants.

HERMAN W. FLETT
TV & Radio Management Consultants
738 Bond Bldg., Washington 5, D. C.
**KMA TRIP**

**Mexican Tour Starts Sept. 4**

AN 18-day “Friendship-Goodwill tour to Mexico,” sponsored by KMA Shennandoah, Iowa, has been announced by Edward May, president of the station. The trip is due to get underway September 4, with the first stop being Chicago.

While in the Windy City the group will spend a day sight-seeing and at a big league ball game. From there they will board a special train for Mexico. They will stop in San Antonio for a day of sight-seeing.

In Mexico they expect to make visits to a Mexican bull fight, the floating gardens of Xochimilco, the ancient Aztec pyramids, and trips through the mountains and tropics.

Mr. May, who spent two years in Mexico, will lead the group. Last fall he escorted 75 midwesterners to Alaska, on a tour sponsored by the station.

**FUNCTIONAL EDICT**

**Asked by Mich. Muzak Co.**

MICHIGAN MUSIC Co., Muzak franchise holder for Detroit, has asked FCC to reach a final decision “one way or the other” on functional music. Writing on behalf of the company, E. Hopkins, WHRV Ann Arbor, Mich., contends “there is not, nor can there be, any reason to believe that the legalizing of this idea would eventually do anything but create an opportunity for a greater loss to the FM industry generally.”

Mr. Hopkins said the Detroit firm pays the telephone company “upwards of $60,000 per year” for lines. He contended legalizing of “beep” operation for music service would lead to this general sale of FM sets which would include a turner picking up the beep frequencies. This in turn would tend to eliminate rental fees upon which FM stations depend for revenue, he contended.

**Cites Radio**

**MAJOR Glenn Cunningham of Omaha, faced with strong opposition before last month’s city elections, took his story to radio listeners through KOIL Omaha—and got his entire ticket elected. Mayor Cunningham has had his own program, Getting It Straight on KOIL, for more than a year giving him an opportunity to present his views and take issue with newspaper opposition. Before the May elections, the mayor and his running mates made full use of radio, including his own program, supplementing it with TV. He claims that radio, “and particularly my weekly programs,” was “largely responsible for the success” of the campaign.**

**BROADCASTING • Telecasting**

**HONORS were heaped on Bill Macdonald (second, r), farm service director for KFAB Omaha, who has just rounded out 25 years of radio work. Among other tributes paid Mr. Macdonald was an award presented by the governor from the people of Nebraska. At the presentation were (l to r) Harold Soderlund, KFAB sales manager; Gov. Vol Peterson; Mr. Macdonald, and Harry Burke, KFAB general manager.**

**RGW-RCG Pact**

**Guild Strike Averted**

AVOIDING a Radio Writers Guild strike which would have seen the first RGW picket line in broadcast history thrown around the RCA Building in Rockefeller Plaza, New York, for four writers of musical continuity for Thesaurus, the RCA transcription library service, was announced last week.

Center of the dispute was the question of a wage scale for the writers on a par with that of radio network staff continuity writers. The agreement, which was worked out under Federal Mediation Commission J. R. Mandelbaum, was negotiated by RCA’s Nicholas Capella and RGW National President Ira Marion; May Bolhower, RGW executive secretary, and Herman Gray, union attorney.

**CIO Withdraws**

**In WORZ Orlando Case**

CIO’s petition for withdrawal from employing lobbies at WORZ Orlando, Fla., where it sought to compete against the AFL’s International Brotherhood of Electrical Workers, has been approved by the National Labor Relations Board.

The board had directed an election at the station last month following hearings on the case earlier this year. Operators, combination announcers, operators, announcers and continuity writers were involved in the bargaining relations with WORZ, licensed to Central Florida Broadcasting Co. [BROADCASTING • TELECASTING, May 21]. The board gave no reason for CIO’s withdrawal in its order approving the petition. IBEW had been the intervening union in the case.

**WU News Rates**

PROTEST against Western Union’s proposed increase in rates, applicable as well to radio news copy, which was filed by PCC by American Newspaper Publishers Assn. New rates, scheduled to go into effect June 1, were suspended by the Commission pending investigation.

**ALMOST A MILLION ON WCKY**

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

June 18, 1951 • Page 89.
plained an ever-increasing clamor for regulation and government management of various phases of advertising is growing out of continuing Congressional inquiries. He said some have even advocated that the government provide financial support for opinion interests lacking adequate resources.

