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- Keeping FCC Changes Seen by End of '51
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- Gate Group Calls Cog For FCC Review
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TELECASTING Begins on Page 51

20TH The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly

WOR-tv 9
channel new york

sold $3,000 worth of watches
for one client
as the result of one
WOR-tv announcement.

We can do the same—or more—for you
at an extremely low cost.

our address is WOR-tv, channel 9
at 1440 Broadway, in New York
here's the plan that sells the midwest market!

WLS FEATURE FOODS

a radio program and merchandising service

featuring
MARTHA CRANE and HELEN JOYCE

Radio's Ever Magic Touch reaches into the kitchens of thousands of Midwest homes... and onto the shelves of thriving Midwest grocery outlets... thru the services of WLS FEATURE FOODS. For more than 16 successful years, FEATURE FOODS, a daily half-hour participating homemaker program, has helped leading manufacturers of kitchen used products to increase sales in this great market... in which over 10% of the nation's food sales are made. The program combines the talents of Martha and Helen (the Midwest's most popular homemaker team) with an extensive merchandising service that keeps manufacturers constantly advised of what is happening in retail outlets... to theirs and competitive products.

Through its highly personalized merchandising service, FEATURE FOODS offers continuous day-after-day contact with points of sale to:

- Improve distribution
- Stimulate promotion by dealers
- Get greatest possible visibility of products
- Know how many stores are out-of-stock and do something about it

Further, advertisers receive regular reports showing exactly what happens from month to month at the retail level.

your John Blair Man has the details

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 Kilocycles, 50,000 Watts, American Affiliate. Represented by John Blair and Company.
"I spoke up at town meeting"

"This picture shows how I didn't look when I got home. Actually, nobody laid a finger on me.

"But I did speak up at Town Meeting that night. . . . something I didn't like about the way town funds were being spent. I'm not much of a guy for making speeches, understand . . . I just work in a steel mill. And both we and Republic have a big stake in this town.

"But nobody beat me up! Now, you might say, what's so unusual about me not getting beat up for speaking out against the local government?

"That's just my point. . . . it isn't unusual! Not in this country. Here we all have free speech. It's part of our Constitution, even if we hardly think about it twice. But just think of folks in other countries who'd give their right eye to be American citizens and talk out at town meetings. And not get slugged.

"Ever stop to think that while all these people are trying to get into America, nobody here is trying to get out? That's because we like it here. No, not just because we've got autos and phones and bathtubs and all that. The real reason is . . . we've got freedom! Seven days a week! We're free to follow our own religions . . . free to choose our own jobs in any industry we like . . . or go into business for ourselves, if we prefer. We can vote as we please . . . or not vote if we want. Though I personally think anyone who doesn't is a 14-carat dope.

"And here, like I said, you can talk up at Town Meeting. No black eye. No bloody nose. Though, if you don't know what you're talking about, you'll be in for a lot of kidding later.

"Now this is no Town Meeting, of course. . . . it's an ad. But, in this ad, I am speaking up . . . for Freedom. Corny? Maybe . . . but I happen to believe in it. And 10 to 1 you do, too!"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . . an America whose many mighty industries have set history's highest standard of living for her people. And it is through these ever-growing industries that Republic serves America. FOR EXAMPLE: our great Automotive Industry which depends heavily on steel . . . carbon, alloy and stainless . . . the kind of fine steel produced by Republic to help make America the No. 1 nation on wheels.

**This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or sell, contact, write Dept. M, Republic Steel, Cleveland 1, Ohio.**
NEGOTIATIONS nearing completion whereby Senator of Commerce Charles Sawyer and family will purchase WCOL-AM-FM Columbus, Ohio, from Lloyd Pixley for $100,000 plus 10-year lease on studio facilities in Pixley Bldg, at $20,000 per year. Contract may be finalized this week. Mr. Pixley, inquired WLOK Lima Ohio last March retains 51% of WLOK after re-selling 49% to local citizens. Sawyer interests control WING Dayton and WIZE Springfield, Ohio.

Despite silence on status of sale of WOW-AM-TV Omaha, report persists transaction will be closed shortly—prior to departure of Navy Secretary at May 23. WOW President, being state´s new post as ambassador to Ireland. Besides Edward Lamb, owner of WTVN (TV) Columbus, WISC (TV) Erie and WTDQ Toledo, who reportedly has purchase agreement (Secretary Matthews denies he had it), it’s now indicated that several others are interested, including Meredith Publishing Co., which owns WHEN (TV) Syracuse and Lincoln (Neb.) Journal, which owns KFAB Omaha.

Do not hold your breath waiting for that report on FCC’s horde of questionnaires. Still “nearly completed,” it languishes on desks reshuffled in recent reorganization, pending disposition of “more pressing business.” Report said to show some 50 outlets have had format comparable to that which flipped WTVX Wilmington, Del., into Commission frying pan.

SPECULATION on department head appointments running in all directions at CBS Friday following announcement of split-in-up in radio and TV operations (story, page 23). Department heads for unincorporated divisions due to be established next week, when the bureau finished picking top assistants. Names frequently mentioned: Louis Hausman, now v.p. for sales promotion and advertising, to head radio sales promotion. Nov. Earl Matthews, public relations, publicity, research. His counterpart in TV, Oscar Katz or John P. Cowden. V. P. Kelly Smith to head owned and operated radio stations with Radio Sales-represented stations; Merle Jones, from KNX-KTSL Los Angeles to TV job in New York opposite Mr. Smith; John Karol, to head radio sales department; Dave Sutton, TV sales. George Crandel, to head press for radio; Michael Foster, to head press for TV.

