We worked a solid year on this big group of independent grocers. They’d never used radio. A few weeks ago, they bought a half-hour show on WLEE. On the very first day, the switchboard at their warehouse was swamped with telephone calls. They had to transfer the calls to WLEE.

With WLEE’s new 5000 watts power, fast results like this are more common than ever before. That new power means thousands of extra listeners for your message on WLEE in our bigger coverage area. It means a better signal in Richmond proper. It means more value for every dollar you spend on WLEE.

Just ask your Forjoe man for all the facts about WLEE—it’s quite a story.
KENTUCKIANA'S First Team in SPORTS coverage...

assures QUALITY OF PROGRAMMING!

NO OTHER Kentuckiana station can match the experienced WHAS Sports Team... experts devoting their full time to serving Kentucky and Southern Indiana sports fans.

“ON-THE-SPOT COVERAGE”
Popular play-by-play football and basketball broadcasts follow Kentucky's favorite teams throughout the season. Other sports broadcasts include racing at Churchill Downs and Keeneland and the famous Kentucky Horse Show.

“SPORTS DOUBLEHEADER”
Sponsor: The Frank Fehr Brewing Co.
Each afternoon at 5:15, Monday through Friday, people all over Kentuckiana take time out to relax... hear Phil Sutterfield with the latest sports highlights... and enjoy the songs of Rosaland Marquis and Bill Pickett.

“KENTUCKIANA SPORTS”
Sponsor: The Shell Oil Co.
Each weekday evening at 10:15, right after the WHAS News, Sports Director Jimmy Finegan gives a complete roundup of all the sports events of the day.

50,000 WATTS  ★  1 A CLEAR CHANNEL  ★  840 KILOCYCLES
The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, Director  ★  NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.  ★  ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
in DETROIT...

LEADS ALL OTHER INDEPENDENT STATIONS

43 OUT OF 58 QUARTER HOURS*

* Detroit Conlan Report — April 15 Through 21, 1951

and... IN THE AFTERNOON... (12:00N–6:00 P.M.)

WKMH IS

THE NUMBER THREE STATION IN DETROIT

SHARE OF AUDIENCE*

<table>
<thead>
<tr>
<th>Network  “A”</th>
<th>24.1</th>
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<tr>
<td>Network  “B”</td>
<td>20.9</td>
</tr>
<tr>
<td>WKMH</td>
<td>13.6</td>
</tr>
<tr>
<td>Network  “C”</td>
<td>13.3</td>
</tr>
<tr>
<td>Network  “D”</td>
<td>11.9</td>
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<tr>
<td>Independent</td>
<td>9.8</td>
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<tr>
<td>Non-Rated Independents (And other)</td>
<td>6.4</td>
</tr>
</tbody>
</table>

ASK HEADLEY-REED

IN DETROIT

SECONa WAVE of rate increases being announced by major national magazines effective first of next year giving pause to many national advertisers, will probably be major topic of discussion at meeting of ANA Magazine Committee July 17. (Note: In keeping with ANA policy, committee will confine its discussions to “values” of magazine advertising in light of changing conditions, will not mention “rates,” word generally avoided by associations for anti-trust reasons.)

EXPLORATORY conference (second) between officials of Assn. of National Advertisers and leaders of special radio-wide Affiliates Committee (formed to protect radio rate structures) expected shortly, perhaps within fort-night. First conference, in mid-June, inspired hope for closer, mutually beneficial liaison between advertisers and stations.

ONE MILLION DOLLAR civil triple damage Anti-Trust suit against Lorain (Ohio) Journal, premised on Supreme Court decision holding Horwitz brothers guilty of Anti-Trust violations, shortly will be filed in Cleveland courts. WEOL Elyria-Lorain, Ohio, which won case, will be plaintiff.

RUBBER-CHECK and non-delivery tactics in mail-order business bringing renewal of demand for agency certification bureau. NARTB has ducked this function for years on legal grounds.

WILL FCC Vice Chairman Paul A. Walker pick up cudgels on educational television as chief advocate on FCC after Commr. Freda B. Hennock assumes her New York Federal District Judgeship? That’s guess around the FCC, particularly since veteran Oklahoman has always evinced great interest in education. Backing this up was trip last week to San Francisco for speech on education before National Education Assn. (story page 55).

FIELD TESTING today (Monday) of NBC compatible color in New York, expected to be forerunner of formal application to FCC, for experimental authorization. But it may be first of year before ask is made to consider approval of RCA or composite system incorporating RCA tricolor tube, on regular basis.

PEPSODENT DIVISION of Lever Brothers, expected to name McCann-Erickson, New York, as advertising agency on its $3.5 million account, now handled by Poote, Cone & Belding.

UNITED PRESS negotiations with 20th Century Fox Film Corp. for new TV film service, planned for long period, reportedly nearing completion. Service will be offered television stations for use on basis comparable to UP news service to newspapers.

SEN. ED JOHNSON understood taking wait-and-see attitude on current FCC hearing on legality of its TV allocation plan. That’s what

(Continued on page 90)

BROADCASTING
TELECASTING

Upcoming

<table>
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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>July 23</td>
<td>FCC City-City TV Allocations proceeding begins, Washington.</td>
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<td>July 23</td>
<td>BMI Clinic, Seattle.</td>
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<tr>
<td>July 24</td>
<td>BMI Clinic, Portland.</td>
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<tr>
<td>July 26</td>
<td>BMI Clinic, San Francisco.</td>
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<tr>
<td>July 31</td>
<td>BMI Clinic, Los Angeles.</td>
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Bulletin

WILDROOT Co., Buffalo (cream oil), through BBDO, New York, planning radio campaign in 40 markets starting this month.

STANDARD OIL OF INDIANA ENTERS NCAA BIDDING

STANDARD OIL of Indiana and McCann-Erickson entered bidding for college football television rights as National Collegiate Athletic Assn. TV Committee met Friday with opening to Chicago, Tuesday, June 26.

Six-man group, headed by Tom Hamilton, athletic director of U. of Pittsburgh, heard offers from organizations interested in telecasting football games next season.

Others represented were Skiatron, pay-as-you-see TV system; N. W. Ayer for Atlantic Refining; Ketchum, McLeod & Grove for Chevrolet Dealers Assn., and U. of Pennsylvania.

Pennsylvanians, who bucked NCAA monopoly and sold its telecast rights to ABC, asked for hearing. One NCAA official speculated Penn “might have its own proposal.”

Mr. Hamilton, who said cost of football rights had been ‘overestimated’ and “it is not a million-dollar deal,” claimed games “are a good TV package.” Rights money paid will be used, first, to defray expenses of corollary attendance survey during experimental telecast period, and, second, to reimburse participating schools.

Mr. Hamilton said he expected one agency, rather than two in combination as has been suggested, to be approved as final buyer. Details were slotted for solution at special Friday-Saturday sessions, but enough groundwork was to have been laid so that completion would be effected simply and shortly... TV Committee met in conjunction with NCAA Executive Committee.

ASCAP TV SUIT LOOMS

POSSIBILITY that legal action to determine fair fees for use of ASCAP music on television may be instituted this week by majority of nation’s video stations located at weekend when no extension had been set for final filing date under terms of consent decree, previously extended from June 10 to tomorrow (Tuesday). Conversations between counsel for All-Industry TV Per Program Committee and ASCAP-McCabe, Chicago, with likelihood that another extension will be agreed on before tomorrow’s deadline.

Business Briefly

SHAMPOO EXPANSION • Jené (shampoo permanent wave) will extend its spot schedules into 25 radio and TV markets in fall. Radio will be used in non-TV areas. Agency, Sherwin Robert Rogers & Assoc., Chicago.


SHERATON LOOKING • Sheraton Corp. of America (hotels) looking over five and 15-minute TV spots in 25 markets through East and Midwest. Agency, BBDO Inc., New York.

MUTUAL’S BILLINGS FOR HALF-YEAR INCREASE

FOUR percent gain in gross billings for first half of 1960 compared to same period of 1959, reported by Mutual network Friday. Network estimated first six months’ billings at $8,850,000. Major advertisers buying MBS time this year, network reported, include P. Lorillard, Kraft Foods, B. T. Rabbitt, State Farm Mutual auto insurance, Pearson Pharmacal, Reynolds Tobacco, Personna Blades, VCA Labs, Toni Co, Joe Love Corp., Miles Labs, and Pal razor blades.

New MBS advertisers starting in July include American Tobacco and Blatz Brewing, with Kellogg Co. and Quaker Oats expanding, and Williamson Candy, Cadbury Packing, Johns-Manville, Noxzema Chemical and Beltone Hearing Aid Co. among renewals.

CECIL & PRESBREY V-P’S

THREE executives of Cecil & Presbrey named vice presidents. They are John C. Legler, account executive on International Business Machines; J. Frank Gilday, director of television and account executive on Electric-Autobile and Archibald McKeen & Poster, account executive for Block Drug Co.

LISTENING GAIN SHOWN

STUDY to be issued shortly by WOR New York Research Dept. will show that, despite almost 25% increase in TV homes in New York area, radio’s cost-per-thousand is still 46% lower, with radio listening in both TV and non-TV homes.

MATTHEWS CONFIRMED

SENATE Friday confirmed nomination of Francis P. Matthews, Secretary of the Navy and head of group with leaseholds on WOW-AM-TV Omaha, as Ambassador to Ireland (see story page 27).

MARS FALL CAMPAIGN

MARS Inc., Chicago (chandy), will sponsor Art Linkletter’s People Are Funny on CBS alternate weeks starting in September or early October, Tues., 9-9:30 p.m. (CDT) through Leo Burnett Agency, Chicago.

BROADCASTING • Telecasting
Faith of our Fathers

Every Sunday evening at 6:30 P.M., WDEL-TV televises a half-hour religious service under the auspices of the Wilmington Council of Churches.

Representative clergymen and choral groups from the City's churches are invited to participate in this weekly service. The half-hour program of spiritual guidance and interpretation is under the direct supervision of the chairman of the Television and Radio Committee of the Church Council.

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

VEGETABLES
A spot advertiser on CLUB 1300 tried a coupon write-in offer. Three announcements brought 9,000 replies!

TICKETS
CLUB 1300's.m.c. made one announcement that there were a few tickets available for Monday broadcasts. Three days later, he dug out from under requests for 125,000 tickets!

CANCER DRIVE
We took CLUB 1300 to a local theatre for one broadcast. Ticket holders (no big donations) paid over $1600.00 to American Cancer Society to see the regular show! (No big names, either!)

FOOD SHOW
Biggest crowd in Baltimore Food Show history came to see one broadcast of CLUB 1300.

... and others too numerous to mention.

CLUB 1300, WFBR's great daytime audience show, has the highest Hooper of any radio show in Baltimore one hour or more in length.*

This is it! The show that does everything, that always plays to a full house, that has broken records year after year, that attracts visitors in such droves that tickets are gone months in advance! This is the #1 radio buy in Baltimore—far and away the leader in its time bracket—or practically any other bracket! CLUB 1300 is a must in Baltimore!

Other WFBR-built shows are making history, too! Ask about Morning in Maryland, Shoppin' Fun, Melody Ballroom, Every Woman's Hour, and others!

*May, 1951, Hooper report.

MARYLAND'S PIONEER BROADCAST STATION!

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
how to talk to $250,000,000

WILLIAM WEINTRAUB
MORSE INTERNATIONAL
COMPTON ADVERTISING
FOOTE, CONE & BELDING
HARRY COHEN ADV.
KENYON & ECKHARDT
RUTHRAUFF
& RYAN, INC.

VICTOR VAN DER LINDE
MARSCHALK & PRATT
CECIL & PRESBREY, INC.
WARWICK & LEGLER
BENTON & BOWLES
McCANN ERICKSON
J. WALTER THOMPSON
YOUNG & RUBICAM

JOSEPH KATZ CO.
BIOW COMPANY
DUANE JONES
WILLIAM ESTY
B.B.D. & O.
N. W. AYER
S.S.C.&B.
D-F-S
You can now talk directly to $250,000,000 through the pages of the...

BROADCASTING MARKETBOOK

OVER a quarter billion dollars of spot and network radio and TV is placed by the buyers of time who use the MARKETBOOK every day. The MARKETBOOK, with the Spot Rate Finder, is the book that the buyers want and need. It contains the information they have asked for...it is prepared with their advice and counsel. THESE decision-makers use the MARKETBOOK every day because it contains exclusive, copyrighted radio features found nowhere else. CHECK these major features and you will see why the MARKETBOOK is the daybook in the marketplace of radio.

COUNTY-BY-COUNTY BREAKDOWN...

INDIANA RADIO MARKET DATA BY COUNTIES — (Specimen)

<table>
<thead>
<tr>
<th>County</th>
<th>1950 Population</th>
<th>1940 Population</th>
<th>1950 Families</th>
<th>1950 Radio-Families</th>
<th>1950 Retail Sales (Est.) ($000)</th>
<th>Total Farm Income</th>
<th>Employment</th>
<th>Payroll</th>
<th>Payroll 1st Qtr.</th>
<th>Payroll 1st Qtr. 1949 (Specimen)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams</td>
<td>22,395</td>
<td>21,254</td>
<td>6,255</td>
<td>6,048</td>
<td>15,433</td>
<td>3,122</td>
<td>3,122</td>
<td>96.7</td>
<td>15,433</td>
<td>15,433</td>
</tr>
<tr>
<td>Allen</td>
<td>182,859</td>
<td>155,064</td>
<td>51,077</td>
<td>50,208</td>
<td>185,315</td>
<td>70,062</td>
<td>15,433</td>
<td>96.7</td>
<td>15,433</td>
<td>15,433</td>
</tr>
<tr>
<td>Bartholomew</td>
<td>36,109</td>
<td>36,109</td>
<td>10,086</td>
<td>9,702</td>
<td>26,562</td>
<td>9,707</td>
<td>9,707</td>
<td>96.3</td>
<td>185,315</td>
<td>185,315</td>
</tr>
<tr>
<td>Benton</td>
<td>11,439</td>
<td>11,117</td>
<td>3,195</td>
<td>3,118</td>
<td>9,333</td>
<td>49,442</td>
<td>49,442</td>
<td>97.6</td>
<td>9,333</td>
<td>9,333</td>
</tr>
<tr>
<td>Blackford</td>
<td>13,988</td>
<td>13,783</td>
<td>3,907</td>
<td>3,793</td>
<td>8,974</td>
<td>860</td>
<td>860</td>
<td>97.1</td>
<td>8,974</td>
<td>8,974</td>
</tr>
<tr>
<td>Boone</td>
<td>23,950</td>
<td>22,081</td>
<td>6,689</td>
<td>6,501</td>
<td>17,229</td>
<td>2,907</td>
<td>2,907</td>
<td>97.2</td>
<td>17,229</td>
<td>17,229</td>
</tr>
</tbody>
</table>

The nation's 3000 counties are broken down into nine categories including 1950 Population, 1950 Families, 1950 Radio Families, Per Cent Radio, 1950 Retail Sales, 1948 U. S. Retail Sales, and latest employment, payroll and business data from the Bureau of Census. Easy to read...easy to use.

1950 CENSUS DATA...

The MARKETBOOK will include the latest official 1950 Census figures. Latest up-to-the-minute 1950 population figures, retail data, employment, payroll figures, and other Census computations never before combined in a single reference volume.

MAPS...

New state and regional maps will graphically show locations of AM, FM and TV stations by city and county.

PLUS the new 1951 BROADCASTING map of the United States. This master county and city map of the U. S. measures 25 by 36. It is printed in two colors and will be mailed with the MARKETBOOK.
This copyrighted feature enables the buyer to compute in a matter of minutes a preliminary estimate of a spot campaign. The tables have been carefully prepared to save time. The day and night one-time rates of every station in the U. S.—AM, FM, and TV—are listed in six basic time segments. A special table for computing frequency discounts is included. The Spot Rate Finder also lists audience studies available, the home county of each station, percentage of radio families, and number of radio families. No wonder time buyers say the Spot Rate Finder is what the Statistical Doctor ordered!

STATE STATISTICS

Factual data for each state is published in 19 categories. From these figures, the MARKETBOOK gives the economic picture of each state at a glance. Comparisons with previous years show the economic progress of each state as a whole.

TELEVISION CIRCULATION

ONLY COUNTY-BY-COUNTY LISTING EVER PUBLISHED OF TELEVISION SET CIRCULATION.

NETWORK RATE FINDER

The four nationwide networks are listed by affiliates with one-time day and night rates for each affiliate. Using the Network Rate Finder it is possible for national and regional buyers of time to readily estimate any network combination of stations.

REGIONAL & STATE NETWORK RATE FINDER

This section is designed to give time buyers ready rate information on regional and state networks and FM groups. The listing includes the names, addresses, and principal officers of each group, a list of all stations, and combination rates for the group.

FOREIGN LANGUAGE STATIONS MAJOR U.S. CITIES

The Foreign Language Section lists stations by states, indicates languages broadcast by each station, and foreign language population in each market.

MARKET INDICATORS FOR NEW YORK

<table>
<thead>
<tr>
<th>CLASSIFICATIONS</th>
<th>FIGURES YR.</th>
<th>FIGURES YR.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>14,743,210</td>
<td>14,749,142</td>
</tr>
<tr>
<td>% of U.S.</td>
<td>9.84%</td>
<td>10.42%</td>
</tr>
<tr>
<td>Families</td>
<td>4,118,215</td>
<td>3,685,380</td>
</tr>
<tr>
<td>Percent Radio</td>
<td>96.8%</td>
<td>97.6%</td>
</tr>
<tr>
<td>Radio Families</td>
<td>3,986,432</td>
<td>3,667,000</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$13,365,077,000</td>
<td>$14,579,879,000</td>
</tr>
</tbody>
</table>

Send in your reservation today for selected positions.

WHY THE 1951 MARKETBOOK IS IMPORTANT TO YOU:

Markets have changed so rapidly in the last few years that radio stations have an aggressive selling job to do based on the new market information.

The MARKETBOOK will sell your market.

Circulation is 17,000. Closing date is July 24. Publication date August 13. County-by-County section will carry 4 column halves and full pages. Other sections, 1/8 pages and up. Regular rates apply.
Your 1951 lent 1950 Marketbook, "The Marketbook is still my Bible."

A most valuable new acquisition and time-saver."

"The new BROADCASTING Marketbook is terrific."

"A masterfully written and comprehensive source for blueprinting your programs." "The Marketbook is still my Bible."

"A time-saver for arriving at decisions." "The new BROADCASTING Map will be dis-

"The Marketbook is still my Bible."

"For rapid estimating jobs, I find the Marketbook of invaluable assistance." "For rapid estimating jobs, I find the Marketbook of invaluable assistance."

"A very useful tool and has a convenient assem-

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"A very useful tool and has a convenient assem-

"A very useful tool and has a convenient asse
Spot

J. BRACH & SONS, Chicago, for its mint candy bar, will begin 13-week minimum test saturation campaign of radio and TV spots in nine Midwest cities Sept. 7. They are Chicago, Detroit, Cleveland, Minneapolis, St. Louis, Kansas City, Des Moines, Indianapolis and Milwaukee. Agency: Arthur Meyerhoff, Chicago.

BUNTE BROS., Chicago, will use TV spot through the summer to advertise three cellophone-bagged products, Butterscotch, Starlight Mint Kisses and Assorted Whirls, and the Home-Sweet-Home package with four different candies. Agency: Schoenfeld, Huber & Green.

ZENITH RADIO Corp., Chicago, has completed filming of four one-minute commercials for its new Trans-Oceanic portable radio. Spots have been released to 48 distributors in all TV markets for local sponsorship. Agency: MacFarland-Aveyard, Chicago.

MORTON SALT Co., Chicago, smoke salt division, plans to broadcast the transcribed quarter-hour Visitin' Time on some 100 AM stations through Klu-Dieter Assoc., Milwaukee. Show is AM agency package.

MILLER BREWING Co., Milwaukee (Miller's High Life beer), is planning a national TV spot campaign through Mathisson & Assoc., same city.

LEVER BROS. Ltd., Toronto (Lifebuoy soap) starts either five-minute newscasts, quarter-hour local programs or spot announcements on about 65 Canadian stations. Agency: Ruthrauff & Ryan, Toronto.

MIRACLOTH Corp., Chicago, for Mira-Sham chamois substitute, will expand its TV spots from Chicago with distribution into New York, Cleveland and West Coast later this year. Agency: C. Wendel Muench, Chicago; W. O. Yocum is account executive.

HOBEG PAPER MILLS, Green Bay, Wis., is checking AM spot availabilities nationally through Cramer-Krasselt Agency, Milwaukee.

MICHIGAN BAKERIES, for Perfect bread, has added syndicated show Tellie-Test on four stations, WBM Jackson, WZKO Kalamazoo, WBKA Muskegon, and WBCM Bay City, and is airing Tune-Test on WJEF Grand Rapids. Agency: Karl Behr Agency, Detroit.

ARVEY CLOTHING, Chicago, which operates a chain of men's and boys' clothing stores, to sponsor The Chimps, Bing Crosby Enterprises film, on non-cable TV. Agency: Spitzer & Mills, Toronto.


ETTE SAFETY RAZOR Co. of Canada Ltd., Montreal (Toni hair-ties) starts thrice daily one minute spot announcements on number idian stations. Agency: Spitzer & Mills, Toronto.

"Ear Tire & Rubber Co., Akron, will replace Paul Whiteman's Ear Tires with eight weeks with summer show, Goodyear Summertime Revue, baritone Earl Wrightson and songstress Maureen Cannon, v. 16, 7 p.m. on ABC-TV. Agency: Young & Rubicam, N. Y.

AMERICA (Formgen David wine), will sponsor "The Chimp" on NBC-TV's cable network and non-cable TV spots in Weiss & Geller, Chicago, 11-11:30 p.m. local time.

The Station that never out-promises BUT ALWAYS OUT-PERFORMS

From 2 to 5 every weekday, Hoosier radios just naturally stay tuned to 1310 — WISH! — for Chuckles' OPEN HOUSE. Chuckles Chapman is by far Indianapolis' outstanding radio personality. He's made more personal appearances, more public talks, is probably better known and better liked than anyone else in Hoosier radio. In just a few short weeks this new show has taken over in the afternoon, in Indianapolis. Listeners' comments show it. Advertisers' sales results prove it.

"The Station that never out-promises BUT ALWAYS OUT-PERFORMS"
INFLUENCE PHILADELPHIA...THE CITY

Influence counts in Philadelphia...and WFIL has it! When you sway these customers you're tapping a city whose market index is 22 per cent above the national average...whose buying power is a staggering $3,682,770,000. You'll reach more of the market with WFIL...1,400,000 people in city radio families that regularly listen to WFIL. To cover four-fifths of the city, for top sales effectiveness...schedule WFIL.

INFLUENCE THE 14-COUNTY MARKET

The city's market quality is typical of entire 14-County Retail Trading Area...above average. And WFIL's signal is strong outside city limits...in 147 "home and shop where a majority of the zone's 4,000,000 people live...people with a buying income of nearly $3 billion. WFIL reaches also into a rich bonus 2.14 Counties. Total coverage with a buying po...
Above-Average Market

... Where all roads to profit start!

John H. McCoubrie, Salem druggist—Drugs are a $100,000,000 business in the 14-County Retail Trading Area... and in his New Jersey town, Mr. McCoubrie hears Andrew's Drug Store merchandise advertised on WFIL.

Alma M. Barnett, Camden housewife—A WFIL listener, she does the buying for just one of the trading zone's 1,242,000 families who are reached best by WFIL, first on the dial in America's third largest market area.

Herman Spiegel, Trenton furniture dealer—Spiegel's Furniture Store sells the portion of the $111 million worth of furnishings that buy just every year... just a small slice of WFIL's delphia's huge total, $198,872,000.

When is 5,000 watts more than 5,000 watts? When it's first on the dial! Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to twenty times the power at double the frequency... 100,000 watts at 1120 kilocycles.
TEXTBOOKS may lightly describe an advertising agency as a hothouse for sprouting ideas to stimulate sales, but Maurice Azrael, according to the record, is chief sprouter in his own hothouse at 1000 N. Charles St. in Baltimore, also known as Azrael Adv. Agency.

His most noteworthy recent hybrid is the origination and marketing of Lucky Social Security Numbers, a syndicated program carried by nearly 100 radio stations throughout the nation. He reports the program "has now been expanded and streamlined with entirely new features which give each listener as many as 500 chances to win on every single number broadcast."

Former standard prizes of $100 have been increased, he indicated, and he has paid out some $200,000 to date in cash prizes to winners throughout the U.S.

If you should ask him how he was able to develop this successful format, as well as the five other "original" radio and TV program ideas he is now putting on the market, Mr. Azrael will explain it's easier after the first hurdle—his background of 25 years' experience as an advertising agency executive "specializing in radio ideas."

Azrael Adv. is claimed to be one of the oldest in the Maryland art and Mr. Azrael says the thing that has made life "consistently satisfying" is his "loyal staff of 20 workers."

"Mr. Azrael is convinced radio "will have a place in the community side by side with television."

"Our agency uses both extensively," he said, "and believe it old adage: 'If you can't lick 'em, join them.'"

"For example," he stated, "we handle the advertising for the motion picture exhibitors of Maryland. Motion picture exhibitors throughout the nation claim that television is ruining the movie business. Instead, we have bought television and radio time for the client on a greatly increased scale, and the result has been that motion picture business has been stepped up tremendously for the association members."

This enterprising ad man even makes a business of his hobby. About six months ago he launched the "Executives Dinner Club," the purpose of which is to build stockholders' and advertising agent. The club issues identification cards to members.

(Continued on page 72)
DONALD McDONALD, vice president Ruthrauff & Ryan, N. Y., appointed manager of Louisville operations for Griswold-Eshleman Co., Cleveland, Ohio.


IT PAYS TO... WATCH

WORLD STATIONS ARE MAKING MONEY WITH THESE JINGLES NOW!
- HOME IMPROVEMENT JINGLES CAMPAIGN
- FUR STORAGE SERVICES JINGLES
- FLOWER YEAR-ROUND CAMPAIGN
- FARM PRODUCTS SIGNATURES CAMPAIGN
- APPAREL LINES YEAR-ROUND CAMPAIGN
- BEAUTY SHOP PROMOTION JINGLES
- FURNITURE STORES JINGLES

More Money-Makers!
- LOAN COMPANIES JINGLES
- USED CAR DEALERS JINGLES
- BAKERS JINGLES
- CREDIT CLOTHIERS (MEN) JINGLES
- JEWELERS JINGLES
- SAFETY JINGLES CAMPAIGN
- CREDIT CLOTHIERS (WOMEN) JINGLES

And More!
- WORLD MUSICAL WEATHER JINGLES
- FURRIERS CAMPAIGN
- FOOD PRODUCTS JINGLES CAMPAIGN
- HOMEMAKING JINGLES CAMPAIGN
- BASEBALL SIGNATURES CAMPAIGN
- SPORTS SIGNATURES CAMPAIGN
- HAPPY BIRTHDAY JINGLES CAMPAIGN
- WORLD MUSICAL TIME SIGNALS
- KIDDIE PRODUCTS SIGNATURES CAMPAIGN
- FOOTBALL SIGNATURES CAMPAIGN
- BASKETBALL SIGNATURES CAMPAIGN

FOR MORE AND MORE SALEABLE CAMPAIGNS!
World-Affiliates are making money with these sales-producing jingles!

7,385 advertisers are currently sponsoring these powerful WORLD jingle campaigns!

MAKING MORE MONEY FOR MORE STATIONS THAN ANY OTHER LIBRARY PROGRAM SERVICE!

AGAIN! MORE TIMELY, NEW MONEY MAKING RELEASES FOR WORLD AFFILIATES!
ONALD McDONALD, vice president Ruthrauff & Ryan, N. Y., appointed manager of Louisville operations for Griswold-Shleenman Co., Cleveland, Ohio.


SEWARD (Bud) SPENCER, radio-television director Walter McCready Inc., Beverly Hills, Calif., resigns.


RED GARDNER Co., N. Y., has moved to larger quarters at 244 Madison Ave. Telephone Murray Hill-6176.

A. W. SCHULENBERG, vice president and director of media and research Gardner Adv. Co., St. Louis, announced his retirement from active participation in business after 45 years with agency. Mr. Schelenburg will continue to serve as consultant for firm.

BIOW Co. has added four new members to its TV department. They are: ROBERT McNEIL, formerly with Duane Jones Co.; JOHN SEEHOF, previously with William Esty Co.; JOHN DEMOTT, formerly with CBS, who will work on the Philip Morris account, and JAMES BEECH, from BBDO, who will be associated with ROY WINSOR, head of department, on the fr. Schelenburg Gunther Brewing account.

AVE CROCKETT appointed radio and television director for Seattle at MacWilkins, Cole & Weber, Portland, Ore. He was assistant program director at KING-TV Seattle.

ARD G. GREGORY, president Willard G. Gregory & Co., L. A., elected president Southern Calif. Advertising Agencies Assn. Also elected were: HENRY WELSH, partner Welsh-Hollander Adv., first vice president; EDWARD ROSS, partner, Ross, Gardner & White Adv., second vice president; EARL TAGGART, partner Taggart & Young Adv., secretary-treasurer. New Board members elected to three-year term are: RALPH YAMBERT, president, Yambert, Prochnow, McHugh & aceylon, Inc.; Mr. Ross and Mr. Taggart. RAY GAGE, president B. Juneau Inc., is retiring president.


OUR more advertising agencies have joined the newly-formed National Federation of Advertising Agencies, bringing total membership to 15. New members are The BLAINE Co., Attleboro, Mass.; CARY-HILL Inc., Des Moines, Iowa; ROMAN ADV. Co., St. Louis; G. A. SAAS & Co., Dallas.


ANCIS M. STEELE appointed art director Betteridge & Co., Detroit.


LL HARDING, producer of NBC Dennis Day Show, Ted Bates Inc., A., resigns to become free lance television producer. He was with J. Walter Thompson Co., N. Y. He is currently producer of ABC-TV series 'Look at Hollywood.'
WORLD!

NOW! 3 GREAT NEW SPONSOR-SELLING JINGLES!

1. Back-to-School Campaign
   Now Ready for August and September
2. Dry Cleaners and Laundry Campaign
   for Year Round Use
3. Savings Bank and Building and Loan Association Campaign
   for Year Round Use.

FREE! TO WORLD-AFFILIATE STATIONS.
A WORLD PLUS AT NO CHARGE

AND HERE ARE MORE SALES PRODUCERS AVAILABLE EXCLUSIVELY AT WORLD STATIONS!
- CHRISTMAS SHOPPING JINGLES
- CHRISTMAS SALES JINGLES
- FOOD PRODUCTS CHRISTMAS CAMPAIGN
- TOYS AND CHRISTMAS GIFTS CAMPAIGN
- CHRISTMAS DECORATIONS AND GIFTS JINGLES
- AND MORE MONEY-MAKERS!
- VALENTINE'S DAY JINGLES
- EASTER GIFT JINGLES
- EASTER APPAREL PROMOTION JINGLES
- MOTHER'S DAY JINGLES
- GRADUATION DAY JINGLES
- JUNE WEDDING JINGLES
- FATHER'S DAY JINGLES

WORLD
PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

Time-Buyers! Account Executives!
Your WORLD-Affiliate station is your best for top quality shows locally. Check your WORLD station for the new Robert Montgomery show, "FREEDOM IS OUR BUSINESS," "Steamboat Jamboree," the "Dick Haymes Show," "FORWARD AMERICA" and the "Lyn Murray Show." WORLD Commercial Jingles, another WBS special feature, include time and weather attention-getters and all manner of arresting sponsor-identification for jewelers, furriers, automobile dealers, furniture stores, apparel shops and many more.

WORLD STATIONS HAVE THE SHOWS,
THE RATINGS, THE KNOW-HOW!
IOWA's largest department store, Ginsbergs, took the appliance buyers’ strike in Des Moines by the horns, which were being pulled in by other merchants, and radio came out on top.


Mr. Strauss, who has handled the furniture store's account since 1929, resorted to the up-to-date method of selling — radio spot — when shoppers in Des Moines followed the anti-appliance purchasing trend plaguing other markets.

The two advertising men came up with what they believe is the largest retail spot saturation campaign in radio's recollection: 1,580 spots in a period of 35 consecutive days, that is, an average of over 43 spots daily.

Tabulating the amazing figures, S. H. McGovern, general manager, KSO Des Moines, ABC affiliate, was moved to tag the campaign “so colossal that KSO's programming had to be arranged to handle the gigantic schedule.”

First barrage went over the station for Union Furniture Co., Ginsberg-owned, for Crosley refrigerators, May 17, with 54 chainbreaks per day from early morning until late at night. This continued for 11 days.

Ginsbergs then followed with 50 spots daily featuring the Free-Westinghouse sewing machine, May 28, 30 and June 7-8. On May 31 it was Arrin small appliances for 50 chainbreaks daily, running through June 6. The next two days were set aside for the Westinghouse campaign. June 10 ushered in a Remington Shaver promotion by Ginsbergs. It ran four days with 49 spots per day.

Filling up on June 14, the store (Continued on page 74).

Radio - Trained Dale C. Rogers was recommended to Mid-Continent Petroleum Corp. by an anonymous letter writer.

As advertising and sales promotion manager of the firm, which annually budgets in excess of $1.5 million, Mr. Rogers is anything but an unknown in his field.

The top man in the firm's advertising and sales promotion arm, Mr. Rogers' duties consist of supervision of all art, advertising and promotional activities as well as the company's public relations program.

Mid-Continent spends more in radio advertising than in any other media. And Mr. Rogers is just the man to keep one eye on the books and the other on sales for he expounds:

“We have found that the medium [radio] really pays off in selling petroleum products.”

An example of this Mid-Continent pro-radio and pro-sales outlook is the D-X Flaming Proof campaign, embers of which just now are cooling. In addition to newspaper advertising, the D-X drive in the Mid-West used 80 radio stations. The campaign promoted Mid-Continent's D-X lubricating gasoline and “its unique upper cylinder lubricant” with

Mr. Rogers

*D-X guaranteed bond and saucer test."

Mr. Rogers has served up other dishes in his time. Back in 1939, he recalls, he stepped out in the world fresh from college but experienced enough to transact a $50,000 radio contract covering the state of Texas with 25 stations involved. The deal revolved about a dramatic news show for a large, regional brewery, that won accolades.

(Continued on page 78)
we cotton to you...

Carolina farmers raise a $135,000,000 crop yearly and 463 Carolina cotton-textile mills process almost as much as the other 46 states combined.* Prosperous cotton farmers and textile workers are the basic fiber of WBT’s audience of 3,000,000 listeners — the largest group of your prospects you can reach by any single advertising medium in the two Carolinas.

*39% of U. S. mills producing broad-woven cotton fabric and 55% of U. S. cotton yarn mills ... value of annual production 2 billion dollars!

WBT CHARLOTTE
COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY
Represented Nationally by Radio Sales
How to get any TV

TAKE ONE OF THESE TV TRANSMITTERS...

- 500 watts, for VHF Type TT-500 A/B (All Air-Cooled)
- 2 kw, for VHF Type TT-2AL/H (All Air-Cooled)
- 10 kw, for UHF Type TTU-10A
- 20 kw, for VHF Type TT-20AL/H (All Air-Cooled)
- 50 kw, for VHF Type TT-50AL/H
power up to 200 KW!*

...ADD ONE OF THESE TV ANTENNAS...

With RCA’s complete line of transmitters (seven different models), you can get any ERP* up to 200 kw—on any channel from 2 to 83. And in most cases, you can get the power you want in several different ways!

If your requirements are best met with a low-power transmitter and a high-gain antenna, RCA has the combination! However, if your needs are better met with a higher-power transmitter and a lower-gain antenna, RCA has that combination too!

Ask your RCA Sales Representative to sit down and help you plan the most practical and economical equipment setup for your station. He has an intimate knowledge of station planning—knows TV equipment from A to Z. He can tell you exactly what you’ll need to get “on the air” . . . with the power you want . . . at the lowest cost.

Call him today. Or write RCA Engineering Products Department, Camden, N. J.

*RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
One of America's First Stations!

A sixteen county market of 241,000 families with $971,136,000 to spend

The wealthy Greensboro — High Point Metropolitan market led all other markets in the Carolinas in 1950 General Merchandise Sales.

WBIG

"The Prestige Station of the Carolinas"

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

Judgment Day

EDITOR:

... Radio is here to stay. Radio can move goods. You know it. I know it. But can we prove it? Sure—if radio had the guts—if every radio station in the United States voluntarily and simultaneously closed up shop for a period of 24 hours.

The jammed telephone exchanges—the headlined newspaper stories might even penetrate into the advertiser’s ivory tower and prove to him once and for all: Radio sells. Radio lives! People listen! ...

Ken Goldblatt
MBS, New York

Back to the Farm

EDITOR:

... My work is as an independent writer/producer, not a packager, but occasionally when a program on which I have worked becomes available, I endeavor to sell it on the basis that I either write or produce the show, if sold.

Recently a known, established property on which I’ve worked for two years became available... In 24 hours I approached a certain agency which shall be nameless... one of the “top 20” and has separate radio and TV directors. My approach was to the radio director, of course. First I got his secretary on the phone and she told me “they couldn’t sell any radio shows, so they weren’t interested in looking at any.”... I then wrote to Mr. Radio Director himself. Following is a word-for-word quotation from his written answer:

“Sorry to say that we don’t have any clients who are looking for radio shows. As you know, all the swing today is toward TV. As a result our radio operation is down to a minimum. Under these circumstances, I’m sure you recognize it would be useless for you to expose your show to me.”

... Let’s all give up the ghost and go back to the farm, because surer’n hell we’re not going to get anywhere when the very people who should be beating their brains out trying to sell radio are taking the attitude that it is a lost cause.

Richard Marvin
New York

Local Interest

EDITOR:

Radio had sunk enough money in surveys to build a “survey building.” It’s about time we of radio sell in the same manner as our competition does. Newspapers sell circulation—why not radio? ...

The problem of eliminating the question of how many people listen to your station can be solved. We have accomplished it by a few simple rules... Our news staff was increased to supply us with more local news. The special events staff (which includes almost every member of the staff) covers events of local interest... When you get your listeners to a point where they are afraid to turn off their radio because they might miss something of local interest, a survey won’t be necessary...

Pat O’Halloran
Sales Manager
KPQ Wenatchee, Wash.

Idea Swap Shop

EDITOR:

... Within the past month [WJVA South Bend, Ind., 250 w, daytime] has sold the programs to distributors without any dealer participation... now has on the air four distributors who have purchased time outright. Tentative plans are now being worked out for the fifth distributor to go on the air in October.

WJVA has worked out a selling formula that is clicking with distributors and is willing to pass on this formula to any station that is interested. It is hoped that selling ideas may be exchanged for the benefit of all concerned... I think there should be more sales success ventures made known... There is no reason why stations themselves cannot help one another.

Come on, pavement beaters, let’s forget about rate reductions and lets help one another sell radio.

Charlie Sharpless
Commercial Manager
WJVA South Bend, Ind.

New Low

EDITOR:

May I add a resounding “amen” to the letter written by Anna Col- lin, published in the June 18 issue (“Cheap Labor,” Open Mike)? Anna doesn’t know how low the new low is. Not too many weeks ago a certain “executive” asked if I knew of a good man whom he could hire for $50 per week... I inquired as to the qualifications and duties of the position open. This was his reply, verbatim: “I need a man who can do news and sports, do a good DJ show and do some selling on the side. He’ll need a car, of course, and I’d prefer that he be a family man, because family men are more dependable.” Not bad, for $50 a week...

(Continued on page 79)
The mail KEX receives every day from listeners throughout the Pacific Northwest proves Westerners prefer KEX over any other Portland station.

**DAY after DAY**

**WEEK after WEEK**

**MONTH after MONTH**

KEX receives listener mail from every county in Western Oregon and Western Washington. And listeners regularly write from as far away as Southern California, British Columbia and Alaska. In the month of May, KEX received letters from 135 different towns in Northern California alone. That’s because the KEX signal is dominant, interference free, with programs that appeal.

To sell the BIG Oregon Country, use KEX, Oregon’s most powerful radio station...the only 50,000 watt station in Oregon.

In the BIG Oregon Country... think BIG... sell BIG... use KEX. Contact Free and Peters or KEX now for availabilities.

**LEGEND:**

- **Response per Radio Family more than 50% of home county (Multnomah).**
- **Response per Radio Family 25% to 50% of home county.**
- **Response per Radio Family under 25% of home county.**

---

**Oregon’s Only 50,000 Watt Station**

**ABC AFFILIATE IN PORTLAND WESTINGHOUSE RADIO STATIONS INC.**

**WOWO** • **KYW** • **KDKA** • **WBZ** • **WBZA** • **KEX** • **WBZ-TV**

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

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*Bank deposits in the TWO BILLION DOLLAR Pacific Northwest market have increased 276% since 1941! (Federal Reserve District Office figures.)
In The Public Interest

Good Citizenship Efforts

KXYZ Houston series, My Best to You, a public service feature in the interest of good citizenship, has earned the plaudits of the local police. L. D. Morrison, chief of police and several times a guest on the morning show, wrote Writer-Producer Robert H. Nelson the program was "rendering a highly valid community contribution... citizens have become conscious of the existence of their police department, its duties, its limitations." He added that the program had "carefully planted the seed of community responsibility."

Backs Blood Drive

WCSC Charleston, S. C., assisted the Red Cross Bloodmobile in getting a record turnout in that island area. A loudspeaker-equipped car, manned by George Norvig, sports director, and Ken Klyce, disc jockey of WCSC, started out at 7 a.m. in a tour of all the surrounding islands, urging the blood contributions.

Cincinnati Safety Drive

WKRC Cincinnati and the Cincinnati Traffic Safety Council, begun May 25-Aug. 22 are conducting what is described as the most extensive traffic safety campaign in Queen City history. Traffic phase is aimed at children, their parents and drivers as well. Plan has been widened to include all safety at play, from bicycle riding and swimming to play at home on a rainy day. Civic, school, automobile, recreation and court groups and many other associations are cooperating. All types of WKRC announcements and public service announcements, including participations by Newscenter Tom McCarthy, junkets to playgrounds by Chuckwagon Vic Moore, children's character, with a Conestoga wagon. Contests and designation of certain weeks in particular fields of safety also are among the projects planned.

Traffic Series

TO FOSTER traffic safety, WMBR-TV Jacksonville, Fla., is producing For Us, The Living, in cooperation with the Jacksonville Safety Council, North Florida Society of Safety Engineers, Mayor-Safety Commissioner of Jacksonville, Florida State Highway Safety Commissioner, and the National Safety Council. Telecast 10:15-10:30 p.m. each Monday, show's first section portrays "Accident of the Week" in which key traffic officers discuss traffic destruction in the past week, illustrated with photos and a special magnetic board. Middle portion features "Guest of the Week." Final part of show, "The Panel Speaks," comprising safety experts, discusses issues raised by the guest speaker.

Problems of Alcohol

KOIN Portland, Ore., has completed 10 quarter-hour interviews on the problems of alcohol. Titled Alcohol Is Your Problem, the nightly series was produced by KOIN in cooperation with the Oregon Alcohol Education Committee and the Portland Summer Session of the Oregon State System of Higher Education. In it, Ken Ferrier, director of the Oregon School of Alcohol Studies, interviewed educators, scientists and church leaders, on the magnitude of the problem, its effects and treatment, and other related subjects.

Ontario Pool

FOUR ONTARIO stations are pooling resources on local community safety with a "fun" approach to neighboring communities. CFOS Owen Sound, CKBB Barrie, CKNX Wingham, and CFOR Orillia, are recording on tape such events as ship launchings, community sports, farm tournaments, local fairs, school activities, etc., and sending them to other stations in group for airning. As an example a series of 11 half-hour programs of a local high school glee club have been recorded by CKNX and the tape sent to the other three stations for airing as a public service broadcas, and a method of developing local talent.

Off the Griddle

COMMERCIAL that sang: "They're cooking with Cisco from New York to Frisco" has been changed to "They're cooking with Cisco from Maine to San Francisco." Copy rewritten.

Agencies came after the local Chamber of Commerce with KCBS San Francisco's program, This is San Francisco, both recipients of citizenry ire, to research and petition the question. According to Golden Gaters the term "Frisco" is abhorred by the locality as "a low or crude slang term and as a result [they] may be transferring their feelings to the commercial which makes use of it."
To a Time-Buyer's Secretary

With Vacation on Her Mind

IT'LL be rough without you for two weeks. Especially when The Man has to scratch around in the files. Tell him, when he needs some examples of radio's pulling power, to look under Iowa—WMT. Take the case of the Bowman Cattle Company. They considered cancelling their noon hour sale announcement on WMT. "Looky," said WMT. "Next time you have a sale, ask your buyers how many of them heard about it on WMT." Bowman did. 90% had. Bowman reconsidered.

Remind him about Tait Cummin's WMT Sports Contest last March to guess the championship team and score of the title game in the boys' state basketball tournament. Prizes were 3 one-week all-expense vacations to Mid-West resorts. Results: 49,363 entries in ten days.

Tell him, when he needs some examples of radio coverage, to check BMB's Study No. 2 for WMT, where total weekly radio family listening is 338,480 (in 87 counties) daytime, 303,880 (in 71 counties) nights.

Incidentally, where are you going on your vacation? Iowa's Okobojis and Clear Lake and Spirit Lake are great spots for relaxing; Iowa's young men are real stem-winders—tall, sun-burnished and . . . interesting. The air is clear—the only pall on the horizon is a bit of smoke from traditional burning ceremonies for the few remaining mortgages, just paid off.

Have a nice time, honey. Everything will be okay. Just leave several blank schedules behind—with WMT filled in in the strategic places.
KWKH MAKES BUSINESS SWEET FOR SYRUP COMPANY!

IT'S EASY, WHEN YOU KNOW HOW!

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<th>1949 INCREASE OVER 1948</th>
<th>1950 INCREASE OVER 1949</th>
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<td>1st QUARTER</td>
<td>26.6%</td>
<td>35.1%</td>
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<tr>
<td>2nd QUARTER</td>
<td>28.6%</td>
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<td>3rd QUARTER</td>
<td>45.2%</td>
<td>90.6%</td>
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<tr>
<td>4th QUARTER</td>
<td>59.0%</td>
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<tr>
<td>ANNUAL TOTAL</td>
<td>38.5%</td>
<td>47.4%</td>
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*Percentages are in units of merchandise—not dollar volume.

Late in 1948, Mr. J. R. Murphy of the Shreveport Syrup Company came to us for advice. Syrup sales, including those of his company's Johnnie Fair Syrup, had been going down steadily for years. Would radio help—or should he look for another product?

We believe in radio, and told him so. He decided to try a campaign on KWKH. The chart above shows the results. 1950 sales of Johnnie Fair Syrup were 102.7% greater than in 1948! Yet competitive brands continue to decline!

What kind of campaign did it take to do the job? During all of 1949, Johnnie Fair Syrup was advertised exclusively on KWKH—at first with a 15-minute, Class C strip on weekdays; and then, later, an additional 15-minute, Class B strip.

Today the company is also using several radio stations outside KWKH's territory. But these two programs on KWKH still represent over half of Shreveport Syrup's advertising budget!

What may we sweeten for you?
CEASE-FIRE developments in Korea will have only a slight effect on actual operation of radio and television stations in the coming weeks, judging by the views of key government and industry figures.

A policy of "no letdown" in the mobilization program prevailed among government officials at the weekend. President Truman and other Administration officials sent out the word to maintain controls and keep the defense effort moving along without interruption.

With a truce near negotiation, however, Congress found itself in the middle. Pressure for relaxation of controls and easing of proposed tax increases had started to develop last week and there was fear among businessmen that retail sales would slow up and prices head downward.

Some Congressmen, both Republican and Democratic, openly called for a softening of production controls and efforts to prevent inflation.

Key to the situation was the attitude Congress would take after developments in Korea and public sentiment can be weighed in relation to the present mobilization and anti-inflation program. Belief that Congress would relax the program was noted in many Washington quarters despite the overwhelming belief that Russia would strike elsewhere should fighting end in Korea.

Bright Promise

Advertisers and media were encouraged Thursday by a promise that appropriate advertising budgets will continue to be legitimate deduction expenses in tax reporting. Secretary of the Treasury John W. Snyder made this promise to Kai Jorgensen, chairman of Hix- on & Jorgensen Adv. Agency, Los Angeles, who called at the Treasury.

Free dissemination of news depends largely on the advertising that makes media operation profitable, Secretary Snyder was quoted as saying to Mr. Jorgensen. In addition, Secretary Snyder was said to have assured Mr. Jorgensen that normal and reasonable expenditures for advertising will remain deductible as a business cost.

National Production Authority relaxed its restrictions on new construction in the case of one broadcast station, WEU Reading, Pa. WEU was given permission to construct a $50,000 plant after lengthy negotiation with NPA.

The WEU grant, however, was an exception to the rule and was not considered an indication that NPA or other agencies will soften restrictions in the near future.

Widening demands for easing of government controls over business and labor were expected. Already these demands are gaining strength and many Congressmen are opposed to the idea of spreading government controls.

No Employment Ease

There appeared no immediate hope of an easing in the employment picture as a result of truce developments. The armed forces and government agencies have been draining off trained personnel from radio and TV stations alike. Shortage of operators, especially combination men, is harassing small stations.

Attitude of Congress will determine if corporation taxes are to be increased to any marked degree. Should there be cutbacks in the mobilization program broadcasters might be able to get such materials as steel for antennas and other construction but it is too early to find any definite pattern in the rapidly changing picture.

The truce situation was not expected to bring any letup in the civil defense program, one of the slower moving phases of mobilization. Broadcasters will be active in the alert tactics to be used in case of air attack.

Industry observers could not foresee any major impact within the next fortnight on advertising budgets. Some lines of hard goods, including radios and TV sets as well as automobiles and refrigerators and similar items, continued to move slowly. This called for fuller use of advertising media. Aside from seasonal influences, the sluggish movement of hard goods was traced in part to "fear" buying last autumn and winter.

Buying Capacity

Maintenance of the industrial productive pace, geared to creation of mobilization machinery on top of the normal capacity, would mean that general employment levels will hold up and buying capacity will not be curtailed because of sudden unemployment.

Effect of Korea developments on the radio manufacturing industry...

(Continued on page 84)

LAMB TO BUY WOW 

At Reported $2.5 Million

AN OPTION to purchase WOW-AM-TV Omaha for a figure reported in excess of $2,500,000 has been acquired by Edward (Ted) Lamb, it was learned authoritatively last week.

Mr. Lamb, owner of two television stations (WTVN Columbus, Ohio, Channel 6, and WICU Erie, Pa., Channel 12) and of WTOD (AM) Toledo, is a well known figure in both newspaper and broadcasting circles. He also is the publisher of The Eerie Dispatch.

Both Mr. Lamb and Francis P. Matthews, Secretary of the Navy and president of WOW Inc., flatly declined comment last week when queried by Broadcasting, Telecasting. But it had been ascertained that an agreement had been reached for sale of the station to unknown purchasers [CLOSED CIRCUIT, July 2].

Last Friday it was learned that Mr. Lamb had acquired the purchase option and had deposited earnest money in the amount of $100,000. It is expected that the transaction will be consummated this week.

WOW, operating on 500 kw with 5 kw, is an NBC affiliate and has been on the air since 1923. Originally owned by the Woodmen of the World, the station was transferred to Radio Station WOW Inc. in 1942 in a unique proceeding which precipitated several years of litigation. The transaction, as finally evolved, covered leaseholds on the properties to the operating company, with the licensee corporation to return the physical properties to the Woodmen of the World Insurance Co. These leaseholds have 19 years to run.

On Air Since '49

WOW-TV, operating on Channel 6, is one of two TV stations in the Omaha market. It has been on the air since 1949.

While no official comment was forthcoming from any quarter as to the new transaction, it was thought that Secretary Matthews, who recently was appointed Ambassador to Ireland, will remain with the corporation as chairman of the board of the new operating company. Presumably Mr. Lamb would become president.

(Continued on page 85)
FORT INDUSTRY

Effective July 5, The Fort Industry Co. completed a reorganization of its operations which has resulted in the division of the company into three geographical districts. The Northern District now comprises Detroit, Toledo and Cincinnati. The Central District covers the two West Virginia stations (Wheeling and Fairmont) and the Southern District comprises Atlanta and Miami.

Under the reorganization plans, three district vice presidents have been appointed, each of whom will be responsible for the operation of all Fort Industry properties within his particular district.

Mr. Jones

The Northern District, Richard E. Jones, presently managing director of WJBK-AM-TV Detroit, has been appointed district vice president and will supervise activities of WSPD-AM-TV Toledo and WSAI Cincinnati, in addition to his own duties at WJBK-AM-TV. E. Y. Flanigan, managing director of WSPD-AM, will continue in that role, reporting to Mr. Jones. Allen Haid, managing director of WSAI, continues in that capacity, also reporting to Mr. Jones.

William E. Rine, until this

FOOTBALLCASTS

Five Schedules Announced

KFI-TV Los Angeles last week announced plans to telescast junior college football games and four broadcast contracts also were disclosed.

Games to be telescast by KFI-TV, 23 in all, will be carried twice weekly. Hoffman Radio & Television Corp., Los Angeles, will sponsor the telescasts.

Notre Dame grid contests on a city exclusive contract basis have been signed by KXOK St. Louis and WCUE Akron.

In St. Louis, the Notre Dame games plus the Army-Northwestern games, will be sponsored by General Electric and General Electric Appliance Dealers in the greater St. Louis area.

Sponsorship of the schedule in Akron has not yet been announced.

WJBK Detroit, for the sixth consecutive year, will carry broadcast of the complete schedule of the U. of Detroit. For the second straight year, the games will be sponsored by the Plymouth Dealers of greater Detroit. The Plymouth Dealers account is handled by the Powell-Grant Agency, Detroit.

KOAI Denver will broadcast all U. of Colorado games this fall, sponsored for the fifth consecutive season by the Standard Oil Co. of Indiana.

The Florida Sun, Miami Beach newspaper owned by The Fort Industry Co.

The three district vice presidents—Messrs. Jones, Rine and Kettler—will report directly to Lee B. Wiles, vice president and general manager of operations of The Fort Industry Co., who, in turn, reports to George B. Storer, president.

Appointment of resident managers in Detroit, Miami and Wheeling shortly will be announced.

KITE RATES

New Card Separates AM, FM

NEW AM-FM rate card, specifying separate rates for the AM daytime-only operation and FM at night, has been announced by Charles W. Balthrope, owner of KITE-AM-FM San Antonio. The FM station has been on the air only a short time.

The new card specifies a retail rate for KITE-AM, with 1 kw daytime on 930 kc. The FM outlet is on 97.3 mc with 8.5 kw power. The 5 a.m.-sundown rate for KITE is $5 for a one-minute spot, for example. A $2 rate is specified for FM, sundown-11 p.m.

According to Mr. Balthrope the FM station is already sold out 7:15-9 p.m. and 9:15-10 p.m. plus three hours Sunday afternoon. Music is featured in the FM programming.

LBS Moves Foster

IN A MOVE to expand its national sales and to strengthen its executive staff, Liberty Broadcasting System has moved James W. Foster, executive vice president of the network, to New York on a "semi-permanent" basis. Mr. Foster, as head of the sales department of the network, will be responsible for all executive decisions in New York.

SUNKIST DRIVE

Starts $200,000 Campaign

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist), currently is expending approximately half a million dollars in radio and television to promote frozen citrus products. Today (Monday) the group starts a special $200,000 two-week radio and TV participation campaign on behalf of fresh lemons on 17 video and about nine radio stations in eight East and Mid-West markets.

TV participations will run 16 weekly on all TV stations in Detroit, Cleveland, Minneapolis and Cincinnati; three in Chicago, and on the sole TV stations in St. Louis (KSD-TV), Buffalo (WBEN-TV) and Milwaukee (WTMJ-TV). Radio spots run 20 weekly on stations in Milwaukee, Buffalo and St. Louis. A similar campaign is to be repeated in September.

In the special 12-week radio and TV campaign behalf of frozen products, participation and films are being run on about 40 radio and video stations in 14 markets—26 spots per market. The promotion started June 15 in southern cities and July 2 in other markets including New York, Chicago, Los Angeles, Boston, San Diego, Memphis, Phoenix, Birmingham, Little Rock (Ark.), Atlanta, Augusta, Fresno, Sacramento and Stockton, Calif.

Sunkist has an approximate overall million-dollar budget for the program. Frozen and fresh citrus products. Foote, Cone & Belding, Los Angeles, is the agency.

PEARSON EXPANDS

Maier Heads Dallas Office

OPENING of a new sales office in Dallas, with H. W. Maier Jr. as its head, was announced last week by the John E. Pearson Co., station representative organization.

President John E. Pearson said Mr. Maier, who joined the firm effective last Monday, would open the Dallas office this week after a period with the administration at the Chicago office.

Mr. Maier, of Greenville, Tex., has been with the sales and advertising staff of the International Milling Co. in Greenville and Minneapolis for the past three years. Joining International Milling following war time service as a Navy pilot, he rose to be assistant advertising manager in charge of media, then advertising manager, before he returned to Greenville for reasons of his wife's health. There he was in charge of all of the company's advertising activities in family four for five southern sales divisions.

BROADCASTING • Telecasting
NARTB-BAB DUES

By J. FRANK BEATTY

NARTB'S complicated dues structure is due for long-range revamping.

The present three-way system of assessing stations, employing separate rates of dues covering radio, television and Broadcast Advertising Bureau membership, is about to enter the dying stage of this revamping process in the near future—possibly this week.

BAB, too, is working on a new dues setup making provision for station representative and network dues.

NARTB will issue a revised rate card for its radio members. The revision was approved last week by the NARTB board in a roll of radio directors. The card will list a scale of NARTB dues for new members, carrying rates 30% below existing rates. This is an interim schedule.

Membership Rates

Stations that were NARTB members prior to July 1, 1951, are entitled to get BAB service until next April 1 if they pay dues under the old NARTB rates. If they elect not to take BAB service they pay 30% less to NARTB.

Stations joining NARTB after July 1, 1951, are not eligible to get the joint NARTB-BAB rate. To join BAB they must pay a separate fee based on BAB's rate card formula.

Starting next April 1 NARTB and BAB will be completely separate. Revision of the NARTB rate card now throws NARTB and BAB into competitive selling as both solicit on their own.

BAB is working on a new formula covering membership of station representatives. National Assn. of Radio-Television Station Representatives has worked out a BAB dues formula, based on participation of NARTSR members and nonmembers alike. This would give BAB possibly $30,000 to $35,000 compared to the $60,000-$65,000 total BAB had originally planned.

Soon to be discussed with networks will be a new scale of dues for their participation in BAB. By the end of its first year, next April 1, BAB hopes to have an income of $225,000 of which about 70% would come from NARTB members' dues.

As of that date BAB no longer will obtain income from NARTB's receipts.

Here is the way the dues situation stands at this time:

- NARTB members pay NARTB dues based on their income, starting with a minimum of $15 a month ($10.50 a month with out-of-town stations joining since July 1).
- They can get a 30% discount if they elect not to take BAB.
- New NARTB members since July 1 (except for prior commitments) who want BAB must pay the BAB-only station dues of half the highest hourly rate card per month.
- NARTB television stations pay monthly NARTB dues based on the highest five-minute or half the highest-quarter-hour rate, whichever is higher.
- Combined radio-television stations can belong to NARTB-radio only, to NARTB-television only or to both. If both, they pay the combined dues.

Demand for special NARTB radio-television combination rates was made last spring by a number of station operators. The subject was considered by the joint board of directors during the April convention in Chicago but it was felt no action could be taken until a thorough analysis had been made.

Some joint radio-television operators contend they should be given a combination fee with an appreciable reduction. They point to the fact that the TV organization pays the parent NARTB $50,000 a year for overhead. To belong to NARTB a joint radio-television operation must pay the NARTB dues based on radio plus the TV dues based on five-minute or half-quarter-hour rate.

TV Belongs, Not AM

Incongruity of the rate structure is shown by the fact that such joint operations as WCAU-TV Philadelphia, WWJ-TV Detroit and WTMJ-TV Milwaukee have NARTB television memberships but their AM outlets don't belong to the association. Then there are the Westinghouse stations, which belong to BAB but not NARTB. The Westinghouse-NARTB stricture is of long standing. CBS 0 & O stations belong to BAB but not NARTB.

Updating element in the whole situation is the fact that the BAB-only rate is almost as much, even more, than the combined rate in some cases. In other words, some stations can belong to NARTB-BAB under the combination rate for less money than BAB-only. This situation will last until next April, when the joint NARTB-BAB arrangement comes to an end.

When the BAB separation plan was adopted last August it was felt that BAB should become self-supporting. This could be done, it was believed, by charging for various types of service. A glance at BAB's specific services shows that assessments are made for many of the sales and promotional aids offered to its members. NARTB seldom makes charges for its services.

The 1960 BAB separation plan envisioned a million-dollar sales promotion agency, free to hit hard and often without worrying whether a newspaper-owned station might resent aggressive radio selling and decide to pull out of NARTB.

THE ALLMAN CO.

New Detroit Agency Formed

L. C. ALLMAN, former executive vice president of the Fruehauf Trailer Co., has announced the formation of a new advertising agency, The Allman Co., Inc., with offices in the Fisher Building. The name of the new company will be that at Fruehauf, but other related accounts will be served, including the Trucking Industry National Defense Committee.

Norman Rowe, director of advertising for the trailer firm, will join the agency as vice president. All personnel of the Detroit advertising department will join the new firm.

Charles A. Wolcott

CHARLES A. WOLCOTT, 53, vice president in charge of radio and television sales and client service for A. C. Nielsen Co., died Monday after a brief illness. Before joining the Nielsen organization in 1944, Mr. Wolcott had been a research director of the Chicago office of Dancer-Fitzgerald-Sample, following previous associations at Doherty, O'Keefe, and The Wall Street Journal. He is survived by his widow and two daughters.

NARTB-BAB DUES

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A TEST designed to determine which kind of broadcast advertising—radio or television—is the most effective for sales of paper napkins has ended in a draw, with a highly weighted advertiser deciding to continue his use of both media.

The advertiser, Hudson Pulp & Paper Corp., made the test a simple one. A free offer of four packages of Hudson napkins was broadcast June 7 on the newscasts sponsored by Hudson on seven major market radio stations and telecast the same day on "Bride and Groom" on a 31-station CBS-TV hookup.

Women writing in received coupons redeemable at local grocers, who were compelled for redeeming the coupons with the full resale price of the napkins, plus 2 cents per coupon for handling costs.

The results of the test were received as a result of the one-time offer. "So far as we know, there has never been a response like this from a single commercial," Abrah-
A MOS 'N' ANDY, the radio classic, has suffered in translation to TV. In its new language, slapstick has been substituted for subtlety and rough-house action for imaginative dialogue. It is not bad television comedy, by present TV standards, but neither is it the fanciful and wonderful fun of Amos 'n' Andy on the radio.

Too much attention is given to the maxim that the television camera hates inaction, not enough to the equally valid rule that action for action's sake alone is no guarantee of sustained interest. Messrs. Godsen and Correll would do well to remember that the Mack Sennett school did not survive after sound was introduced to movies.

The second episode of the new series (July 5) included a chase that ended with the Kingfish and Andy hiding in two ash cans, two bits in which outraged women beat helpless men over the head with umbrellas, another sequence in which the Kingfish prepared several bed-time snacks, was repeatedly distracted to other chores, such as putting out the cat, and each time returned to find the snacks missing (they had been taken by a boarder in his house). All of these incidents were stock situations in the earliest film comedies.

Transplanting Show

So far, Amos 'n' Andy on TV owes its ancestry more to archaic motion picture techniques than to radio. It may not be possible to transplant the program intact from radio, where each member of the audience creates his own picture of the characters and incidents, to television, where the screen supplies the listener's imagination. But the transplantation could be more faithful than it is.

To this reviewer, the actors selected to play the various roles correspond remarkably to his own impression of how the radio people in Amos 'n' Andy would look. The clash between the flesh and fancy characters is caused by the material they are given.

The Kingfish, who on the radio has been one of the most lovable rogues of all time, becomes on television less roguish than stupid. His wife, Sapphire, remains the shrew but, at least in the July 5 program, is elevated to a prominence in the plot that the character does not deserve.

The characters of Amos and Andy, for this episode, were relegated to minor roles.

All the performers did better by the script than the script did by them. With improvements in the writing, there is no reason why the activities around the lodge hall of the Mystic Knights of the Sea cannot become as marvellously comical in television as they have been on radio since shortly after the invention of audion tubes.

One note of social consciousness: The National Assn. for the Advancement of Colored People has threatened to boycott all Schenley products (a terrible demand on the membership) if sponsorship of this program continues.

The NAACP has protested that the TV Amos 'n' Andy provides a "stereotyped attitude" toward the Negro community. This reviewer regards the protest as hypersensitive. Neither in the radio nor television version do the characters represent anything but a world of their own. Their behavior is a comical satire on the behavior of all kinds of people, no matter what their pigmentation.

AMOS 'N' ANDY
NAACP Denounces Show

TELECASTS of the new Amos 'n' Andy program, sponsored by Blatz Brewing Co. on CBS-TV through William Weintraub, New York, went ahead last week despite threat of boycott by the National Assn. for the Advancement of Colored People.

The NAACP at its Atlanta convention last Tuesday had passed a resolution denouncing the program as depicting Negroes in a "stereotyped and derogatory manner," and condemned the practices of manufacturers, distributors, retailers or others who sponsored or promoted the program. All conferences and branches of the organization were urged to register protests with local stations and sponsors of the program and if necessary, to boycott the products of the sponsor.

In a letter to Lewis Rosensteil, president, Schenley Industries (brewer of Blatz beer), Lindsey H. White, president of the New York branch of the NAACP, and James E. Allen, president of the New York state conference of NAACP, expressed their appreciation for the efforts of the agency and sponsor in behalf of Negro employment, but said:

As Negroes, we cannot subscribe to the methods of advertising used by your organization which perpetuates a stereotyped attitude regarding Negro life... We call upon you to cancel all future reproductions of this exhibition. There is already some opinion in many communities throughout the country calling for a nationwide boycott of Schenley products until this objectionable show is removed from the screen. . . .

The NAACP resolution, it was reported, was adopted before more than a relatively small group of the membership had seen the program which started June 28.

TOP PAPERS

KFI and KHJ Win Five Out of Seven Surveys

TWO Los Angeles stations, KFI and KHJ, produced better results than newspapers in five out of seven store surveys conducted by Advertising Research Burea Inc.

Kevin Sweeney, general sales manager of KFI, told BROADCASTING:

• TELECASTING Thursday that radio superiority in five of seven tests in the Los Angeles market, where television has made unusually deep penetration, is of special significance "and should be a source of encouragement to broadcasters everywhere."

Six leading Los Angeles department stores and special shops were used in the surveys. Space was bought in all Los Angeles newspapers at various times during the tests.

Technique Used

Under the ARBI technique equal sums are spent for radio and newspaper advertising covering the same merchandise. Trained research specialists at the stores interview customers in considerable detail to find out why they came in to look at the merchandise. ARBI compiles reports showing why customers came in, whether they purchased, and how much they

spent.

In Los Angeles radio won the following tests:

Barker Bros.—Patio chair advertised. Store described as probably the largest furniture store in America.

Harris & Frank—Men's $42 Orlon suit advertised by this chain clothier.

Gel Rexall Drug Co.—Sun glasses advertised.

Sears Roebuck—Coldspot refrigerators advertised. Sears has 12 large metropolitan stores in Los Angeles area.

Radio lost these tests:

Sears Roebuck—China cups and saucers.

Eastern Columbia—Children's outdoor gymnasium.
APPLICATIONS for FCC approval of the record $25-million merger of ABC and United Paramount Theatres, accompanied by the conduct of a hearing covering the $6 million sale of UPT’s WBKB (TV) Chicago to CBS, are slated for filing with the Commission this week.

While attorneys for the respective companies pushed toward completion of the papers on the complex transfers, a 98-page proxy statement filed by the 705 UPT stockholders explaining in detail the merger plan and prospects [Broadcasting • Telecasting, May 28]

Since the stockholders of both ABC and UPT must yet approve the action—both groups meet July 27—the FCC applications will be filed only upon clearance by the necessary two-thirds majority of the respective stockholders. Sale of WBKB to CBS also is contingent upon FCC approving the ABC-UPT merger setting up a single company, to be known as American Broadcasting-Paramount Theatres Inc.

The proxy statement made clear that ABC’s television position—five owned stations, the TV network and “the bright prospects of future growth of television in this nation”—formed the main attraction for UPT merger.

TV Hits the Black

After losing money for three years, it was pointed out, ABC’s television operations for the first three months of this year netted $7,012 before federal income taxes, and ABC’s television position provides “an excellent foundation for growth. The network’s TV losses in the past were listed as $1,757,665 in 1948; $4,544,545 in 1949, and $1,972,668 in 1950.

But the ABC-UPT management said it places faith also in the future of radio.

“The management of the resulting company (AB-PTI) intends to develop both radio and television broadcasting to the fullest extent possible. It believes that radio broadcasting, despite its present decline, will survive the growth and competition of television. Radio can reach certain targets and satisfy certain needs for relaxation and information far more effectively and economically than television, at least as the latter is now organized and conducted. “It will be necessary to adapt radio operations to new conditions resulting from the growth of a new competitive medium, but the management believes that sound and aggressive operation will enable radio to continue to be a vital and useful public service and a profitable basis for the entertainment industry.

The statement showed that during the first three months of 1951, ABC’s overall net income totaled $221,858, compared with $84,605 for all of 1950 and a $519,000 loss for 1949.

ABC’s total net sales for the first quarter (after discounts and rebates) were placed at $14,560,345—consisting of $8,688,924 in network time sales; $2,765,281 in network spot and local time sales of owned stations; $2,180,911 in sales of package and cooperative programs, and $1,059,229 in miscellaneous sales.

These figures compare with total net sales of $45,879,660 last year, composed of $27,229,528 in network time, $9,286,068 in national spot

ABC—UPT MERGER APPROVAL BID

TO SALUTE Detroit’s 250th birthday festival, the Metropolitan Life Insurance Co. took its CBS Newscenter Allan Jackson to the Motor City. Mr. Jackson originated his news program from WJR Detroit and later addressed a meeting of Metropolitan executives and guests. Among those attending: (l to r): Felix Bruner, General Motors public relations executive; Edwin A. Tomlinson, regional manager of Metropolitan group division; Mr. Jackson; Harry W. Anderson, GM vice president in charge of personnel; Edwin C. McDonald, Metropolitan vice president; Jerry Crowley, Metropolitan advertising promotion manager.

OPTION TIME

RADIO NETWORKS last week showed little interest, less enthusiasm, for a proposal that they revamp their option time agreements with their affiliates so as to provide additional time during the more saleable hours which stations can sell locally to make way for network clients.

In identical letters to the presidents of the four nationwide radio networks, A. J. Mosby, president, KGVO Missoula, Mont., a CBS affiliate, pointed out that “with all the network interest in TV and their interest in economy in the AM operation, it seems like a good and opportune time for me to call attention to the old Mosby plan of option time for all affiliates.”

The letters, dated June 29, noted that whereas the original Mosby plan called for granting the last quarter of each hour to affiliates, “the present situation in AM might warrant granting the affiliate every other half-hour during the evening for local programming, thus relieving you of many sustaining program costs and a possible large reduction of line cost.

“Uniformity and regularity of affiliate option time periods is my interest,” Mr. Mosby concluded his letters, “as through this procedure I believe we can increase the per-
Northern Trust Co.'s 'Northerners'

A 20-Year Investment in Radio

IT IS NO news when a bank makes a heavy investment, but it is extraordinary when the fifth largest bank in the U.S. under one roof plunks a lot of money into an intangible.