Secretary of Commerce Charles E. Sawyer praised advertising "for its contribution to a better standard of living." He said advertising has its critics who claim that advertising expenditures are a needless addition to the cost of distribution. They fail to give proper weight to the fact that the economic structure of the United States is based upon mass production and mass distribution, that in terms of hours worked prices in the United States are generally lower for products of comparable quality than anywhere else in the world.

Secretary Sawyer said critics of advertising "refuse to recognize that the greatest contributing factor to mass sales is advertising. Mass sales permit mass production at lower unit cost. Critics of advertising do not have sufficient information to be able to say that prices would be lower if advertising costs were lower."

He disagreed with those "who think advertising should be dispensed with during the mobilization effort." Taking up this theme, he said, "I do not advocate the waste of money on advertising even if Uncle Sam pays a good part of it. I do feel, however, that advertising is an essential part of our business operation and as long as that operation continues at high gear, vigorous advertising should continue to be a part of it."

Secretary Sawyer said the National Production Authority has dealt "firmly and courageously" with the problems of expanding productive capacity and employing experienced businessmen to drive its business operations. I've always believed that a business man knows more about business than a government official."

Arthur C. Fatt, executive vice president of Grey Adv. Agency, New York, said advertising's main task is to increase productivity in the United States by 4% annually instead of the 3% generally set as the goal.

Samuel C. Gale, vice president of General Mills and ex-president of the Advertising Council, pleased for aid of advertising clubs in the campaign. At the Wednesday TV panel Mr. Thomas reviewed TV's progress, suggesting agencies are "selling people and markets and buying power" rather than a U.S. map with little circles representing television areas. He said the number of advertisers using TV had grown from 49 in 1948 to 5,000 as of last March. As to television's impact on radio, Mr. Thomas said, "Each medium must be sold for what it can do, and in terms of how it best fits a particular advertiser's plans. Radio does a tremendous job, and will continue to do so for some time. Then it falls into the ranks of radio and areas for radio that TV can't touch. But by the same token, there are some areas that TV can touch—and brother, when TV touches an area, it stays touched."

He added 36 million people are looking at TV.

Mr. Thomas showed how radio and TV costs run far below those of other media, on the basis of cost-per-thousand. He cited figures showing 10 top-rated radio shows last October had a cost-per-thousand equal to $1.84 compared to $3.40 for TV.

Mr. Hausman said TV is most effective if used, not instead of, other media. "Increase the total advertising budget to include television," he suggested. As reasons, he said:

First of all, sales, despite inflation, are not declining in order to make advertising never moved more goods. Second, advertising expenditures in relation to the national income are...and make feasible fully competitive local broadcasting and multinetwork operation. He argued the FCC plan will foster network and market monopolies.

Final event of the convention was the ball, held Thursday night. President L. Barnard, vice president of Compton Adv., New York, on fulltime leave. He praised work of the Voice of America and services of the State Dept.'s Information Division. He spoke on behalf of Undersecretary Edward Barrett.

Next AFA convention will be held in New York.

Graham Patterson, Philadelphia, was re-elected board chairman of AFA. Other officers elected were Elon G. Borton, president; B. Penny, Houston, and Franklin E. Hawkins, Toledo, vice presidents; Grace Johnsen, ABC, secretary; Ben R. Donland, Ford Motor Co., treasurer. Elected to the board were J. Paul Hoag, of Boston; W. Potter, of Rochester; Grant Stone, Cleveland, and William Werner of Seattle.

William Cheever D'Arcy and E. Stilo Lewis, both of whom died in 1948, were elected to the Advertising Hall of Fame. Citations were read at a luncheon at which Mrs. Overholser, Cob, and KPRC, Houston president. Only 35 places remain to be filled in the Hall between now and the year 2000.

The 5-year student at Methodist Orphanage High School, Raleigh, N. C., won the $500 prize and trip to the convention for her winning essay in the AFA National high school contest. Over 50,000 entries were received. Judges were J. F. Oberwinder, D'Arcy Adv. Co., St. Louis; Ken B. Inman by the Board, of Dr. Charles N. Edwards Jr., dean, School of Retailing, New York U.; William C. Gittinger, CBS, and Helen Valentine, Charm Magazine. Jean Wade Rice, secretary vice president of BBDO, was named "advertising women of the year" by a nationwide poll. Award was bestowed by Women's Club of New York, on behalf of the Council on Women's Advertising Clubs of the federation.