TOP-LEVEL local and national promotion post at BARF filled due to be filed shortly. Top candidates: Kevin Sweeney, general sales manager of KFI-AM-TV Los Angeles, where BARB President William B. Ryan formerly was general manager. Mr. Sweeney’s also former general manager of Housewives Protective League and West Coast promotion manager of ABC.

UPTON CLOSE, controversial commentator, again circulating radio executives and others for contributions to Broadcast Inc. In interest of “publishing” his record of “treachery in our government,” he claims, his reports, are only one-third those received in 1890. Con.

(Continued on page 88)

July 18: FCC Chairman Wayne Coy testifies before Senate Interstate Commerce Committee, Room G-16, Capitol, 10 a.m.
July 23: BML Clinic, Seattle.
July 24: BML Clinic, Portland.
July 26: BML Clinic, San Francisco.
July 30: FCC City-by-City TV Allocations proceeding, Washington.
July 31: BML Clinic, Los Angeles.

(More Upcomings on page 38)

Marathon Agency


To sign Heatter

American School (correspondence courses) and Beltone hearing aid ready to sign for alternate Monday night sponsorship of Gabriel Heatter’s news on MBS. Beltone now has Wednesday but wants new audience. Agencies, Ruthrauff & Ryan, Chicago, for Beltone and Ollan Adv. Chicago, for American School.

FCC Revises Rule on Operator Requirements

In revision of AM-FM operator license requirements, FCC Friday finalized proposals to allow stations to sell fixed class operators for 120 days (instead of 30 days as originally proposed) where first class man is unavailable.

To be eligible for related requirements, station must show that “qualified radiotelephone first-class operators are unavailable, have declined employment, or have been rejected by the station.” Applications for such temporary permission should be made to engineer-in-charge of FCC district field office in station’s area.

NABT’s, IBEW and others had favored change in decision. FCC described action as “codification of practice.” The follow-up by broadcast station licensees when operator cannot be obtained and relief is requested under existing Section 151.5 of the rules.

While a six-month period had been proposed FCC accepted NABT’s 120-day suggestion “since it would relieve administrative problem for the Commission’s field offices and similarly reduce the burden to station licensees while affording time the procedures would put into effect.”

FCC notice observed NABT-TV petition suggested submission of written views and data in lieu of July 23 oral hearing, with 30 days allowed for initial filing and another 30 days for reply. Order also observed number of supporting petitions were filed, some commenting: as much as year’s time could

Broadcasting at deadline

Closed Circuit

Upcoming

Business Briefly

New TV Allocations

retrained as part of UHF television band—to provide five more channels—not diverted to broad band common carrier service as requested by Bell Telephone Labs.

Although supporting FCC’s “general rule making authority,” Comr. Robert F. Jones is dissent to legality opinion stated: “It is clear to me that an inflexible geographical assignment plan [fixed city-by-city table and rigid procedure for changes] does not meet the criteria of the Commission asserted as a basis for it, and therefore it is illegal."

FCC notice observed NABT-TV petition suggested submission of written views and data in lieu of July 23 oral hearing, with 30 days allowed for initial filing and another 30 days for reply. Order also observed number of supporting petitions were filed, some commenting: as much as year’s time could

Broadcasting • Telecasting
TELL AND SELL...

Six stations important in your selling. Each is outstanding in the market it serves. Each is a regular habit with its listeners—exerts a powerful influence on their daily living and buying. This strong pulling power sells for you when you tell about your product on these stations. The many national and local advertisers now using them are proof of the responsiveness of their audience-proof of the profits. For availabilities and rates, write direct or contact

ROBERT MEEKER Associates
New York  Los Angeles  Chicago  San Francisco

STEINMAN STATIONS  Clair R. McCollough, Gen. Mgr.
An Amazing Vote of Confidence in WOW!

• Here's the Story

WOW's "Fourth Annual Farm Study Tour" was announced on June 1 on the "Farm Service Reporter" Program, (6:30 to 7 a.m. weekdays).*

Farm Director Mal Hansen simply said that the tour would be to the East Coast; would last 15 days, and would cost about $500.00 per person.

On that information ALONE, within one week 125 farmers responded—WITH CASH! 206 others in the same period wrote for information and application blanks.

Reservations made in one week represent a $72,500 vote of confidence in WOW's service to farmers.

So large and instant a response PROVES that the great WOW-LAND farm market is solidly behind WOW—and WOW's farm listeners are today the WORLD'S FINEST CUSTOMERS for any goods or services.

For availabilities call the nearest John Blair Office.

#CO-SPONSORED BY:
Garst & Thomas, Coon Rapids, Iowa, Pioneer Hybrid Corn; Handeled by the Compton Agency; and the Walnut Grove Products Company of Atlantic, Iowa; Allen & Reynolds Agency.

WOW's "Farm Service Reporter" observed its 5th Birthday June 19th on the air.

FRANK P. FOGARTY, General Manager • JOHN BLAIR & COMPANY, Representatives

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
B79 National Press Bldg.
Washington 4, D. C.
Telephone ME 1022

IN THIS BROADCASTING

CBS Realigned Management
Changes Seen at FCC
Six Major Advertisers Change Agencies
P&G Increases Time Buys—PIB
Auto Dealers Sell By Radio From Boston to Spokane
CoySummoned for FCC Review
Liberty Network Expanding
FCC Gets ABC-UGT Merger Application
Senate Studies Signal Control
Reserve Board Hit
WOR Study Shows Radio Top Seller
Set Maintenance Assured by NPA Action

TELECASTING Starts on Page 51

DEPARTMENTS
Agency Best
Airasters
Allied Arts
Editorial
FCC Actions
FCC Roundup
Feature of Week
Front Office

WASHINGTON HEADQUARTERS
SOL TAIHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Fred Fitzgerald, Associate Editors; Jo Halley, Make-up Editor; Tyler Nourse, Copy Editor; Dave Belyns, Assignment Editor. STAFF: Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Oskorn, Allen Riley. EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Pat Kowalski, Barry Lawlor, Joan D. Stats, Keith Stanton, Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield R. Levy, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevins, Classified Advertising Manager; Blanche Schaad, Doris Orme; B. T. Taft, Treasurer; Irving C. Miller, Auditor and Office Manager; Junele Weston, Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOEIN P. COSGROVE, Manager; Doris J. Buesching, Jennifer Giffiths, Grace Schorn.