That is what the Northern Trust Co. of Chicago has done for 20 years, and company officers are still uncertain about what the exact rewards have been—although they know the rewards are there.

In January of 1931—when banks were struggling to keep their doors open and donning an extra coat of conservatism—Solomon D. Smith, president of the Northern Trust Co., decided to gamble. The gamble, because of time and method, was about as adventurous as any professional indulgence could be for a banker. That gamble was purchase of radio time (the first for a Chicago bank) and origination of The Northerners musical broadcast. It now ranks as the city's oldest continuously sponsored program.

Mr. Smith, whose father pioneered in bank promotion in the 1880s (to the bewilderment of his associates), established a format of a chorus and soloists singing middle-of-the-road selections with a generalized appeal, while the commercials were paced to the movements of upper-middle-class families. The formula and the show stand the same today—20 years later.

Forty percent of the 61-year-old bank's advertising budget is appropriated for The Northerners, which has been broadcast on WGN Chicago since 1934.

Why has this big a slice of the promotion budget been allocated to an "intangible"? Bank officials are not quite sure, but they know—for example—that 75% of all persons opening new accounts are listeners, a fact mentioned during the initial interview with bank personnel.

They also know of the show's cumulative gathering of thousands of consistent listeners because of higher ratings, which is considered secondary, and first-hand reports from their field men, who solicit new business from industry and other banks throughout the greater Midwest area. Invariably, the opening conversational point is the success of The Northerners, and how listeners enjoy it. "It becomes a natural entree for our men, in city and country alike," one bank spokesman said.

Show 'Sells' With Soft-Pedaled Message

Northern Trust "sells" via its radio show in soft-pedaled, easy-going but convincing messages. The company—fifth largest in the country under one roof, third largest in Chicago when it comes to deposits ($650 million) and 22d in general size in the nation—is classed as a "financial department store" by its executives, although its only real product is service. Located in the heart of Chicago's financial district, the bank houses in the basement such "marchandise" as vaults and commercial deposits, and on the first floor, the savings division and such collateral services as issuance of traveler's and cashier's checks and Series E savings bonds.

On the upper or banking floor, a customer finds commercial and personal accounts, and a regiment of men who sell the idea of opening checking accounts and borrowing money. The trust division, bond department and foreign department are "for sale" there also. All of these are stressed in the radio copy.

Musical Feature Uses Chorus and Sopranos

The weekly show is broadcast on Tuesday from 9:30 to 10 p.m. (CDT) with a male chorus and two sopranos, Adele Norman and June Browne. Backing them is the octet of men, who also handle solo work, one of whom—Bass Willard Andelin—has sung with the show since it took the air. Earle Wilkie, baritone, and Robert Kessler, tenor, have been with The Northerners 16 years; John MacDonald, bass, 11. Others are Edward Stack, baritone, and Paul Nettinga, Wayne Van Dyne and Richard Paige, tenors. Glenn Welty, musical director since 1949, is an arranger and composer as well as conductor. Under his direction, the show is wrapped around such a palatable selection of compositions as—in one instance—"Swanee," "D'y Ken John Peal," "Serenade," "A Bushel and a Peck," "When Johnny Comes Marching Home," "Younger Than Springtime" and a medley of "I Love a Parade," "Sweet and Lovely" and "Love Is Sweeping the Country."

Norman Ross, Chicago radio veteran and TV personality, handled the announcing duties, under direction and production of Peter Cavallo Jr. of J. Walter Thompson Co. Mr. Ross also narrates special features, presented several times yearly, which mark some outstanding Chicago event. Among these have been observance of the Chicago Bar Assn.'s diamond jubilee, The International Livestock Exposition, salute to Northwestern U.'s centennial anniversary and the exhibition of Viennese paint-

(Continued on page 52)

Solosists June Browne and Adele Norman, stars of The Northerners, are flanked by Emcee Norman Ross (l) and Conductor Glenn Welty (r). In the rear are the eight-voice male chorus. Program has been sponsored for 20 years by the Northern Trust Co. of Chicago.
POPULATION DENSITY

POPULATION density of 759 inhabitants per square mile in Rhode Island tops the 48 states, according to the 1950 U. S. Census. The state has 791,956 persons living on its 1,057 square miles of land area, about nine-tenths of an acre per inhabitant.

Nebraska continues to be the most sparsely populated state, with 17 persons per square mile, or 190,653 persons living on 109,789 square miles.

Ranking second in density is New Jersey, with 843 persons for each of its 7,022 square miles, or 4,839,513 inhabitants. Third state is Massachusetts, with 968 per square mile or 4,690,514 persons on 7,876 square miles.

New York Most Populous

The most populous state, New York, has 14,830,192 persons on 47,944 square miles, or 309 per square mile. Texas, largest state in area, has 7,711,194 persons on 265,515 square miles, or 28 persons per square mile. Fastest growing state, California, has 68 inhabitants per square mile, or 10,568,223 persons on 156,740 square miles.

Radio Blackout Opposes

Population of continental United States is 50.7 persons per square mile, or 150,679,361 persons distributed over a land area of 2,974,725 square miles. The District of Columbia has 2.5 persons per square mile, a density of 109,789 per square mile.

GOODWILL CASE

FCC Exceptions Filed

OPPOSITION to the hearing examiner's initial report on the proceedings involving the Goodwill Stations again has been stated by FCC General Counsel Benedict P. Cottone, Commission Counsel Frederick W. Ford and Curtis B. Plummer, Broadcast Bureau chief.

Filing exceptions July 3 to Examiner James D. Cunningham's recommendations that would clear the way for the renewal of licenses to KMPC Los Angeles, WJR Detroit and WQAR Cleveland (Broadcasting, July 27, p. 18), they reiterated the contention that the initial report was an "illegal document."

Mr. Cunningham, noting that the policies of the late G. A. (Dick) Richards, principal stockholder, had been the principal point in the renewal proceedings, had concluded that Mr. Richards' death made the issues moot.

The four-point document last week declared:

1. As contended in an earlier petition to the administrative law judge, Examiner Cunningham should be directed to prepare an initial decision within his authority under the Administrative Procedure Act and the FCC's original order designating the stations for hearing.

2. The examiner had failed to make findings of fact and conclusions of law predicated on the record.

3. Mr. Cunningham failed to make findings of fact and conclusions of law predicated on the record.

4. It was asked that the Commission, in consideration of the exceptions of Mr. Cunningham's initial report and supplemental findings of fact and conclusions of law of the general counsel, filed May 14. Oral argument was asked.

D.C. MEDIA WINDFALL

Transit Strike Brings Extra Advertising

A TRANSIT strike in the Nation's capital early last week resulted in a windfall of several thousand dollars to Washington's radio and television stations.

Some 900,000 Washingtonians, normally dependent on bus and streetcar transportation, were forced to use automobiles or shoe leather. Those who rode in private conveyances received up to the minute developments through the Capital's estimated 150,000 automobile radios.

During the strike, which lasted from July 1 (Sunday) to early last Wednesday, many retailers encouraged customers to shop by telephone.

WMAL-AM-FM-TV sold 24 extra hours of TV time to department stores which wanted to display their wares via video.

WWDC-AM-FM conducted a heavy "shop by telephone" commercial schedule and sold blocks of time to various retailers. A classified ad show, similar to newspaper classified columns, was sold out as soon as time was offered.

WWDC-FM, which has the Transit Radio franchise with Capital Transit Co., continued programming as its "loyal, in-the-home audience."

WTOP-AM-FM-TV sold 22 extra AM spots and station breaks

STRIKE ROLE

Draws Praise From Traffic Dir.

WASHINGTON radio and television has drawn the praise of Capital Traffic Director George Keneipp for the role it played in easing conditions during the three-day transit strike there last week. In a letter to all the stations, he particularly cited the orderly accomplishment of a pre-arranged public service plan of the broadcasters.

June 29, when the strike appeared inevitable, radio-TV planning was begun, with stations' program directors setting final plans the next day. Special transmissions and announcements were prepared to apprise the citizenry of the strike, its progress, traffic conditions, parking regulations and other emergency notes.

The success of this particular effort, reported the Traffic Division, is reflected in many complimentary letters received from citizens advising how the radio-TV effort had aided them.

An AM-FM and its affiliate WBNV (TV) sold two TV spots and 22 radio spots.

Dept. Store Ads

Most of the extra advertising was done by three big department stores—Hecht Co., Woodward & Lothrop and Lansburgh & Bro.

Stations also rendered invaluable public service by carrying special programs, bulletins and frequent spot news announcements on the strike. All Washington area stations, both radio and television, were credited with helping to alleviate traffic and transportation problems resulting from the strike.

Several stations aired the names of motorists who had extra auto space and of other persons who needed rides.
Korean Truce Impact
(Continued from page 37)

try will depend on what Congress and executive agencies do, according to James D. Secrest, general manager of Radio-Television Mfrs. Assn.

If regulation W credit restrictions are eased the industry can sell more radio and television sets, he said. Otherwise the present inventory problem may remain serious for some time.

Should the scheduled rearmament pace be maintained, the Korean situation will make little difference to manufacturers, he said, but if there are cutbacks manufacturers will face possible layoffs until radio-TV set business improves. Main effect of a cease fire would be psychological, he added.

Chances of eased credit restrictions might improve if deflationary pressures develop, Mr. Secrest believes.

Move is developing on Capitol Hill to avoid tax increase by cuts in government expenditures. Sen. Walter F. George (D-Ga.), chairman of the Finance Committee, prefers a general excise tax to specific taxes on such items as television receivers. The House already has voted against an increase in the TV excise tax.

Defense Orders Low

Defense electronic orders are far below expectations, according to Mr. Secrest. Plants are slowing down due to heavy TV inventories. They had expected defense orders to take up this slack. Factory electronic employment if off about $80,000 and some plants have shut down for a month or more. The result, of course, is loss of trained employees to other industries.

The materials situation is not too bad at this time, Mr. Secrest said, because of increased efficiency, redesign of receivers and falling off in production. A few tight spots exist in such materials as selenium, gold and cobalt but the shortages are not critical in most cases.

The truce developments gave broadcast and TV stations a chance to keep the nation posted on hour-by-hour developments in this important turn in world history. Coverage started with extensive broadcast of a UN radio talk by Jacob Malik, USSR delegate (see story page 77). Gen. M. B. Ridgway presented the UN cease fire proposal and the excitement was-unusual. Broadcast and TV calmly and faithfully described events as they happened.

Developments evolved rapidly in Congress and around government agencies. The call for continuation of the mobilization program was heard all over the nation, countered by requests for softening of production and price controls, as well as proposed tax measures.

The radio manufacturing industry, in the throes of a slow-selling period plus summer shutdowns, hoped it could avoid higher excise taxes on TV sets.

Two governmental agencies, the Army and the Munitions Board, drew sharp criticism Thursday for failure to stockpile tungsten, a metal used widely in war materials and radio tubes. Sen. Lyndon Johnson (D-Tex.), head of a "watchdog" group, said the free world "stands on the verge of tungsten starvation" because of "bureaucratic blindness" in these two agencies.

TV production is now at the rate of 78,000 a week compared to a peak of 200,000 late last year. This is normally a slow season, however. Demand for TV sets has picked up slightly but it is not a sharp upturn, according to Mr. Secrest. He indicated further improvement may develop in August. Fewer new models than usual are appearing this summer.

Wilson Warning

On three separate occasions last week Defense Mobilizer Wilson warned that any cutback should not interfere with the rearmament program. Mr. Wilson testified Tuesday before the Senate Finance Committee, considering tax-increase legislation. He reiterated his views in a news conference Wednesday and in a quarterly report to the President.

Keynoting his position was this observation: "Whether the men of the United Nations are engaged in combat or are standing on a truce line makes no fundamental change in the need for building strength for the defense of freedom throughout the world."

On the legislative side Mr. Wilson said Congress must raise taxes to meet the mobilization. Alternatives are curtailment of the program, which he called "unthinkable," or inflationary borrowing.

He said $42 billion in military orders has been placed since Korean fighting started and contracts are now being awarded at a rate of $35 to $4 billion a month. De-

liveries and construction activity have reached $1.5 billion a month, he said, and will rise to $4 billion a month within a year. He expressed himself as dissatisfied with progress in production and cited steps being taken to increase output.

W. Averell Harriman, adviser to President Truman, told the Senate committee the main purpose of the greatly enlarged rearmament program is not to fight the Korean war but to develop strength to prevent a world war or to be prepared should it be forced upon us.

President Truman said at his news conference Thursday that the controls law should be passed by Congress with authority to roll back prices.

In submitting the Wilson message to Congress, President Tru-

man said: "The heaviest burdens, the hardest part of the job lie ahead. The full impact of our program will begin to be felt next year."

Mr. Johnson, Economic Stabilization Director, said the economic controls law now pending in Congress would likely mean a $1-a-day increase in living costs for every American family. He said Presi-
tdent Truman had agreed that all Administration elements should join a campaign of speeches, statements and appeals to tell the public about the hazards of inflation.

"We don't want an economic Pearl Harbor or Dunkirk he said, and we don't want a Munich of appeasement."

If Congress passes a final Defense Production Act written along lines of the proposed 31-day extension, he said, it could mean price increases of 5% to 7% in the next year, or a $12 to $14 billion increase in the cost of living to consumers.

Mr. Johnston called for a $10 billion tax increase to help finance the scheduled billion-a-week mobilization program.

In typical fashion American con-

sumers entered the second half of 1951 by ignoring warnings of shortages. These shortages had in some cases brought a rush of the autumn and winter.

Secretary Snyder said the defense program has been devoted largely to tooling up for military production. He said the second phase will bring heavy delivery of goods to military services, with much higher government spending. At mid-year the spending had reached a 60-day rate of about $30 billion and this was slated to be almost doubled in not too many weeks.

Future of Advertising

In his observations to Mr. Jor-
genzen, Secretary Snyder gave this view on the future of advertising in the defense economy: "You will know that to prosper business must maintain advertising. I know you have to keep your clients' names before the public if they are to keep their markets. There is no ques-
tion about that. I do not think it is possible for a going concern to forget the fact that it has to keep up its public contact and relations."

According to Mr. Jorgensen, the Secretary recognizes the experience gained by the Bureau of Internal Revenue would enable it to segregate reasonable and unreasonable advertising:

"I gained the impression," Mr. Jorgensen said, "that Secretary Snyder was fully aware of the necessity for allowing taxpayers to maintain, through advertising, their trade names and the knowl-
dge of the quality of their prod-
ucts and goodwill built up over past years."

Total employment was around 22 million persons in June, 500,000 over the same period last year. Unemployment dropped from 3,400,000 a year ago to less than 2,000,000 now.

Personal income is about $245 million a year, 10% above one year ago. Cost of living is around 9% above a year ago, with food costs especially high.

NEW GE BUILDING

Planned at Springfield, N. J.

GENERAL ELECTRIC Co. last week announced that it would build a 29,000-square-foot manufacturing building in Springfield, N. J. Precision is a manufacturing unit of GE's Components Division. The plant will be completed in about four months.

Precision Labs makes small metal parts for radio, television and other electronic tubes produced by GE and other tube makers. The building is designed to help GE meet the increased de-
mard for parts needed for elec-
tronic tubes used in civilian and military applications, according to E. L. Hulse, manager of the Com-
ponents Division.
Joseph Jacobs

**Agency Executive Dies**

Funeral services for Joseph Jacobs, 57, manager, Los Angeles office, Bozell & Jacobs Inc., advertising agency, who died of a heart ailment July 4 in Rochester, Minn., were held July 6 from Burket's Chapel. Obituary appeared in Omaha. Mr. Jacobs was manager of the Los Angeles office for the past seven years. Before that he was with General Outdoor Advertising. Besides his wife, Tillie, he leaves one son, Alan, vice president and manager, Chicago office, Bozell & Jacobs.

**WOO - AM - TV**

Mr. Jacobs was the third postwar executive of the agency to die. It was learned July 7 that John G. Goldstein, manager of the Los Angeles office, died July 3. The other executive to die was John L. Nagle, who passed away last June in an automobile accident near Los Angeles.

Mr. Jacobs joined Bozell & Jacobs in 1950, after graduating from the University of Nebraska in 1945. He was appointed manager of the Los Angeles office in 1954.

- **Broadcasting** • **Telecasting**
How is your sales-prospecting these days?

Over here on the Mutual range, some of the smartest oldtimers in the business are making new discoveries every day... more listeners... at lowest costs... all around the clock... all week long...

This simply confirms what Mister PLUS has
been saying right along: network radio (on Mutual, the one network concentrating 100% on radio) is second to none as an efficient, low-cost tool for mass sales.

And now Mutual morning time, one of the richest customer-deposits of all, is cinching the proof of these values, as sure as sunrise.

Alka-Seltzer, Bab-O, Kraft, Lucky Strike, Old Gold, Quaker Oats... this is the company of advertisers whose programs are now reaching bigger audiences than ever—in the forenoon on the PLUS Network.

The signpost below can point an immediate route to better sales prospects for you!
IN ORLANDO, WLOF’S

“SWEET MUSIC SHOW”

SUNDAY AFTERNOONS 12:30 TILL
4:00 PM HAS A HIGHER HOOPER
RATING(∗) THAN CBS, NBC & ABC
STATIONS HERE.

FOR SPOT AVAILABILITIES CONTACT:

P A U L  H.  R A Y M E R  C O M P A N Y,  I N C.

“FLORIDA’S SWEET MUSIC STATION”

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

(∗) 30.3

SHARE OF AUDIENCE

J. ALLEN BROWN

VICE-PRESIDENT & GENERAL MANAGER

SATISFACTION seemed to be the order of the day when these sponsor, agency, network and talent representatives involved in the Columbia Pacific Frank Goss newscasts met in Hollywood. Present were, standing (l to r) Fred E. Johnson, Pacific Coast sales supervisor, American Safety Razor Corp., New York, which sponsors program Tuesday, Thursday, Saturday; Joseph Ungaro, sales promotion manager, ASRC, New York; Frank Goss; M. Leomen, ASRC Los Angeles representative; Ed Buckalew, sales manager, Columbia Pacific, and seated, George Bliss, McCann-Erickson Inc., New York, agency representing the razor firm. Peter Paul Inc., New York, sponsors Monday, Wednesday, Friday segments of the newscasts.

SET TAXES

Hill Studies New Excises

THE TAX SCUFFLE may be only beginning for the radio and television industry, it was indicated last week.

There are increasing signs that the Senate Finance Committee may start almost from scratch in considering a new tax bill. It currently is conducting hearings on revenue.

RTMA Seeks Hearing

Radio-Television Mfrs. Assn. has asked for a hearing, but as yet no date has been set. Robert T. Sprague, RTMA’s chairman of the board, may testify. Emphasis probably will be laid on Treasury Secretary John Snyder’s request that the Senate committee increase excise taxes on radio-TV sets from 10 to 25 percent on the manufacturing level, an action that was dropped by the House Ways & Means Committee [BROADCASTING • Telecasting, July 2, May 28].

The All-Industry TV Broadcasters Tax Committee, chaired

by George B. Storer, has applied for hearing before the Senate group. The broadcasters would like to present individual hardship cases within the industry where the excess profits tax is taking a toll.

It is understood that the Senate committee, of which Sen. Walter F. George (D-Ga.) is chairman, is becoming increasingly aware of demands for a rise in the excise levy.

Such a request has been made by Roswell Magill, chairman of the Committee on Federal Tax Policy. Mr. Magill is a former Under-secretary of the Treasury. He is advocating an across-the-board boost in the form of a general manufacturer’s excise tax. Mr. Magill has been invited to testify before Sen. George’s committee today (Monday).

NATIONAL NIELSEN RATINGS TOP
RADIO PROGRAMS

(Total U. S. Area, including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)

EXTRA-WEEK

May 27-June 2, 1951

EVENING, ONCE-A-WEEK

NIELSEN-RATING

<table>
<thead>
<tr>
<th>Current Rating</th>
<th>Program</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lux Radio Theatre (CBS)</td>
<td>12.8</td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny Show (CBS)</td>
<td>11.8</td>
</tr>
<tr>
<td>3</td>
<td>Charlie McCarthy Show (CBS)</td>
<td>11.3</td>
</tr>
<tr>
<td>4</td>
<td>Amos ‘n’ Andy (CBS)</td>
<td>11.2</td>
</tr>
<tr>
<td>5</td>
<td>Peter Blue Ribbon Shoe (CBS)</td>
<td>10.8</td>
</tr>
<tr>
<td>6</td>
<td>My Friend Irma (CBS)</td>
<td>10.0</td>
</tr>
<tr>
<td>7</td>
<td>Walter Winchell (ABC)</td>
<td>9.9</td>
</tr>
<tr>
<td>8</td>
<td>Red Skelton (CBS)</td>
<td>9.9</td>
</tr>
<tr>
<td>9</td>
<td>You Bet Your Life (NBC)</td>
<td>9.9</td>
</tr>
<tr>
<td>10</td>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>9.5</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying the “Nielsen-Rating” (%) to 74,902,000—the 1951 estimate of Total United States Radio Homes.

(∗) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1951 by A. C. Nielsen Co.

BROADCASTING • Telecasting
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
Eureka-Humboldt County
* Population — 68,548, an increase of 49.6% from 1940-1950
* Effective Buying Income*— $96,950,000, an increase of 155.6%
* Retail Sales* — $76,790,000, up 215.5%
* KNBC Audience — Week after week, over half of the radio families listen regularly to KNBC

*Sales Management’s 1951 Survey of Buying Power

KNBC
Northern California’s NO. 1 Advertising Medium
50,000 Watts — 680 K.C. - San Francisco - Represented by NBC Spot Sales
ABC-UP Merger (Continued from page 8)

five from the present ABC board. The ABC representation would consist of Messrs. Noble and Kintner, and Earl E. Anderson, Robert H. Kintner and Owen D. Young. If Mr. Young should cease to be a member of the board, the total membership would be reduced to 17.

The statement showed that UPT President Goldenson received $186,000 in salary and $64,000 for expenses plus options on 75,000 shares of stock in 1950. Messrs. O'Brien and Weitman and two other vice presidents, Walter W. Green and Edward L. Hyman, each received $44,350 in salary, $5,000 in bonus and options on 1,250 shares of stock.

Whiteman Top Salary

At ABC, top salary in 1950 ($87,000) was received by Vice President Paul Whiteman. Vice Chairman Mark Woods, who resigned a week ago, received $75,000 (and had an employment contract extending to the end of 1953, provisions for the termination of which were not disclosed); President Kintner received $58,533, and Vice President and Treasurer C. Nicholas Friauux received $37,500.

Messrs. Kintner, Friauux and Whiteman also have employment contracts with the network—Mr. Kintner's extending through 1957 with ABC having the option then to extend it for three more years; Mr. Whiteman's extending to April 1, 1956, and Mr. Friauux's to Dec. 31, 1953.

PEOPLES BCSTG.
Executives Realigned

SHIFT in the executive alignment of Peoples Broadcasting Corp., licensees in WDFD Worthington, Ohio, and WOL Washington, was announced Friday.

Herbert E. Evans, vice president in charge of personnel of the Farm Bureau Insurance Co., of which Peoples is a wholly owned subsidiary, will take over the bureau's broadcasting operations as vice president and general manager in addition to his other duties. Mr. Evans, who succeeds James Moore, has been with the bureau nine years. He will be responsible to the board of directors and to the president of Peoples, Murray D. Lincoln. Mr. Moore has been assigned to other duties with the bureau.

J. D. Bradshaw, commercial manager of WDFD, becomes manager of the station. Ben E. Wilbur, assistant manager of WOL since last March, will manage WOL. Mr. Wilbur formerly was associated with the station.

Fred A. Palmer, who has been radio consultant to Peoples and WOL acting general manager, continues his association with the firm by becoming consulting manager to Mr. Evans. Mr. Palmer for seven years has operated the Fred A. Palmer Co., radio consultants, with headquarters in Columbus. Both WOL and WDFD are affiliates with Liberty Broadcasting System.

George Campbell, who has directed Liberty's Washington news operation, assumes the post of program director at WOL. Succeeding him is Richard T. Roll, former program and sports director at WLOK Lima, a Port Industry Co. station. Other changes will be forthcoming, it was said.

MANUFACTURING
Sales High, Profits Drop

Although sales exceeded the 1951 level, profits declined from 30% to 16%, a drop in sales of $1 million. These profits, however, were bettered only in the last two quarters of 1950 and were 30% above the 1950 first quarter. In making quarterly comparisons, the report points out that the early 1950's period was a period of "somewhat depressed" business activity, with the tempo increasing in the second quarter after the outbreak of hostilities in Korea.

WEVD-FM New York began operation on April 1, and duplicating the AM programs of WEVD.
Graybar recommends the CONTINENTAL 5/10 KW AM TRANSMITTER

If you are now planning to replace your present equipment... or provide for emergency transmitting facilities, you’ll find it profitable to investigate this new 5/10 transmitter. Manufactured by the Continental Electronics Corporation of Dallas, Texas and distributed by Graybar, this unit embodies many features never before available in AM transmitters—features developed through years of experience in the fields of high-power and high-frequency transmitter manufacture.

NEW!... Improved high-efficiency amplifier in output stage. For the first time in any commercial transmitter, this amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.

NEW!... Completely self-contained (exclusive of the automatic voltage regulator). No external transformers, chokes, or blowers are required. Installation is greatly simplified.

NEW!... “Transview” cabinet design and vertical chassis construction enhance this transmitter’s appearance and provide an unobstructed view of the functional equipment.

There are other features you’ll like, too. Features such as: forced-air ventilation of all components; use of vacuum-type capacitors in output stage to provide maximum stability of tuning; use of DC-operated relays to give a hum-free operation of control system; easy conversion from 5 to 10 kw operation by simple output tube change.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts about Continental transmitters. Or, if you prefer, send for a completely descriptive bulletin on this new Graybar-distributed equipment.

Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items conveniently, call your nearest Graybar Broadcast Equipment Representative.


Graybar Brings You Broadcasting’s Best...
Amplifiers (1,23)
Antenna Equipment (23)
Attenuators (8)
Cabinets (15)
Consoles (23)
Loudspeakers and Accessories (1,23,25)
Microphones, Stands, and Accessories (1,13,14,16,23,25)
Monitors (12)
Recorders and Accessories (2,9,19,22)
Speech Input Equipment (22)
Test Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6,20,23)
Tubes (11,16,23)
Turntables, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured By...
(1) Altec Lansing
(2) Ampex
(3) Blau-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Croute-Minds
(8) Davis
(9) Federal
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lyons
(15) Korp Metal
(16) Modine
(17) Melatone
(18) National Electric
Products
(19) Presto
(20) Standard Electronics
(21) Triad
(22) Webster Electric
(23) Western Electric
(24) West
(25) Whitney Blake

Graybar’s network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:

ATLANTA
e. w. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Honeker, Main 0600
CLEVELAND
L. B. Mathewson, Cheries 1-1306
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gandy, Temple 1-5500
HOUSTON
R. T. Aly, Atwood 4571
JACKSONVILLE
W. C. Wisbey, Jacksonville 6-761
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angels 3-7283
MINNEAPOLIS
C. W. Greer, Geneva 1621
NEW YORK
J. J. Connolly, Stillwell 6-5858
PHILADELPHIA
G. J. Jones, Walnut 2-3405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Tom, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5101
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lankard, Newstead 4700

Via Graybar

BROADCASTING * Telecasting

July 9, 1951 * Page 41
Radio Listening Still Climbing in Springfield Illinois

Evening—37.8 per cent up
2 per cent from '49-50.
■ Morning—23.3 per cent up
4.3 per cent from '49-50.
■ Afternoon—23 per cent up
4.7 per cent from '49-50.

Listening percentages quoted (set-in-use) are from Hooper Fall-Winter Reports '50-51 and '49-50.

Perhaps there is a downward trend in some markets but NOT in Springfield, Illinois.

AND—may we remind you that the Hooper Report '50-51 also shows that WTXA is

FIRST MORNING AFTERNOON EVENING

with more than DOUBLe the audience of any other station heard in Springfield afternoons (Monday thru Friday) and evenings (Sunday thru Saturday).

Radio Listening Still Climbing in Springfield Illinois

WNBR BOARDWALK MEETING SCHEDULE

<table>
<thead>
<tr>
<th>Dates</th>
<th>Dist.</th>
<th>Hotel</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>22-24</td>
<td>Roanoke</td>
<td>Roanoke, Va.</td>
<td></td>
</tr>
<tr>
<td>Sept.</td>
<td>2</td>
<td>Syracuse</td>
<td>Syracuse</td>
</tr>
<tr>
<td>13-17</td>
<td>4</td>
<td>Book Cadillac Detroit</td>
<td>Detroit</td>
</tr>
<tr>
<td>Nov.</td>
<td>16-18</td>
<td>Minnesota</td>
<td>Minneapolis</td>
</tr>
<tr>
<td>22-24</td>
<td>10</td>
<td>Blackstone</td>
<td>Omaha</td>
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<tr>
<td>21-28</td>
<td>12</td>
<td>Broadview</td>
<td>Wichita</td>
</tr>
<tr>
<td>Oct.</td>
<td>5</td>
<td>Utah</td>
<td>Salt Lake City</td>
</tr>
<tr>
<td>7-11</td>
<td>9</td>
<td>Knoxville</td>
<td>Knoxville</td>
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July 23: BMI Clinic, Seattle.
July 24: BMI Clinic, Portland, Ore.
July 25: BMI Clinic, San Francisco.
July 27: Allied and United Paramount Theatres' respective stockholders to meet to pass on UPC merger.
July 31: BMI Clinic, Los Angeles.
Aug. 21: BMI Clinic, Columbus, Ohio.
Oct. 28-29: AIEE Fall General Meeting, Cleveland.
Nov. 12-14: National Assn. of Radio Newsmen Directors Convention, Sherman Hotel, Chicago.
Nov. 28-Dec. 1: Fifth Annual NBC Radio Television Affairs Convention, Boca Raton (Fla.) Club and Hotel.

John D. Scheuer, Jr. (1), operations assistant to the general manager of The Philadelphia Inquirer stations (WFTL-AM-TV), accepts the National Safety Council's Public Interest Award for 1950 from Roy M. Godwin, chairman of the board of governors of the Philadelphia Safety Council, as the stations were honored by the council for exceptional service to the cause of safety.

Northern Trust (Continued from page 32)

ings at the Art Institute.

Musical comedy stars appearing locally often visit the program to sing their show's hit tunes. An increasing number of top-flight name singers, such as Patrice Munsel of the Metropolitan Opera, have been signed for future dates.

Television is being watched closely, but there are no plans now to "abandon radio, which has served us so well."

First TV Test

The company's first-and-only experiment in TV took place in October 1948, when the New Yorkers were simulcast. Shortly thereafter, an editorial feature in the company's house organ noted "we are particularly interested in this television experiment because the medium gives us an opportunity to stress visually the warmth, humanness and understanding which the bank, through its officers and employees, brings to the family problems involved in trusteeship."
The trust department had been advertised on the simulcast.

Commercial adhere to a policy set by Mr. Smith and his colleagues, who believe "friendship for a bank doesn't just happen. It must be created. Banking has become a business of merchandising, and merchandising is selling. The Northern Trust Co., like every other bank, has only one type of merchandise to sell—and that is service. The bank that sells good, friendly service is a good place to bank."

Most of the commercials are phrased in dialogue with a personal banking problem of an individual or family being considered. The convincing sincerity and humanness of the commercials—and the comfortable entertainment of the programming—have been superimposed onto the personality of the bank itself. It always has influenced people, but radio has helped it make many friends.

WOL's Winner

Marcella Black, WOL Washington continuity writer, last week won the Miss U. S. Television contest staged by WWTG (TV) Washington. Miss Black also is entered in the Miss Washington contest conducted by WDWC Washington. The WDWC contest winner will be entered in the Atlantic City Miss America competition.

Radio Free Europe is now broadcasting daily 15-minute news program to Albania, using RFE's shortwave stations in the Western German. Albania, RFE said, is the "Sixth prisoner state of the Kremlin" on RFE schedule, the others being Bulgaria, Czechoslovakia, Hungary, Poland and Rumania.

'Spirit of '51"

KTUL Draws Up 1951 'Declaration'

The Spirit of '76 was draped in language of 1951 in a patriotic pledge drawn up by KTUL Tulsa and distributed to congregations of nearly every Tulsa church July 1 (Sunday).

Some 100,000 copies of the pledge were distributed and Tulsa ministers were asked to make freedom the subject of their pulpit discussion on that day.

In addition, the pledge, entitled, "My Declaration of Independence—1951," was aired over these Tulsa stations: KTUL KVOO KRMG KAKI 4255 TV.

Reading of the "Declaration" was accompanied by tolling of church bells throughout the city.

The five paragraph pledge was sponsored by KTUL, the National Bank of Tulsa and the Scott Rice Printing Co. Headed by L. A. Blust, KTUL's general sales manager, the Tulsa Advertising Federation helped distribute cards bearing the pledge in conjunction with its campaign to make the 175th anniversary of independence truly significant.

John Esau's Idea

Idea for the modern "Declaration of Independence" was conceived by John Esau, vice president-general manager of KTUL. It was written by Harry Ahl, head of the KTUL continuity department, and Rudy Cohen, KTUL continuity writer.

The "Declaration" pledges "to work for Freedom as Freedom has worked for me...."
Some of Wincharger's most interesting tower jobs are not always the biggest, tallest or most expensive. We have pioneered custom-made 2-way radio tower equipment for police, utilities, pipeline, taxi, R.E.A., railroads, air lines and government service as well as many other special jobs.

Long experience has proven that the cheapest power is a tall Wincharger Tower—now new improvements assure even greater strength, durability and versatility to best fit the specific requirements of each individual installation.

**Wincharger Engineering Service**

It takes more than steel guys, insulators and anchors to build an efficient short wave tower. Wincharger engineers are well qualified to advise you on your particular problems. A new booklet describing this versatile equipment in detail is yours for the asking. Our consultation service is also available without any obligation on your part.
Radio—Chuck Collins’ seeing-eye is the major sales tool for King “Soopers,” Denver, a major chain of independent grocery markets.

Mr. Collins, a blind entertainer, and the grocery chain go together in this respect: They both got their big push with radio—KOA Denver—and are as close to the broadcast business as doves in a love nest.

In the suburbs of Denver four years ago, a modest little grocery market, owned by Lloyd J. King, was providing food service to residents of Arvada. That was before it tackled the highly competitive market, in three years.

In 1949 of a self-contained entertainer to a bursting-at-the-seams food mart was a natural. It paid off with Mr. Collins becoming an asset, so much so that the little grocery in Arvada, later turning to big-time food marketing, grew to a formidable four-store supermarket enterprise in less than three years.

'Collins Show' Renewed Consistently

Much of the credit goes to Mr. King’s experience in merchandising, but radio and Mr. Collins also helped tune up the cash register. The Collins Show has been renewed consistently by the King stores and still serves friendly fare for Denver folk.

Mr. Collins in the nearly two-year ‘Sooper’ period has established himself as “King of Entertainers,” as KOA bills him, and the “Sooper” salesman and personal goodwill ambassador for Mr. King and his enterprises.

The show is Mr. Collins’ project. He writes the program, including all commercials which are integrated with the copy theme for the day. The copy may delve in poetry and flirt with bits of philosophy, perhaps humorous anecdotes, appeals for worthy charities and what-have-yous. Only “must” is Mr. Collins’ light-hearted touch.

He turns out two sets of scripts, one in Braille at a 60-word per minute clip, the other on a standard typewriter at 80-words per Mr. Collins has the exemplary honor of being one of few persons in the country who reads the language of the blind at about 250-words per minute and whose sensitive fingers can spell one line ahead of his speaking voice.

Chuck Collins is indeed an unusual specimen. To add to his accomplishment in obtaining a political science degree at the U. of Idaho 20 years ago, he is a man who goes without a white cane, mows his lawn with little aid, works persistently on his huge library housed in the family garage.