Rights to WCFM EXCLUSIVE recording rights to the Mosart Festival, scheduled for Charlottesville, Va., July 6-8, have been granted to the WCFM Recording Corp., Washington, D. C., an affiliate of WOR, New York, and WDBO, Tampa, Fla., an affiliate of WOR, New York. Five long-playing records have been released by the corporation in the past seven months.

A CHAS. MICHELSON HIT! "Musical Comedy Theatre" 30 MIN. SHOWS TRANSCRIBED for particular CHARLES MICHELSON, Inc. 15 WEST 47th ST., NEW YORK 19
**NLRB HEARING**

**San Diego Case Set**

NLRB hearing looking into a NABET petition for jurisdiction over engineers and technicians at six San Diego stations has been scheduled for July 19. Stations involved include KFMB-AM-FM, KGB, and KCBQ, now represented by IBEW which has in- terested the NLRB in a case involving the area, the three stations formed the "Chicken of Tomorrow Network," pooling manpower and equipment to cover all events.

No detail of events included arrival of the Vice President's plane, five-mile "Chicken Parade," interviews with the contest winners and the "veep's" address from Razorback Stadium in Fayetteville.

**WPEN DISPUTE**

**NLRB Reactivates Case**

NLRB last Saturday reopened a case involving WPEN-AM-FM Philadelphia and vacated a previous order, which dismissed a complaint that the William Penn Broadcasting Co. had "illegally interfered" with employees' rights.

The labor board reopened the case at the request of its general counsel who held that he did not "introduce evidence" relating to the employees' unit because he "did not foresee that the board would decide the case on that issue. NLRB remanded the case to the trial examiner whose preliminary findings it had overruled.

Last spring the board ruled, 4-1 that filing of a representation petition by a rival union—the IBEW (AFL)—does not automatically require the employer to cease dealing with the incumbent union—in this case, the American Communications Assn. WPEN had renewed its contract with ACA [BROADCASTING • TELECASTING, April 9].

In its original decision, the board held that the general counsel failed to prove a "real question" exists involving unit representation when William Penn renewed its contract with ACA. IBEW had sought to carve out a group of 13 broadcast technicians and engineers heretofore represented by ACA and subsequently filed charges against the station, which NLRB dismissed for lack of proof.

"Further hearing is desirable ... on the issue of whether (such a question) existed when (William Penn) executed its contract with the ACA, and in particular whether the employees sought to be represented by the IBEW constitute an appropriate unit, so that the case may be decided upon the merits rather than upon a technical failure of the evidence," the board declared.

**EXTENSIVE RESEARCH and fancy preparations feature the Ed Murrow Hear It Now program, heard Friday, 9 p.m., on CBS. On a typical pickup, KMOX St. Louis News Director Rex Davis spent over a week working on a recorded pickup in which six hours of tape were boiled into 20 minutes of program. The program presented a typical high school graduation, with background material from a dozen or more spots. In photo Mr. Davis (standing) discusses the program with Ed Scott (r), of Mr. Murrow's New York staff, and Don Hopson, president of his class at Atton High School, in suburban St. Louis.**

**LBS AFFILIATES**

**Ore. Group Holds Meeting**

PLANS on programming, sales, technical and general operations of the Liberty Network were thrashed out by Oregon LBS affiliates in a meeting with Ben Paschall, network vice president, in Portland over a fortnight ago.

Fifteen state affiliates attended the sessions, held at the Multnomah Hotel. The meeting followed one at LBS' headquarters in Dallas last month involving officials of the network, who reported the rate increases were under study [BROADCASTING • TELECASTING, June 11].

Among those present were:

Clare Bank, KEKL Kelso; Edward C. Barnett, WKN Ashland; Lou Gil-lette and Charles P. Brandon, KMCM McMinnville; Paul E. Walden and Barney Kennworthy, KOOL The Dallas; Ted A. Smith, KWRC Pendleton; Mar-ton P. McWen, KMR; and Mrs. G. W. Fitch, KRUL Corvallis; Irwin S. Adams, KJON Oregon City; James W. Spear and L. E. Parson, KVAS Astoria; Loring Schmidt, KOCC Salem; Hai Shade, KFIR North Bend; Gordon Capps, KSRY Oregon; L. W. Tromm- litz, M. Michael and Reg Roose, KENC Eugene; Tom Becker, KNPT Newport; and Mr. Paschall.