NEW YORK BUREAU
428 Madison Ave., Zone 22, Fla, 2-5055; EDITORIAL: Rufus Crater, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Gretchen Groat, Liz Tackston.

Bruce Robertson, Senior Associate Editor.

ADVERTISING: J. J. FATEL, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU
309 N. Michigan Ave., Zone 1, Chicago 112; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU
605 N. Michigan Ave., Zone 1, Chicago 112; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title BROADCASTING. *The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office
Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

Page 6 • July 16, 1951
Five rich markets in Michigan receive primary television service from WJIM-TV. Lansing-Flint-Saginaw-Jackson are EXCLUSIVE WJIM-TV markets with Battle Creek also receiving primary service.

You get 100% of the audience when you buy WJIM-TV. It is a market of one million people with retail sales of more than one billion dollars.

only WJIM-TV reaches this vast audience with the best in television. WJIM is the primary outlet for the four major networks.

For full details on WJIM-TV, WJIM and WGFG, Kalamazoo, consult H. R. REPRESENTATIVES, INC.
If you are trying to get a better insight into conditions in any of the markets listed at the right, F&P has some very rare but simple magic for you... the magic of complete and completely honest information. Win, lose or draw, we know that no other kind of service can really serve your own best interests—or ours.

In this cynical day of the "seller's market", that sort of policy may sound too good to be true. But it's the way we always work, here in this pioneer organization of radio and television station representatives.

**Free & Peters, Inc.**

*Pioneer Radio and Television Station Representatives*

*Since 1932*

ATLANTA   DETROIT   FT. WORTH   HOLLYWOOD   SAN FRANCISCO

NEW YORK   CHICAGO
# MIDWEST... OR FAR WEST?

## EAST, SOUTHEAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City, State</th>
<th>Network</th>
<th>Rating</th>
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<tr>
<td>WBZ-WBZA</td>
<td>Boston-Springfield</td>
<td>NBC</td>
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<tr>
<td>WGR</td>
<td>Buffalo</td>
<td>CBS</td>
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<tr>
<td>WMCA</td>
<td>New York</td>
<td>IND.</td>
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<td>KYW</td>
<td>Philadelphia</td>
<td>NBC</td>
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<tr>
<td>KDKA</td>
<td>Pittsburgh</td>
<td>NBC</td>
<td>50,000</td>
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<tr>
<td>WFBL</td>
<td>Syracuse</td>
<td>CBS</td>
<td>5,000</td>
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<tr>
<td>WCSC</td>
<td>Charleston, S. C.</td>
<td>CBS</td>
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<td>WIS</td>
<td>Columbia, S. C.</td>
<td>NBC</td>
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<tr>
<td>WCH</td>
<td>Norfolk</td>
<td>ABC</td>
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<tr>
<td>WPTF</td>
<td>Raleigh</td>
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<td>WDBJ</td>
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## MIDWEST, SOUTHWEST

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<td>Davenport</td>
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<td>Louisville</td>
<td>NBC</td>
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<tr>
<td>KTSO</td>
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## MOUNTAIN AND WEST

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<td>Denver</td>
<td>ABC</td>
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<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
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<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
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<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
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new business

Spot

W. F. McLAUGHLIN & Co., Chicago (Manor House coffee) has purchased series of 26 quarter-hour Little Theatre TV film programs for once weekly showing on TV stations in seven mid-west markets starting about Sept. 15. Markets include Chicago, Grand Rapids, Kalamazoo, Lansing, Milwaukee, Indianapolis and Davenport. Programs made up of two-five minute dramatic shorts produced by The Tee Vee Co., L. A. Each quarter-hour segment priced from $60 to $600, according to number of sets in market. Film company expects to have programs on 22 markets throughout country by fall date. Agency for McLaughlin, Earl Ludgin & Co., Chicago.

ESSERMAN MOTOR SALES (Dodge dealer), Chicago, starts extensive TV spot campaign using 85 spots in Chicago market weekly. Agency: Phil Gordon Inc., same city.

UNION OIL CO. initiates first television program series with sponsorship of half-hourly weekly Ben Alexander Watch & Win program on two West Coast stations, KPIX (TV) San Francisco, starting Aug. 1; KTSI (TV) Los Angeles, Aug. 2. Both contracts, 13 weeks. Agency: Foote, Cone & Belding, L. A.

Network

GRUEN WATCH Co., Cincinnati, to sponsor Gruen Guild Theatre, new series of dramatic films, over ABC-TV Thurs., 8:30-10 p.m., beginning Sept. 27. Program replaces Blind Date, scheduled at same time. Agency: McCann-Erickson, N. Y.


CAMPANA SALES Co., Batavia, III., for Italian Balm, will sponsor first quarter-hour of Ruth Lyon's 50 Club on NBC-TV starting Oct. 5, for 52 weeks through H. W. Kastor & Sons, Chicago. Show is aired five times weekly from 11 to 11:30 a.m. on WLWT (TV) Cincinnati.

QUAKER OATS, Chicago, renews daily quarter-hour and weekly half-hour of Gabby Hayes Show on NBC-TV through Sherman-Marquette, Chicago. Strips will be seen Mon. and Fri., 4:15-4:30 p.m. CDT from Aug. 27 for 15 weeks, with the half-hour telecast Sun. from 4:4-5:30 p.m. starting Sept. 30 for 52 weeks.