The King “Soopers” have not been idle with this “Sooper” salesman and the broadcast medium, for which it allocates 40% of its ad budget to the Collins Show alone. Currently the firm is expanding into the retail drug field with “Sooper K Drugs,” rushing to completion a modern city shopping center (housing a King “Sooper”) to be known as the Mayfair Development and a similar suburban project, to be called Lakewood Development.

Radio Main Factor in Expansion

Mr. King looks to radio as the principal factor enabling us to continually expand our operation. We are building for the future, and our radio program is doing an outstanding job of building goodwill and a steadily increasing business.

When Mr. Collins did a one-time pitch for a special price item—to help King “Soopers” dispose of an overstock of fresh roses—six hours later the sponsor called to ask there be no further mention of the flower as the entire supply had been sold.

Mr. Collins doesn’t think of himself as bearing up under a handicap. His ability, vision and enthusiasm is best explained in this anecdote. When visiting friends he was noticed as he paused at a door of a darkened room. Mr. Collins overheard the hostess remark: “Can he find the light?” To which, he answered quickly: “What for?”

Another Chuck Collins Show is in the works. Mr. Collins prepares his own scripts, including commercials, on both a braille and standard typewriter. He reads from braille at the rate of 250 words per minute while on the air.

Business of Broadcasting
One of a Series
MARSHALL WELLS, WJR'S Farm Editor, sells thousands of farmers in the Great Lakes area on the merits of RALSTON PURINA farm feeds. Wells conducts four shows tailored to the interest of his large farm audience.

The best way to reach the prosperous farm market of the Great Lakes area is through the influential voice of its favorite farm reporter, WJR's Marshall Wells. A major portion of the area's great farm audience—and thousands of city folks, too—are regular listeners.

Get greater coverage and greater sales throughout this rich, important market area.

Use WJR, the Great Voice of the Great Lakes.

Remember . . . First they listen . . . Then they buy!

Represented nationally by Edward Petry & Company

FREE SPEECH MIKE

Radio—America's greatest advertising medium

*and city folks listen, too
Arthur B. McBride and Daniel Sherby, his Cleveland business associates, have reluctantly fulfilled their promise to dispose of their interest in WMIE Miami, Fla.

They have contracted with E. D. Rivers Sr., licensee of WGV in Cleveland, to sell the equity stock holding for one cent on the dollar, plus assumption by Mr. Rivers of substantially all outstanding loans made by them to WMIE.

The stock, representing an investment of $150,410, is to be sold for $1,541 and notes for loans totaling $227,550 are to be sold for $218,459.

The proposed sale was disclosed last week in a petition—printed in red ink—filed with FCC by WMIE's Washington counsel, Paul E. Segal, 1930, challenging the Commission to give "immediate consideration and expedited action" to the case including approval of the transfer to Mr. Rivers.

Hite Delays

Attacking the lengthy delays in the WMIE transfer case now before the Commission—including a "stalemate" of a 12-week period—Mr. McBride referred to the "status quo" being maintained and alleged "the applicant believes that there is joint action" on the part of three other Miami stations—WQAM, WIOD and WATF—to prevent the placing of advertising on WMIE, to bring the station into discredit, and to cause it to operate at a loss.

WMIE has made the allegation to FCC in an earlier pleading [Broadcasting • Telecasting, May 14].

The petition contended it was beyond the power of the operating licensees that Messrs. McBride and Sherby must dispose of their interest.

"Messrs. McBride and Sherby believe that the type of competition encountered by WMIE is basically responsible for the losses incurred by that station. They further believe that the type of competition and continued newspaper attacks upon WMIE will be unavoidable and incurable so long as Mr. McBride continues identified with WMIE," the petition alleged.

In mid-May FCC stayed, pending further review, the initial decision of Hearing Examiner Leo Karnick recommending a grant of the pro-forma transfer and finding nothing to disqualify Mr. McBride as a radio station stockholder.

Rather, the examiner noted numerous witnesses testified highly of Mr. McBride's character and integrity. Similarly, Continental Press, newspaper news service founded by Mr. McBride and now owned by his son, Edward J. McBride, was found to have violated no federal laws [Broadcasting • Telecasting, May 21, March 19].

Later, FCC records showed the Commission had asked authority of Treasury and Internal Revenue officials to re-examine the McBrides' income tax returns in order to help resolve the "question of ownership" of Continental Press "inasmuch as it may have a direct bearing on the question of whether or not Sun Coast Broadcasting Corp. is qualified to be the licensee" of WMIE [Broadcasting • Telecasting, June 4].

Examiner Resnick's initial finding was protested by Sen. Estes Kefauver (D-Tenn.) and his Senate Crime Investigating Committee, which charged that Continental Press is linked with illegal gambling operations across the nation.

WMIE is assigned 10 kw day, 5 kw night on 1140 kc, directional fulltime.

Reviewing the history of the controversial proceeding, the WMIE petition said the application for WMIE was filed by Sun Coast Jan. 30, 1947. In conflict with another bid, the two requests were designated for comparative hearing on Feb. 27, but the applicants resolved their differences and on April 29 of that year filed papers for merger of their interests, the petition said. FCC was asked to approve Lincoln Operating Co. as trustee for Sun Coast with the understanding that as soon as possible an appropriate request for transfer of license would be filed.

Reviews Case

The petition indicated FCC granted the application July 10, 1947, "upon the terms indicated" and "the promised application for transfer," dated Oct. 27, was filed Dec. 3 of that year. WMIE's construction was completed July 19, 1948, the petition continued, and equipment tests begun.

Thereafter, the station being completed, the Commission designated for hearing the pro-forma application for transfer of construction permit which had lain before the Commission for seven months. The delay, "was very unusual," the petition charged.

WMIE began program test operation Sept. 17, 1948, and has operated under the Commission's authority since then, it was noted. Meanwhile, on Aug. 13, a petition to reconsider and grant the transfer had been filed.

"On May 16, 1949, nine months

(Continued on page 84)

High Dawn Listening

Charles Crutchfield (center), vice president and general manager of Jefferson Standard Broadcasting Co. (WBT-AM-FM WBTY TV) Charlotte, N. C.) was a guest at a dinner June 29 given by the Man's Fellowship Class of the Holy Trinity Greek Orthodox Church of Charlotte. Among those present were (left to right) James Paschal, Basi Whitmer of Gastonia, solicitor of the local judicial district; George A. Trakas, Gastonia, and Very Reverend Chrys Popalemberg, pastor of Holy Trinity. Mr. Crutchfield leaves soon as an advisor and consultant to Greek radio officials [Broadcasting • Telecasting, June 18].

Pulse Finds

83.9% while the percent listening both at home and away rises to 4.9%.

Listening in the Greater New York Area rises at midnight, Pulse discovered, the audience at midnight being 19.5% larger than it was at 11:45 p.m. While ratings of other stations changed slightly, in no case as much as 1%, WNEW registered a gain of 2.6 rating points, up from 1.3 at 11:45 p.m. to 4.1 at 12 a.m.

WOR's Mr. Martin's, on from 12 to 5 a.m. was the most popular program, tuned in by one out of three families on an average night, by more than half, (51.3%) of the listening families during the entire week.

There are 15 New York area stations on the air after midnight of which five sign off at 1 a.m., two at 1:15 a.m., three at 2 a.m. and three at 3 a.m. with only two stations—WNEW and WJZ remaining on through the night.

Page 46 • July 9, 1951

Broadcasting • Telecasting
LEE ESTATE
Hearing Set on Claims
OFFER by two adopted daughters of the late Don Lee, founder of Don Lee Broadcasting System, to take $150,000 each as compromise settlement on their claims against the $12,726,944 estate of his late son, Thomas S. Lee, is scheduled for hearing by Superior Court Judge Newcomb Condee in Los Angeles tomorrow (Tuesday).

Petition for authority to accept compromise claims filed by Mrs. Christine L. Rieber of Metuchen, N. J., and Mrs. Elizabeth L. Fry of West Los Angeles, was made by Public Administrator Ben H. Brown late last month.

The sisters contend that all of Thomas S. Lee’s estate came from bequests made him by Don Lee. Mrs. Rieber and Mrs. Fry asserted that at the time of adoption by Don Lee he promised their natural father, the late Robert Boyd, they would receive equal treatment in all respects with his son. They were left but $1.00 each in the will of Don Lee. Accordingly, following the death of young Mr. Lee, they each claimed a third of his estate.

Thomas Lee fell to his death from a Los Angeles building on Jan. 13, 1950. He willed his entire radio broadcasting and automobile distributing fortune to R. Dwight Merrill, Seattle lumberman, whose late wife was a sister of Don Lee.

Mrs. Nora Patee, maternal aunt of Thomas Lee, also contested the will. Her contest was dismissed about a month ago. Mrs. Patee reportedly also agreed on a settlement with the estate. Terms have not as yet been revealed.

OPS Names Young
GEORGE L. YOUNG, advertising and sales promotion manager, bronze division of James H. Matthews & Co., Pittsburgh, is on leave of absence to serve as deputy director of the Radio-Television-Film Division of the Office of Price Stabilization. Mr. Young will assume his new duties at once, OPS said. He is nationally known in the radio industry and has been in general advertising for the past three years. In 1947 he left WKBN Youngstown to aid in setting up WPCH Pittsburgh where he was general manager. Before World War II, Mr. Young was administrative assistant to J. Harold Ryan, vice president of the Fort Industry Co.
Would You believe it!

J. J. Kearney, a sales consultant, reports a recent experiment in sales psychology. Mr. Kearney stood at a busy downtown intersection, offering dollar bills to everyone who passed for only 83 cents.

In two hours only three people had bought the bargain dollar bills... and those three were friends and neighbors of his. Kearney concluded that people didn't "buy" his "product" because they didn't know him, and thus were unable to trust the believability of his offer.
dollar bills for 83c
FIND THREE TAKERS IN TWO HOURS

This old stunt points up a most important moral to time-buyers.
Mr. Kearney was selling a high grade product at a real bargain price;
and the public turned him down cold . . . except for three buyers who
were his friends and neighbors.

The one thing lacking to make this sale a success was the public's
confidence in the medium—Mr. Kearney. We would like to make this
offer to Mr. Kearney . . . and to you. Advertise your product to the
same public over any or all of the seven FORT INDUSTRY stations listed
below and you will get action.

FORT INDUSTRY stations, you see, have built a steady, loyal,
responsive audience that regards them as old friends and neighbors.
FORT INDUSTRY stations, because of their consistent broadcasting
in the public interest, are listened to, believed in, acted upon.

If your product is sold in a FORT INDUSTRY market, your sales
message will get the highest results on a FORT INDUSTRY station.

THE FORT INDUSTRY COMPANY
WWVA, Wheeling, W. Va.  •  WMMN, Fairmont, W. Va.  •  WSAI, Cincinnati, O.
WSPD, Toledo, O.  •  WAGA, Atlanta, Ga.  •  WGBS, Miami, Fla.  •  WJBK, Detroit, Mich.
WSPD-TV, Toledo, O.  •  WJBK-TV, Detroit, Mich.  •  WAGA-TV, Atlanta, Ga.
National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455
What's Normal?

THE "back to normal" boys will begin whooping it up, now that the end of the shooting in Korea is in sight, and may succeed in modifying the U.S. rearmament program.

What will it mean to broadcasters if the peace is not achieved, and the proportion of military production to civilian production reduced?

For one thing, essential metals for transmitter and receiver equipment will be in greater supply, thus enabling television to expand as soon as the FCC lets it.

For another, increased manufacture of consumer goods would require stepped-up advertising to sell them, and broadcasting would be called on to make its share of the pitch.

We cannot, however, expect complete return to the pre-Korea economy. Much as some Congressmen may demand it (for political reasons) there will be no disarray of the drastic kind that followed World War II.

The fact is that in our generation we will never again know exactly what we have. We have the shift from armed action to armed truce, but the threat of violence will remain. At best a half-war, half-peace economy is our future lot.

The Small Picture

THE Injustice that radio has done itself in support of the industry's dogma that the principle of the program rating was never more clearly shown than in the statistics released a fort-night ago by Hooper and Nielsen.

Both Hooper and Nielsen released figures on 10 leading radio programs to show how their ratings had gone to pot since the advent of television. As a means of measuring the true dimensions of radio, this examination of 10 evening shows is roughly comparable to an attempt to visualize the contours of Landa Turner by looking at her ear-lobe.

You'd say that anyone who looked at Landa Turner with such a limited field of interest was nuts. Isn't it odd that no one questions the validity of the TV ratings, even when they look at radio with no broader view?

The release of the then-and-now ratings on 10 programs by these two firms is deplorable on two counts: first, that neither has more professional competence than to announce such fragmentary findings, and, second, that the advertising industry will accept this grossly incomplete information as conclusive proof that TV has knocked radio in the head.

The fetishism attached to program ratings has led to disorderly competition, especially among networks, and driven talent prices into the troposphere. So intense was the networks' preoccupation with ratings that to a large extent they lost interest in more fundamental research and selling tools—such as cost-per-thousand comparisons with other media—until ratings began to tumble before the advance of TV.

The radio program rating has no counterpart in any other medium (except television, which is already preparing itself for a life of frustration by capitulating to the same services).

Newspapers and magazines sell space on the basis of circulation—the circulation of the whole package, not just a page or a part of a page. Contrast this technique with that of radio. The ratings of some evening programs drop in TV markets, and suddenly the whole network rate structure goes down—despite the unquestioned fact that radio still delivers more audience per dollar than any other medium.

Bed-rock research is needed in radio, the kind of research that is comparable to the license that used by newspapers and magazines and accepted by their advertisers. Such research must be an industry-sponsored project, conducted either under the aegis of AIB, or if it can be gotten going, as part of our national life, Broadcast Audience Measurement Inc. which has been a paper organization for a year or more.

Had radio sponsored such research in past years, it would have been in its present dilemma—belatedly attempting the very great job of overcoming the devotion to program ratings that afflicts most advertisers.

Spectrum Speculation

WHENEVER trouble brews, there's always the quest for a whipping boy. FM is a trouble area now in sharp focus—much more so than most FM-ers realize. Simply stated, the FCC is pondering what it should do about the vast expanse of spectrum space assigned to, but not being used by, AM radio.

On June 11, we published in these columns our comments on the plight of FM, and suggested that consideration be given to possible diversions of the lower portion of the 88 to 92 mc band for TV. We knew it would excite some FM partisans to violence not far short of mayhem. Our Open Mike column of the past few issues proves we weren't in error.

As a follow-up, we publish a letter to the editor from the father of FM, Dr. E. H. Armstrong. He reasserts the upstairs-downstairs battle with FCC. Whether he is right is now academic. It is allocations history.

We must view conditions as they exist. It's no longer a question of who is responsible for the woes of FM. It's a matter of what's to be done now, when the FCC must decide what it is to do with the unused spectrum space.

Let's take another look at the spectrum chart. In the area 88 to 108 mc, there are 100 FM channels. These are adjacent to the lower end of the VHF TV band (64 to 88 mc) which accommodates 36 TV channels, plus 6 mc in width. In this FM radio band are 685 licensed stations. It can accommodate several thousand FM stations. The demand does not exist.

Will this vast spectrum space be permitted to go a-wasting? It would seem obvious. There are many common carrier and mobile services that want high frequency space. And there is TV, with its need for channels.

How good a case the common carrier services can make for these TVF expansions, we do not profess to know. Safety-of-life arguments cannot blithely be ignored. But these services are being accommodated elsewhere, and probably can expand in those areas which are not adaptable for video or aural transmission. It will require detailed studies to find out.

Major Armstrong and his disciples question the suggestion, based on "substantial engineering opinion," that the fewer than 700 FM stations might be compressed into a 2 mc band, with the remaining 18 mc assigned to three VHF TV channels. Maybe the answer might be in holding 8 mc for FM, leaving 12 mc to be divided into two TV channels.

This is not a case of being for or against FM. No one questions the fidelity or quality of FM as the "finest broadcast service known to the stars." It's a matter of realism. The problem exists.

It is our duty to ferret out the facts and report them. The question is whether a valuable strip of ether domain earmarked for the broadcast services (whether aural or visual) should go by default.

IRVIN GOODES ABELOFF

A FRIEND visiting Harvey Hudson, operations manager of WLEE Rich-

mond, suddenly turned to him and said: "That Abellof must be a 'blankety-blank' slave driver. This is the third time I've been here and each time the staff seems to be working like the dickens."

To which Mr. Hudson replied, "What can you do? He works harder than anyone else."

Industriousness, however, is only one ingredient of the success of Irvin Goodes Abellof, who currently is celebrating his 20th anniver-sary in radio.

Mr. Abellof is general and commercial manager of WLEE-AM-FM but it would be hard to delineate his duties. A member of his staff thought it over and replied, "In addition to being sales manager, he directs the entire station activities."

Although Mr. Abellof now has deep roots in Richmond, once the capital of the Confederacy, he was born a Yankee.

He was born Dec. 29, 1911, in Boston, Mass. Following his early schooling there, his father took the family to Richmond.

In 1929, he went to Augusta, Ga. and completed high school at that Academy of Richmond County in Augusta. He began college in Augusta but completed his formal schooling at the U. of Richmond. While in Augusta, he worked for United Leather Co., after school and traveled for the firm during summer vacations.

It was while attending the U. of Richmond that he lost his heart to radio. Brother George was playing in the orchestra at WYRA Rich-

mond. One day while visiting George, he was invited to participate in dramatic programs. Two weeks later he joined the staff of WRVA. That was in June 1931.

Mr. Abellof would attend classes from 9 a.m. to 1 p.m. then work at WRVA from 2 p.m. until midnight. He progressed through writing, selling and producing at WRVA to the position of program service manager.

In 1945, he was approached by Tom Tinsley, president of WITH Baltimore, who was preparing to open WLEE in Richmond. Mr. Tinsley offered Mr. Abellof the post of WLEE general manager. Mr. Abellof took over that post in August, and was elected secretary of the Lee Broadcasting Corp.

Coming up through the ranks as he did, he knows well all branches of the broadcasting field. He is regarded as an authority on program planning and commercial copy writing.

Working so diligently at the station, one...

(Continued on page 88)
In Washington more people listen to WTOP than to any other station—60% more than the second station.*

* May-June Pulse

WTOP CBS
THE WASHINGTON POST—CBS STATION
Represented by Radio Sales
**FOLSOM, WARNER**

On NBC Closed Circuit

FRANK FOLSOM, president of RCA, and Maj. Albert Warner of Warner Bros., were among the celebrities featured on a closed-circuit NBC telecast for the opening of the Warner Theatre (formerly the Strand) in New York, last Tuesday.

Telecast was seen at the Warner Theatre through RCA's instantaneous theatre TV system.

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**CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION IN THIS REGION means that you get more for every dollar you spend in this area when you use CKLW—plan your schedule on CKLW now!**

Adam J. Young, Jr., Inc. National Rep.
J. E. Canpeau President
Guardian Building Detroit 26

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**NBC REPORT**

On 'Runover' Issued Monthly

A MONTHLY report service on "runover" commercial time in NBC television shows was initiated by the network last week, similar to NBC's reporting service on lengths of radio commercials.

Edward D. Madden, vice president in charge of television sales and operations, said the amount of time devoted to commercial messages in each TV program will be recorded by the program director, with a detailed report to be sent out monthly to the agency involved.

Where the commercial lengths prescribed by NBC's new radio and TV broadcast code are exceeded, elimination of the runover in subsequent programs will be requested.

The new code [BROADCASTING • TELECASTING, June 25] provides commercial messages limitations ranging in the case of evening programs, from one minute per five-minute show to six minutes in a 60-minute show. The limits apply to both radio and TV, but NBC noted that television is still developing and that accordingly on TV shows departures from the fixed limits may be allowed on a program-by-program basis.

Announcing the runover report service in a letter to TV advertisers and agencies, Mr. Madden said factors which NBC considered in fixing commercial-time lengths were:

1. Public acceptance of the individual advertiser's message, as well as the advertising volume of the entire schedule;
2. Proper balance between program content and advertising in individual time segments;
3. The ability of the medium to sell goods and services at economical cost.

He noted that a principal reason for TV's success is "public acceptance," and added: "In the interest of maintaining this vital quality of television, the network must adopt standards which are clearly defined and made to the limit of practicality. . . . In relation to the length of time allowed for commercial messages.

Mr. Madden called upon advertisers and agencies to cooperate in this effort to maintain the stature and effectiveness of a medium that serves us all so well.

WADD (TV) New York has acquired exclusive New York rights to Snader Telecisions Corp. Library. Films are scheduled for regular half-hour evening showing starting this month. Liggett Drug Co. has signed as first sponsor.

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**URGES REVIEW**

Wolverton Cites Color Rule

FCC should review its color TV decision now, Rep. Charles A. Wolverton, ranking member of the House Interstate Commerce Committee, said last week.

The New Jersey Republican said it was "fortunate" that the FCC decision has had the effect of denying to owners of television sets a system that could be utilized to receive broadcasts in color or black-and-white interchangeably.

Rep. Wolverton, chairman of the House committee when the GRC was the majority party in the 86th Congress, said the "advancement that has been made in this art now makes it possible to have a system that can be interchangeable."

He added: "The sensible thing for the FCC to do under the circumstances would be to review the decision previously made to the end that the best possible system be made available to the public. Such action would be in the public interest."

The Congressman has printed in the Congressional Record an editorial of June 27 from the Washington Daily News entitled "Progress (')." This editorial, citing the RCA color system and the NTSC proposed system which would offer compatibility [BROADCASTING • TELECASTING, June 4], concluded:

Since this [CBS opening commercial time] broadcast, it is an exciting occasion for Mr. Coy, imagining what an exciting day it will be for all television set owners, and all television set makers and merchants, who have had their businesses very badly hurt by the FCC's decisions, when Mr. Coy finally catches up with scientific progress, officially recognize their "histo," begin, and at least permit a fair choice to be made between the two systems by submitting both to the final arbiter which must pay for television, namely, the public.

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**Canadian TV Delays**

SHORTAGES OF MATERIALS and labor are now being cited by the Canadian government as the main reasons why Canadian Broadcasting Corp. is not hearing applications for TV station licenses. Revenue Minister J. J. McCann told Parliament June 29 that CBC had received 10 applications for TV stations from all parts of Canada except the Atlantic provinces. Opposition member Donald Fleming, Toronto, stated that shortages of materials were not a sufficient reason for withholding TV station licenses. Shortages were blamed by Mr. McCann for probable further delays in TV stations at Toronto and Montreal.

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**WTTN**

**WHAT A "SPOT" TO BE IN**

The Nation's Richest Farm Market

Survey average of 50.8% tuned every hour to good listening.

BROADCASTING • Telecasting
The Top Success Story of the Year!

Erie's only video outlet, WICU, and The Erie Dispatch cooperated to win the award of Colgate-Palmolive-Peet and NBC for the best merchandising promotion in connection with Colgate Comedy Hour.

It's not that we won over more than sixty other TV stations, it's what we did in showing how effective TV and newspaper tie-ins can move merchandise.

In the few days of the contest, more than 55,000 box tops were turned in by the 160,000 Erie people and the thousands of folks in the rich Tri-State area who watch the TV shows on WICU and subscribe to the famous Erie Dispatch.

For this one advertiser, WICU gave more than 600 promotional plugs, we ran more than 100 stories in The Erie Dispatch, we had a whole raft of merchandising tie-ins, we staged a civic parade and really showed what effective newspaper-TV cooperation can do.

Thanks for the award. We're going to win a lot more!

EDWARD LAMB, PRESIDENT

THE ERIE DISPATCH and WICU
how to
save money
in television...by watching
the ball games

Comes the baseball season, and some people in advertising suddenly
discover there's more to television than network programs. What
they “discover” is something as old as broadcasting: Spot program
advertising.

For those ball games you see on your screen are Spot programs. So
is that homemaker show your wife watched yesterday. And that
Western that had your kids digging spurs in the sofa. And that half-
hour mystery show, and that feature-length film, etc.

Yes, Spot programs cover practically every form of television enter-
tainment. They may be live or film ... day or night ... long or short
... directed to the entire family, or to one specific member. They can
be all these things – and much more. Spot programs can be your
highway into successful television advertising.

For Spot program advertising saves you money. Compared to network
rates, it saves you up to 19% for the same period ... over the same
stations. Saves you more than enough to take care of the extra film
prints involved and their distribution to stations.

Spot program advertising saves you money in another way. You're
never saddled with “must” stations, or minimum station requirements.

And you get more for your money with Spot. You're a more profitable
customer to the stations. So stations clear time more readily ... cooperate wholeheartedly.

If you'd like to know more about Spot program television advertising,
just call any Katz representative. You, too, may find that in tele-
vision ... you can do better with Spot. Much better.
VIDEO ALLOCATIONS

LEGALITY of its pre-determined television allocation plan by rule-making procedure is expected to be sustained by FCC in an opinion to be issued early this week.

Such a decision, tentatively adopted by the Commission last week, was in preparation at staff level over the weekend and may be finally approved today (Monday).

The action will open the way for prompt consideration of further steps to expedite lifting of the three-year-old freeze on new station construction—steps which last week still were in the preliminary discussion stage and awaiting formal suggestion and support from the industry.

FCC a fortnight ago postponed until July 23 its scheduled hearing on city-by-city allocation proposals so the legality issue, argued before the Commission en banc June 28, might be finally resolved and ways to shortcut further lengthy procedure investigated [BROADCASTING * TELECASTING, July 2].

NARTB to File

Such a suggestion was to be filed with the Commission late Friday, or is to be filed today (Monday), by the television branch of NARTB, asking that the city-by-city hearing be confined to a "paper" presentation and that oral examination be waived except in hardship cases determined by FCC on a case-to-case basis. Acting upon the approval of its TV board, NARTB expects additional petitions may be filed with the Commission to endorse the shortcut proposal.

Meanwhile, a warning went out last weak to educators that they must act quickly to put into use those channels proposed to be reserved for their noncommercial use—"if and when" the Commission should make final its reservation proposal.

The admonition was given by FCC Vice Chairman Paul A. Walker in an address Friday in San Francisco before the delegate assembly of the National Education Assn., said to represent "the interests of about 400,000 teachers and 30 million pupils and students."

While acknowledging the vast educational potential of television if properly used, Mr. Walker, a former school principal, reminded his audience of educational leaders that "these chan-nels cannot be reserved forever."

He explained:

The FCC is under a Congressional mandate to allocate frequencies and their "use" in the public interest. The radio spectrum is public domain. Clearly, it would not be in the public interest to permit frequen-cies to remain idle indefinitely where there has been no real plans or effort on the part of educators to apply for and use them.

This would be especially true in those communities where there is an evident need for educational programming in schools which can be provided only by television. The effect of this would be to make allocation planning and educational preparation go hand in hand.

It is imperative therefore, that if and when the Commission makes final its proposed frequency allocations, educational organizations be ready to demonstrate by more than mere lip service their interest in establishing stations.

Because of the national and local levels should begin promptly so that once the freeze is lifted local television will be ready to move full speed ahead.

Ever since the Commission issued its third allocation proposal in March to provide for some 2,000 new VHF and UHF stations in more than 1,200 U.S. communities, including a 10% educational reservation [BROADCASTING * TELECASTING, March 26 et seq.], observers have noted an increasing trend toward finding a formula for an expeditious lifting of the TV freeze, first imposed Sept. 30, 1948. Public, Congressional and industry displeasure of the new station ban already had long been felt.

The search for a shortcut hasNear a climax during the past several weeks. The Federal Communications Bar Assn. and others who contested the lawfulness of the Commission's allocation plan during the oral argument June 28, pleaded for dismissal of the city-by-city hearing and commencement of hearings upon applica-tions.

WRS Petition

Westinghouse Radio Stations Inc. in late June petitioned FCC to accept its further allocation testimony in written form in order to save time in the city-by-city hearing. WRS said its witnesses would be available for cross-examination, however, and asked the same privilege of other parties [BROADCASTING * TELECASTING, June 25].

Some felt this suggestion would key off additional support for cutting further legal procedure to the

FILM STUDIOS PREPARE

For Move to TV

DESPITE talk that the Hollywood film industry is not ready to get into television, there is hardly a studio that has not made a definite regulation in that direction, one way or another.

Major film studios, long time holdouts on selling their product directly to, or having any relation-ship with video, are gearing themselves for a fast move-in. Various affiliations or associations that tie-in with TV have been made within recent months and others are in the planning stages.

Republic Productions Inc. and Monogram Pictures have already leased some of their old features to television and each has signed the AFM standard 5% agreement. Republic has set up its own sales subsidiary, Hollywood Television Service Inc., and it is expected that a huge backlog of old Westerns and feature films is available to video on a license-rental basis. Monogram eventually will unshackle its sales department. Republic, in addi-tion, is offering rental space to independent TV film producers [BROADCASTING * TELECASTING, June 25].

Universal-International Pictures' subsidiary, United World Films, besides making TV trailers for U-I motion pictures, also is negotiating with Rutherfurd & Ryan Inc. to film Mayor of the Town for video. UWF both produces and distributes for television.

Warner Bros.Action

Warner Bros., which helped in the development of RCA's big screen unit, and subsequently bowed out, is making some 500 story properties available to television as well as other motion pic-ture production companies. Warner Bros. also is selling 30 acres adjoining its Burbank studios to NBC as part of the network's projected $25 million radio-TV center. (Continued on page 92)

Universal-International Pictures-U.I., the subsidiary of Universal City Studios, Inc., has announced that the company will produce more than 20 feature films annually for distribution by NBC-TV. This is in addition to the 25 films already in production for NBC. These films will be produced on a high-quality level and will be made available to NBC for broadcast in the near future. The move is part of an aggressive plan to expand Universal-International's presence in the TV market. The company currently produces a wide range of programming, including news, sports, and entertainment shows. In addition, Universal-International has developed a strong presence in the cable and satellite markets through its production of high-quality programming. With this new commitment, the company continues to leverage its expertise in the TV industry and establish itself as a leading producer of quality programming for the broadcast market. (Continued on page 88)
Telefile: WMAL-TV

Capital Outlet’s Progress Reflected in Expansion

IN THE four-station Washington television market, WMAL-TV boasts that it is the only one of the quartet with its own specially designed studio-office quarters.

As the Washington Star-owned outlet approaches the end of its fourth year of telecasting, it is spreading out over a new 35,000-foot headquarters that has all the room and all the facilities that General Manager Kenneth H. Berkeley and his staff are likely to need—for the next several years, at least.

WMAL-TV is housed in what once was Chevy Chase Ice Palace, haven for thousands of Washington ice skaters. This uptown site, some four miles from the Capital’s business center in the fashionable Connecticut Ave. apartment belt, is an engineer’s fondest dream come true and a producer’s delight.

General Manager Berkeley and his 100-plus employees like to talk about some of WMAL-TV’s “firsts.” These include: First station in the United States, not excepting networks, to announce a seven-night-a-week schedule; first station in the country to telescast on the upper band (Channels 7-13); first station in Washington to start daytime programming on a regular basis.

When WMAL-TV took the air Oct. 8, 1947 as the Capital’s third TV outlet the station was wedged into the overcrowded offices of WMAL on the second floor of the Trans-Lux Bldg., where NBC’s radio (WRC) and TV (WNBW) offices are housed. Executive, sales and engineering personnel served both radio and television, sitting in each others laps and threading among desks and gadgets snugly fitted into scant space.

IN Washington’s crowded downtown, where a square foot is more precious than a pork chop, WMAL-TV snatched a small suite of the Commonwealth Bldg. for studio use. Films studio and master control operated at the transmitter, located several miles to the northwest on the campus of American U. Easing the space problem slightly was an arrangement by which NBC’s Washington engineering staff handled some of WMAL’s engineering under contract.

The Ice Palace site was picked after the whole area had been thoroughly scanned in an effort to meet the acute needs of a fast-growing TV operation. A 15-year lease was signed in July 1950. Construction was started immediately and by October a temporary studio had been set up at the new site though the downtown studios were still used because the station had a heavy list of local pickups, including shows back-to-back at frequent intervals.

TV production and office personnel moved into the new television center last February and all broadcast operations were concentrated there despite the clutter of construction gangs. The Commonwealth Bldg. studios were thereupon closed.

Completion of the construction phase of the operation is still a long ways off but WMAL-TV is getting along nicely, if somewhat frantically, during the downtown uptown phase much to the delight of the Capital taxicab industry.

The new quarters are vast and efficient. Minus pillars, the ice rink gave architects and engineers wide open spaces and high ceiling space. Into this area they fitted two large television studios and an auditorium. The rink’s balcony was utilized for control and sponsor viewing rooms. Studio B went into operation first. It is 30x50 feet and has a permanent set for Ruth Crane’s Modern Woman program, including complete operating kitchen, living room and similar gear.

Studio A is much larger, 40x70

(Continued on page 81)
KFI-TV, WLAV-TV

FORMAL application for approval of General Tire and Rubber Co.'s $2,500,000 acquisition of KFI-TV Los Angeles from Earle C. Anthony Inc. was tendered for filing with FCC for FCC approval. [BROADCASTING • TELECASTING, June 11].

Meanwhile, the contract for purchase of WLAV-TV Grand Rapids, Mich., by Harry B. Biter Sr. and associates for $1,400,000 from Leonard A. Versluis was forwarded to Washington counsel last week for preparation of transfer papers following formalization by the principals [CLOSED CIRCUIT, May 14]. The Biter group owns WOOD Grand Rapids and WPFD Flint as well as WBFM-AM-TV Indianapolis.

Transfers to Don Lee

The KFI-TV application requests approval for transfer of the TV outlet from the Earle C. Anthony interest to Thomas S. Lee Enterprises Inc. doing business as Don Lee Broadcasting System, now owned by General Tire and recently merged with General Tire's Yankee Network [BROADCASTING • TELECASTING, May 14, April 16]. Mr. Anthony will retain KFI-AM, NBC outlet and 50 kw clear channel station on 640 kc.

March of Time

Movie Series to Be Ended

March of Time is ending the production of its theatrical "March of Time" movie series this fall with the completion of its 16th year. It will devote the major part of its creative facilities to TV productions, Roy E. Larson, president of Time Inc., announced Thursday. Rising costs made the move necessary, Mr. Larson said, despite a 50% increase sales of this year's "March of Time" releases.

In his announcement, Mr. Larson noted that "our company has been increasingly active in recent years in developing and producing programs for television and the March of Time facilities are admirably suited for the new medium. In addition to the Crusade in Europe series, which won many awards, we've produced March of Time Through the Years. We are now producing Crusade in the Pacific, a companion series to Crusade in Europe, and have various other special projects in the investigative, planning or production stages."

Pet Milk Sponsorship

PET MILK Sales Corp. will be one of three sponsors of the new All Star Revue, Saturday, 8-9 p.m., over NBC-TV. The series, a comic program which begins in the fall features Jimmy Durante, Ed Wynn, Danny Thomas and Jack Carson on a weekly-rotating schedule. The agency for Pet Milk is Gardner Adv. Co., St. Louis.

Sales Pacts Finalized

How Big? What Will It Cost?

EXAMINING a developmental TV tube at General Electric's cathode ray plant in Syracuse, N. Y., are (l to r) K. C. DeWalt, manager, cathode ray tube division; Gerard Swage, honorary GE president, and Dr. W. E. G. Baker, vice president and general manager of the electronics department.

The transfer application discloses the net income of the Yankee Network for the fiscal year ending Nov. 30, 1950, was $454,667.39, before taxes. A net operating deficit of $239,134.16 was reported for the previous year.

Don Lee netted before taxes for the 1950 calendar year was reported at $1,041,153.26. Net for 1949, before taxes, was given at $888,948.97.

The KFI-TV transfer, by the way, includes property rights in Hollywood and Mount Wilson, the latter also subject to approval by the U. S. Post Office Dept.

Includes Inter-City Relay

The WLAV-TV sale, in addition to several property rights, also includes the inter-city radio relay constructed by Mr. Versluis to Chicago to provide network service to Grand Rapids. The purchase price, $1,097,500, is to be paid at closing date in cash amount of $375,000 plus payment of certain equipment obligations, and notes for a total of $295,000 to run at 4% per annum through December 1963.