**Toni Testing**

TONI Co, Chicago, is testing its new shampoo, White Rain, on about 80 CBS stations in a sectional network covering the northeastern half of the country with cut-ins on This Is Nora Drake (five-a-week, 1:30-1:45 p.m. CDT). Schedule will continue for a month and then be expanded to the full CBS network shows sponsored by Toni. Agency for the new product is Tatham- Laird, Chicago, which also is running a radio spot test campaign in Fresno and Indianapolis for the new Tame hair rinse. Spots will continue until results are conclusive.

**NET爭用**

**upcoming**

- June 18: Board of Directors Meeting, Canadian Assn. of Broadcasters, Montreal, Que.
- June 21: NARTB-TV All-Industry Program Meeting, Statler Hotel, Wash- ington.
- June 25-29: Summer General Meeting, AIEE, Toronto, Ont.
- Aug. 29-31: Institute of Radio Engineers Western Convention and Seventh Annual Convention of WRFK, San Francisco, Calif.

**SCHOLARSHIPS**

**Radio-TV Study Awards**

HULTBER TAPT JR, executive vice president of Radio Cincinnati Inc., has announced the selection of four FM-TV Cincinnati, and Dr. Luther R. Richmond, director and dean of faculty of the Cincinnati Conserva- tory of Music, have jointly an- nounced a new offering by WFKC of scholarships in radio and televi- sion study.

Awards of $200 each will be made to scholarship students and also going to the Conservatory as fresh- men in 1951. Each winning high school junior or senior over 16 will receive $50 for night school classes in radio television. Prelimi- nary auditions will begin June 25 and final auditions will be held under WFKC in July.

**Toni Testing**

TONI Co, Chicago, is testing its new shampoo, White Rain, on about 80 CBS stations in a sectional network covering the northeastern half of the country with cut-ins on This Is Nora Drake (five-a-week, 1:30-1:45 p.m. CDT). Schedule will continue for a month and then be expanded to the full CBS network shows sponsored by Toni. Agency for the new product is Tatham- Laird, Chicago, which also is running a radio spot test campaign in Fresno and Indianapolis for the new Tame hair rinse. Spots will continue until results are conclusive.
FCC Actions

June 13 Applications Cont.:
APPLICATIONS RETURNED

RETURNED following applications for change of status from
Col.: WSB, Paintsville, Ky.; WLXW,
Crawfordsville, W. Va.

June 14 Decisions

BY THE COMMISSION EN BANC
CP Granted:
WKBW Rochester, N. Y.—Granted CP to replace both towers of licensed
DA which were destroyed in flooding of Genesee River system; engineering
condition.

Designated for
June Stops, Corp., Emporia, Va.—
Designated for hearing in Washington on June 8 re application for new
station on 1600 kc 250 kw, and WLOM Fortmont, Va. and WLFJ South
Boston, Va., parties to proceeding.

Extension Granted
WBZ Boston, Mass.—Granted extension of authority for 96 days from
June 17, 1960, to August 28, 1960, to operate with reduced
power pending regulation.

Modification Granted
WMNA Cleveland, Ohio.—Granted modification of CP to change DA
pattern, to change from DA-1 to DA-2, operating on 1600 kc 3 kw, and
engineering condition.

WZTV Atlanta, Ga.—Granted extension of authority from June 18 to
July 2 to operate with reduced power pending regulation of modula-
tion transformer.

WIIU Eau Claire, Wis.—Given authority to file late comment on
June 9

Late TV Comments Accepted
Kaine Public Library, Racine, Wis.—By order dated June 20, 1960, granted
petition requesting FCC to accept late comment in current TV
process proceeding, urging that Ch. 9, 13 be reserved in Racine for use by
non-commercial educational TV station, for operation on a
non-commercial educational TV station.

In order to provide for the needs of the various educational institu-
tions in Racine, the petition requested that Ch. 7 be reserved in Racine for
non-commercial educational TV station.

Col. Collee, Cedarburg, Wis.—By order dated June 20, 1960, granted
petition requesting that Commission accept late comment in current TV
process, proceeding, urging that Ch. 27 be reserved in Racine for non-
commercial educational TV station.

In order to provide for the needs of the various educational institu-
tions in Racine, the petition requested that Ch. 27 be reserved in Racine for
non-commercial educational TV station.