WANDER CO., Chicago, for Ovaltine, renews the 4:45-5 p.m. CDT segment of Sky Balm on NBC-TV starting Aug. 29, through Grant Adv., same city. KELLOGG Co., Battle Creek, through Leo Burnett, Chicago, has renewed same portion on Tues. and Thurs. starting Sept. 5, for 26 weeks.

Agency Appointments

FLORIDA CITRUS EXCHANGE, Tampa, names Ruthrauff & Ryan, N. Y., to handle advertising and promotion of its major brand Sealsweet (brand name on fresh fruit, full strength juice and frozen concentrate).

RADION Corp., for its television antennas, names Calkins & Holden, Carlock, McClinton & Smith, Chicago, to handle its advertising. TV spots will be used in a test market before complete video plans are made. M. J. Pulver is account executive.

BEN-GEI PRODUCTS Co., Oak Lawn, Ill., for the new bean sprout balm, names Schoenfeld, Huber & Green, Chicago, to handle its advertising. Radio and TV will be used.

Adpeople

NORMAN GLADNEY, Franklin & Gladney Adv., N. Y., named director of television merchandising of Bulova Watch Co. He will supervise newly formed TV-Merchandising Division, formed to help Bulova dealers use TV advertising more effectively.

E. M. TARPLIN appointed advertising and sales promotion manager Schenley Laboratories Inc. He will maintain offices at company's production headquarters in Lawrenceburg, Ind.

EVEN "ODDS AND ENDS" ADD UP TO $117 MILLION IN CENTRAL OHIO

GENERAL MERCHANDISE SALES HIT $117,269,000* ANNUALLY

Miscellaneous sales add up to big business in Central Ohio. And powerful WBNS, Central Ohio's only CBS outlet, gets through to the 24 Central Ohio Counties with all 20 top-rated programs, day and night! (Winter-Spring Hooperatings). And you get more listeners per dollar than from any other local station.

For time availabilities and rates, write us or contact your John Blair Representative.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

* Source, SM Survey of Buying Power 1951
WE LOVE TO EARN THEM!
IT'S THE "EXTRA PROMOTIONAL PUNCH" THAT WINS
FRIENDS and INFLUENCES CUSTOMERS for ADVERTISERS
on KTUL and KFPW — The FRIENDLY CBS
STATIONS in TULSA and FORT SMITH!

KTUL - KFPW
* Tulsa  * Fort Smith

JOHN ESAU—Vice President, General Manager
* AVERY-KNODEL, Inc., Nat'l Representative

AFFILIATED WITH KOMA, OKLAHOMA CITY
It has been said, "Give John North a sales job to do — any sales job — and he'll chalk up a record performance." We agree that his sales are an accurate instrument which points to the true, magnetic North.

Winner of the "Distinguished Salesman Award" of the St. Louis Chamber of Commerce in 1940, this fast-moving individual has since charted a brilliant course into big time radio sales. In teamwork with Peggy Stone of New York, Mr. North has played an important part in the success of RADIO REPRESENTATIVES, INC.

Among the Accounts Placed on WMPS by Radio Representatives, Inc., are:

The Mennen Company
Bristol-Myers Co.
J. A. Folger & Co.
Peter Paul, Inc.
Griffin Mfg. Co.
Walgreen Drug Co.
Carter Products
International Salt

RICHARD HANES HURLEY, timebuyer at Comp-ton Adv., New York, is not a temperate man when it comes to radio. He is not one of those persons who can take it or leave it alone. The man is a confirmed addict.

Born in Middletown, N. Y., Feb. 13, 1925, Mr. Hurley came by his addiction innocently enough at Bucknell U., where he indulged himself to the extent of helping build station WVBZ there. He liked what he tested, and when he moved to the U. of Michigan he was a ripe leaf for the gang there who picked him to serve as announcer at WRAN.

Hopelessly gone by then, he spent his summers in a riot of duties at his hometown station, WALL Middletown, carving every capacity from news writer to announcer of horse races.

By graduation time he couldn't get enough of the stuff. After a swig of service as news editor at WHBF Benton Harbor, Mich., he drank in the entire eastern seaboard, writing and selling shows for a radio package firm.

In January 1949 he graduated to a stronger brew, the general management of WVAM Altoona, Pa., and in June of that same year his immersion was complete as he joined an advertising agency, Comp-ton in New York, as an estimator. Within two years he had moved up from that level to successive advancements as assistant timebuyer, timebuyer, and his present eminence as assistant head of the entire timebuying department.

Among the accounts he supervises are Crisco, Ivory Soap, Ivory Flakes, Duz, Drene, Personal Products, New York Life Insurance, Allis Chalmers, Standard Brands, Chase and Sanborn coffee and Tender-Leaf tea.

Mr. Hurley and his wife, the former Joanne Perry, live in an apartment in Bergenfield, N. J. They have been married since 1948. Reading, traveling and collecting colonial antiques are his hobbies.
ERE BAYARD, account manager Walter McCreery Inc., Beverly Hills, Calif., named to newly created post of chairman of plans board.

ERBERT THWAITE, account executive Cunningham & Walsh Inc., N. Y., elected vice president. He had been with firm for seven years serving on Sunshine Biscuits Inc. account.

DOROTHY KAHN, publicity staff Cancer Crusade, to David Zibman Adv. Agency, Phila.


WILLIAM M. MOORE Jr., copy staff, Young & Rubicam, Chicago, to Gourfain-Cobb, same city, as copy chief. He will also work in dealer development.

VILLIAM L. LAVICKA to Needham, Louis & Brorby, Chicago, as account executive on Quaker Oats' Ken-L Products Division, from account rank and sales analysis at Ruthrauff & Ryan, same city.