Gross billings of WLAV-TV for February, after deductions for agency commissions, rebates and freight, was reported to total not less than $41,000 with March reported not less than $51,000.

Mr. Versluis retains WLAV-AM, an ABC outlet on 1430 kc with 250 w fulltime.

Advising by 1955, and increases in TV advertising would be better than in the past, he felt that "today and for some time to come in the future, there is no other way for the advertiser to achieve, over a period of time, the maximum of 100% family coverage except by the companion use of radio and TV, and at the lowest cost."

He felt that "rather than take radio money to go into TV, advertisers should be better advised to use them both—in companion selling. Use television for its impact in the largest markets. Use radio to reach the non-TV homes in those markets—and more importantly, to achieve truly national coverage."

July 9, 1951 • Page 57
TELEVISION can leap upstairs into the UHF range without even breathing hard, according to enthusiastic comments made last week by industry and government representatives who viewed the demonstrations June 29 at Bridgeport and New Haven, Conn. [Broadcasting * Telecasting, July 2].

Eight manufacturers, showed converters to enable present VHF sets to receive UHF transmissions. Some of the receivers were demonstrated at Bridgeport, slight- less than five miles from the transmitter of KC2XAK, the experimental UHF station that NBC has been operating, and observers pronounced the reception as good as and perhaps better than VHF reception.

Later four of the manufacturers demonstrated receivers with UHF converters at New Haven, some 18 miles from the station, and although the picture was said to have been inferior to that received at Bridgeport, it was regarded as completely satisfactory.

Low Power Cited
It was pointed out that KC2XAK was using only 16 kw radiated power, "a far cry," as one broadcaster put it, from the 200 kw maximum proposed by the FCC.

Similar demonstrations may be undertaken in other locations.

Glen McDaniel, president of the Radio-Television Mfrs. Assn., sponsor of the Bridgeport-New Haven showing, said last week he was canvassing the transmitter situation to find out whether adequate UHF facilities existed elsewhere.

He said that on the basis of as yet incomplete information he thought that in New York, Chicago and San Francisco there were UHF transmitters that could be used for demonstrations like that of June 29.

Though FCC members and staffmen attending the Bridgeport demonstrations asked that news- men be excluded from the showing because the official party was viewing, FCC Chairman Wayne Coy’s open enthusiasm made it clear the Commission people liked what they had seen.

Mr. Coy not only voiced a hope that RTMA would make the UHF converter demonstration into a "road show," so that more prospective telecasters could see it, but said that to do so might shorten the road to lifting of the TV li- censing freeze.

He said it was "quite clear that there’s a good product available and the American people," and that the public can get into color "here is a service that is excellent and in some ways superior to VHF."

Although they would not comment directly, others in the FCC party appeared to have been well impressed by the eight-company demonstrations.

Mr. McDaniel said last week he was sure that manufacturers would be eager to "tackle the road" if adequate UHF transmis- sing facilities could be found.

One broadcaster, now a VHF TV operator, said last week that the Connecticut demonstration con- vinced him that it was "probable UHF is the program service the majority will receive, if skeptics will take the gamble on UHF."

Eight Show Units

Although asking not to be named, this broadcaster said he believed that "for a cost of from $10 to $40 most TV sets can receive UHF at reasonable distances."

Eight manufacturers, Capehart- Fawcettmouth, Cosmos, General Electric, Hallicrafters, Philco, RCA Victor, Stromberg-Carson and Zenith, showed converters. Esti- mates of retail prices of the devices ran from $10 to $50, with the price generally determined by the range of the UHF band covered.

During part of the Bridgeport demonstration, VHF sets that were receiving signals from New York developed severe interference which engineers reported was caused by diathermy machines. The UHF converted sets were not at all disturbed.

Engineers said at the time that UHF was less susceptible to man- made interference than VHF, and they speculated that such a characteristic would be an advantage in cities, where much interference of that kind exists.

Idea Not New
The idea of a wider demonstra- tion of UHF converters to broad- casters had been broached by RTMA even before Mr. Coy sug- gested a "road show." Propo- sal was been taken upon with NARTB officials, looking toward a demonstration at an early broad- casters’ convention, it was learned.

The FCC group included, in ad- dition to Chairman Coy and Comrs. Paul A. Walker, Rosel H. Hyde, George E. Sterling and El. M. Web- ster, the following staff executives: Benedict P. Cottone, general coun- sel; Virgil Simpson, then acting chief engineer; William Bose, act- ing chief of the Technical Informa- tion Division; William Roberts of the Laboratory Division; Cyril Braum, chief of the Television Di- vision, and Joe Brenner, FCC’s Los Angeles regional attorney.

SPORTS COLORCAST

CBS Will Carry Horse Races

COLOR television will move into the sports field via the horse races, starting next Saturday, CBS announced last week.

The network said it would colorcast the fourth, fifth and sixth races at the Monmouth Park Jockey Club, Oceanport, N. J., on successive Satur- days from July 14 through Aug. 4, from 3:45 to 5:15 p.m.

Rounding out its second week of regular commercial color TV opera- tions, CBS also pointed out that the turf programs will mark the first use of remote pickups in color since the service left the “experi- mental stage.”

That the network also would like to use collegiate football as a tool to whet public appetites for color TV, particularly in view of Na- tional Collegiate Athletics Assn.’s stand against widespread black- and-white telecasting of games, has been known for some time [Closed Circuit, June 4], but spokesmen said last week that arrangements were still incomplete.

The negotiations with NCAA, it was understood, contemplated color- casting the complete schedule of one team in the New York area.

While CBS proceeded with its colorcasts on a two-a-day basis, RCA continued with plans to com- mence New York showings of its own, compatible color system today. RCA’s showings will be on an experimental basis and are slated for expansion with network- ing to stations in other cities at a later date.

Columbia’s own color promotion is scheduled to be carried to Chi- cago next week with four days of
IN SAN FRANCISCO TV—FOR 8 MONTHS ... A SKYFUL OF PROOF!

PUTS MORE EYES ON SPOTS BECAUSE MORE ONCE-A-WEEK AND MULTI-WEEKLY PROGRAMS WITH LARGEST SHARE OF AUDIENCE ARE ON KRON-TV THAN ON THE OTHER TWO SAN FRANCISCO STATIONS COMBINED!

(as shown by PULSE reports for last 3 months of 1950 and first 5 months of 1951)

Represented nationally by FREE & PETERS, INC. . . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Sts., San Francisco
COMPETITION OF TV Papers Should Be ‘Realistic’

NEWSPAPERS should be “realistic”—but not “panicky”—about the competition of television, according to Harold S. Barnes, director of the American Newspaper Publishers Assn.’s Bureau of Advertising.

Speaking before the summer meeting of the Newspaper Advertising Executives Assn. at Denver, Mr. Barnes conceded that TV “prob-ably” is “the best alibi a salesman ever had.” But, he added, although “we don’t want to be complacent about [it], at the same time we shouldn’t see things that aren’t there.”

He continued:

“I’m sure we’d all be better off if—也许—Mr. T’or the next 12 months—we paraphrased the three Chinese monkeys and thought no TV . . . no TV and so TV . . . heard no TV . . . and spoke no TV. Especially the latter.

Sell on Merits

“We’d be better off to concentrate on selling the merits of our own medium.”

Answering contentions that newspapers’ days were numbered, Mr. Barnes noted that similar predictions were made for magazines and newspapers with the advent of radio. At the 1933 low point, he said, outdoor advertising, magazine and newspaper business were down $60 million, $100 million, and $135 million, respectively, as compared with 1929.

“That’s a total loss of $251 million,” he said. “All due—so we were told—to the invasion of radio.”

But radio’s gain for the same period was not an equivalent $251 million, but $13 million, he said. “The real villain was old man depression,” he asserted.

“So it will help us, I believe, to look a little bit deeper than the gains or losses of a particular medium.” Mr. Barnes continued.

“We should examine those gains or losses in relation to the entire picture.

Let’s remember, for instance, that so far the phenomenal gains of TV have not been made at the expense of the other major media. We’re in an expanding economy. The total advertising expenditure is rising.

Volume Tripled

Last year television (network and spot combined) tripled its volume over 1949. It registered an increase of $60 million.

But at the same time newspapers gained $54 million—magazines $84 million—and even doomed AM radio increased $15 million.

Mr. Barnes said a report from “A medium-sized paper” indicated that (1) “just under half the national accounts that were in the paper in 1949 did not run in 1950”; (2) “42% of the national accounts in the paper in 1950 did not run the preceding year”; (3) “The average schedule used by national advertisers in 1950 was 3,089 lines.”

The 3,089-line schedule, he said, represented an expenditure of $1.11 per thousand families per year. In contrast, he said without indicating the basis of his computations, a five-times-a-week daytime radio program cost about $1.50 per 1,000 families per broadcast, while “in TV a figure of $15 per 1,000 families—also per broadcast—is considered quite affordable.”

Move ‘On Faith’

Stopette has sponsored What’s my Line on CBS-TV weekly since last fall, and was alternate-week sponsor with ABC for nine months before that. The move to weekly sponsorship was made “on faith,” Mr. Ludgin said, because TV at that time “hadn’t shown itself to be a major advertising medium.”

He pointed out that the use of network television made it possible for the agency to concentrate on bigger markets.

A four-year-old product, Stopette was the first anti-perspirant to make use of a spray and a plastic container. It also pioneered last year in continuing its advertising throughout the fall and winter months, despite industry precedent of advertising only during warm and hot months.

Mr. Ludgin said “the most important thing about the Stopette story is that it happened—that a man with an idea and courage could build an enterprise in a highly competitive field and carve out an important part of that field for himself.”

Dr. Montenier, a Swiss chemist, developed the product himself and designed the spray and the plastic bottle. He was described as a “good client” by Mr. Ludgin, who said “an advertising agency can only produce good copy for a good client.”

Canadian Receiver Sales

SALES of television receivers in Canada in the first five months of 1951 totalled 19,877, valued at $750,979, according to the Radio Mfrs. Assn. of Canada. This brought total sales of TV receivers in Canada to $27,029,562 at the end of May 1951.
FCC UPHeld
In WJAX-TV Case

FCC's refusal of additional time to the City of Jacksonville for the construction of WJAX-TV has been affirmed by the U. S. Court of Appeals for the District of Columbia.

Case also involved a petition earlier this year in which the city sought to delay the FCC's hearing on proposed city-by-city allocations, contending that if the proposals were made final the Channel 2 originally granted to WJAX-TV would no longer be available. [Broadcasting • Telecasting, May 21]. The court at that time decided to withhold a ruling on the stay order petition and said it would decide the earlier appeal in time to obviate need for action on the petition.

The earlier appeal was the outgrowth of a Channel 2 construction permit granted Aug. 8, 1948, to the city, which also is licensee of WJAX. In May 1949 extension of the construction permit was denied after subsequent hearing and oral argument, the FCC issued its final decision July 26, 1950, denying the extension.

SAG SELECTED
By Hollywood TV Actors
AN OVERWHELMING vote last week for the Screen Actors Guild jurisdiction over actors employed by six Hollywood television films production units, following an NLRB election. The vote to one vote brought a settlement of one phase of the bitter jurisdictional dispute over actors in television films that has been raging for approximately two years between that guild and the Television Authority, starting even before TVA was officially formed.

The next phase of the two-way dispute will be settled following NLRB elections at 10 New York film companies [Broadcasting • Telecasting, July 2].

The six Hollywood studios involved in the elections were Apex Films, Bing Crosby Enterprises, Cisco Kid Pictures, Hal Roach Studios, Jerry Fairbanks Inc., Flying A Pictures. Over 50% of the actors eligible to vote took part in the elections, conducted by mail under supervision of George Yager, NLRB officer.

SAG also proved victorious in three additional elections uncontested by TVA. These elections, deciding between SAG or "no union," were among actors employed by three motion picture producers' associations.

MIAMI SCHOOL
Files Station Application

NEW non-commercial educational television station application was filed last Tuesday at the FCC. In it, the Lindsey Hopkins Vocational School of the Dade County Board of Public Instruction, Miami, Fla., revealed plans for construction at an estimated $201,000 cost.

Applicant, which also is licensee of WTHS, non-commercial FM outlet in Miami since 1949, is seeking TV Channel 2 with power of 16.32 kw visual and 8.16 kw aural. FCC already has proposed reservation of Channel 2 in that area.

The school, in filing comments on the proposed allocation plan last May 7, stated intention to make its facilities available to "all other recognized educational agencies within the area."

Applicant added that it would train school and educational personnel in the use of TV as well as training for vocations and provide the industry with "a continuing source of well-trained and skilled personnel."

Programs for formal class room use would be developed, it was said, along with programming for continuing adult education in the homes and other shows of benefit to the community.

The $201,000 estimated construction cost included $90,000 for transmitter, $68,000 for studio technical equipment, $18,000 for antenna system, $10,000 for monitors, $5,000 for buildings acquisitions, and $10,000 for contingencies. There is no cost for land.

Proposed transmitter location is 1410 N.E. Second Ave., Miami. A three-day General Electric antenna system would include 100-foot towers on the Lindsey Hopkins Vocational School Bldg.

Vernon Bronson, chairman of the radio committee for the applicant, would be station director of the TV outlet. Herbert Evans, to be consulting engineer on construction, would be the station's chief engineer.

Personnel also would include two film operators, four remote operators, two program directors, one film director, and a librarian.

MORNING SHOW
NBC to Feature Vallee

RUDY VALLEE, NBC's pioneer radio crooner, will be featured on NBC's initial morning TV program, scheduled to start in the fall, Sylvester L. (Pat) Weaver, NBC vice president in charge of television, announced last week.

Mr. Vallee will head a list of musical, comedy and dramatic features on the one-hour variety program (11 a.m.-12 noon, Monday- Friday).

In announcing inauguration of morning network programming, Mr. Weaver said: "Just as Kate Smith revolutionized viewing habits for television in the afternoon, so do we expect that Rudy Vallee will completely change the face of morning viewing. We are planning a full hour of outstanding variety entertainment to support Rudy, and expect that he will become one of television's truly great stars."

'No Comment'" "NO COMMENT" was only comment both FCC Chairman Wayne Coy and RCA officials had to offer last week following Comr. Coy's inspection of the tri-color tube developed by RCA at its Lancaster, Pa., plant. FCC was not present at RCA's unveiling of the tube in Washington in early 1950.
**telestatus**

MAIN disadvantage to alternate week programming is the difficulty of keeping viewers to follow the schedule, according to Advertest Research's latest survey, "The Alternate Week TV Program."

The survey is part of the firm's study, *The Television Audience of Today*, and was compiled during the period June 4-15, employing personal interviews with 770 viewers in their own homes throughout the New York area.

It set out to find viewers' general opinions and reaction to current alternate week programs and get comparisons with weekly programs.

Advertest found only 42% could name one alternating week program, without getting aid; 40% knew in advance of a performance which alternate of a pair will be presented.

Newspapers were the best source material for viewers to put their finger on the program although 37% went without the program because they didn't know it was being aired.

Some 41% saw advantages in alternate programming, many of them citing improved quality. The 32% who indicated disadvantage thought so because of the problem of keeping up with the schedule.

A large majority (68%) liked weekly programs because they could follow them easily.

Actual viewing ranged as high as 72% to a low of 6% for six pairs of current alternating programs surveyed by Advertest. The pattern of viewing preference was diversified, some pairs getting a high percentage of audience, others a small joint audience. The weaker of the two programs at times drew greater audience because of the greater popularity of its companion, it was found.

More than one-third of respondents based their view upon family pairs. But 64% watch at least one pair of alternate week programs.

Identification of sponsor also varied with a reported high of 87% to a 0% low. Average for six pairs was 38%. Weekly program average varied with a viewing high of 74% to a 15% low with the average for 12 weekly programs was 44%.

**WTOP-TV Washington Sets New Rates**

WTOP-TV Washington, Washington Post-CBS station, has issued Rate Card No. 2, now in effect, which sets Class A time at $850 and Class B rate at $807 plus $700, the station announced. WTOP-TV said this was its first rate change since Aug. 1, 1950.

**Videodex Releases June Report**

LATEST Videodex report, covering 63 markets for the period June 1-17, showed Texaco Star Theatre as the leading program in number of homes and percent of TV homes. The top 10 shows were listed as follows:

<table>
<thead>
<tr>
<th>TV Station</th>
<th>Percent of TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAVE-TV</td>
<td>52.6</td>
</tr>
<tr>
<td>WHAS-TV</td>
<td>49.1</td>
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<tr>
<td>WJZ-TV</td>
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<td>WRC-TV</td>
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<td>WOR-TV</td>
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<td>WNYL-TV</td>
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<tr>
<td>WIVF-TV</td>
<td>33.1</td>
</tr>
<tr>
<td>WJZ-AM</td>
<td>31.9</td>
</tr>
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</table>

**Programs Hours Up; Ratings Decline—Ross**

Six New York TV stations in May telecast 516 hours, 45 minutes of video programs, a gain of 93 hours, 15 minutes from a May week in 1950, according to an analysis made by Ross Reports on television programming. Explanation for the increase, Ross found, lies in feature films, which had over 50 hours a week more air time this year than last (114% hours to 82%) and in daytime women's programming, which rose from 94 hours to 117 hours a week in the year's time. Sports (Continued on page 68)

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**Weekly Television Summary—July 9, 1951, Telecasting Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Stations in</th>
<th>Sets in 1,000s</th>
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<tr>
<td>Anchorage</td>
<td>KSBX-TV</td>
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<td>Alberta</td>
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<tr>
<td>Wilmington</td>
<td>WUSI, WUSI, WUSI, WUSI</td>
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**Total Markets on Air 63**

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<thead>
<tr>
<th>City</th>
<th>Stations</th>
<th>Total Sets</th>
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</thead>
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<tr>
<td>Atlanta</td>
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<tr>
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<tr>
<td>Cleveland</td>
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<tr>
<td>Detroit</td>
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<td></td>
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<tr>
<td>Houston</td>
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<td></td>
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<tr>
<td>Los Angeles</td>
<td>10,100</td>
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</tr>
<tr>
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<tr>
<td>Philadelphia</td>
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<tr>
<td>Philadelphia</td>
<td>11,400</td>
<td></td>
</tr>
<tr>
<td>St. Louis</td>
<td>11,500</td>
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</tbody>
</table>

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

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**YWAMT-**

**Channel 6**

**"First in Indiana"**

**Yesterday . . . . today . . . . there are . . . . 148,000 Sets in use in WFBM-TV's coverage area.**

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

Represented nationally by 

The Katz Agency Inc.
ATTENTION!

Desirable Availabilities

★ Full-Length Western 6:00 to 6:55 Monday through Friday. 20 second or 1 minute spots, $100; 8 second time signals, $40.

★ Hollywood Guest Book (Snader Telescriptions). Sundays 1:30 PM and 4:00 PM. 20 second or 1 minute spots, $100; 8 second time signals, $40.

★ Adventure and Action Theatres (Feature films). 11:00 PM Thursday and Friday evenings respectively. 20 second or 1 minute spots, $62.50; 8 second time signals, $25.

★ 6:55 to 7:00 Program Strip (Weather forecast or Snader Telescriptions). Monday through Friday. 1 time rate, $130 and $20 talent fee. Frequency discounts allowed.

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

Education Council Formed
A TELEVISION Council of Higher Education was formed last month at a meeting called by Robert E. MacDougall, director of educational activities for WATV (TV) Newark. The conference was attended by 21 New Jersey colleges and universities.

The meeting had been called to explore possibilities of cooperative action leading to telecasting of educational programs. Members of an interim committee of the council, who, with Mr. MacDougall, will study and recommend programs for early fall presentation by WATV, are:

Committee Members
Edward Robert Isaac, assistant director public relations, Rutgers U.; New Brunswick, N. J.; Edward C. Rasp Jr., director, audio arts, Montclair State Teachers College, Montclair, N. J.; Marion G. Hennion, director, public relations, College of St. Elizabeth, Convent Station, N. J.; Joseph P. Davis, assistant director of admissions, Upsala College, East Orange, N. J.; Wesley D. Camp, chairman, social science, Monmouth Junior College, Long Branch, N. J.; Nicholas J. Rose, assistant dean, Stevens Institute of Technology, Hoboken, N. J., and Lewis E. Arnold Jr., assistant director communications arts, Seton Hall U., South Orange, N. J.

Operation

HOTTEST NEWS OF THE SUMMER IN RADIO AND TV ADVERTISING!

WLW

WLW-TELEVISION
EDUCATIONAL cooperation
Johnson Forwards Student's Views to FCC

EDUCATIONAL institutions and commercial TV station operators can do the best educational job if they work together. If an institution operates fulltime and non-commercial it will get into financial and programming hot water.

That is the opinion of a young Syracuse U. graduate student, Sidney Dashefsky, who is working for his master's degree in television.

Sen. Ed C. Johnson (D-Col), chairman of the Senate Interstate Commerce Committee, liked the student's letter so well when he received it, that he sent it along to the FCC last week as an appendix to additional comments he has filed on the TV allocations plan.

In his additional comments, Sen. Johnson had stated he went along "completely" with J. Webb Young, Ford Foundation consultant, who would coordinate educators' plans with those of commercial TV operators on doing the best educational job.

Mr. Dashefsky wrote the Senator that he had noted news reports about the Coloradan, Sen. William Benton (D-Conn.), and the FCC "concerning educational programming and educational television channel allocation." In view of this, he said, he wanted to explain his school's plan of operation with WSYR-TV Syracuse.

The university, Mr. Dashefsky said, has its own TV studios and equipment, including three cameras, projection facilities and an audio setup. WSYR-TV's tower and transmitter are used, however. The station, in turns, makes use of the university's facilities on a rental basis for local live telecasts. Students operate the technical equipment for these programs "free of charge as part of our course," he said.

This combined operation permits students to "receive both the practical and commercial experience," he said, "with the educational experience first." Schedule at present is seven days weekly of local live shows, a total of an average nine hours a week.

Mr. Dashefsky said: "We do 45 minutes of educational programming which consists of a children's show and a daily weather show. During the regular semester year we program approximately two hours a week for educational programs."

The student observed: "I cannot conceive of all the universities and other educational institutions which have asked for educational channels to be able to operate them on a fulltime non-commercial manner. It is unsound both program wise and economy wise."

Mr. Dashefsky said that "even" Western Reserve U., "which has been actively producing educational and other educational programs on WEWS (TV) Cleveland for the past four years, announced . . . that it did not want its own TV station and felt that the interests of education can be best served by cooperation with existing commercial TV stations."

Points underscored by Mr. Dashefsky for "ideal programming which is beneficial to all," are (1) educational institutions should purchase their own necessary studio equipment but not transmitting equipment, and (2) it should be "obligatory if not mandatory" for the local TV station in the area to set aside a portion of local programs specifically for the institution's programming.

This type of programming "is being done here at Syracuse U.," he told Sen. Johnson, adding that its benefits have been shown: . . . and I and 20 other students are living proof if any is needed.

TELECASTING * BROADCASTING

DAGMAR, Huntington's famous TV daughter, receives a plaque from the mayor of Huntington, W. W. Payne, for the large amount of publicity she has given the city through her TV appearances. Looking on are, seated (1 to r), Mary Karchevol, woman's program director, WSAZ Huntington; Danny Dayton, Dagmar's husband, and Don Baker, manager of the Huntington Chamber of Commerce. The presentation was carried over WSAZ on the Bordon 930 Club Calendar.

In the short time its been on the screen—"Around the Bay"—KPIX's weekly news show, highlighting local events around the Bay Area, has brought viewers the cream of headline news. Emceed by KPIX program director, Sandy Spillman, "Around the Bay" includes interviews with 'names in the news', supplemented by exclusive news clips filmed by the KPIX crew.

Sandy Spillman has been Spillman's interview with Galo Plaza, President of Ecuador; guest appearance of General Albert Wedemeyer; and the screening of the San Francisco arrival of the 'General Pope'—Army transport which brought home 5500 Korean war vets.

KSFO AIRINGS

Dude Ranch Breakfast, now in its fifth year on KSFO, features Mel Fritze and Wanda Ramey in the Sunday morning broadcasts from the Old Hearst Ranch in Pleasanton. Each week, Mel and Wanda don their Dude costumes for the show, interview members of the audience, exhcanging conversations and gags, that make for an entertaining half hour.

The mounting fan mail for KSFO's "Parade of Melody"—gives good indication that the two hour afternoon musical series has met with overwhelming success among Bay Area listeners. The two hour airings include a cavalcade of song favorites from leading musical comedies, operettas and light symphonic scores.
NEWS was a standard ingredient in programming at WNBQ (TV) Chicago long before the outbreak of hostilities in Korea. Since then, however, it has transcended the routine to a primary position.

Despite a basic antipathy evinced by many station men and advertisers to news on television, WNBQ, an NBC O & O outlet, was programmed with news and special events the day after it took the air two years ago. News and Special Events Chief Bill Ray, who has followed radio news trends since he entered the industry in 1933, predicted in 1948 that TV news would carry its own weight and also maintain and raise ratings on adjacent shows.

He started with radio’s timing for newscasts. Video newsmen first appeared before the cameras during the evening dinner hour. Programming subsequently stretched back to lunch, and will retreat to breakfast some time this year. In the meantime, following these broad outlines of scheduling, Mr. Ray implemented each of the two basic hours for TV news—dinner time and noon.

From dinner, he jumped across the highly-popular evening viewing periods to the time when the network goes down. From noon, he hopes to bring into the picture a mid-afternoon feature for housewives. Morning plans are still nebulous.

He believes news on TV is an established feature, equal to TV programming with less factual and more strictly entertaining contents. However, with network facilities and budgets, a large, capable staff working at Radio Writers Guild salaries, and a metropolitan location, he is able to “dress up” his operation. Principles, though, are the same which motivate a small station’s news chief working with less leeway and fewer appurtenances.

Primarily, the end results are “clean”—news is straight, factual, authoritative. Writers are trained thinkers and observers, and are logical. Commentators are selected for character and integrity as well as insight into such basics as human nature, politics and psychology.

The trimmings — for example, three cameras, stills, movies, slides, charts, graphs, gimmicks, excessive production aids, trick camera work, celebrated guests and special art work—are tertiary.

WNBQ programs from two to three times as much local news as any other station in the country. A late analysis shows 32 local live shows weekly, in addition to five network live programs. Local newscasts total 6 hours, 55 minutes, of which 4 hours, 35 minutes are sponsored. Several slots are in the “sale” stage now.

News Sells
Wide Product Variety

TV news at NBC Chicago sells gas, lard, cigars, men’s slacks, 100-pound bags of flour, tons of coal and commuter rides. It’s just happenstance that most of the products now advertised tend slightly toward the upper-income consumer, Mr. Ray says.

The station has implemented its schedule of five five-a-week strips and a three-a-week feature with week-end programming, adding three Sunday evening shows and one on Saturday afternoon. Almost every kind of news available, from human interest to detailed analytical commentary, is covered by at least one of the programs. The ever-broadened video lineup is reversing the tradition of radio, where newsmen seldom, if ever, carried their own weight financially, Mr. Ray says. In television, news presentation is showing “a distinct tendency” to make money for the operator, because the impact warrants the expense borne by the advertiser.

The week-day schedule begins with WNBQ Newsroom, Monday, Wednesday and Friday from 12:15 to 12:30 p.m. This is followed by The Weatherman, 5:35 to 5:45; Clifton Utley and the News, 5:30 to 6 p.m.; The Weatherman, 10 to 10:10; Clifton Utley, 10:15 to 10:30, and Tom Duggan in Let’s Look at Sports, 10:30 to 10:45.

Each show can draw news from the wire services, staff reporters, local tipsters, and three NBC television film features, the Daily News Reel, the Weekly Sports Reel and the Weekly News Reel. The local operation also uses occasional Chicago-area films shot by a cameraman assigned to Camel News Caravan, which WNBQ carries nightly from the network.

The noon show, with a full line-up of commentators-writers, presents Network Commentators Clifton Utley and Alex Dreier, Reporter-at-Large Jim Hurlbut, starred on the Zoo Parade on NBC-TV, AM Newscaster Len O’Connor, News Announcers Louis Roen and Norman Barry, Newswriter Jack Angel and Network and Local Announcer Hugh Downs. The WNBQ Newsroom, most informal on the slate, is handled by newscasters who can write their own copy, and writers who can deliver commentary.

Two late-evening features, Mr. Utley’s commentary and The Weatherman with Clint Youle, his wife, Jeannie, and brother, Bruce, are regulars which have been on the air as long as the station.

Wide Sponsorship
For Utley Commentaries

Mr. Utley has been bought since last late spring and his 5:50 to 6 p.m. show is sponsored on Tuesday and Thursday by Peabody Coal Co. The evening commentary is shared by Englander Mattresses, Tuesday, Thursday and Friday, and the Rock Island Railroad on Monday and Wednesday. His Saturday show from 6 to 6:30 is sponsored by the First National Bank, which picked up the show originally last July.

Mr. Youle, a former newswriter at the station, has been sponsored since September 1949. His 10 o’clock feature is paid for by Ceresota Flour three evenings weekly and by Commonwealth Edison Co. and the Public Service Co. two nights. The same show on Sunday has been picked up by the Santa Fe Railway.

Mr. Youle, with his wife and brother, join hands (and voices) to deliver an integrated commer-
Medical Diagnosis

THROUGH use of a revolution- ary X-ray machine, 14 million persons in more than a dozen cities had the chance to view their lungs at the medical conference on The Johns Hopkins Science Review at 8:30 p.m. June 26. Three doctors—one each from Chicago, New York and Baltimore—held an intercity consultation to diagnose the ailments of the patients whose X-rays were shown in the conference. The conference originated in the studies of WWAAM (TV) Baltimore and is carried on the DuMont Television Network.

Film Report...

Three “three-reelers”—old-time melodramas loaded with buckets of sentiment and blood-curdling chills—have acquired a new lease on life by SLESIING PRODUCTIONS, Los Angeles, for use in a series now in preparation, It Seems Only Yesterday. The three masterpieces are currently being locally titled: The Way of the Transgressor Is Hard; Nellie, the Beautiful Cloak Model; Jerry the Tramp.

Another purchaser of old films is one of the TV programs scheduled to start the week of May 18, giving predictions. It is sponsored by Home Federal Savings & Loan Assn. from 10:15 to 10:30 each Sunday.

Airing from the extensive news coverage is a daily newscast, which Mr. Ray says would be a welcome addition if (1) there was enough spot news in the area to sustain a 15-minute program, (2) the reels could be processed rapidly enough, and (3) a sponsor would be willing to pay the tariff, "which could easily run to $250 a week."

Ratings Higher

The station’s programming strategy has added up. American Research Bureau-TV ratings for the Chicago area for the week between May 1-7 gave WNBQ "a greater average viewership than over the other local stations. In news show ratings, with WNBQ carrying the first six news shows (five produced locally) and eight out of the first ten spots, they won the award. The top rated shows for WNBQ were (1) Clint Youle, (2) Clifton Utey, (3) Weatherman, (4) Camel News, (5) Tom Duggan’s Let’s Look at Sports, NBC, incidentally, does not make any money on the sale of its packages, just the time, the news chief reports.

All talent, including writers, are hired only on an exclusive basis. No outside writer or commentator can handle a news show. Most news programs use the same time slot in which they started. Telecast at a constant hour, they are able to build an audience, get a meaningful circulation and be sold. The principle of strip programming, sound in radio, pays off in TV, too.

MUNTZ TV Inc., Chicago, after its first year of operation, has reported a net income of $748,362 or 74 cents per share on 1,013,994 shares of common stock outstanding. Net sales for the fiscal year ending March 31 were $27,147,846, and during the final three months amounted to more than $3 million. The net income, after income taxes, was $1,781,082 or 175 cents per share before taxes of $1,031,500.

The company has been completely vestalized and will hereafter be known as "Muntz & Muntz." The company's stock will be sold on the New York Stock Exchange, and the new name of the company is "Muntz & Muntz." The company's stock will be sold on the New York Stock Exchange, and the new name of the company is "Muntz & Muntz."
Telestatus
(Continued from page 68)
programming meanwhile dropped more than 11 hours a week from 104.4 hours last year to 93 hours this year.

The rise in program hours has been accompanied by a drop in program ratings, Ross noted. Comparison of figures for the first six months of this year with the same period of 1950 showed an increase of 29.2% in program time, but a decline of 43.2% in the combined average Pulse ratings for the programs, which dropped from 7.69 in the first half of 1950 to 5.37 in the first half of 1951.

Analysis by program types showed the average rating for every class of video program, without exception, to be lower this year than last. Although the amount of time devoted to television telecasts nearly doubled, the average rating for baseball was down from 18.2 last year to 10.4 this year. Average ratings of comedy-variety programs dropped from 21.1 last year, when this was the most popular type, to 12.8 this year, while dramas and variety shows were found to be less popular, ranking this year's list with 15.4, rated 19.3 in 1950.

**DuMont Surveys Set Increases**

TV SETS IN-USE in seven cities during daytime have increased 54% within the last year, according to a survey released by DuMont Televison Network's Planning & Research Dept. Percentage increases range from 117% in Chicago to 64% in Washington, D.C., 56 in Baltimore, 41 in New York, 34 in Los Angeles and 31 in Philadelphia.

Nielsen Reports Berle Tops in Latest Report

PRE-SUMMER hiatus, the Texaco Star Theatre, starring Milton Berle, continued on top of the Nielsen television ratings by reaching 46.2% of TV homes in program station areas in the two weeks ending June 9.

Close second was provided by Philco TV Playhouse which reached 42.3% of homes and Colgate Comedy Hour, which compiled a like percentage rating. The Nielsen summary of the top 10 follows:

**HOMES REACHED IN TOTAL U. S.**

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
<td>406,287</td>
</tr>
<tr>
<td>2</td>
<td>Philco TV Playhouse</td>
<td>394,069</td>
</tr>
<tr>
<td>3</td>
<td>Colgate Comedy Hour</td>
<td>387,202</td>
</tr>
<tr>
<td>4</td>
<td>Palais Blue Ribbon Bouc</td>
<td>349,889</td>
</tr>
<tr>
<td>5</td>
<td>Morta Rama, Private Eye</td>
<td>348,154</td>
</tr>
<tr>
<td>6</td>
<td>Inside TV</td>
<td>335,870</td>
</tr>
<tr>
<td>7</td>
<td>Your Show of Shows</td>
<td>327,176</td>
</tr>
<tr>
<td>8</td>
<td>Your Show of Shows</td>
<td>306,606</td>
</tr>
<tr>
<td>9</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>287,221</td>
</tr>
<tr>
<td>10</td>
<td>Studio One</td>
<td>285,412</td>
</tr>
</tbody>
</table>

**PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS**

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
<td>45.2%</td>
</tr>
<tr>
<td>2</td>
<td>Philco TV Playhouse</td>
<td>43.2%</td>
</tr>
<tr>
<td>3</td>
<td>Colgate Comedy Hour</td>
<td>40.6%</td>
</tr>
<tr>
<td>4</td>
<td>Palais Blue Ribbon Bouc</td>
<td>37.4%</td>
</tr>
<tr>
<td>5</td>
<td>Morta Rama, Private Eye</td>
<td>37.4%</td>
</tr>
<tr>
<td>6</td>
<td>Inside TV</td>
<td>34.4%</td>
</tr>
<tr>
<td>7</td>
<td>Your Show of Shows</td>
<td>32.8%</td>
</tr>
<tr>
<td>8</td>
<td>Your Show of Shows</td>
<td>32.8%</td>
</tr>
<tr>
<td>9</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>32.8%</td>
</tr>
<tr>
<td>10</td>
<td>Studio One</td>
<td>32.8%</td>
</tr>
</tbody>
</table>

**New York Hoopering Lead by 'Star Theatre'**

TEXACO STAR THEATRE, with Milton Berle, registered a 47 rating to tie for the first 10 TV programs in the June, New York TV Hooperings Pocketpiece of C. E. Hooper Inc.