KRVN New Iberia, La.—CP to change from 1570 kc 1500 kw
AM—500 kw
KUMO Columbia, Mo.—Mod. CP as new station to change from 1570 kc 1500
kw to non-commercial educational TV station.

License for CP
WDLA Balclutha, Ill.—Granted CP to operate as CP new station, to change
from 1570 kc 1500 kw to non-commercial educational TV station.

Modification of CP
KCBJ-FM Des Moines, Iowa.—Mod. CP to change from 1570 kc 1500
kw to new station.

License for CP
WEFA-FM Ardmore, Pa.—CP to change from 1570 kc 1500 kw to new
station.

License Renewals
WKNB Birmingham, Ala.—Renewal of license on condition that Ch. 13 be
moved to new station to change from 1570 kc 1500 kw to non-commercial
educational TV station.

FCC roundup
New Grants, Transfers, Changes, Applications

June Box Score

SUMMARY THROUGH JUNE 14
Summary of Authorizations, Stations on the Air, Applications

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<th>Granted</th>
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<td>FM</td>
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<td>77</td>
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On the air

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<tr>
<th>AM Stations</th>
<th>2,244</th>
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<tbody>
<tr>
<td>FM Stations</td>
<td>77</td>
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Docket Actions

FINAL DECISIONS

KFTM Ft. Morgan, Colo.—Announced decision reserving order which re-
olved in license to Fort Morgan, Colo., by Ft. Mor-
gan Best, Co. on 1260 kc, 500 kw, day-
time, Decision June 8.

WMWA Milwaukee, Wis.—Announced decision granting application to
West Best, Co. for license to cover construction period for WMWA on
1250 kc, 5 kw, full-time. Decision June 11.

Tulsa, Okla.—Announced decision de-
neying applications of Kenyon Brown and
George E. Cameron Jr., each seeking a
new AM station in Tulsa on 1360 kc.
Decision Jun 6.

Hamtramck, Mich.—Announced deci-
sion granting application by Randen
Best, Co. for renewal of license and con-
senting to assignment of license to Rando
Best, Co. on 1360 kc, full-time. Decision
June 7.

KMPC Los Angeles; WJR Detroit; WOAR Cleveland—Hearing Examiner
J. Bond issued initial decision looking toward dismis-
sal of applications for renewal of licenses. Decision June 14.

PROPOSED RULE MAKING

Decision on proposed rule making looking toward elimination of provisions
in AM broadcast rules permitting assignment of Class IV stations on regional
channels. However, 10 Class IV stations (mostly 250 kw) would not be required to
increase power or change frequency. Comments will be received by FCC on or before July 14.

No-Docket Actions

AM GRANTS

Corporation. Granted 900 kc, 1 kw, day-
time. Principals are Mr. and Mrs. B. T.
Whitman (35%), Mr. and Mrs. J. M.
Younts (10%). Owners WAYS Charlotte and
WCCG Greenville, S. C., 7 kw, 7000
kw, and $12,650.00.

KUOM Duluth, Minn.—Grant in
voluntary application by KUOM, Inc.
Presidents T. W. Grant and M. K.
Radke; 1 kw, 1000 kw, full-time. Decision
June 11.

LWJF Jacksonville, Fla.—Grant in vol-
atory application by Mr. and Mrs. D. F.
Mallory. Principals are Mr. and Mrs. D. F.
Mallory (90%), Mr. and Mrs. D. F. Mallory
(10%). Owners大米 Jacksonville, 1 kw, 1000
kw, full-time. Decision June 14.

WMBW-AM New York, N. Y.—Grant in
voluntary application by Mr. and Mrs. B.
D. Berman. Principals are Mr. and Mrs. B.
D. Berman (100%). Owners WMBW-AM
New York, N. Y., 1 kw, 1000 kw, full-time.
Decision June 14.

WEOS-AM New York, N. Y.—Grant in
voluntary application by Mr. and Mrs. E.
G. Valentine. Principals are Mr. and Mrs. E.
G. Valentine (100%). Owners WEOS-AM
New York, N. Y., 1 kw, 1000 kw, full-time.
Decision June 14.

WJER Dover, Pa.—Announced hearing on
grant of license by Bcstg. Corp. to
WJER Dover, Pa., to operate Class II
station at Dover, Pa., with power provisioned to be deliver-
ed to Delaware Communications Corp. at Dover, Pa.
Decision June 14.