ERBERT E. MANGAN, BBDO, S. F., elected vice president.

ELBERTO and KATHERINE PAVIA, Pavia Agency, S. F., leave for six-month tour of Italy and other European countries. ERIC COSTER will manage office in their absence.

GENE M. SWRZT, radio and TV director Ray Hirsch Co., N. Y., o Huber Howe & Sons, N. Y., as copy chief.

WILLIAM R. DAHLMAN, vice president and account executive on American Home Products at W. Earl Bothwell Inc., N. Y., to Compton Adv., a member of Procter & Gamble account group.

ERY C. FRENSHER, publicity director, CIO, named to public policy committee of The Advertising Council, succeeding ALLEN L. SWIM, formerly of CIO and now with Economic Cooperation Administration.

ULES HACK, copywriter Young & Rubicam Inc., Chicago, to Erwin, Vasey & Co., L. A. radio and television department, in similar capacity.

ERGE ROSSMAN, art director Leo Burnett, Chicago, to BBDO, L. F., in same capacity. RICHARD E. JOHNSTON, art director Foote, Cone & Belding, Chicago, also joins BBDO, S. F., in same capacity.

ILTON MARTIN, production manager Emporium, S. F. (department store), to Botsford, Constantine & Gardner, S. F., in same capacity.

AMES N. MANILLA, film supervisor BBDO, N. Y., named to radio-elevation department Geyer, Newell & Ganger, same city, as film supervisor.

ERT H. ROOT, assistant advertising manager Sweden Freezer Plant, Co., Seattle, to Pacific Advertising, Oakland.


ILY HOSMER, Kenyon & Eckhardt, N. Y., to television production department Guild, Bascom & Bonfigli, S. F.

EDWIN DE ST. MAURICE, to Lockwood-Shackelford Adv., S. F., as art director.

WALKER W. DAVIES, account executive National Adv., Long Beach, Calif., transferred to S. F. office.

ROLAND HAUCK, to Wank & Wank, S. F., as director of creative department.

LEMENT T. HANSON ADV. AGENCY, Moline, appointed to handle advertising for WBFM-AM-TV Rock Island and the Rock Island Argus and Moline Dispatch, effective Sept. 1.

Mr. Thwaite

radio-controlled truck... western new york style!

Mt. Morris, N. Y., is a lovely little town of some 3600 population—one of the state's most picturesque communities, but hardly big enough, you'd think, to support a large retail furniture store.

How come, then, that the Mt. Morris Furniture Company trucks will be seen delivering merchandise all over a dozen surrounding counties?

WHAM did the job!

One year ago, the store started a modest spot campaign on station WHAM—knowing that WHAM's clear-channel 50,000 watts is the least expensive yet most effective way to cover 23 western New York and Pennsylvania counties. Results were almost overnight—inquiries, shopping visits and sales. And perhaps the most impressive fact is that radio has pulled so well that Mt. Morris Furniture now makes deliveries to customers in Rochester itself, home of the radio station and of a dozen top furniture stores!

Moral: The Mt. Morris store has now upped its efforts to regular daily participation in WHAM's morning "Clockwise" program. You, too, can use the powerful influence of station WHAM for business in this profitable market.

Frank Coulter:

YOUNG & RUBICAM

"The Broadcasting Market-book is a genuine service. Widely used and constantly referred to."

BROADCASTING • Telecasting

george p. hollingbery company, national representative
SELL THE HEART OF ARIZONA
OVER KOY PHOENIX, ARIZONA'S

Advertisers with no time or money to waste have found KOY the direct route to the rich Arizona market whose hub is fast-growing Phoenix and the Salt River Valley.

As exclusive representatives of KOY for the past twelve years, John Blair & Company knows how KOY can sell and why. Here is a station that makes wide-spread coverage count with a proven record of unusual acceptance. Arizona's pioneer radio outlet, KOY has been building its reputation for public service over 29 years. It is home-owned, home-operated, and an integral part of the community and all its affairs. It is the only Arizona radio station that owns all of its facilities, including studio, office and transmitter properties. KOY gives non-directional coverage of 85% of the state's population with 5000 watts on 550 KC.

Sales-minded management has converted KOY's listener loyalty into big spot radio business that has paid off for one advertiser after another. Your John Blair man has all the facts on merchandising and selling at surprisingly low cost over KOY. It will pay you to call him today.
THE JOHN BLAIR WAY
TOP SELLING RADIO STATION

THE RAPIDLY-EXPANDING city of Phoenix, Capital of Arizona, is surrounded by prosperous residential communities and rich agricultural land.

JOHN BLAIR & COMPANY specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts... as specialists in selling via spot radio.

KOY's management team, experts in three fields: left to right, John L. Hogg, President, Commercial Manager and a salesman of twenty-five year's experience. Albert Johnson, Vice President, General Manager and the man behind KOY's splendid record of public service. Jack Williams, Director and Secretary with twenty-three years at KOY behind his reputation as one of the outstanding program men in the radio industry.

GEORGE GRAHAM, popular master of ceremonies for KOY audience shows and his morning "Disc Show", a hard-selling program and housewives' favorite.

BILL LESTER'S afternoon "Record Matinee" has a consistently loyal following of listeners and commercial sponsors.

GEORGE GRAN, PM, popular master of ceremonies for KOY audience shows and his morning "Disc Show", a hard-selling program and housewives' favorite.

PAUL GRIBBEN, KOY News Editor and radio veteran, keeps KOY ahead of the field in news. His coverage of the Legislature has won him widespread recognition in high circles in the State.
Like A Blanket!

WRC covers the entire Washington area at lowest cost per thousand listeners. We can prove it with up-to-date figures on spots, breaks and programs.

WRC outpolled all newspapers in four department store studies. That's proof of selling coverage.