First programs were:

<table>
<thead>
<tr>
<th>TV Home Hoopstrings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texaco Star Theatre- Berle</td>
</tr>
<tr>
<td>Comedy Hour-Martin Lewis</td>
</tr>
<tr>
<td>Colgate Comedy Hour</td>
</tr>
<tr>
<td>Palais Blue Ribbon Bouc</td>
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<tr>
<td>Morta Rama, Private Eye</td>
</tr>
<tr>
<td>Inside TV</td>
</tr>
<tr>
<td>Your Show of Shows</td>
</tr>
<tr>
<td>Your Show of Shows</td>
</tr>
<tr>
<td>Arthur Godfrey &amp; Friends</td>
</tr>
</tbody>
</table>

**WTCN Surveys Sets In Average 'TV Town'**

PHENOMENAL growth in the ownership of television receivers in an average 'TV Town'—New Richmond, Wis., has been reported by WTCN-TV Minneapolis-St. Paul, whose transmitter is located some 45 miles from the study area.

The station's survey, embracing a series of findings ending last February, covered 100% of the homes in "TV Town," reporting an increase of 383% in TV set ownership. An even larger gain was recorded for families in farm homes within the WTCN-TV coverage area, with the amount jumping 590%.

Studying 785 homes among an estimated 3,000-plus population of New Richmond, WTCN-TV found that 40.6% have TV receivers compared to 21.8% for all farm homes.

While farmers generally lagged behind urban dwellers in purchasing sets at the outset, they bought them at a faster rate, the station claims, after its study of so-called primary (urban) and secondary (farm) areas.

**PUBLICATION of technical bulletin. Multivision Antenna System, which describes a "New multiple antenna system ... practical for fringe area installations as well as for small locations," and "suitable for large or small installations, including community antenna systems," was announced by Industrial Television Inc., 359 Lexington Ave., Clifton, N. J.

THROUGH television, the Detroit Edison Co. has been able to hold personnel meeting for 12,000 employees. Executives discussed company plans and policies on a special half-hour program, Open Meeting, over WXYZ-TV Detroit. Shawn checking last minute plans are (f to r) Reginald Carey, Detroit radio & television director for Campbell-Ewald agency, James W. Parker, president, Detroit Edison Co., and John Pival, program director, WXYZ-TV. The show, featuring Mr. Parker and Prattiss M. Brown, board chairman, was directed specifically at Edison workers and their families, 70% of whom own TV sets. There was, however, much interest of stockholders and the general public. The program included a film summary of company activities, with commentary, and plans for future expansion.

**SEEKS TV POWERS**

N.Y. State 'Authority' BILL to create a New York state television authority similar to the State Liquor Authority, and with comparable powers over the industry, is being drafted by State Sen. Arthur Wachtel, the legislator told an open meeting of the Television Dealers Assn. in New York.

Sen. Wachtel was invited to speak to the group of about 400 metropolitan New York dealers, who recently began a campaign for state control of the industry to compel ethical practices among retailers, require TV service firms to fulfill their contracts, demand truthful advertising and pricing of merchandise and to suppress unfair business practices.

The legislator said he was working on a bill which he believed would stabilize conditions in the industry through state control, and that he already had received broad support in discussions with other members of the legislature.
PLANS for a cooperative venture in educational television were announced last week by WPIX (TV) New York and the New York City Board of Education, with a continuing series of programs for students confined to their homes scheduled to begin about Oct. 15, under the name The Living Blackboard. G. Bennett Larson, WPIX vice president and general manager, and William Jansen, superintendent of schools, said preliminary planning for the three-week series had been in progress since WPIX offered air time and facilities to the city's schools last December.

Stashoff Named

The programs will be planned and produced through the city's WNYE (FM), where staffman Edward Stashoff, who also has had experience as a commercial TV program director and producer, has been assigned to TV on a fulltime basis. Covering the fields of science, liberal arts and vocational guidance and home industries for the handicapped, the series at the outset will be aimed primarily at older students who receive home instruction but eventually will be directed to classroom viewers, spokesmen reported.

They said a survey showed 80% of "homebound pupils" - those confined to their homes by illness or other physical conditions - have television sets. The TV programs will supplement regular instruction these children now receive from visiting teachers and from WNYE, and also will instruct hospitalized veterans who are completing their high school education as well as other homebound adults.

Cites WPIX Offer

Supt. Jansen voiced appreciation for WPIX's offer of time and facilities, saying "television makes it possible for us to expand our educational services not only to those children regularly reached by visiting teachers but also to adults whose interest in continuing their education has been hampered by physical limitations."

Mr. Larson said WPIX is "happy to cooperate" and feels the arrangement "is another step in working out an educational pattern that can be adapted to the New York City Board of Education schedules."

**TV TIEUP**

N. J. L. A. Producers Join

AFFILIATION agreement for the coordination of sales and production activities has been made between two newly-formed television organizations - Motion Picture Television Center, Hollywood, and Fort Lee (N. J.) Television Co. William Norris, president of the Hollywood firm, made the affiliation announcement.

Latter group will produce television film programs; the Fort Lee firm will act as eastern sales representative for MPTC, coordinate sales and production activities, in addition to filming TV commercials.

Fort Lee has been set up by Lee and J. J. Shubert, until now associated only with the legitimate stage, following their acquisition of the Fort Lee motion picture studio. The studios are now being renovated in preparation for their being used as a television center, to be available about Aug. 1. Studio facilities include an 80 by 120 foot main stage; a 40 by 80 feet second stage; plus backdrops, props, and over 2 million costumes.

Nelson Schrader, associated with motion pictures, will be director of the TV center in New Jersey.

FORMATION of the New Era Television Co., a new organization for national sale of custom-built television-radio-phonograph units "with consoles designed in the finest glass and mirror combined with wood, fabrics and bamboo," has been announced by George H. Mildwoff, president and founder, in New York. Included in the cabinets will be the RCA-licensed 630 chassis with 20-inch picture tube.

**IN MONTREAL**

Canada's FIRST station - wise in the ways of PROGRAMMING, PROMOTION and MERCHANDISING ... gives you the coverage and the listenership needed to do a real selling job in this rich market area.

U. S. Representative - Weed & Co.
STUDY of "the long list of civil liberties problems posed by the televising of Congressional inquiries" has been undertaken by the American Civil Liberties Union, Patrick Murphy Malin, executive director, told House and Senate leaders in letters supporting a congressional inquiry into the problems of committee hearing telemcasts [Broadcasting • Telecasting, June 11].

To Study Closely
"We are most concerned over these problems," Mr. Malin said, "and are giving them careful study in an effort to suggest solutions that will preserve the rights of Congress, the public and the witnesses. When this study has reached a conclusion, we shall appreciate an opportunity to appear before any legislative committee which may undertake an inquiry."

As "more and more publicity media cover the events," he continued, the need for procedural fairness grows, and ACLU also feels that "differences between the media may be great enough to justify separate sets of rules to govern the conduct of each."

Among possible safeguards being considered, he said, are "complete and accurate testimony and full information about witnesses," and "preservation of the rights of privacy—at least to the extent common in other types of publicity."

Some questions ACLU will look into are:
- Should press cameras (with flash bulbs), television, newsmen (with klieg lights) and radio microphones be excluded from the hearing room?
- Is there a chance they will distract witnesses from giving complete and accurate testimony?
- Should body conducting hearings decide what media are to be barred? Or should the witness?
- Should there be a requirement that any material adverse to a witness carried by newsmen or broadcast must be accompanied by adequate rebuttal?

Does heightened publicity require changes in libel or slander laws?

**DETROIT STRIKE**

Video Covers Mediation

TELEVISION enabled the citizens of Detroit to sit right in on negotiations during a transportation strike that had halted all public transportation for 59 days. Conferences between city officials and strikers had been showing little progress, but the open public hearing, which was telecast by WWJ-TV and WJDK-TV Detroit, was credited with helping to end the strike two days later.

A Detroit News story said:

Referring to last Saturday's televised hearing, the mayor (Albert E. Cobo) said they were helpful because they permitted the public and the operators to hear the truth.

Mobile units from both stations were set up at City Hall where a public hearing was being held before the Common Council. The telecasts were covered 12 hours, and audience interest was compared to that generated by the Kefauver hearings in the Motor City.

**CANADIAN UNION**

Capitol Film Gets Studio

ACQUISITION of Sovereign Studios by Capitol Film Productions is seen in Canadian circles as the "first union of radio and motion pictures to serve Canadian television needs."

As reported by The Canadian Film Weekly, Toronto, the formation of Capitol Film by Edward L. Harris, former general manager, Gaumont-Kalkee, and Johnny Wayne and Frank Schneider in Canada writing - acting - production team, puts Canada in a position where it can quickly join the broadcast-film arts for television.

In the fall, Capitol Film took over studio facilities July 1, the scene of experimental production for Canadian television during the last few months.

**GUNTHER QUIZ**

Uses Inter-City Switch

AFTER 11 years on radio, Gunther Brewing Co., Baltimore, Md., has debuted its Quiz of Two Cities featuring competing contestants from Baltimore and Washington and involving a switching of audio-video facilities between WAAM (TV) and WMAL-TV. Another sidelight was the use of simulcast, with WFBT Baltimore carrying the radio version.

First program went off without a hitch after two full rehearsals telecast on closed circuit. WAAM co-ordinates the weekly quiz, through Paul White, WAAM studio production supervisor. Emcee duties are handled by Henry Hickman in Baltimore and Bill Malone in the nation's capital. Nelson Baker and Baxter Ward also share announcing chores.

Program Technique

Pitting contestants of the two cities against each other for a minimum $250 jackpot which grows in value, the program opens in Baltimore, with name of show and sponsor, then shifts to Washington for camera shots. The WMAL picture goes to WAAM's control room, is cut in to the show by Mr. Kane, returns by cable to Washington and finally appears on the air on WMAL-TV's Channel 7.

Every time a contestant misses a question, the amount bid goes into the "Premium Jackpot." At the end of each program, highest contestant in each city gets a chance at the question, with the correct answer winning the jackpot. Agency for Gunther is Biow Co., New York.

**CIRCULATION COMPARISON OF NEWSPAPERS IN TELEVISION CITIES**

(Sept. 30, 1948 vs. Sept. 30, 1950)

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Morning</th>
<th>Evening</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMAL Seattle</td>
<td>114,000</td>
<td>100,000</td>
<td>214,000</td>
</tr>
<tr>
<td>WMAL-Baltimore</td>
<td>132,000</td>
<td>126,000</td>
<td>258,000</td>
</tr>
<tr>
<td>WMAL-Washington</td>
<td>123,000</td>
<td>116,000</td>
<td>239,000</td>
</tr>
<tr>
<td>WMAL-Philadelphia</td>
<td>136,000</td>
<td>130,000</td>
<td>266,000</td>
</tr>
<tr>
<td>WMAL-Milwaukee</td>
<td>128,000</td>
<td>121,000</td>
<td>249,000</td>
</tr>
<tr>
<td>WMAL-Chicago</td>
<td>140,000</td>
<td>135,000</td>
<td>275,000</td>
</tr>
<tr>
<td>WMAL-Cleveland</td>
<td>138,000</td>
<td>132,000</td>
<td>270,000</td>
</tr>
<tr>
<td>WMAL-Pittsburgh</td>
<td>132,000</td>
<td>125,000</td>
<td>257,000</td>
</tr>
<tr>
<td>WMAL-Detroit</td>
<td>138,000</td>
<td>130,000</td>
<td>268,000</td>
</tr>
</tbody>
</table>

**TV's EFFECT**

Paper Circulation Surveyed

TELEVISION has had no apparent effect on newspaper circulations, according to an analysis made by Geyer, Newell & Ganger of 168 papers in 62 TV localities. Total circulation of all papers rose 2.1% from Sept. 30, 1948, to the same date of 1980, with 132 papers showing gains and 36 showing losses.

A higher percentage of evening papers (81%) showed circulation gains than did morning papers (78%), which Geyer, Newell & Ganger noted is "especially significant in view of the feeling expressed that the circulation of evening newspapers might be affected by the amount of time being spent in evening TV viewing."

The following table, comparing the fall circulations of 1948, 1949 and 1950, shows that morning papers lost circulation from 1948 to 1949, but more than made up that loss in the following 12 months.
**WKBN NEW HOME**

WKBN Youngstown, Ohio, began broadcasting from "Radio Youngstown," its new, modern structure, yesterday (Sunday). The new home, housing AM and FM and which was three years in the building, is located in the south outskirts of the city.

The CBS affiliate's building embodies the latest technical advances in radio with modern principles of construction and modern office furnishings. WKBN was located previously in the downtown area.

While final details in its construction are not yet complete, offices and studios were ready for occupancy at yesterday's broadcast opening.

Workmen will continue at the building through the summer with public inspection slated for the fall. The building is on a 60-acre tract of rolling lawn, and contains transmitting equipment in addition to offices and studios. There are five broadcast studios, one two-story studio planned for eventual television. The new building is on a 500-ft. tower which has been constructed in addition to an array of four WKBN radio towers.

Grand opening is planned to coincide with station's 25th anniversary. It operates with 800 w on 570 kc.

**WHYN-FM Grant**

WHYN-FM Holyoke, Mass., has been granted special experimental authority by FCC to operate by remote control from the transmitter of its sister station, WHYN, without a licensed operator in attendance at the FM transmitter. The FCC in making the authorization until Dec. 20, 1951, said that it had some doubts as to how successful such control might be, particularly as to length of time that might be required for minor or major repairs. A full report on the operation was requested by Nov. 1, 1951.

**FCC SURVEY**

McKinsey & Co., New York management consultant firm, has been awarded the $25,000 contract to conduct the remaining management survey at FCC. The study is to be completed by Nov. 30 and will be directed by John J. Corson, McKinsey executive, in Washington.

The analysis will cover the field engineering and monitoring division as well as those staff offices not included in the recently-completed Commission reorganization. Common Carriers, Safety & Special Radio Services and the Broadcast Bureau were the three phases contained in that reorganization.

Rep. Albert Thomas (D-Tex.), chairman of the Appropriations Subcommittee on Independent Offices, last week said his group had been urging the FCC to undertake such a survey for two years.

**KPRO FILES SUIT**

CITIES ANTI-TRUST VIOLATION

VIOLATION of the Sherman Anti-Trust Act is charged in a half million dollar triple damage suit filed in U. S. District Court at Los Angeles by Broadcasting Corp. of America, operator of KPRO Riverside, against San Bernardino (Calif.) Broadcasting Corp., former licensee of KITO San Bernardino and former owner Carl E. Haymond of Tacoma, Wash.

Named as also defendants is his son Carl Dexter Haymond, George Lindemann, former KITO manager, and Robert S. Conlan & Assoc. Inc., Kansas City, Mo., radio audience survey organization.

Suit cites that the defendants during 1947 and 1948 continuously conspired to injure KPRO's business and restrain its trade in interstate commerce by unfair competition and false representation in violation of the anti-trust laws.

The charge is made that KITO's management induced ABC to shift affiliation from KPRO to the San Bernardino station "by exhibiting certain fraudulent and false audience survey material."

Use of this alleged fraudulent survey material was made in raiding advertising accounts of KPRO and the diversion of prospective advertisers from the Riverside station also is included in charges. Although KPRO allegedly suffered actual damages of $171,000, triple that amount is being asked for under Section 7 of the Sherman Act. Defendants also are asked to pay Broadcasting Corp. of America attorneys' fees (which amount to $51,300) under a proviso of Section 7.

Carl Haymond is owner of KMO Tacoma and KIT Yakima.

**NEWS COMMITTEE**

NARND Sets Up Study Arm

MITCHELL V. CHARNLEY, U. of Minnesota journalism professor, will serve as co-chairman of the National Assn. of Radio News Directors' wire services committee with Jim Bormann, WCCO Minneapolis news director, according to Ben Chatfield, NARND president.

Mr. Chatfield also announced the committee study will begin at once with the U. of Minnesota cooperating with the radio news group. The report, which will study wire services with the aim of improving their radio news coverage, will be made in November at the annual NARND convention, Hotel Sherman, Chicago.

Other members of the committee are Johnny Murphy, WCY Cincinnati; Orrin Mellon, Sioux Falls; Bob Lyle, WLS Chicago; William Jenson, WHAS Louisville and U. of Minnesota; Rex Loring, CFCF Montreal; E. L. Heywood, Calgary, Alberta; John Beck, KNX Hollywood, Calif.; John Thompson, KNBC San Francisco.

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**GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .**

In EMPLOYMENT

GREENVILLE 45,964
Columbia 26,634
Charleston 23,217

S. C. Emp. Sec. Com., 1950

**MAKE IT YOURS WITH WFBC 5000 WATTS**

The News-Foodmart Station, Greenville, S. C.

For the Greenville-Anderson- Spartanburg Markets

Represented by Avery-Knodel
TAKING part in The Gannett Radio Group conference were, seated (left to right) John Hensel, manager, WHDL Olean, N.Y.; Paul Miller, vice president, Gannett Co., Rochester; Glover DeLaney, chairman, The Gannett Radio Group and manager, WTHT Hartford; Frank E. Gannett, president, Gannett Co.; Max Everett, president, Everett-McKinney Inc., New York; standing, Lowell H. McMillan, production director, WHEC Rochester; Robert J. Burow, manager, WDAN Danville, Ill.; Gunnar O. Wiig, chief counsel, Gannett Radio and general manager, WHEC; Dale Taylor, manager, WENY Elmira; LeMoine C. Wheeler, commercial manager, and William J. Adams, program salesman, WHEC; Edwin C. O'Brien, engineering counsel for Gannett and chief engineer, WHEC; Ralph Barber, sales representative, WHEC. The meeting was held in the Rochester Club June 18.

On All Accounts (Continued from page 14) responsible businessmen so they can merely sign dinner tabs at restaurants, hotels and night clubs throughout the U. S. instead of paying cash. Once a month the club issues a convenient, consolidated bill for all dining and entertainment expenditures—"an ideal record for tax purposes and business needs," Mr. Asrael points out.

Aside from radio, Asrael Adv. enjoys identification as specialist in the field of mail order advertising.

Mr. Asrael also claims associate careers of a "Sunday painter" and "a good many civic, club and association activities" as well as a "small vegetable garden." His son, 16, and daughter, 13, keep things lively, he says, by their "all-embracing wisdom" and "keep him off balance consistently."

CRAIG PRESIDENT

Succeeds Wilson at AT&T

CLEO F. CRAIG, acting president of AT&T, was elected president last Monday, succeeding Leroy A. Wilson, who died June 28 [Broadcasting • Telecasting, July 2]. He had been named acting president the preceding week, shortly before Mr. Wilson's death after a brief illness.

A vice president of the company since 1940 and vice president in charge of finance since November 1948, Mr. Craig at various times also has been in charge of the Long Lines Dept., personnel relations, operations and engineering, revenue requirements and finance. Now 58, he is a native of Rich Hill, Mo., and joined AT&T at St. Louis upon graduation from the U. of Missouri in 1913.

ADVERTISING Federation of America has announced the creation of an advertising internship for college professors. The first internship was awarded to Frederick T. Bryan, chairman of the Dept. of Marketing at Boston College's School of Business Administration.

Deane Replaces Baker

BUDDY DEANE, WITH Baltimore emcee, has been named to replace Phil Baker on the station's 2-4 p.m. program. Mr. Baker had requested his release from the show due to his heavy schedule of network radio and television programs and because "there just aren't enough hours in the day to do justice to everything." Tom Tinsley, WITH president, expressed his regret at Mr. Baker's departure.

In announcing the shift he said: "Buddy Deane has already created a sensation in Baltimore with his popular morning show WAKE UP Baltimore. I feel sure he'll do even better with his additional time from 2-4 each weekday afternoon."

TWO semi-automatic machines for printing electronic circuits, one for flat surfaces and other for cylindrical surfaces, have been developed by National Bureau of Standards. Printers are products of continuing program of printed circuit development sponsored by Navy Bureau of Aeronautics, NBC said.

NAME HARLEY

TO NAEB Program Post

WILLIAM G. HARLEY, program director of WHA, U. of Wisconsin and the state station's FM network, has been named by the National Association of Educational Broadcasters to serve as program coordinator for several series of national educational broadcasts. He has been granted a year's leave of absence, until June 1, 1952, to accept the position.

He will be in charge of planning and presenting the programs which will fall into four general categories: International understanding, public affairs, our American heritage and the nature of man and human behavior. The project will be financed by a $600,000 grant from the Ford Foundation Fund for Adult Education and will be supervised by a special NAEB committee of which H. B. McCarty, WHA director, is a member.

TOPS THE FIELD
FROM 6 P.M. TO 8 P.M.

WIBA 38.8
"B" 23.9
"C" 12.4
"D" 11.7
"E" 4.3
"F" 2.3

MON. THRU FRI., JAN.-MAR. 1951 BY HOOPER

Avery-Knodel, Inc., Representatives

Badger Broadcasting Company

5000 WATTS ON 1310...ESTABLISHED 1925

GANNETT GROUP
Wiig Examines Radio Power

NEW VIEWPOINT on programming and selling must be part of radio's re-examination in light of present-day factors affecting the broadcast medium, Gunnar O. Wiig, WHEC Rochester manager and chief counsel, The Gannett Radio Group, told delegates at a two-day conference of the five-station group held in the Rochester Club June 18.

Factors affecting radio and television include taxation, government regulation, and the normal changes in listener preference, Mr. Wiig said.

A better understanding of the radio audience will help both programming and selling, the conference were told. See adjoining photos for others participating.

Among others, talks were given by Paul Miller, vice president of The Gannett Newspapers; Jack Knapp, public relations counsel, Radio-Broadcast Management Council of Rochester, and John P. Street of Hartford-Conway Adv. Agency.
ALL OUT PROMOTION

WVL Chicago, Board Chair Lanza, made a tie-up with Purina distribution area in rural Illinois for the Purina promotion program. The promotion program is designed to increase sales of Purina products in local markets through the use of radio advertising and tie-ins with local businesses.

DOPPE DRAMAS

WMAQ Chicago, The Black Mark, was a series of three dramas that aired on WMAQ. The series was sponsored by Coca-Cola and was aired from July 26 to July 30. The series was well-received by listeners.

PERSONALITY CONTEST

TWO AND ONE-HALF weeks of on-air promotion, including a personality contest, were held at KAYL Storm Lake, Iowa. The contest entailed listening to the station and answering questions about the personality being promoted. The winner received a prize.

CRIME HEARING

WTJU (TV) Miami, June 21-22, carried Senate Crime Committee's investigation of narcotic traffic. The committee examined the issue of illegal drug trafficking and its impact on society.

NARCOTIC INVESTIGATION

WWDI Washington, June 26-27, carried Senate Crime Committee's investigation of narcotic traffic. The committee heard testimony from law enforcement officials and drug rehabilitation experts.

Mailing piece

WSJS Winston-Salem, N. C., sending trade and advertisers mailing piece citing listener coverage. Cover has picture of rooster crowing and back says "In Winston-Salem the station most people listen to most is WSJS!" Inside gives facts on listening in the morning, afternoon, and evening.

KOREAN REQUESTS

KLKC Parsons, Kan., Request Time, 4:15-6 p.m. Monday through Saturday. Jay Pratt, program's announcer, gets requests from area's servicemen serving in Korea. Calls family to make sure they are being played, requests tune for family.

BROADCASTING

BROADCASTING * Telecasting

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promoted Leonard refrigerators with 40 spots per day, for six consecutive days. During the campaign only chain-breaks were used.

Adding up the score-sheet, Mr. Klein found Ginsbergs sold out of Arvin 1 electric fans three days after mass spotting started. For the sewing machine campaign, a waiting list of 200 customers suddenly was created. From the very start when Union Furniture used mass-spotting to announce its appointment as Crosley dealer, store traffic increased on each succeeding day in relation to potential Crosley purchasers.

According to Mr. Klein: “Ginsbergs definitely feels that this is the only way to really hit the radio audience with effect. Ginsbergs is now planning a fall campaign built around mass spotting.”

Mr. McGovern says mass-saturation is the solution for retail selling over the air. Forty chain-breaks a day will do a better job of retail or “tomorrow-morning” selling than a full page ad in the newspapers. And at a lower cost, he reminds.

With the Ginsbergs campaign in mind, Mr. McGovern concludes that the radio industry should adopt the slogan “Forty Spots A Day Will Outpull Any.” To that he adds, BAB should take the matter up.

TORNADO COVERAGE
WRVA, WCCO, KGNC Perform Emergency Service

TORNADOS which ripped through Texas, Virginia and Minnesota drew on-the-spot radio coverage, with KGNC Amarillo, WRVA Richmond and WCCO Minneapolis reporting their activities to BROADCASTING • TELECASTING.

Two technicians of KGNC were officially commended by the U. S. Weather Bureau’s local office for their role in giving a tornado warning.

Bill Curbow and Marvin Armstrong, on duty at the transmitter, saw the tornado cloud forming near the KGNC towers. The regular observation system had not revealed the storm. The KGNC technicians notified the Weather Bureau and followed up with information on the storm’s movement. In all they saw eight storm funnels.

Commenting on the warnings, Meterologist H. C. Winburn of the bureau, wrote Bob Watson, the assistant manager: “Their report allowed warnings to be broadcast to residents of the northeastern Panhandle. Both Amarillo papers mentioned residents of White Deer had heard radio warnings of the storm in their area and this allowed them to warn their neighbors and to take shelter from the storm. The fact that no lives were lost in the vast destruction at White Deer attests that they had been forewarned.”

KGNC has a storm cellat the transmitter, complete equipped with a speaker system so the station can be monitored from underground.

Richmond Storm
Richmond’s twister struck June 13 just before the peak of homecoming traffic. Many were trapped in their autos by falling trees, 600 buildings were damaged, power was cut off in hundreds of homes, phone lines were down—for a while, even the police radio was out.

WRVA sent out the first bulletin just three minutes after the tornado hit. Emergency announcements recalling police and firemen were aired every 10 minutes. George Passage, WRVA news editor, and John Tansey, assistant program director, were among the first to spot the twister. Going into action, they were able to present a half-hour program combining news, emergency instructions, and tape recordings of victims only an hour after the tornado first struck. Another half-hour program at 10 p.m. the same evening gave early developments.

WRVA won praise from city officials for its invaluable liaison work between the public and emergency crews.

Three tornados in Minnesota left

in their wake one dead, more than 25 injured, and countless buildings leveled. It also blew WCCO into action and resulted in coverage of

WASHINGTON FM
University Outlet Set

FCC-APPROVED FM station for the U. of Washington at Seattle, will go on the air about Oct. 15, BROADCASTING • TELECASTING was informed last week by Prof. Edwin H. Adams, executive officer of the university’s Dept. of Radio Education. Operating on 90.5 me, with a kw transmitter and a new Western Electric control board, the station will be able to use the university’s radio-training courses and its statewide transcription service. Studios will remain in Radio Hall, on the university campus, and the transmitter will be atop the Administration Bldg.

Prof. Adams, who will serve as station manager, also announced the staff positions, as follows:

Bruce Calhoun, program director; Ken Kager, production manager; Al Roberts, chief engineer. The station will be largely student-staffed, Mr. Adams said, because of the recent budget cuts imposed on all university operations by the state legislature.

WHBU Aid
Power Failure Emergency

EMERGENCY instructions for Anderson, Ind., following local power plant explosion in mid-afternoon June 16 were aired by WHBU there in public service effort.

Relying on emergency power equipment to return to the air, WHBU told citizens to conserve electric power supply and stay off streets to ease traffic lightless congestion. Station also repeated bulletins from police, fire and water department. Throughout night. Return of power to some areas, plus alarm and battery radios, were credited by WHBU as enabling it to keep public informed.

Godfrey to Paris
ARTHUR GODFREY, CBS radio and TV star, left on a flight to Paris July 5 at the request of Bernard Baruch, U. S. elder statesman. While in Paris, Mr. Godfrey will confer with Mr. Baruch and Gen. Dwight D. Eisenhower. Substituting for Mr. Godfrey until his return, July 15, will be: Robert Q. Lewis, 10-11:30 a.m., Mon.-Fri.; CBS; Herb Shriner, CBS-TV and radio Talent Scouts, Mon. 8-9 p.m., and Frank Parker for Godfrey and His Friends, CBS-TV, 8-9 p.m.

WFRP Joins Liberty
WFRP Savannah, Ga., has signed a contract for affiliation with Liberty Broadcasting System, effective yesterday (Sunday). WFRP, operating on 1320 kc with 250 w, is licensed to Georgia Broadcasting Co. John P. Pridemore is president; James M. Wilder, secretary, and John G. Williams, treasurer.
TRADE CODE

FTC Plans Second Meeting

A SECOND session devoted to discussions on trade practices of the radio and television industry is tentatively scheduled for late September, the Federal Trade Commission announced last Monday.

First meeting was held in Washington June 21 [BROADCASTING • TELECASTING, June 25]. At that session, convened at the request of Radio-Television Mfrs. Assn. and other groups to blueprint new rules for television practices, color TV emerged as a bitter issue.

FTC in its announcement last week said those attending the meeting agreed a second conference was necessary. They also recommended, FTC said, that "a staff of draft rules should be prepared by the Division of Trade Practice Conferences of the Bureau of Industry Cooperation."

This draft will be distributed among members of the industry for study in advance of the second conference, the commission said. The staff draft rules on all the subjects suggested by the "various associations and members of the industry" and will be a basis for further talks, FTC added.

Canadian Radio Rules

OPPOSITION PARTY leaders in the House of Commons at Ottawa June 29 urged the Canadian government to appoint a committee in the fall to study the radio section of the Massey Report, of which the minority report recommended establishment of a separate regulatory body for broadcasting in Canada. Subject came up during a discussion of money matters prior to adjournment of the session, with the government asking for $1.5 million interim advance to Canadian Broadcasting Corp. to tide it over current deficits. Should the government implement the Massey Report majority recommendations, CBS would receive an annual grant of $5 million, Revenue Minister J. J. McCann told Parliament. There has been no Parliamentary Radio Committee since last year.

J. CARROLL NASH signed for CBS Life With Luigi for third consecutive season, resuming August 25.

SHELLEY GROSS, announcer WFIIL Philadelphia, father of boy.

TED SCHNEIDER, operations manager WMGM New York, father of daughter, Lynn, born June 18.

JEAN HERSHOLT, president Dr. Christian program, elected director of Hollywood Chamber of Commerce.

DANNY O'NEILL, Chicago TV singer and recording star, was injured July 1 when car he was driving skidded and rolled over four times near Almo, Minn. He was on fishing trip with friend, and is reported in normal condition now.

Capt. WALTER KARIG, special deputy chief of information U. S. Navy, to NBC-U. S. Navy television project, as Navy technical adviser.

JAMES PESSETT, supervisor of music CBS, visiting Holland as guest of Holland Festival Committee and Radio Nederland.

FOUR ABC Hollywood staff members have been honored with "Nurse of Mercy" awards from City of Hope, Duarte, Calif. For their recent efforts on behalf of hospital's campaign for funds towards its projected cancer hospital. The men, FRANK LA TOURRETTE, director of news and special events, ABC Western Div., HANK WEAVER, ABC news and sports commentator; MARK JORDAN, and BILL DAVISON, network announcers, conducted 15 hour marathon on KEXA-TV, local ABC outlet that netted the hospital over $175,000 [BROADCASTING • TELECASTING, June 25].

News

KEN PARSONS, assistant farm director WKCX-FM team Kansas City, Mo., appointed assistant farm director.

BILLY D'ONNELL, sports director WBBX Utica, N.Y., to KWKI Pocatello, Idaho, as sports caster. He will handle baseball, football and basketball broadcasts.

BOB FERRIS, news and special events director KJR Seattle, to news staff KPFW Hollywood, Mr. Ferris will write and report seven daily newscasts on station.

CHARLES T. WADE, news director WCYB Bristol, Va., appointed director of news and special events WCWB Portland, Ore.

JOE ANDRIWS, editor Bartow Herald, Cartersville, Ga., appointed to news staff WMAZ Macon.

STUART NOVINS, associate director of public affairs CBS New York, has received William J. Danner Foundation National Vocational Guidance Award for "outstanding job" while he was CBS Hollywood public service director.


BERTRAM LEBAHR Jr., sportscaster on WMGM New York under name Bert Lee Jr., on June 23 married Dorothy Joyce Cohn. Mr. Lebahr is son of BERTRAM LEBAHR Jr., director of WMGM and Metro-Goldwyn-Mayer Radio Attractions.

GEORGE MILLER, sports director WPPT Albany, registered a hole-in-one on the Western Turnpike golf course, June 27.

ELECT TEICH

Heads Iowa Tall Corn

W. J. TEICH, KROS Clinton, has succeeded Ben Sanders, KICD Spencer, as president of the Iowa Tall Corn Network, it was announced following the regional group's June 14-16 annual meeting at the Okoboji.

Other officers appointed were Hugh R. Norman, KSTT Davenport, and Dietrich Dirks, KCOM Sioux City, vice presidents; and William P. White, KFJB Marshalltown, secretary-treasurer. During the meeting, KICD Carroll was welcomed as the Iowa group's 13th addition.

WLIB New York adding 8% hours weekly to its Negro broadcasting schedule, bringing total time devoted to such programs to more than 38 hours a week.

Mr. Phil Archer
Kaws Reeves Adv., Inc.
Minneapolis, Minn.

WCHS
Charleston, W. Va.
Provo Joiners
THREE prominent civic organizations in Provo, Utah, are now headed by KVVO
staffers. Both chambers of
commerce—senior and junior—are presided over by Sta-
tion Manager Arch L. Mad-
sen and Sales Manager L. H.
(Curt) Curtis, respectively.
Provo Twenty-Thirty Club is
headed by Salesman Harold
Tolboe.

Provo Joiners
THREE prominent civic or-
ganizations in Provo, Utah, are now headed by KVVO
staffers. Both chambers of
commerce—senior and junior—are presided over by Sta-
tion Manager Arch L. Mad-

WJWL GEORGETOWN
New Del. AM Daytimer
NEW DAYTIME AM station in Georgetown, Del., WJWL, began
operation June 27 with 1 kw on
900 kc. Outlet is owned by the
Rollins Broadcasting Inc., which
also owns WRAD Radford, Va.,
and WFAI Fayetteville, N. C.

Frank Knutti, former manager of
WLSI Pikeville, Ky., is WJWL
general manager. Other staff
members include: Norman Glenn,
commercial manager and publicity
head, formerly manager of remote
studio for WBOC Salisbury, Md.;
Bill Jaeger, former WBOC an-
nouncer, program director; Chief
Engineer Edward Marzoo, former
chief engineer at WFAI; Muriel
Meade, continuity and traffic;
Frank Delle, announcer, and Jo
Lee Downing, receptionist.

New Business
(Continued from page 11)
from July 25 for 52 weeks through Needham, Louis & Broby, also
Chicago. The Falcon is heard during that time period now, and will be
replaced with the Great Gildersleeve in the fall.

RCA VICTOR Div. of RCA renews The Phil Harris-Alice Faye Show,
Sun. over NBC, effective Sept. 30. New time period for program is 8-
30:30 p.m., with The Big Show, NBC, Sundays, moving up to the 6:30-8
p.m. spot. Agency for RCA Victor: J. Walter Thompson Co., N. Y.

NBC-TV renews contract with Firmcraft Productions, for filming
Groucho Marx-You Bet Your Life, sponsored by Desoto-Plymouth
Dealers. Agency: BBDO, N. Y.

U. S. ARMY AIR FORCE to sponsor Sports Newseum, starring Bill
Stern, on NBC, Fri. 10:30 to 10:46 p.m., starting Nov. 30, for 26 weeks. Agency:
Grant Adv., Chicago.

KELLOGG Co., Battle Creek, in early fall moves two programs, Mark
Trail, multi-weekly adventure series, and Victor Borge Show, five minute
multi-weekly music and comedy program, from MBS to 260 ABC sta-
tions, 6:30-8:55 p.m. for Mark Trail and 5:55-6 p.m. for Victor Borge Show
[CLOSED CIRCUIT, June 11]. Agency: Kenyon & Eckhardt, N. Y.

CORY CORP., Chicago (household appliances) to sponsor Tues.-Thurs.,
12:45-1:1 p.m. segment of new Frances Langford-Don Ameche program
(Mon.-Fri., 12 noon to 1 p.m.) over ABC-TV.