WMWA Milwaukee, Wis.—Announced
decision granting application to West
Best, Co. for license to cover construc-
tion period for WMWA on 1250 kc, 5 kw, full-time. Decision June 11.

June 14 Applications

ACCEPTED FOR FILING

AM—1360 kc
KVNN New Iberia, La.—CP to change from 1570 kc 1300 kw
AM—500 kw
KUMO Columbia, Mo.—Mod. CP as new
station to change from 1570 kc 1500
kw to non-commercial educational TV
station.

License for CP
WDLA Balclutha, Ill.—Granted CP to
operate as CP new station and specify studio
location.

Modification of CP
KCBJ-FM Des Moines, Iowa.—Mod. CP
for new FM station for extension of service.

CP for Changes
WEFN (FM) Chicag, Ill.—CP to change
1440 kc, 5 kw, 1 kw, day-time, and studio
locations.

License Renewals
WKNB Birmingham, Ala.—Renewal of
license on condition that Ch. 13 be
moved to new station to change from
1570 kc 1500 kw to non-commercial
educational TV station.

KTVI Kansas City, Mo.—Renewal of license
on condition that Ch. 13 be moved to
new station to change from 1570 kc 1500 kw to non-commercial
educational TV station.

TRANFER GRANTS

WEFB Buffalo, N. Y.—Granted in
voluntary transfer of control Buffalo
Community Broadcasting Co. to
William J. Conners III.

WTSW Dallas, Tex.—Granted in
voluntary transfer of control William
J. Conners III.

WMLX Indianapolis, Ind.—Granted in
voluntary transfer of control Frank
J. Conners.

New Applications

AM APPLICATIONS

Atlantic States Broadcasting Co., Inc.—
Proposed station on 1490 kc 7 kw, full-time. Decision
June 12.

JOS. WEID & CO., 350 Madison Ave., New York, N. Y.
Can Tell You More About

HILO
HALIFAX
NOVA SCOTIA
PACIFIC AWARDS
Nine Newsmen Honored

NINE TROPHY awards for outstanding performance in radio and TV news coverage during 1950 were made by the Radio News Club of Southern California last Friday night at a dinner meeting in the Hollywood Plaza Hotel.

Named consistently best in the respective radio categories were: (1) Elmer Peterson, NBC, new commentary; (2) Tom Harmon, CBS, honorable mention; (3) Nat Kaplan, ABC, new writing; Barney Miller, CBS, honorable mention; (4) John Wald (Richfield Reporter), news presentation; Frank Goss, CBS, honorable mention; (5) CBS News Bureau, on-the-scene coverage of a news story; ABC News Bureau, honorable mention; (6) Tom Harmon, CBS, all around sports program; Sam Balter, KLAC, honorable mention.

Television division: (1) Clete Roberts, KLAC-TV, news presentation; (2) Sam McAndrews, KLAC, honorable mention; (3) George Martin Jr. and Ray Goldman, KTTV, news writing; (4) KBKB Ford Naveaud, honorable mention; (5) Sam Balter, KLAC-TV, all-around sports program; (6) KTTV and KNBC, honorable mention; (7) KTLA, on-the-spot coverage special event of news story; KTTV and KECA-TV, honorable mention.

Judges: Les Wagner, president, Greater Los Angeles Press Club; Ben Williamson, bureau manager, Time-Life magazines; Robert J. McCandless, managing director, Southern California Broadcasters Association. Mr. McCandless is also executive director and general manager of KLAC, radio news club president.

Trophies, donated by Procter & Gamble Co., are gold plated microphones sitting on top of a globe mounted on a mahogany base.

Liberty Names Lewis

EDMUND BURKE, Liberty Broadcasting System vice president of national sales, has left Liberty to re-enter the Army, the network announced last week. Succeeding Mr. Burke is Ray A. Lewis, since Jan. 1 manager of Liberty’s key station KLIF Dallas, and prior to that manager of the Houston office of J. Walter Thompson.

NATIONAL FEATURES
PEORIA ILLINOIS

Edgar L. Bill
Marie Y. Watton
Julian Mellott,
Sales Manager

We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM & TV Stations and Newspapers from coast to coast, than any similar company.