To sell Washington you need WRC's blanket coverage.

---

Strictly business

Sometimes it happens just like the storybooks say. For what youngster standing by the railroad tracks as a powerful locomotive goes by, pulling a string of cars that spell adventure, hasn't vowed to himself—that's the job for me.

And that's just what happened to one youth whose earliest memories go back to train rides on the way to his grandfather's house in his home state of Tennessee. It took time, as do most ambitions, but even today, Robert S. Henry, vice president in charge of the public relations department of the Assn. of American Railroads, admits that he always got a thrill out of a train ride. "Always thought railroading would be a nice business to be in," he recalls.

"Indeed it has been a nice business to be in," Mr. Henry still says. And he should know, for after more than 30 years in the business now, he has seen a lot of his combination hobby and job.

---

feature of the week

CONFERENCE to discuss debut of It's the Texas Fashion is attended by (l to r): Lester Ring, Ring of Dallas Inc.; Edward Cupaisio, Wm. S. Miller & Co. Inc.; Dave Robbins, Jan Leslie Hats Inc.; Miss Benell; Ike Clark, Ike Clark Sportswear; Walter Meyers, Gordon Edwards Inc.; Ralph W. Nimmons, WFAA-TV manager, and Bob Scott, WFAA-TV sales representative.

A BOOST for television and the fashion world will be scored by Dallas fashion manufacturers when Julie Benell launches her It's the Texas Fashion series on WFAA-TV, Friday at 8:30 p.m., beginning July 20.

Sponsored by seven fashion houses of Dallas, the weekly program is claimed to be the first time that a group of manufacturers in one city has sponsored a television series to acquaint viewers with the style offered by the makers in a city.


Miss Benell will be guest commentator at the breakfast clinic of the American Fashion Assn., to be held in the Crystal Ballroom at Dallas' Baker Hotel, Tuesday, Aug. 21, at 7:30 a.m. Theme of the clinic will be "Color-Vision," a forecast of winter and holiday (Continued on page 82)

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Radio Stations are built on listener acceptability.

Listener acceptability is gained by good programming.

WORD has won this listener acceptability in the Piedmont by interweaving into its schedule the fine programs of ABC, some of the superior radio productions of the NBC Network, MGM and other producers of great shows.

In addition to ABC and top local programs, WORD has fitted into its schedule such outstanding shows as:

- The Telephone Hour
- The Railroad Hour
- Cities Service Bands
- Cavalcade of America
- MGM Theatre of the Air
- Dr. Kildare
- Crime Does Not Pay
- "Cisco Kid"
- Second Spring
- John Charles Thomas

In Spartanburg—WORD is your best buy.

---

WORD

Serving the Heart

of the Piedmont

ABC

WDXY-FM • Duplication

Walter J. Brown, President

Spartanburg

South Carolina

See Hollingbery

Broadcasting • Telecasting
Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION — A 3½-TO-1 FAVORITE OVER ALL OTHER STATIONS COMBINED!

Fargo-Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the "in-town" Audience than all other stations combined*

BMB figures and mail-pull stories also prove that WDAY "hogs the show", throughout the entire Red River Valley! Write for all the facts today, including availabilities.

*Despite the fact that the other three major networks maintain local studios!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS
FREE & PETERS, Inc., Exclusive National Representatives
Carlos Franco:

WILLIAM H. WEINTRAUB

"Broadcasting Marketbook is a friend at your elbow . . . and harder to stump than Kieran."

**Think this over! When you use WIBW, our listeners have confidence in YOU, too.**

Last year, WIBW listeners sent us almost a quarter-million dollars* in cold, hard cash.

This money came direct to WIBW because our listeners have absolute confidence in the merchandise we talk about on the air.

When our listeners hear any product advertised on WIBW, that's all the recommendation they need. They buy!

*$204,800.93 to be exact.

**open mike**

The Big Picture

EDITOR:

It was quite disturbing to read your July 9 editorial, "The Small Picture," in which you castigated A. C. Nielsen Co. and Hooper alike for releasing comparative figures on "then-and-now" ratings for 10 radio programs.

Our figures were, in fact, assembled and released to Broadcasting • Telecasting in answer to your request, for purposes of comparison with the Hooper New York figures quoted by Jack Gould in the New York Times.

You are correct in urging the de-emphasis of mere ratings; this company has repeatedly maintained that ratings form only a small fraction of the total audience measurement picture, as our clients well know.

But you are somewhat presumptuous in criticizing us for examining radio "with no broader view" than ratings. The Nielsen Radio Index in itself makes the charge seem a bit preposterous, with its intense marshalling of pertinent facts on the audience and its habits. And it must also be noted that we reluctantly began to release "Top 10" rating figures on radio and TV only in response to insistent requests from agencies and the gentleman of the trade press, so firmly do we believe in the frequent misinterpretation of mere ratings.

To say that ratings have "no counterpart in any other medium," and to point up the apparent superiority of newspaper and magazine research to ignore the facts. An advertiser buying printed media knows that his dollar may buy a claimed circulation; he has only a rough idea of how many readers will see his two-column message on page 64. But in radio and TV, he has very definite, exact and continuous data from us on the true size and nature of the audience to the commercials themselves, its habits, its fluctuations, its turnover, its distribution and variations by market, and so many other factors.

Isn't this the "bed-rock research" you ask for? Isn't this the "big picture"? Isn't this the type of measurement that radio must use (as indeed it has) to demonstrate its strength against other media?

Your editorial was a puzzling exception to the usual high level of your understanding of the industry. And with it, you seriously underestimated both A. C. Nielsen Co. and the broadcasting industry as a whole by suggesting that they are content to "accept this grossly incomplete information" (10 ratings as proof of anything at all).