GENERAL FOODS (Sanka Div.), N. Y., replacing summer show, Who's
Whose, after one performance with another panel show, It's News to Me,
John Daly moderating, Mon., 9:30-10 p.m. (EDT) on CBS-TV. Agency:
Young & Rubicam, N. Y.

R. J. REYNOLDS, (Camels) to sponsor Your Show of Shows, NBC-TV,
Sat., 9-9:30 p.m. Firm had sponsored Jack Carter Show, Sat. Crosey
which sponsors that half-hour of Your Show of Shows, undecided about

APPLY VALLEY INN, Apply Valley, Calif. (resort) to sponsor July 14
only, 5-6:30 p.m. (PDT) $100,000 Gold Cup Handicap Race at Holly-
wood Park, Inglewood, Calif., on 34 CBS Western and Hawaii stations.
Agency: Swafford & Co., L. A.

LAMBERT PHARMACAL Co., St. Louis (Listerine Toothpaste and
Prophylactic Toothbrushes), to sponsor So You Want To Lead a Band,
featuring Sammy Kaye, over CBS-TV, Sat., 7-7:30 p.m. beginning July 28.
Contract is for three years in 26-week segments. Agency: Lambert &
Feasly, N. Y.

Agency Appointments

JEWEL MATTRESS Co., Detroit, appoints Ruse & Urban Inc., same
city, to handle advertising. Radio and TV will be used.

TILESTONE Co., Chicago (shower cabinets), names Casler, Hempstead &
Hamford, same city, to handle advertising. Charles O. Puffer is account
executive. Radio may be used later.

DICTOGRAPH PRODUCTS Inc., Acousticon Div., N. Y., appoints Walter
McCready Inc., Beverly Hills, Calif., to handle advertising. Network
and local radio and television will be used. Robert Swenson is account
executive.

BRITISH FORD DEALERS of Northern and Central California appoint
Richard N. Meltzer Adv. Inc., S. F., to handle advertising. Fall tele-
vision show is planned.

COLUMBIA TOBACCO Co., N. Y. (du Maurier filter-tip cigarettes), ap-
points Anderson & Crairn, N. Y., as agency. Firm probably will use
nation-wide radio spots.

GROVE LABORATORIES Inc., St. Louis (Pitch hair preparations), ap-
points Vickers & Benson Ltd., Toronto, to handle Canadian advertising.
Agency already handles number of other Grove Labs products.

Adpeople

KENNETH B. BONHAM, former president of Emerson Drug Co., to
American Home Products Corp., as assistant to WALTER F. SILBER-
SACK, president.

REES H. TAYLOR, president Union Oil Co., Los Angeles, elected
alumnum trustee Cornell University, Ithaca, N. Y.

B. L. West (t), first vice-presi-
dent of Cusins & Fearn, and
WHKC Sales Manager Harry
Hoesly, watch Mr. Wunderlich
complete the "plant contract.

RADIO IMPACT
Chain Stresses News on WHKC
FOLLOWING a check of its radio
advertising's impact, Cusins &
Fearn's Columbus, Ohio chain of 40 stores,
has signed for a total of one and
one-half hours daily in newscasts on
WHKC Columbus, Ohio.

Harry Wunderlich, firm's presi-
dent and general merchandise
manager, explained that the huge block
is broken down into 10 daily pro-
grams, ranging from five to 15 minutes.
First show goes on with
WHKC's 6 a.m. sign on and the
final newscast is during the 6:30
p.m. dinner hour. Contract started
July 4.

Cusins & Fearn's radio with
WHKC during the past several
years has been checked, Mr. Wun-
derlich said. "Quotes for the 1951
anniversary sale were set beyond
our actual expectations, yet the
repetition theme in our radio ad-
vertising brought results that far
exceeded our pre-set goals." He
pointed out the company's slogan
is "Repetition is Reputation in
Business."

WHKC covers all Cusins &
Fearn's Ohio markets and reaches
"five million present and potential
customers," Mr. Wunderlich of-
tered as the reason for choosing
WHKC to carry the bulk of the
company's advertising.

GE Tube Plant
GENERAL ELECTRIC expects to
have its new $5 million receiving
tube plant built at Anniston, Ala.,
by early 1952, according to J. M.
Jones, head of GE's tube divi-
sions. The plant is part of GE's
expanding activity in the manufac-
ture of "high-reliability" tubes for
military purposes. Firm plans to
employ 2,000 persons in the new
plant's 150,000 square feet of floor
space.

WHKC wants a big sales job.

BUY 2 MORE...
PEACE BY RADIO

Media's Diplomacy Role Outstanding

THE HIGH STRATA of diplomacy is taking to radio like the duck to water, it can be seen by the radio by-play that drew the U.S. and the Korean-Chinese Communists closer to the negotiating table.

The first fuse was lit by the UN Radio talk of Jacob Malik, the USSR delegate, June 23. This was followed by Gen. M.B. Ridgway's communication to the Communists, also via radio, presenting the UN proposal for a cease-fire. Peeling Radio accepted, and its conditions specifying a delay of talks also were broadcast.

State Dept's International Information Program (Voice of America) relayed the Ridgway offer in four Chinese dialects—Mandarin, Cantonese, Amoy and Swatow. The statement was carried in 45 languages in all by Voice, with heaviest emphasis on its output to Korea and China.

The Malik broadcast, recorded as the 18th in a series of 14 weekly programs, was prepared and distributed by UN Radio as part of its On The Record series (formerly called Memo From Lake Success).

UN Radio spokesmen said that while the program is carried week-

TRUE CAMPAIGN
Ad Council Asks Help

THE ADVERTISING Council will call on the radio and TV industry to help support its September campaign, "Help Truth Fight Commu-
nism, Join the Crusade for Free-

Volunteer coordinator of the Ad Council project is Allan Brown, vice president of the Bakelite Co. and former chairman of the Assn. of National Advertisers. Hewitt, Ogilvy, Benson & Mather, New York, is the volunteer agency.

LATIN AMERICA
New Facilities Announced

TWO new Latin American stations and three changes in existing sta-
tions were reported by FCC follow-

ing notification from the Domin-
ican Republic and Mexico under provisions of the 1941 North Ameri-

can Regional Broadcasting Agree-
ment. Changes reported (probable commencement date in paren-
theses) are:

WMT Santiago, Dominican Republic, new Class II station, 1 kw fulltime on 1560 kc (July 30).

XZAW Monterrey, N.L., Mexico, increases day power from 250 kw to 1 kw, retaining 500 kw night, on 1280 kc. Class III-B. (Sept. 1).

XRAS Nuevo Laredo, Tamaulipas, Mexico, increases day power from 250 kw to 1 kw, retaining 500 kw night, on 1560 kc. Class II-B. (Sept. 1).

XZELC La Piedad, Michoacan, Mexico, increases day power from 1 kw to 5 kw, retaining 1 kw night, on 1600 kc. Class III-A. (Sept. 1).

CBC Actions

CKVD Val d'Or, Que., has been given permission to increase power from 100 kw to 200 kw on 1250 kc, to improve service in its area, by the board of governors of Canadian Broadcasting Corp., at Ottawa, June 21-22. Emergency transmitter licenses were recommended by the CBC board for CFRN Edmonton, CJOP Guelph, CJOR Vancouver and CHSJ St. John, N.B. Broadcast pick-up licenses were rec-

hibited by FCC Montreal and VOCM St. John's, Nfld. Share transfers were recommended for a number of stations; CJRW Summers-
side, CHPL Montreal, CKOY Ottawa, CKCK Regina, CFAB Windsor and CKEN Kentville, N. S., CFOX North Bay, CJRL Kirk-

land Lake and CKGB Timmins, Ont.

From where I sit
by Joe Marsh

What's So Funny?

Just finished reading a magazine article that "proves" you and I don't know what's funny.

A bunch of psychologists came to this sad conclusion after telling jokes to college students. Very often they would give out with what they considered a side-splitter—and not get even a chuckle in response. Other times the students would laugh their heads off at stories that weren't considered really funny.

Maybe I'm wrong, but what makes a psychologist such a better judge of humor than the rest of us? If a man gets a kick out of a joke that proves it was funny to him—doesn't it?

From where I sit, when psychologists try to set up a standard for a sense of humor they're getting too serious for me. Stands to reason that different people laugh at different things, just as they have different tastes for most everything. I'm partial to a glass of beer with meals myself—but I promise not to make any "wise-cracks" if you prefer tea.
book reviews


ED BRENNEN presents a panoramic view of the major forms of advertising media and the effective methods of buying and selling space and time.

Although the book is somewhat elementary in its approach, Mr. Brennen said he wrote it specifically for buyers and sellers of advertising.

For the inexperienced student of advertising, it offers a primary understanding of the functioning of each form of media. For the professional it reviews some of the most practical current-day techniques.

Mr. Brennen hopes that his book will be both explanatory and inspirational. By its primary approach, he hopes that it may lead the student to proceed farther in his exploration of advertising and that it may lead experienced advertising men down new avenues of thought.


READYED for the book market in September, this volume, which correlates the writing, direction and production of a television program, is designed to be "a complete, practical introduction" in these spheres of endeavor. The book is illustrated with charts, diagrams and photographs, reproduces scripts—with marginal notes and camera cues. Photographs are enlarged from film transcription of programs, demonstrating director's planned key shots.

His professional affiliations include membership in various Assn. of National Advertisers' committees, lieutenant governor of the 10th District, Advertising Federation of America; Tulsa Press Club, immediate past president of Tulsa Country Club, and Phi Kappa Psi fraternity.

Mr. Rogers' wife is the former Ruth Bellow of Houston. They have two children, Lee, 10, and Carolyn, 5.

When not engrossed in the advertising-sales momentum of Mid-Continent, Mr. Rogers engages in his hobby, "all sports." He particularly likes golf, hunting and football.

WOXY, Made in Ohio

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KSWM CBS in JOPLIN. MO. Nationally Represented by William G. Rambeau Co.

Austin A. Harrison, Pres.

Strictly Business

(Continued from page 18)
laces although never tried before in the Lone Star State.

Born in Springfield, Mo., June 12, 1917, Mr. Rogers' ties with radio date back to the twenties when he started as a cub announcer at KXYZ Houston.

To get his start in the advertising field, Mr. Rogers expended vitality in a versatile array of positions in radio including selling, writing, commercial and station memberships.

From this indoctrination, Mr. Rogers had a close look at the printing media, working on the display staff of a few Texas dailies and knocked on the door of the advertising world by becoming account executive at Houston's Rogers-Gano Adv. Agency.

Heads Agency

There, Mr. Rogers busied himself in the position of radio director, and when his father died, he became the agency's president.

With World War II, Mr. Rogers exchanged civies for the forest-green of the Marine Corps. The war's end brought dissolution of the agency and the anonymous letter to Mid-Continent.

For Mr. Rogers, the advertiser's basic philosophy boils down to this: Strong advertiser-agency and media relations and more truth in advertising.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of LIESEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

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

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

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

For details, write to the Pioneer in this line.

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

SHOPPER STUDY

WTAG Looks at Area's Buying Habits

WTAG Worcester, Mass., is putting the bee on where the shopper shops for his clothes.

Its just completed survey finds a strong trend among shoppers to live away from the busy city but an equal motivation for them to come to the city for things to buy.

The survey, directed by Prof. Eugene J. Kelley, assistant professor of economics and business administration, with cooperation of Ed Quinn, station's research director, was conducted by Clark U. students. They looked at the buying habits of 600,000 residents in the Worcester market area, covered by Worcester County.

For clothing, men's, women's and children's, the percentage runs to about 50% of shoppers who go to the heart of the city's store front.

Other categories of things to buy in the city get a dwindling percentage of buyers respective to their essentiality and their availability in smaller or rural areas, the survey discovered.

A 20% return was received on a random list mailing to over 5,000 residents in 22 towns scattered through Worcester County. Some of the questionnaires went to Worcester city residents.

To qualify accuracy and also information on the broadened circulation of WTAG, the station asked radio set ownership and station preference. Answers were checked with station's sales department coincident with such data as that of Pulse. According to WTAG, 59% of the respondents indicated that station as the one to which they listen, smoothing out the confusion.

In order to assure retailers and other business firms of getting full use of the data, WTAG is putting together the results and will turn them over to the Worcester Chamber of Commerce for community distribution.

WSOY Staff Changes

MILTON H. STUCKWISH, technical director of WSOY-AM-FM Decatur, Ill., has been named station supervisor, a new post. Charles F. Bruce continues as commercial manager with both reporting to Merrill Lindsay, general manager of the stations. Jay Giles, announcer, becomes program director, succeeding Bernie Johnson, who joins the CBS Housewives Protective League.

Highlights Radio-TV

ELECTRONICS industry, riding on the growth of television to add to radio which was its big product in 1940, now is a $2.5 billion operation, by next year it may go as high as $5 billion, according to June 29 issue of Fortune magazine. An article, "The Electronics Era" by Lawrence P. Lessing, with accompanying illustrations, traces this growth and highlights radio and television as an important part of the industry.
Open Mike
(Continued from page 28)

Perhaps radio should do as it tells the sponsor to do. Spend a proper amount of money on sufficient help to get the job done right...

Mei Haines
KWBW Hutchison, Kan.

P.S. "Visit to the Land of Perhaps" (a fable about the Double-Beamed Broadcaster and the Fuzzy-Crested Oracle, [BROADCASTING + TELECASTING, June 18] was oh-so-good. More! More!

Up The River

EDITOR:

Would it be at all possible for you to spare us your material entitled "Map of Broadcasting of the United States and Canada"?

We are anxious to obtain this material for our own reference, as well as for display purposes to our orientation classes—on which we are held for all newly admitted men to our institution...

Herman K. Specter
Senior Librarian
San Quentin Prison, Calif.

No End to This

EDITOR:

The editorial entitled "FM's Aches, TV's Balm?" of June 11 appears to have been properly appraised in the letters from your readers, particularly that of Mr. George Hamilton. However, one point has been overlooked.

What is the source of the "substantial engineering opinion" in favor of compatibility of the 700 FM stations now operating into 2 mc of the band? Is it some more of the crackpot... variety which insisted that "skywave" interference will not be a problem because FM must be moved upward because of "intolerable" skywave interference and which now sits silently by while the FM stations throughout the country are being set up permanently on exactly the same wavelengths where these former representatives of the Commission said FM couldn't work?...

It is now clear for all the world to see that a former FCC made one of the colossal engineering blunders of the century. The three year TV freeze is a sufficient proof of that. Apparently the editor wants to do is to compound that blunder by cramping the operation of the one radio service which is actually working without inter-

Who's the "Avenger"? - 30 MIN. TRANSCRIBED MYSTERY SERIES

CHARLES MICHELSON, INC.
12 WEST 47TH ST., NEW YORK 19

Kaltenborn Scholarship

AN ANNUAL radio scholarship amounting to about $500 per year is made available for the next school year at Wisconsin U. Supported by a $15,000 trust fund set up by H. V. Kaltenborn, radio commentator, the scholarship is established to help deserving students study and train for some phase of broadcasting with particular emphasis on news presentation and analysis. Any student or junior standing or above is eligible. Inquiries should be sent to Prof. H. L. Ewbank, Wisconsin U., Madison 6, Wis.

WRFD 'Radio Farm' - To House Studios, Other Scenic Buildings

WRFD Worthington, Ohio, soon will be wearing its blue jeans around its new showplace home, "Radio Farm, a central meeting place for all rural Ohio," as Manager Fred A. Palmer puts it.

The new farm, which will house WRFD's broadcasting studios, is being constructed on 260 acres five miles north of Worthington at the intersection of U. S. Route No. 23 and Powell Rd.

It will be built with the colonial-type architecture that makes Williamsburg, Va., one of the nation's early showplaces. More than 100 acres of the WRFD new location will be used to recreate this early-American village.

While including the new broadcast facilities for Ohio's "Rural Radio" station, the buildings also will consist of a blacksmith shop, town hall, general store, Grange Hall, a "Theatre Barn," a church and a restaurant.

The other 160 acres, which lie north of Powell Road, will be used to house the station's staff and other radio personnel.

Mr. Palmer says the new studios, which will be the first building in the series to be constructed, "will compare with the very finest studios in the country." A centrally located main studio is to be flanked by four smaller studios and office spaces for all executive personnel.

WRFD hopes to have the studios completed by September in order that staff and equipment can be moved from Worthington where temporary quarters have been maintained since the station took the air, Sept. 28, 1947.

It's About Time

RICHARD (Cactus) Pryor, a hillbilly singer on KTBC Austin, Tex., whose tastes run to ballads like "Dad Give My Hog Away" and "I Married the Thing," announced last week that he was turning a new leaf. Beginning Aug. 1 he starts voice lessons under instruction of Chas Baromeo, one-time Metropolitan Opera singer. In addition to his vocal performances, Mr. Pryor is program director at KTBC.

ASCAP Commemoration

PLAQUE commemorating a meeting of Victor Herbert and eight associates at Luchow's Restaurant in New York in February 1914, at which the original plans for ASCAP were drafted, has been presented to the restaurant by ASCAP during a dinner there June 27. John Singer, who celebrated his 77th birthday that day, and Raymond Hubbell, 78, only surviving ASCAP founders, were guests of honor at the dinner. NBC broadcast part of the ceremonies.
NEW DAYTIMER

WLYC Starts Operations

WLYC Williamsport, Pa., went on the air last month with greetings from Vice President Alben Barkley, Gov. John S. Fine, Sen. Edward Martin (R-Pa.), Sen. James H. Duff (R-Pa.), Mayor Williamsof Williamsport and other local dignitaries. First day’s programming, June 10, was opened with a description by Mel Allen of the New York Yankees-Chicago White Sox doubleheader.

WLYC is licensed to Lycoming Broadcasting Co. and operates daytime on 1060 kc with 1 kw. Dick Bower is manager of WLYC which features sports, music, news and farm programs.

AM Grant Delayed

INITIAL decision to grant a construction permit to Robert Hooker for a new AM station at Fort Myers, Fla., on 1400 kc with 250 w fulltime have been stayed by PCC pending further review of alleged interference to a Cuban station under terms of the new North American Regional Broadcasting Agreement which is awaiting Senate action. FCC said the Fort Myers outlet “would impose an interfering signal at the boundary of Cuba within the 0.5 mv/m contours” of CMGI Matanzas “in excess of that provided in said agreement.”

WIPC ON AIR

New Liberty Outlet Opens

WIPC Lake Wales, Fla., a new LBS affiliate, commenced operation June 29 on 1280 kc with 1 kw, daytime only. Station is owned and operated by the Imperial Broadcasting Corp. G. Max Kimble is general manager and chief engineer. He has been in radio since 1938, having served with WJBC Bloomington, Ill., WDWS Champaign, Ill., WKR C Cincinnati, and the Naval Air Technical Training Center, Corpus Christi, Tex. R. Ted Linton, formerly manager of WTSV Claremont, N. H., is commercial manager. Program director is Joan Gallaway, one-time women director for WKID Urbana, Ill. Other members of the staff are Dottie Shouse and Jim Davidson.

WIPC gives its total cost as $59,475.54. It is broken down as follows: Transmitter, $2,800; antenna system, $4,833.51; frequency and modulation monitors, $500; studio equipment, $7,181.99; land, $1,159.20; building, $13,622.04; test equipment, $481; emergency power, $500; furniture and fixtures, $1,665.82; organizational, engineering and legal expenses, $1,938.65; expenses applicable to current year’s operation, $5,977.42; insurance, miscellaneous, $952.91.

AIIE Meet Aug. 20-23

AMERICAN Institute of Electrical Engineers holds its Pacific General Meeting Aug. 20-23 at the Multnomah Hotel, Portland, Ore., H. H. Henline, institute secretary, announcing today. Charles B. Carpenter, Portland, equipment maintenance engineer for Pacific Telephone & Telegraph Co. and general chairman of the meeting, will preside at the opening session. Portland’s Mayor Dorothy McCol- lough Lee will give the welcome address.

DAVE GARROWAY (s) sets AM and TV program details before leaving on a European vacation. The star of NBC-AM’s Dial Dave Gar- roway and NBC-TV’s Garroway at Large chats with Don House (l), advertising manager, Armstrong & Co., the sponsor, and Richard Davis, radio and television production manager at Footo, Cone & Belding, Chicago.

JUNE 29 THROUGH JULY 5

fCC actions

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 29 Applications...

 ACCEPTED FOR FILING

License for CP

WKP Allentown, Pa.—License for CP, at mod., switching switch for facilities in 1320 kc etc.

WPM-FM Madison, Wis.—License for CP, new station to serve Stevens Point.

Modification of CP

WTVI Christiansted, V. I.—Mod. CP programming.

WFMZ (FM) Allentown, Pa.—Mod. CP new station to change ERP from 6.9 kw to 50 kw, ant. from 475 ft. to 130 ft.

AM—590 kc

WTCH Shawano, Wis.—CP to change from 1 kw D to 1 kw unl. DA-AN AMENDED to change from DA-AN to DA and change MEQV of N pattern.

FM—96.9 me

WOPM-FM Bristol, Tenn.—CP to change ant. height from 2210 ft. to minus 37.7 ft.

Renewal of License

Following stations request license renewal:


APPLICATIONS RETURNED

WPIT Pittsburgh, Pa.—RETURNED application for mod. license to change from D to unl.

WPIC-TV Smyrna Beach, Fla.—RETURNED application for assignment of CP.

July 2 Applications...

ACCETED FOR FILING

AM—430 kc

Monterey, Calif.—S. A. Clater’s CP for AM station on 1400 kc 250 w unil. AMENDED to change to 630 kc 500 w D etc.

Modification of CP

Following station request mod. CP for extension of completion date:


WJOC Jamestown, N.Y.—CP, as mod. for station on 1400 kc 250 w unil. CP to new station.

License for CP

WLBJ Bowling Green, Ky.—License for CP to change frequency etc.

WLC Chattanooga, Tenn.—License for new AM station etc.

SERVICES DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash., D. C.

Starling 3626

Commercial Radio Monitoring Company

PRECISION FREQUENCY MEASUREMENTS

"A reliable service for over 15 years" For immediate service phone

JACKSON 3302

P. O. Box 7057

Kansas City, Mo.
Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

Lynne C. Smee
"Registered Professional Engineer"
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

THE WES TURNER CO.
II years TV Eng. Experience
Construction & Operation
Supervision
9918 E. Camino Real
DO 7-6335
ARCADIA, CALIF.
(A Los Angeles suburb)

James C. McNary
Consulting Engineer
National Press Bldg.
Washington 4, D. C.
Telephone District 1205
Member AFCCE*

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

Millard M. Garrison
1519 Connecticut Avenue
WASHINGTON 4, D. C.
MICHIGAN 2261
Member AFCCE*

John Creutz
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

George P. Adair
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Communications
188 M St., N. W., Wash, D. C.
Executive 1300—Executive 666
(Nights-holidays, Legislative 1-1819)
Member AFCCE*

Mcintosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

Russell P. May
1432 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE*

Kear & Kennedy
1302 18TH ST., N. W.
HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE*

Guy C. Hutcheson
1100 W. ABRAM ST.
AR 4-4721
Arlington, Texas

Walter F. Keane
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, III. (A Chicago suburb)

KPSR Oklahoma City, Okla.—Granted mod. CP for new non-commercial educational FM station to make changes in ant. system.

KOSY Texarkana, Ark.—Granted mod. CP to change type trans.

WERS Monroe, Wis.—Granted mod. CP for approval of ant. trans., and studio location.

Following were granted mod. CPs for extension of completion dates as shown:


July 3 Applications... Accepted for Filing
License for CP
KRLW Walnut Ridge, Ark.—License for CP new AM station.

WJWI, Georgetown, Del.—License for CP new AM station etc.

AM—1510 kc
KOSC Ontario, Calif.—RESUBMITTED application for CP to change from D to unl. with 250 w DA-N.

Modification of CP
WDSU-FM New Orleans, La.—Mod. CP authorizing changes in FM station for extension of completion date.

KOMA-FM Oklahoma City—Mod. CP new FM station for extension of completion date.

License Renewal
WKBI-FM Manchester, N. H.—Request renewal of license etc.

WFOW (FM) Madison, Wis.—Same.

APPLICATIONS RETURNED
WTWT Coral Gables, Fla.—RETURNED application for involuntary assignment of license etc.

KDFB Albuquerque, N. M. —RETURNED application for mod. CP new AM station for approval of ant. & trans. locations.

(Continued on page 87)

JULY 9, 1951 • PAGE 81
CLASSIFIED ADVERTISEMENTS

Paying 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¢ per inch

No charge for blind box number. Send box replies to BROADCASTING, 870 National Press Blvd., Washington, D. C.

All transcriptions, photo, etc., sent to box numbers are sent at owner’s risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Head salesman wanted—New England radio. Excellent commission, good working conditions, modern downtown offices. Reply Box 176K, BROADCASTING.

Opening in Colorado station for top salesman. Large draw. Reply Box 176K, BROADCASTING.

Salesman for dual net station. Excellent working conditions, guaranteed income, position open immediately. First letter. Box 179K, BROADCASTING.

Salesman wanted for Colorado station. Excellent position with good draw. Reply Box 179K, BROADCASTING.

ANNOUNCERS

Announcer-engineer, general. Excellent working conditions, guaranteed income, position available immediately. First letter. Box 179K, BROADCASTING.

Help Wanted (Cont’d)

Situations Wanted

Help Wanted (Cont’d)

Announcer—Immediate opening for talented, broadcasting, experienced professional announcer. Must be able to work any time. Reply Box 179K, BROADCASTING.

Announcer—Immediate opening for professional announcer. Must be available immediately. Reply Box 179K, BROADCASTING.

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**Situations Wanted (Cont'd)**

First class operator, draft exempt, single, 614, BROADCASTING.

First class operator, draft exempt. Prefer small station. Box 129K, BROADCASTING.


Engineer. Have first class ticket. Six months experience. Permanent. Box 197K, BROADCASTING.

First phone operator, single, will travel, no experience. Desires broadcasting, ambitious. Box 310K, BROADCASTING.


Engineer, four years experience, all phases AM, FM. Married, 28. Draft exempt. Low employment. Box 212K, BROADCASTING.

First class phones. Travel anywhere, ready anytime. Excellent references. 614 Forman Avenue, Point Pleasant, N. J.

**Production-Programming, others**

Meme to optime radier: Eleven years programming and announcing by another. Has 156% of practical radio. If you want an exceptionally good man who can be made better, in the right direction, contact Box 129K, BROADCASTING.

First chance? 5 years radio, 1½ years farm service. Raised on farm. Know farmers; can talk their language. Willing, energetic. Box 100K, College, Marret, S. D. to anywhere. Box 150K, BROADCASTING.

A progressive agency, production department or TV outfit can well afford this really good talent who is currently producing, acting in one of nation's top ten TV shows. Three years announcing, First phone. Test, photo available. Enclose stamped, self-addressed, Draft free! Box 189K, BROADCASTING.

Where is the station that needs rejuvenation, leadership, new ideas, quality production, better programming and increased billing. Interested, 24 years network, independent and agency experience. Employed. Mature, responsible man. Box 214K, BROADCASTING.

Program director-announcer, vet. col. service. First phone, presents program of excellence, record as F.D., at metropolitan AM in position to offer a little more. Box 227K, announcer AM-TV outlet. Box 227K, BROADCASTING.

Wanted: program director, responsible, authoritar- ive experience. 10 years network production background, B.S. Degree, Family. Dependable, draft free, desire responsible, consciousness operation. Minimum $100. Currently employed 50 yrs. Highest starting salary. Box 232K, BROADCASTING.

Copywriter. 8½ years experience all type products. Clear-cut, 50c, hard worker. Box 236K, BROADCASTING.

Have money. Hired an experienced program director and promotion manager a year ago and they can't afford. Excellent background, two degrees, veteran. Willing and able to do everything within his station's limits. Like work. Engaged to move to more progressive station anywhere. Box 238K, BROADCASTING.

What a combination! Husband and wife team available for Mr. and Mrs. programs. Also combined talents include announcing, singing, writing, production, direction, time sales, general announcing, newscasting. Versatile. Radio, Jockey shows and control board opera- tion. Desires posting in New England. Must make request. Mr. and Mrs. Eric M. Lehman, 37, 72 E. 42nd Street, New York 17, N. Y., SUsquehanna 7-1500, Rm. 706.

**Television**

Production-Programming, others

Experienced in television, Master's degree. Management experience in other fields. Seeking TV production supervisor position. Will consider advancement possible. Box 218K, BROADCASTING • TELECASTING.

**Situations Wanted (Cont'd)**

Copy-promotion writer. Long experience. Fast, competent, creative. Also sales assistant. Box 220K, BROADCASTING • TELECASTING.

For Sale

**Stations**

Local station (250 watts) in progressive city of 12,000 on ca. Good buy. Principal owners have other interests demanding their attention. Must be able to swing $50,000 cash deal. Only, no brokers. Box 214K, BROADCASTING.

**Equipment etc.**

GE 3 kw FM transmitter and monitor. Box 107K, BROADCASTING.

Truscon H-30 250 foot tower GE 2-8 bay FM antenna. 1 kw GE trans- mitter. limiter, Magnetonecs, 1 and 4 channel Collins—WE remote ampli- fication model. Hillsboro, OR. $6500. Box 229K, BROADCASTING.

Tower 156 insulated base A-3 lighting. Winchager 181 two years available for immediate shipment. Box 112K, BROADCASTING.

RCA, 1 kw antenna tuning unit, with remote thermostatic kit, less thermal couple and meter. GE photo cell, han- der single tower. Two 2500 watt 2500 watt cos- matic. GE. $285, Keokuk, Iowa.

Five Western Electric 9-A heads (ap- pearance same). Make offer. KOWL, Santa Monica, California.

Western Electric Type 30A-A 1 kw trans- mitter with; a complete set of tube- sets, $250.00 f. o. b. Lawrence, Mass. WCCM, Lawrence, Mass.

Gates 30-A deluxe console complete in Prime condition. $5,000 cash or best offer. WSBC, Sullivan, Conn.

One 250-watt-C 2 Gates transmitter with excellent and two crystals 450 R. C., $6,000 cash in New or- landa. Write W. S. Weatherly, c/o WSPC, Anniston, Alabama.

One kw used Gates model BC-1E transmitter with complete set of tubes. $1490.00 f. o. b. West- herst, Mass.

Wanted to buy

Stations

Will buy controlling interest or all of station not now realizing full net in present condition. Good market and reducing development by aggressive owner- manager. Glad to show improvement figures for present connection. Box 298K, BROADCASTING.

Equipment etc.

Wanted to buy: 120 watt transmitter, console, turntable, monitor. Box 192K, BROADCASTING.

Wanted—2 RCA 70-A, B or C turn- tables. Pick-ups, arms unnecessary. Good condition. $400. Box 211, Tucson.

One used Western Electric 33-C console in good condition and two professional turntables with arms adapted for G. E. heads and matched equalizers. Mr. W. D. Osb, South Building, Framingham, Mass.

Wanted—1, used, good condition, Hick- ock model 3335 tube tester and 1 RCA 89-C attenuator panel. WWST, Woos- ter, Ohio.

**Employment Service**

Broadcasters Executive Placement

needs engineers & operators imme- diately for government project in U. S. territory. Pay excellent. FM or TV trans., exp. preferred. Salary $3000-4000 per year con- tract. Additional living allowance of $11 per day. Please include name of exp. & education in letter. Also open positions in country for AM chiefs & TV operators.

Man. R. Fressler

718 Broad Blvd. West 1, D. C.

**For Sale**

Stations

**FOR SALE**

Fulltime network affiliate in desirable single-station New England market out of TV area. Good earnings. Priced at $45,000 for quick sale. No bro- kers. Box 155K, BROADCAST- ING.

Miscellaneous

for lease: radio & television school equipped with beautiful little theatre, control rooms, etc.


**FTC RULES**

Amendment to Speeds

FEDERAL Trade Commission last week announced an amendment to its Rules of Practice to specify in detail a consent settlement procedure designed to save time and money in the disposition of its cases. Rule V had previously pro- vided for offers of settlement only in general terms. By providing that respondents cited in an FTC complaint may consent to the entry of an order to cease and desist without admitting participation in unlawful practices, the amended rule is expected to en- courage speedy settlement of cases which otherwise might require pro- longed litigation.

Provision also is made in the amended rule for modifying or setting aside consent settlements when necessitated by a change of law or facts or "when the public in- terest so requires." The amended rule was published July 8 to become effective 30 days thereafter.

Aid to CBC

ACTING on recommendations of the Royal Commission on Arts, Letters & Sciences, Prime Minis- ter Louis St. Laurent, in Parlia- ment at Ottawa has announced the government will provide the Cana- dian Broadcasting Corp. interim financial assistance. He did not name the sum to be given the CBC, but the Royal Commission had stated CBC would require about $3 million a year in addition to its present revenue from commercial programs and listener license fees.

**Gambling Probe**

Sparked by WWSC Newman

WWSC Glen Falls, N. Y., is leading a drive against gambling in that community and has succeeded in activating police and civic of- ficials. Vice Wickey, WWSC news editor, strongly backed by Martin R. Karig, station manager, charged on a broadcast that gamblers were operating openly. Summoned be- fore the Board of Public Safety for questioning, Messrs. Wickey and Karig supported their charges. The station demanded police action. A few arrests reportedly re- sulted but Mr. Wickey, unassailed with police action, successfully pro- vided for appointment of a police officer as a special investi- gator independent of the regular force.

For reasons of health, must immediately dispose of a very successful, firmly established daytime independent in one of the nation's major markets (Midwest). This station will show earnings this year of over $35,000 after owners salaries of $2,000. Will dispose of 100% of stock to im- mediate buyer for $115,000 plus net current assets. Qualifed principals only. Box 230K, BROAD- CASTING.
To Sell WMIE
(Continued from page 46)

after the filing of a perfectly routine petition for reconsideration," the WMIE petition said, "the Commission finally came around to denying it." The petition continued: "A full month later than this and a total of 13% months after the Commission had designated the application for hearing, the Commission amended the issues of the hearing and for the first time interjected the question of the character of Arthur B. McBride as a stockholder of the Sun Coast Broadcasting Corp.

"A complaint to the Commission about Mr. McBride had been made prior to the action which resulted in the Commission designating the application for hearing and there is no explanation why for almost a year and a half the Commission was reluctant to reveal what had caused its disquiet about a purely formal application."

Cites Hearing

The petition further pointed out a hearing was held June 27-28, 1949, in Miami "at which full opportunity was given all complainants against WMIE to substantiate their accusations.

"Not only was no accusation substantiated, but none was even revealed by competent evidence," the petition argued.

On July 14, 1949, WMIE again filed for reconsideration but "this motion was permitted to be filed before the Commission until Jan. 18, 1960, . . . after which it was denied out-of-hand. At the same time the Commission announced that further hearing would reconvene in Miami. . . ."

Further hearing was held in Miami April 11-12 and in Washington June 5-6, 1960, WMIE filing its request for findings of fact and conclusions of law on Aug. 21, 1960, accompanied by "a complete printed digest of all evidence which had been taken."

Noting nine months elapsed before an initial decision was issued on March 30, 1961, Mr. McBride pointed out "this long delay was not due to any fault of the hearing officer since the Commission by "special order" had designated him to "lay down his work and devote his time to give priority to the expeditious preparation of an initial decision" in the case of Garfield Medical Ap- paratus Co. v. WMIE.

WMIE observed it did not object to the Commission counsel's asking for his first extension of time to file opposition to the initial ruling, but did object to the second request and was upheld by Motions Comm. George E. Sterling, "who promptly denied it and in so doing suggested that it was high tine some disposition be made of this long-drawn-out case."

"Standstill"

"Notwithstanding the foregoing action of Comr. Sterling," the petition observed, "and without reference to any pleadings, the Commission en banc on May 16th, without argument, extended indefinitely the running time within which the Initial Decision was to become effective. As a result of this action of the Commission, there is no way of knowing at what remote point in time action may be had upon the present application, whether or not the record will be re-opened, whether or not other parties will be admitted, whether or not there is to be oral argument. In short, WMIE has been brought to a complete standstill."