June 18, 1951
• Page 93
...at deadline

CBS COLOR PREMIERE PLANS ANNOUNCED

PLANS FOR “PREMIERE,” CBS’s inaugural commercial color TV program June 25 (early story page 69), were announced Friday, with FCC approval. John Fontaine, president of氧气 and Columbia’s Board Chairman William S. Paley and President Frank Stanton slated to appear. Procter & Gamble, for Ivory soap and Duz, and Standard Brands, for Tender Leaf Tea and instant Chex & Sour, will be among sponsors of initial commercial colorcast “in line with their policy of participating actively in every possible phase of television development,” their agency, Compton Adv., reported. CBS said entertainers on half-hour kickoff show (4:30-5:30 p.m.) will include, in addition to Arthur Godfrey and Ed Sullivan, members of New York City ballet presented by S. Hurok, and stars Faye Emerson, Garry Moore, Sam Levenson, talent from Broadway’s Guys and Dolls, Bill Baird marionettes, and Archie Bleyer’s orchestra.

OWNERSHIP TRANSFERS

TRANSFERS of ownership of WCVI Con nellsville, Pa.; WABY Albany, N. Y., and WTMJ Miami Beach granted by FCC Friday. WCVI is sold by J. Wylie Driscoll and associates for $45,000 to John E. Craddock, WCVI manager and manager of 11 WTMJ solos starting today. Vree & others to K. S. Keyes, present stockholder, for $256 plus assumption of obligations totaling about $37,000. WABY is sold for $22,000 to A. Y. Kopp, ondly Broad casting Co., subsidiary of Gannett, radio and newspaper interests, to Eastern New York Broadcasting Corp., composed of: Nelson L. Kidd, 12% owner; WINW Binghamton and 30% owner WNDR Syracuse. director: Rynan C. Mintz, New York state assem blyman, vice president: David A. Kyle, Columbia U. student and present president Field, RCA recording division; director: Arthur L. Cooper, with WDLA Walton, N. Y., secretary Martha K. Karp, vice president-general manager and 25% owner WWS/C Glenn Falls. treasurer: each owns 16.4% except Mr. Karp who owns 7.4%.

HILL TO GET MEDIA VIEWS

BROADCASTERS will submit letters to Senate Executive Expenditures Committee outlining views on broadcasts and telecasts of Congressional proceedings, Rep. Jacob Javits (R-N. Y.), sponsor of resolution to permit radio-television coverage of House sessions, said coverage would “get more people to actively participate in decisions” made in Washington.

CONGOLEUM-NAIRN SIGNS

CONGOLEUM-NAIRN Inc., Kearny, N. J., signs for alternate-week half-hour on new weekly evening Kate Smith Show which starts in Sept. Negotiations for new program, to be seen W. Saturday 5-6 p.m., were completed by Sylvester L. Weaver Jr., NBC vice president in charge of television, and Miss Smith’s producer-manager, Ted Collins, for announcement today. Congoleum-Nairn agency is McCann-Erickson, New York.

LIBEL LAW SIGNED

MICHIGAN’s Governor on Friday signed legislation exempting radio and television from liability for libel and slander. Legislation was sponsored by Michigan Assn. of Broadcasters.

CHARGE ‘INITIAL’ RICHARDS DECISION IS ILLEGAL

CHARGE made last Friday that FCC Ex aminer James D. Cunningham failed to make finding of fact and determination in June 14 reheared conduct, that lics used by G. A. Richards’ stations be renewed (earlier story, page 26). Petition, signed by Broadcasting Bureau Chief Curtis B. Plummer, General Counsel Benedict F. Cottone and Frederick W. Ford, was further counsel, referred to “pur ported” initial decision as “illegall document” and asked that it be remanded to Mr. Cunningham with directions to issue “initial decision within his authority and under the Administrative Procedures Act.”

 Petition cited Commission’s rules and order of Sept. 28, 1949, setting hearing, as well as Procedure Act, and held he could not dismiss proceedings without “required” grants or denials.

Petition also disputed examiner’s contention that issues are moot:

The record in this proceeding shows numerous instances in which employees of these three stations carried out policies established by Mr. Richards, in many instances violation of law. So far as the record shows . . . these policies remain the policies of these stations . . . . . . It, therefore, is inaccurate to state that the issues are moot since Mr. Richards’ death does not negative the fundamental question of whether a grant of the applications under a continuation of such policies would be in the public interest.