A. C. Nielsen
President
A. C. Nielsen Co.

[EDITOR'S NOTE: Broadcasting • Telecasting has no quarrel with most of the research service that the Nielsen company provides, aimed its attack only at the "rating worship" which has, to a large extent, subordinated more profound research to the inadequate measurement of the program rating. The point we hope to make was that too many people both broadcasters and advertisers, do not go beyond the program rating to assess the worth of radio. Because this is so, we feel it was unfortunate that the Hooper and Nielsen firms released the before-and-after TV rating on 10 radio shows—which matter at whose request. Like Mr. Nielsen, we urge de-emphasis of program ratings (see editorial this issue, page 46).]

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**EDITOR:**

... I was pleased to discover that Or All Accounts had been devoted to me in the June 18 issue of Broadcasting • Telecasting.

Proof of the widespread circulation and acceptance of this magazine in found in the numerous letters I have received from friends in the business with whom I have not been corresponding as regularly as one might. This is not new.

(Continued on page 74)
YOU MIGHT CLEAR 15' 7 3/4''—

But...

You Need WKZO-WJEF and WKZO-TV to Go Over the Top in Western Michigan!

WKZO, Kalamazoo, and WJEF, Grand Rapids, have been radio leaders in their home cities for so long that time buyers automatically recognize them as first choices "in town". BMB Study No. 2 proves that WKZO-WJEF are an exceptional buy for rural Western Michigan, too. Since 1946, WKZO-WJEF have increased their unduplicated Audiences by 46.7% in the daytime... by 52.9% at night! But here's the icing on the cake: WKZO-WJEF not only deliver about 57% more listeners than the next-best two-station choice in Kalamazoo and Grand Rapids—they also cost 20% less than the next-best combination!

WKZO-TV, Channel 3, is the official Basic CBS Outlet for Kalamazoo-Grand Rapids. It is a multiple-market station, serving five Western Michigan and Northern Indiana cities, with a total buying income of more than one and a half billion dollars! WKZO-TV's coverage area embraces 133,122 sets, making this America's 23rd television market—ahead of such metropolitan cities as Seattle, Memphis or Miami! Better get the whole Fetzer story today! Write direct or ask your Avery-Knodel representative.

Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.
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 VHF Type TT-10AL/H (All Air-Cooled)

1 kw, for UHF Type TTU-IB (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

10 kw, for VHF Type TT-20AL/H (All Air-Cooled)
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.

*Effective radiated power

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT.
CAMDEN, N.J.
You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REEP MAN TODAY FOR THE WHOLE W-I-T-H STORY
CBS Aligns

Reorganization of CBS into six separate divisions, divorcing the network's radio and television operations and setting up a new laboratory unit, was completed last Friday for announcement today (Monday).

President Frank Stanton said the new lineup—including the radio and TV manufacturing properties acquired from Hytron Radio & Electronics Corp., and with the division chiefs in each case coming from Columbia's existing executive roster—will be as follows, effective today:

CBS Radio Division—Howard S. Meighan, president.

CBS Television Division—J. L. Van Volkenburg, president.

CBS Laboratories Division—Adrian Murphy, president.

CBS-Columbia Inc.—David H. Cogan, president.

Columbia Records Inc.—James B. Conkling, president.

Hytron Radio & Electronics Corp.—Bruce A. Coffin, president.

Only in the case of the Radio, Television, and Laboratories Divisions does the new structure represent a change from the existing order. The Laboratories Division, under Mr. Murphy, has been a CBS vice president and general executive, and who to a great extent shepherded Columbia's color TV camera successfully through the FCC, will coordinate the company's electronic developmental operations, including color TV, "in its various applications." It will serve the broadcasting, recording and set-manufacturing divisions and other organizations in the electronic field, CBS reported.

CBS said operations in Chicago and on the West Coast also will continue as in the past, with the heads of the various operations reporting to their counterparts in New York. This includes network program origination in those areas: WBBM Chicago, KNX and KTSV (TV) Los Angeles, KCBS San Francisco, and the Columbia Pacific Network.

H. Leslie Atiass is vice president of the Central Division; Arthur Hull Hayes is vice president in charge of the San Francisco office, and Harry S. Ackerman is vice president in charge of programs in Hollywood, with Merle Jones general manager of KNX, KTSV, and the Columbia Pacific Radio Network.

There was no split-up of the CBS general service departments, which "will continue as integrated units serving the various divisions." These include the treasurer's office, (Continued on page 85.)

Changes in FCC

Predicted by End of '51

The complexion—and the policies—of the FCC might undergo sweeping change before the end of 1951. Conceivably four of the seven members of the Commission could depart during the next six months. This includes the chairmanship.

One change already is practically assured, with the appointment last month of Comr. Frieda B. Henneck to a Federal District judgeship in New York. Her appointment awaits Senate confirmation which is confidently expected in spite of vigorous opposition of the American Bar Assn. and the Assn. of the Bar of the City of New York (see story, page 30).

Miss Henneck's successor also appears to be set—in the person of Robert T. Bartley, Texas Democrat, nephew of Speaker Sam Rayburn and his present administrative assistant, and a former broadcaster. His appointment by President Truman is expected promptly upon Miss Henneck's confirmation. While Chairman Wayne Coy remains non-committal, it is known that he contemplates eventual return to private business. But

In charge of the Central Division; Arthur Hull Hayes is vice president in charge of the San Francisco office, and Harry S. Ackerman is vice president in charge of programs in Hollywood, with Merle Jones general manager of KNX, KTSV, and the Columbia Pacific Radio Network.

There was no split-up of the CBS general service departments, which "will continue as integrated units serving the various divisions." These include the treasurer's office, (Continued on page 85.)