WMIE estimated further legal procedures will keep the case in litigation until 1965.

"So long as the Commission withholds from WMIE the license to which it is entitled, the station is bound to lose money in its operations and it would inevitably be destroyed within a very few more months," the petition contended.

Mr. McBride initially made a capital investment of $79,550 and Mr. Sterling $74,550 in WMIE, the petition noted. At the time of hearing Mr. McBride loaned the station $117,550 and Mr. Sterling had loaned $54,000, "primarily for operating expenses," it said.

Since the hearing Mr. McBride has loaned WMIE an additional $46,000, making the "gross stake" of the two stockholders $381,250, "and the station is continuing to lose money," FCC was told.

The petition contended that "if this case is further delayed and if WMIE does, as it must, continue to sustain its present losses, it will not be possible to operate the station. WMIE will have been de- stroyed without recourse to the courts. To put it bluntly, the Commission will have accomplished for certain of the competitors of WMIE exactly what they want and it will have been accomplished ultra-legally, if not illegally."

Telefile
(Continued from page 56)

feet. The auditorium accommodates some 200 guests and has a fully lighted stage 30x24 feet. Each studio has a large property room. Control rooms are located on mezzanine floors, along with client's viewing room, master control, engin- eering maintenance shop, rack room, projection room and an- nouncer's booth.

Office facilities and radio studios are not yet complete and won't be until next year but the production-engineering end of the operation is efficiently housed. Already at least a half-million dollars has gone into the project.

The staff works on both AM and TV, including sales, news, engi- neering, management, music, pro- motion and publicity. However AM and TV stations have separate operating units.

Peering into the future, Vice President Berkeley surveyed the vast corridors and cavernous stu- dios in the new plant and observed: "Evening Star Broadcasting Co. now affords the advertiser complete production tools and engineering facilities with which to produce under one roof any type of show. "We have the space, facilities and personnel to build the simplest or the most elaborate live origina- tions. WMAL-TV is already produc- ing the greatest number of live half hour and quarter-hour spon- sored studio features in the city. We have plans to continue to increase our program and production schedules and have provided ample room for this expansion at the TV center."

"Next year all WMAL radio operations will be transferred to studios now in the construction process at the center. At that time our entire radio and television operation will be located on one floor of a conveniently situated, easily accessible modern building."

Call Letters
Adopted in 1925

Call letters of WMAL, founded in 1925, came from the name of the first owner, M. A. Leese, operating an optical business in Washington. The 15 w outlet thrived and soon had become a fulltime regional with an NBC Blue affiliation. The Evening Star bought WMAL in 1939. A lease arrangement by which NBC operated the station was terminated in 1942, when the Star took over with S. H. Kauff- man as president and Mr. Berke- ley as vice president and general manager. When NBC sold the Blue to Edward J. Noble, WMAL be- came ABC Washington outlet. The station operates on 930 kc with 5000 w.

Mr. Berkeley entered Washing- ton radio in 1923 and was with NBC from that network's begin- ning. He was general manager of the NBC Od station, WRC, until he became general manager of WMAL.

FLORIDA WEST COAST

$60,000

Only station in a fast growing market. Excellently equipped. Will gross approxi- mately $60,000 a year. Reasonable operation. Owner willing to sell because of family reasons. Financing arranged.

Write Box 242K, BROADCASTING.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

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Page 84 • July 9, 1951
WMAL when the Star took over its operation.

And how's business at this busy video operation? Good—very good—judging by a glance at the station's log. Already WMAL-TV has several times exceeded the highest income of the AM outlet from the same sources.

Like itsaural brother, WMAL-TV is an affiliate of ABC network. The Katz Agency was named in mid-June as national representative, succeeding ABC Spot Sales. This arrangement covers both the AM and TV outlets.

The new studio setup has some gimmicks that tickle the producers and technicians. Each studio's video and audio output is available for monitoring and switching in any one of the control rooms. Shading and video adjustment are handled in master control. Camera switching is done in individual studio control rooms, where film may be integrated with live programming. Projector start and stop controls are available in each room. Increased operating efficiency and flexibility are claimed by separation of such functions as shading into partitioned units.

Seven unit types of lighting have been installed by Kleigl Brothers, with elaborate means to move and adjust lighting from patch panels and dimmers.

Video equipment includes four image orthicon camera chains. With these cameras are two pedestal dollies as well as Fearless and Sanner dollies. Motion picture, slide, strip film and clock baloptron originations are multiplexed into three iconoscope camera chains. Projection equipment includes two RCA 16 mm projectors, 2 Kodaslide 2x2 projectors, 2 SVE AAA 35 mm pulldown strip film projectors and custom baloptron for clocks.

Adds Rear Projection Screens

Newest addition is a pair of Trans-Lux rear projection screens, equipped with a wide variety of desiring background at low cost and eliminating much of the joy of preparing special scenery.

A mobile unit is seeing heavy service. Other equipment includes Zoomar lens, Raytheon high-power microwave link, RCA microwave link and 7.5 kw gasoline generator mounted in a trailer. The tower at American U., on one of Washington's highest hills, puts out 22.4 kw video and 11.2 kw audio signals on Channel 9.

The last three cards, No. 4, effective Oct. 1, 1950, calls for a one-time Class A hourly rate of $500, scaling down to $90 for announcements.

Ben B.aylor Jr., veteran Washington radio executive, is assistant general manager and sales director. Frank Harvey is chief engineer. Charles Lee Kelly is director of programs for AM-FM and TV. Harry Hoskinson is TV operations manager.

Ownership of WMAL-TV by the parent Evening Star doesn't get the TV station any sort of break in the newspaper's column. A close look at the Star's radio page gives no obvious indication that WMAL-TV lives under the same corporate tent other than a half-inch box about news flashes. However, the station gets minimum recognition in the program review column.

Local Programming Station's Pride

The WMAL-TV executives like to talk about their extensive local programming. Back in 1947 a complete musical comedy, the Prince Triangle Club show, was telecast. Another time a TV camera was hitched to the Naval Observatory's telescope and Washington viewers got a close-up of the heavens. WMAL-TV made arrangements for the first TV pick-ups of House and Senate hearings.

In the spring of 1949 WMAL-TV picked up the famed Winchester (Va.) Apple Blossom Festival, described as the longest single portable microwave relay of a special event (at that time, at least). The picture was beamed to a nearby ridge and relayed from the top of a fire observation tower some 70 miles to a pickup antenna at the American U. transmitter site.

One of Washington's more popular local programs is the Tail Waggin' Tramp, a pet program, where anything can happen and it's usually funny. Bryson Rash, generally cast in his more serious role as ABC White House reporter and newswoman, is master of the show; maestro of this human interest series, aided by Marnie Arnold and sponsored by Arcade Pontiac.

Then there's the brand new TV version of the Quiz of Two Cities, a Washington-Baltimore radio feud of 11 years standing. Gunther beer is sponsoring the TV version, too. The program is a nightmare for producers and technicians, switching back and forth between the cities at frequent intervals. Baltimore station in the hookup is WAAM (TV).

Off-the-air pickups between Washington and Baltimore stations are not at all unusual, especially in the sports field. Every weekday afternoon WMAL-TV catches the Bailey Goss sports round up from WMAR (TV), Baltimore station on Channel 2.

CBS launching six-week documentary crime series, The Nation's Nightmare, on July 15, utilizing tape recordings of crime figures, officials and victims. Series to be heard Thurs., 8:30-9 p.m.
More Ideas Wanted

IDEAS in the use of war of truth against Soviet Russia have been requested of the American people by Crusade for Freedom’s Chairman, Gen. Lucius Clay. In a letter to 3,000 U. S. Chambers of Commerce, Gen. Clay urged the local groups to form selection committees which could submit outstanding ideas to Crusade for Freedom for use on the Radio Free Europe broadcasts “behind the Iron Curtain.”

AFRA Disc Code

PROPOSED code between AFRA and five phonograph record firms covering singers, actors, and announcers making records is to be submitted to Los Angeles AFRA members at the regular membership meeting tomorrow (July 10), following the lead of New York and Chicago locals. The code was arrived at over the last few weeks following approximately two years of negotiations between the union and record firms—RCA, Columbia, Capitol, Decca and MGM.

NEW YORK Herald Tribune is now airing its 4-minute hourly newscast, 17 hours daily, over WINS New York. Newspaper formerly aired its newscasts over WMCA New York.

David Horwich appointed vice president for programming development for TV Programs Inc., N. Y. Mr. Horwich was vice president and copy chief at Lord & Thomas.

Harold Chiles, Republic Studios, named casting director Superman Inc., L. A., for firm’s series of half-hour TV Superman starting production tomorrow (July 10).

William Uskall, sales manager Jam Handy Organization, N. Y., named production manager.

Bob Lehman appointed merchandising field representative, and Lou Dellara as merchandising field supervisor, in Kearny, N. J. Div. of Storecast Corp. of America. Mr. Lehman was with Duane Jones Co. Mr. Dellara was with Paul Sayres Co.


Bette J. French and Barbara J. Miller, both new to radio, to Robert Shuster Inc. (sales promotion representative), N. Y., as research specialists.

Alfred Schroeder named to writing staff Arthur H. Miller (publicity and public relations), N. Y. He was with Dowd, Redfield & Johnston Adv.

Alfred Politz Research Inc., N. Y. moves to larger quarters at 270 Park Ave.

Universal Recordings, L. A. has completed final program of its series of 30 Adventures Is Your Heritage radio transcriptions for the U. S. Navy. Programs featuring different motion picture series being released nationally on 1800 stations. They were produced under supervision of William J. Baker, Audio-TV director, U.S. Navy Recruiting Service with cooperation of Irving Lande of Hollywood Coordinating Committee, through which talent was obtained.

Walter Swimmer Productions, Chicago, has sold two syndicated shows to 34 new stations within past month. Sales Manager George Guyan announced in Chicago last week.

Equipment

Harry L. Erlicher, vice president General Electric, Schenectady, named special assistant to Under Secretary of the Army Archibald S. Alexander. Mr. Erlicher will be in charge of Army procurement and production expediting in the office of the Under Secretary. CHESTER H. LANG, vice president, THOMAS K. MILLER, appointed general manager of new division.

Clayton S. Cochshall, manager of sales Turbine Div., General Electric, Schenectady, appointed assistant to Glenn B. Warren, manager of division.

Robt. S. Neblatt, assistant manager of sales division, appointed manager of sales. A. F. Vinson, manager of welding division general Electric, Chicago, Mass., appointed manager of employee and community relations for company’s small apparatus division, Lynn, Mass. PAUL MILLER, division, succeeds Mr. Neblatt.

Lt. Gen. Albert C. We demeyer, commander of the Sixth Army, appointed vice president and director Acovn Mfg. Corp., N. Y.

RCA Engineering Products Dept., Camden, issuing 16-page illustrated brochure describing new magnetic tape recording equipment for broadcast use. Piece gives full descriptions of uses, features, specifications and test and performance data.

The Daven Co., Newark, announces new video line pad type V-108, as assembled in aluminum cases. It is provided with connectors for connecting one or two line amplifier outputs, line outputs and monitor inputs.

Optical Products Co., Burbank, Calif., announces new “Kolor-Vision” TV screen. Screen comes in four different sizes ranging from 10 inches to 20 inches. It is designed for better viewing and will cut down glare.

Maginrecord Inc., Chicago, has issued new illustrated catalogue, describing the versatility of their line of recording machines. Booklet gives complete line listings with prices.

Edwin L. Guthman & Co., Inc. (electronics company), Chicago, open new plant in Attica, Ind.

P. E. Reed, vice president in charge of RCA Victor’s government service division, Camden, left July 6 on extended tour of military bases in Europe, to inspect company’s engineering forces.

Our Respects to

(continued from page 50)

would hardly imagine that Mr. Abellof has time for much of anything else. But that would not be reckoning with his seemingly limitless energy.

Golf gets him out in the sunshine once in a while and he shoots in the low 80’s. About his only other hobby is participating in civic projects.

He hardly ever turns down an invitation to serve on a committee which would serve a worthwhile civic purpose. In 1944 he was designated Richmond’s “Man of the Year” and received the Distinguished Service Award of the U. S. Junior Chamber of Commerce as the “Richmonder under 35 years of age who has contributed most to the welfare of his city in the past year.”

Club Memberships

Mr. Abellof is a member of the Jefferson-Lakeside Country Club, Phi Alpha fraternity, member of the board of the Richmond Chamber, National Conference of Christians and Jews, board member of the Richmond Chamber, America-Canadians Society; vice president of the Richmond Jewish Center; board member of the Richmond Jewish Community Council; board member of the Virginia State Chamber of Commerce; is on the meetings committee of the Richmond Chamber of Commerce; is a member of the Richmond Kiwanis Club; the Richmond Public Relations Assoc., and is an honorary member of the Richmond Junior Chamber of Commerce.

Any remaining time is spent with his family. He is married to the former Pearl Anderson. They have three children, Howard William, 16; Judith Merie, 12, and Ellen Sue, 7.

Mr. Abellof is interested in tele vision for WLEE. In fact, he is looking forward to it. On trip to New York he consults men in the TV field.

Nevertheless, he feels that there is room for both radio and television. He is very enthusiastic about WLEE’s power increase last August from 250 w to 5 kw.
edicated for Hearing
WEBK Tampa, Fla.—Designated for hearing in connection with a pending August 18, re application to change from D to unl. to 1,000 kw at 1,000 ft. Aug. 24. Application filed Aug. 12 by WSKR, Pulaski, Tenn. and Richland Radio, Pulaski, Tenn., requesting cancellation of WSKR's license to operate, pending a hearing. -WSDJ Green Bay, Wis. to change from AM to FM. Application filed Aug. 16 by WSDJ, Green Bay, Wis. for the issuance of a license for a new FM station on 1370 kc, other conditions. -WALT Burlington, and WJIT Burlington, Vt.—To change frequency to 1260 kc. Application filed Aug. 23 by WALT and WJIT, Burlington, Vt. for the issuance of a license for new stations on 1260 kc. -WKSR Jasper, Ala. to change frequency to 1260 kc. Application filed Aug. 23 by WKSR, Jasper, Ala. for the issuance of a license for a new station on 1260 kc. -WBT Mineola, Tex.—To change frequency to 1560 kc. Application filed Aug. 23 by WBT, Mineola, Tex. for the issuance of a license for a new station on 1560 kc. -WDZA Des Moines, lowa.—To change frequency and transmitter power from 1450 kc to 1420 kc, 100 kw, and to expand facilities. Application filed Aug. 26 by WDZA, Des Moines, lowa. for a license to operate a new station on 1420 kc, 100 kw. -WFTF Savannah, Ga.—To change frequency and transmitter power from 1130 kc to 1070 kc, 500 kw, and to expand facilities. Application filed Aug. 26 by WFTF, Savannah, Ga. for the issuance of a license for a new station on 1070 kc.
Improving Your Selling!

**RADIO SALES TRAINING SCHOOL**

New England Area

**WORCESTERSHIRE, MASS.**

Give your salesmen this training—
Better tools to work with—
**A Bonus for both salesman and station.**

Write or wire for information and reservations

THE FRED A. PALMER CO.

WORTINGTON, OHIO

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Film Studios Prepare

(Continued from page 55)

be viewed on TV receivers and paid for through a coin slot attachment to the set.

Paul Raibourn, Paramount vice president, is board chairman of Telenterna. Other motion picture interests also are in the firm. David Loew serves as president. He is the son of the Loew theatre chain founder. Carl Lesserman, former United Artist sales vice president, is ITC vice president and Eugene Zukor, who heads the Aircraft Protective Association, is a Paramount talent department executive and son of Adolph Zukor, film company founder.

Twentieth Century-Fox also is committed to TV in various ways. Primary interest is in theatre television, having early this year acquired American rights to the Eidorphone television system developed by Swiss Institute of Technology.

Spyros Skouras, president of 20th Century-Fox, at the time declared, "We plan many new applications of television, using the new system," indicating it would eventually be utilized for home as well as theatre video. He predicted that it will take from 18 to 24 months to overcome technical and manufacturing difficulties before production gets into full swing. Twentieth Century-Fox also is going into the business of distribution of old motion pictures to television.

### Columbia Projects

Columbia Pictures, through subsidiary Screen Gems, now is engaged in video production. Besides two pilot films for DuPont's Condensed America, Screen Gems sold a series of disc jockey TV films, and has other production plans in the works.

Of the five major producers, MGM and RKO Radio Pictures apparently are the only ones that continue their watch-and-wait attitude, but reports circulated in Hollywood indicate that much is going on behind closed doors at those studios that will link them with video in the near future.

Although Red Skelton, under contract to MGM, has a clause in his agreement which permits TV as well as radio performing, that film studio is firm in its stand against contract players making video appearances.

Although very little is said about it, RKO is making its RKO-Pathes Studios in Culver City available to independent TV production units. In mid-August, Crosby Enterprises is now shooting on that lot. RKO also is taking more and more advantage of TV plugs for its products, even to the extent of offering TV available contract players for interview programs.

United Artists moved more strongly into video several months ago by incorporating that department into a wholly owned subsidiary with John Mitchell as vice president and general manager.

United Artists-TV doesn't plan to finance production of TV films, nor will it sell old movies for distribution to the new medium, it was said. Product to be sold will be filmed especially for video.

Walt Disney Productions, through subsidiary Hurrell Productions Inc., is making TV commercial spots and doing "behind closed doors" experimental work. Lippert Pictures Inc. has already begun a look of old feature movie to television stations and currently is producing a series of 58-minute TV films at Hal Roach Studios.

Such studios as Samuel Goldwyn, Eagle-Lion, and Hal Roach are renting most of their space and facilities to independent TV production units. Motion Picture TV Commercials, General Service Studios and KTTV Studio lot also house many independent TV film units.

There are at least 60 independent TV film units currently in production and around Hollywood, with new ones being added to the list weekly. Turning out pictures for TV are also such firms as Jerry Fairbanks Productions, Snares and Scott Television Productions, Hal Roach Studios Inc., Bing Crosby Enterprises, Flying A Productions, Frank Wisneski Productions, Williams Productions, Frederic W. Ziv Co., Dudley Pictures. Heavy producers of commercials are Five Star Productions and Telefilm Inc.

FURTHER opposition to the proposed assignment of license of WSB-TV Atlanta from John H. Rivers Jr., licensee of WEAS Decatur, Ga. Sale of the Channel 8 facilities already is being contested by WGST Atlanta [BROADCASTING • TELECASTING, June 25].

Under the proposed assignment, Atlanta Newspapers Inc. retains control of the Atlanta Journal (licensee of Channel 8 WSB-TV) and the Atlanta Constitution (permitted of Channel 2 WCON-TV), would shift the WSB-TV call letters to Channel 2 when WCON-TV was completely constructed. The Channel 8 facility would be sold to Broadcasting Inc., a wholesaler of local stations.

Mr. Rivers joined WGST in its allegations set forth in the latter's June 21 petition. Further, the Rivers opposition declared that granting of the assignment and adoption of the FCC's complete location for the city of Atlanta could mean that there would be no more channels available in Atlanta for TV.

Action Delayed

"Mr. Rivers in good faith filed his application for television facilities in the Atlanta area in September, 1954, therefore one-half years ago," it was pointed out, and "no action could be taken on that application on account of the television freeze."

Petitioner then presented the opportunity to show in comparative hearing that "he is best qualified" to utilize TV facilities in the Atlanta and Decatur areas.

The opposition cited Commissioner records that the WCON-TV construction permit was granted Jan. 8, 1948, and that since that time WCON-TV has received six extensions of temporary construction permit, the last until Aug. 15, 1951. Two modifications of CP already have been granted and a third such application is in the pending file, according to the petitioner.

The Rivers document traced the history of correspondence between the FCC and the Atlanta newspapers, pointing out that on March 21, 1949, WCON-TV had advised the Commission construction would be completed and tests started approximately eight months from the time FCC granted the last extension.

Petition next said that two more subsequent extensions were granted and that in February 1950 the Commission inquired of the applicant that it would not consider any further applications for additional time. Further extensions and authorizations after that date were listed in the Rivers document.

FCC had advised Atlanta Newspapers to submit documents to choose which facility it wished to retain, petition declared.

Instead of complying with the directive of the Commission, WCON's attorneys, in a letter dated Sept. 5, 1958, advised the Commission was wrong in its opinion that Atlanta Newspapers Inc. could not retain the WSB-TV and WCON-TV and that the dupoly regulation applied only when two operating stations were involved in the same market. The arguments set forth in the letter of Sept. 8, 1950, certainly are not in accord with the premises made on June 7, 1950. The petition was granted.

Ever since March 28, 1950, and certainly long before that time, when negotiations were going on, Atlanta Newspapers Inc. knew that the WSB-TV license had to be deleted or that the construction permit for WCON-TV had to be turned in for cancellations. In spite of this fact, as this petition shows, Atlanta Newspapers Inc. continued to operate WSB-TV and WCON as if it has managed to hold on to the construction permit for WCON-TV. It is clear that the Commission's correspondence with Atlanta Newspapers Inc. has there been any suggestion that Atlanta Newspapers Inc. could continue its operations by sale. The Commission, from the time of the merger, has insisted that any making available of that station was having decided on the station to be continued in operation, the other station had to be deleted and its license or construction permit surrendered. There was certainly no misunderstanding on the part of Atlanta Newspapers Inc., as shown in its letter of June 7, 1950. The letter speaks of deletion of one of the stations and speaks of dismantling the equipment.

In summation the petition requested: (1) the assignment application be dismissed, or (2) application be placed in pending file under termination of the allocations proceedings and thereafter designated as a comparative hearing. With application of E. D. Rivers Jr. and other applicants for Atlanta, or (3) the assignment application be designated for hearing and that E. D. Rivers Jr. be made a party to such hearing.

No Eulogy

BEFORE eulogizing radio's so-called demise, WPTR Albany, N. Y., would like to get in a word about station sales which are alive and kicking. WPTR reports its billing for the second quarter of the year to be ahead by 99.5% over the first half of last year, and 140.5% over June 1950. This is in the way of saying 'nuthin' but the profits of doom on radio's demise does to these jinxers we say stop boys you ain't seen nuthin' yet," according to H. W. Masschmeler, director of sales promotion of the 50 kw independent that celebrates its third birthday Aug. 6.
hearing ranged from two to nine months.

There is still possibility the Commission may compromise, some feel, by calling for a part paper and part oral hearing on the city-by-city proposals. Still others speculate there may be a chance the Commission might go ahead on its own to order its allocation plan finalized on a guide basis without the city-by-city hearing and swing into application hearings.

NARTB’s proposal calls for a period of 30 days in which parties may file further direct evidence in writing and another 30 day period for filing of rebuttal statements. Oral hearing would be afforded only in hardship cases at FCC’s discretion.

One FCC representative has informally “guaranteed” that if a valid short cut plan is worked out, the freeze on renewal applications would be lifted by the end of the year.

A “pre-trial” conference of Washington attorneys is expected to be called by FCC, probably next week, to discuss details of the city-by-city hearing regardless of what form it may take. Other pertinent procedure for more quickly lifting the freeze may be included in the discussions.

Notes FCC Success

In his talk before the NEA, Comr. Walker related the success of the UHF equipment demonstrations in Bridgeport on June 29 and told educators they “should not undertake a 'television' assignment for worthwhile, high definition broadcasting.”

Observing “the great majority of television stations will continue to be commercial,” Comr. Walker told the NEA delegates, “Here is a rich opportunity which educators should take full advantage of.” He outlined examples of past and present television cooperation between commercial stations and educators across the country.

Noting current comments that “television is too expensive that schools cannot afford it,” Comr. Walker observed, “On the contrary, the need for education is so great today and television such an effective educational tool that education cannot afford to be without it. . . . Millions of dollars are spent each year for the construction and upkeep of athletic stadiums and union buildings. . . . If a university or board of education can afford these huge expenditures, principally for entertainment and recreation, is it expecting too much of one or several schools in an area to raise $250,000 or more for the construction of a television station? The cost of a television station is small compared to the annual budgets of our major universities and city boards of education.

Believing the financial burden will be easier if schools pool their

 resources, Comr. Walker also commented, “I can think of no better way for a foundation to spend money in the public interest than by providing funds which support educational broadcasting.”

Meanwhile, the executive committee of the Governor’s Committee on Children and Youth, formed by Gov. John S. Fine of Pennsylvania, has asked FCC to make available a TV channel for an educational institution or a group of cooperating schools in Philadelphia, Pittsburgh, State College and Erie.

Geoffrey S. Smith, of Philadelphia, committee chairman, declared television is a “medium of communication that should not be the exclusive province of commercial stations.”

**CAMERA TRICK**

Mixes Live and Film

THROUGH the use of a gimmick known as “Camera 4,” KFI-TV Los Angeles has developed a new technique which allows the director to bring a “live” person into the scene of a motion picture. Wayne Johnson, KFI-TV staff engineer, invented the camera technique, with production and direction worked out by William Rapp, producer.

How it is done, station management will not reveal, but the film can be kept rolling or stopped on a particular frame, while the announcer or “outsider” actually appears and mixes with the actors in the movie. The “live” person who is brought into the film furnishes all the acting and dialogue as part of the actual scene itself.

The technique is used only on one program, Frigidaire Theatre.

**WLWT FINALS**

Wrestling July 14

WLWT (TV) Cincinnati not only has aired weekly wrestling exhibitions since December 1950, but is making plans for the finals of its own championship grappling tournament, set for both men and women July 14.

WLWT and the other two TV outlets of Crosley Broadcasting Corp.—WLWD (TV) Dayton and WLCW (TV) Columbus—will televise the action and keep the crowds沸腾 for both with the event July 14.

The station’s plan will be to show Champion Mil- dred Burke against its own tournament winner for the new women’s championship title after holding a series of elimination matches to select a contestant for the men’s July 14 showdown. Winner of the men’s clash will receive a special WLWT Television championship belt and a $5,000 purse. Eliminations will be announced July 7. Highlight of the July 14 matches will be a half-hour of entertainment by WLWT stars.

Both tournaments have included a host of well-known wrestling entries from both groups and are the outgrowth of studio matches inaugurated in Dayton in February 1950, on a regular television basis.

**CBC Building**

CONTRACT has been let for a Canadian Broadcasting Corp. TV transmitter building on Mount Royal, Montreal. The 141,000 building will be one story, 75 by 56 feet, of reinforced concrete frame with natural stone walls. Work is to start soon.

**TV LEADERSHIP**

Wins Award for BBB

FOR PROVIDING “leadership to the television industry,” the Better Business Bureau of New York City has received the “Los Angeles Trophy” awarded by the Asn. of Better Business Bureaus to the member rendering “the most important public service in 1950-51.”

Selection of the New York Bureau was based on its development and administration of a “continuing program for the improvement of advertising, selling and service of television receivers,” and in education of “the public regarding the basic facts about the purchase and service of television sets.”

Presenters of the award was made by W. G. Paul, chairman of the Los Angeles bureau and president of the New York BBB, at the association’s annual convention in Colorado Springs. Mr. Jackson lauded leaders in the TV distribution, retail and service industries as well as the radio and press for their cooperation in the public service program.

**BOOTH’S GIRL**

TV Made Her Famous

TELEVISION impact is unpredictable. Of that, Booth Bottling Co. and Harry Feigenbaum Adv. Agency, both Philadelphia, are convinced.

Booth carries as its trademark the likeness of the Feigenbaum-created “The Booth Beverage Girl.” She weaves smiles from posters and other display advertising, but finds her real popularity on all three Philadelphia TV stations—WCAU-TV, WFIL-TV, WPTZ—reaching over 50,000,000 television homes.

That is where the “Beverage Girl,” a drawing of a Jamaican, whose fancy head-dress merchandises each product, got her start. Commissioned to work out an identifying trademark for Booth to spur merchandising potential and appeal, Feigenbaum and company, two years ago placed the project as long-range. But with the advent of TV the Jamaican girl drawing, used to highlight the phrase, “Taste that imported Jamaica ginger flavor,” caught the eye of viewers. Now Booth has a stellar attraction for its TV outdoor and point-of-advertising as well as a new label design.
JOHN M. WILKOFF NAMED TO BAB POSITION
JOHN M. WILKOFF, promotion and merchandising manager of WOCB Boston, named to BAB New York headquarters staff Friday by BAB President William B. Ryan, who said Mr. Wilkoff will work in general sales promotion with emphasis on development of individual station and spot sales material. 

SEN. McFARLAND DOUBTS CONTROLS WILL BE EASED
RELAXATION of material controls by Congress due to Korean truce developments would be unfortunate for country, Sen. Ernest W. McFarland (D-Ariz.) said Friday (see early story) in remarks before Senate. Sen. McFarland is Senate Majority Leader.

CHICAGO TV STRIKE
CHICAGO members of Radio-Television Directors Guild may issue strike call against WKBK (CBS affiliate), WNBQ (NBC) and WENR-TV (ABC) if one final negotiation meeting with each station is not resolved to their satisfaction this week. Money is major block in each instance, President Alan Fishburn and Attorney Sanford Wolff have been instructed by Guild to return to members only with contract they approve personally. TV directors, not herefore organized, ask recognition of union initially, then authority to go with responsibility of their job.

JOINS NEW YORK AGENCY
MRS. CHRISTINE LEVATHES, Geyer, Newell & Ganger, New York, to Kenyon & Eckhardt, New York, in copy department.

NARTB-TV URGES WRITTEN TESTIMONY IN TV HEARING
PREDICTING oral hearing scheduled to begin July 23 on city-by-city TV allocation proposals would run between 8 to 15 months and further delay two-year-old freeze, NARTB-TV Friday petitioned FCC to permit filing of testimony in written form (see early story 55). Filed by Thad H. Brown, manager of NARTB TV operations, petition said further hearing in "paper" form is permitted by Communications Act and Administrative Procedure Act and held that "exercise of this discretion in this instance would serve public necessity and promote public convenience and interest."

NARTB-TV petition is not intended to apply to show cause orders FCC issued to 31 existing stations for changes in their assignments to reduce interference and also indicated oral hearing could be allowed others if good cause were shown in special petition.

AFRA ANNOUNCES STRIKE AT WMAL-AM-FM-TV
MEMBERS of Washington chapter of AFRA prepared to go on strike Saturday after break down in negotiations with WMAL Washington. Strike was to include WMAL-AM though video scale was not involved in negotiations.

General Manager Kenneth H. Berkeley said Friday he was available for resumption of negotiations at any time. Union asking $80, $90 and $100 per week with station offering $60-$85, which is scale for other large Washington stations under contracts negotiated within last two months. Supervisor personnel prepared to carry on station operations.

BOYCOTT THREAT
LINDSEY WHITE, president of New York branch of National Assn. for Advancement of Colored People, said Friday that meetings among Harlem liquor store and bar owners for discussion of possible boycott against Schenley Industries, whose Blatz Beer sponsors Amos 'n' Andy on CBS-TV (see story page 30) will be scheduled shortly. Spokesmen for representative groups, Metropolitan Package Store Assn. and United Restaurant Liquor Dealers of Manhattan, disclaimed knowledge of such plans.

TV TUBE SALES DOWN
MAY sales of TV picture tubes to factories down sharply from April, according to Radio-Television Mfrs. Assn. Monthly summary showed 229,250 tubes valued at $5,120,553 sold in May compared to 278,556 valued at $6,869,181 in April. Of May sales, 60% were in 16-17 inch bracket and 7.78% 18 inches and over.

WU NET INCOME UP
WESTERN UNION'S net income in May was $678,407 after provision of $464,000 for federal income taxes, WU reported Friday. This compares with $597,383 in May 1950 with no provision for income taxes.

Closed Circuit
(Continued from page 4)

aton State, daddy of Communications Act. Sen. Johnson, says at least Sen. Dill's letter, asking end of freeze, went to proper place (to FCC), stating position "better than I could."

DREW PEARSON and Robert S. Allen's Public Service Radio Corp. to file appeal with FCC for rehearing on its new station denial and simultaneous license renewal to WBAL Baltimore (Broadcasting • Telecasting, June 18) Friday deadline today (Monday).

AIR FORCE understood close to Senate Interstate Commerce Committee staff thinking on electro-magnetic radiation control legislation. New Air Force request to amend Sec. 606 (c) of Communications Act, expected in hands of Senate Committee soon. Modifications seen as meeting most of broadcasters' initial objections to initial punitive "radio silence" measure.

IT'S AN OPEN SECRET that almost all of independently owned TV stations are being romanced about possible acquisition by number of groups already in field and which seek to build ownership to maximum of five permitted under regulations. Fewer and fewer, however, are on block.

IN WAGE Stabilization Board Washington quarters they're privately calling statement by Salary Stabilization Board Head Joseph D. Cooper that the SSB intends to control salaries of radio-TV talent, unless government decides to unfreeze wage control for broadcast industry, "ill-advised" and "hasty."

If WSB is granted in radio-TV, officials could add word, "unnecessary." PRACTICE of setting up separate organizations to do specific trade association jobs causing mounting resentment. One prominent southern station has quit BAB because of trend toward multiple organizations headed by high-salaried executives.

WASHINGTON city officials still talking about perfect end-of-week telecasters' joint public service plan during Capital's three-day transit strike (story, page 33). "Best thing ever done," District Commissioner John Russell Young remarked. Consensus at post-strike meeting in Radio Club should be called in immediately, whenever such public emergencies loom.

CLORETTES PARTICIPATIONS
AMERICAN CHICLE Co. (Clorettes), under ABC's pyramid plan is purchasing participations in Stomp the Music (Sun., 8:30 p.m.), The Fat Man (Wed., 8:30-9 p.m.) and The Sheriff (Fri., 9:30-10 p.m.), effective yesterday (Sunday) for eight weeks. Agency, Dancer-Fitzgerald-Sample, New York.

PABST SEeks FIGHT RIGHTS
WARWICK & LEGLER, New York, for Pabst beer, still negotiating late Friday for TV film rights to Rocky Graziano's joint public service boxing fight tomorrow (Tues.) at the Royal Opera House, London. Pabst also eying proposed Robinson fight with Rocky Graziano in September.

W. E. LONG RETIRES
W. E. LONG, founder of W. E. Long Agency, Chicago, retires as board chairman and from active participation in the company. He sold his interest in 1949 to six persons who helped build organization.
Consumers in the Heart of America buy wisely — but certainly WHOLEHEARTEDLY!

Evidence of this statement is the fact that, while the greater Kansas City Metropolitan Area is now 17th in the nation in population, it ranks 15th in retail sales! And — KANSAS CITY MAKES A BETTER SHOWING IN RETAIL SALES BASED ON POPULATION THAN ANY OTHER CITY IN THE NATION'S "TOP TWENTY!"

The analysis is simple enough. The powerful and popular voice of The KMBC-KFRM Team is doing a wholehearted job in the great Kansas City Area for its advertisers. The Team "has the audience" by a margin of almost 3 to 2 over all other broadcasters, according to the latest audience surveys.

In the city — on farms, now more than ever before, consumers are responding to the sales messages heard on KMBC-KFRM. Get the benefit of the most powerful selling force in the rich Heart of America. Write, wire or phone KMBC-KFRM or your nearest Free & Peters Colonel.

*1951 Sales Management Survey of Buying Power.

To sell the whole Heart of America, Wholeheartedly, use 

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
They "test-fly" rockets for pennies — to save the taxpayer Millions

One way to make America stronger is to give our Armed Forces more and better weapons—built without wasting the nation's defense dollars. An example is seen in our vital guided missiles program.

Using an electronic calculator—an analogue computer developed by RCA Laboratories for the U. S. Navy—the designs of guided missiles can now be tested in the drawing board stage. Information representing the rocket's design is fed into RCA's calculator. Other information represents flight conditions, and the two are then combined to show how the rocket performs... at any split second.

Millions of defense dollars—thousands of hours—are saved by these mathematical "test flights." And RCA's calculator will test any man-made device that flies or swims... planes, ships, bullets, shells, rockets, submarines.

* * *

See the latest in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.