Further held that, under “firmly established” Commission policy, a proposed transfer, whether voluntary or involuntary, does not render moot the issues in any proceedings for license renewal.

BLATZ BUYS NEWS

BLATZ BREWING Co., Milwaukee (beer), buying four-five-minute Blats Reporter news shows on ABC, three to be heard Monday through Friday starting today (June 18) and one Tuesday through Friday starting tomorrow and slated to expand soon to five times weekly. Taylor Grant will handle from New York, Bill Denapier from Chicago, and Hank Weaver from Hollywood, with Edwin C. Hill appearing transcribed in 10:45-50 p.m. spot. Agency is William H. Weintraub, New York.

RTMA RENEWS PLEA

FEDERAL Reserve Board, which recently re fused to suspend Regulation W credit rules covering TV, has asked again by Glen Mc Daniel, president of Radio-Television Mfrs. Assn., to ease regulation. RTMA president said TV sales are at standstill with production down from 200,000 to 50,000 per week. Factory inventory is 600,000 sets against 50,000 last fall, he said, and widespread layoffs are occurring at plants.

N. Q. GRANT REVISED

REVD initial decision to grant new AM station at New Orleans on 1450 kc with 250 w fulltime to Royal Broadcasting Corp. was is sued by FCC Friday. Bid of Greta and Lower Coast Radio and Broadcasting Co., was denied on grounds it “is not qualified to be a broadcast licensee.”

Closed Circuit
(Continued from page 4)

Milton Berle show next fall with expensive package called Food Store Hour. Network willing to assume half of weekly talent and production costs, which total $40,000.

As plans stand, ABC Breakfast Club with Don McNeill will become simulcast late next year and McNell’s TV Club, video ver sion of same show, will be cancelled.

Woman’s Home Companion, through McC ann-Erickson, New York, running one-week spot campaign June 20 in 14 major cities. If success, magazine will follow ac celerated spot plan used by Ladies Home Journal.

Celenese Corp., of America, N. Y., con sidering television dramatic show called The Playwrights in the development of Network time not yet bought. Elling ton & Co., New York, is agency.

NARTB may revive its “area” scheduling of district meetings during next autumn’s circuit. Idea is to consolidate three districts in West Coast tier for San Francisco meeting in view of their common problems and ease of headquarter travel.

American Bar Assn., exercised over fabulous results of Kefauver Crime Committee broadcasts and Telecasts, will meet issue of court room pick-ups at next convention in New York in September. Indications are that upcoming convention will recommend against admitting mikes or cameras to court rooms.

FCC, FCBA CONGRATULATE COMMISSIONER HENNOCK

CONGRATULATIONS to FCC Comr. Frieda J. Hen nock on her nomination by President Truman as Judge of U. S. District Court for Southern District of New York extended Fri day in telegram from fellow Commissioners and resolution adopted by Federal Com munications Bar Assn. (see early story page 27). Miss Hennock is in New York.

Chairman Wayne Coy and other five Com missioners, “pleased about your nomination,” wired Miss Hennock in part:

We extend our congratulations to this honor has come to you because of your devotion to the work of the Commission, which, we believe, as an institution while at times disagreeing with members of the Commission on matters of public policy, we always believed that you have used your legal ability and judgment under the great public interest and your contributions to the improvement of the judicial and administrative processes of the Commission through revision of our rules and the reorganizing of the Commission. . . . We send you our congratulations and express to you our confidence that you will be speedily confirmed.

FCBA’s Executive Committee, noting during past three years Miss Hennock’s work with FCC its members “have had opportunities to observe and appraise her legal ability and judgment in the performance of her duties,” stated it “is of the opinion that Miss Hennock, in the judicial functioning, has the legal ability and a fair and judicial attitude in the consideration of matters coming before the FCC.”

NARTB CHANGES DATE

ANNUAL meeting of NARTB District 3 (Pa., Md., Wash., Del.) set for 12-13 at William Penn Hotel, Pittsburgh. Meeting was originally scheduled Aug. 27-28 at Bedford Springs, Pa. Leonard Kapner, WCAE Pittsburgh, is district director.

ABC ADDS PORTSMOUTH

WNXT Portsmouth, Ohio, new station on 1200 kc with 1 kw, to become ABC’s 298th affiliate July 15. Station is owned by Portsmouth Broadcasting Co. and managed by Marshall Rosenc.
THE GEORGIA PURCHASE

THE Georgia Trio

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