The fourth possible Commission departure is that of Vice Chairman Paul A. Walker, whose present term does not expire until June 30, 1953. Mr. Walker, however, passed the customary retirement age of 70 last January. Chairman Coy requested a waiver from President Truman on this retirement, attesting to Mr. Walker's experience, which began when the FCC was created in 1934. Such waivers are indeinite, unless a
**P&G RENEWS**

PROCTER & GAMBLE Co.'s renewal of six NBC daytime programs, a morning half-hour and five afternoon quarter-hour shows, all five times a week for another year apparently ends any lingering doubts as to NBC's ability to retain this business in the face of strong competitive bids from other networks.

Most vigorous attempt to move the P&G daytimers to another network came from ABC, which in March offered this advertiser a 45% discount on time charges plus a contribution of $1,000 a week toward defraying program costs to shift the serial shows to ABC's afternoon hours [Broadcasting • Telecasting, March 19].

ABC made the same offer to other NBC serial sponsors—General Foods Corp., General Mills, Sterling Drug and Whitehall Pharmaceutical Co.—but with no more success than in the case of P&G.

**SHOS RENEWED**

NBC programs renewed by P&G effective July 2 for 52 weeks, are: *Welcome Travelers* (10:10-10:30 a.m.), for Spic & Span, through Biow Co.; *Life Can Be Beautiful* (3:15-3:30 p.m.), for Ivory Snow and Crisco, through Benton & Bowles; *Road of Life* (9:15-9:30 p.m.), for Crisco, through Compton Adv. Inc.; *Pepper Young's Family* (3:30-3:45 p.m.), for Camay, through Pedlar & Ryan; *Right to Happiness* (3:45-4 p.m.), for Ivory, through Dow, and *Drake's 9 o'clock* (4-4:15 p.m.), through Compton Adv. Inc.; *Backstage Wife* (4:4-5:15 p.m.), through L&M Contracts

**L & M CONTRACTS**

LIGGETT & MYERS Tobacco Co., for Chesterfield Cigarettes, has renewed its contract with the Texas State Network to sponsor its ABC Roundup, over 17 Texas stations, for the sixth year. The musical show, featuring Disc Jockey Zack Hurl, will run until June 1952. Agency is Cunningham & Walsh, New York.

**Six NBC Day Shows Ok’d For Another Year**

**ZIV SHIFT**

Sillerman East Sales Mgr.

**APPOINTMENT OF Michael M. (Mickey) Sillerman as eastern sales manager of Ziv Television Programs Inc. was announced last Wednesday by President John L. Sinn, effective immediately.**

Mr. Sillerman has been director of station relations of World Broadcasting System, a Ziv affiliate, since last year. He founded the Keystone Broadcasting System and served as its president from 1938 to 1949 when he joined the Frederic W. Ziv Co. as a radio program account executive.

A native of Baltimore, Mr. Sillerman, now 41, was in the advertising agency field for five years before forming Keystone, serving with Alfred Austin Adv. and with Biow Co.

**NEW BILLINGS**

CBS Reports $4 Million

RADIO and television time sales representing approximately $4 million in billings were reported by CBS last week.

Two 52-week television contracts—both through American Home Products Corp. and Procter & Gamble, both through Biow Co. accounted for about $3 million of the total. American Home Products bought the 12:15-12:30 p.m. period Monday through Friday, and Procter & Gamble bought the following quarter-hour, also five times weekly.

In radio, the Carnation Co., through Erwin, Wasey & Co., New York, signed for a dramatic series to start this fall in the Saturday, 11:30-12 noon period being given up by Bymart Inc. Time costs in this deal were estimated at $500,000.

In an estimated $400,000 radio contract, Mars Inc. (candy) signed for alternate-week sponsorship of *People Are Funny*, 8-8:30 Tuesday, through Leo Burnett Co., Chicago. Economic Labs Inc., for Solix, meanwhile bought the 10:25-10:50 a.m. spot on Saturday for the *Galen Drake Show* to start Aug. 18. Cunningham & Walsh, New York, is the agency.

**JONES QITS**

Agency Head to Europe

DUANE JONES, chairman of the board and major stockholder of Duane Jones Co., New York advertising agency, has resigned to make an international advertising survey. Robert Hayes, president, will continue in that capacity with no replacement slated for the chairmanship.

Mr. Jones, it was understood, had sold much of his stock to the company but will retain a substantial financial interest in the business. No one person under the new arrangement will be a major stockholder. Members of the board of directors, however, all hold stock in the firm.

Mr. Jones said he would make a brief trip to Washington and then sail for Europe where he plans to study international trade in the Atlantic Treaty countries. He did not reveal any further plans.

**Smith Resigns**

Meanwhile, Ralph Smith, executive vice president and general manager of Duane Jones, has resigned to join Sullivan, Stauffer, Colwell & Byles Inc. as vice president. Mr. Smith had been with the Jones agency for the past eight years and was chairman of the plans board.

**Schubert To Compton**


**Britannica Names**

ENCYCLOPAEDIA Britannica Films, Chicago, has named Price, Robinson & Frank, same city, to handle its advertising. Sterling Mitchell is account executive. All media are being considered.

**MARKING the 11th consecutive year of sponsorship, Ed Vandervoort (c), president of Vandervoort Hardware Co., ink’s contract with WABC, New York, for the annual Santa Says Hello, Christmas show. With him are Howard Finch (f), station manager, and Harold Gross, WJMJ president. The show, which affords children a chance to have a personal talk with Santa, will begin Dec. 1.**
AGENCY SWITCH

AMERICAN CHICLE Co., a more than million-dollar annual account, will soon appoint Sullivan, Stauf- fer, Colwell & Bayley as its advertising agency, becoming the sixth major radio and television advertiser to change advertising agencies within 10 weeks.

Although no common-denominator reasoning could be determined for all the moves, it was understood that economic sales slumps and individual unhappiness with the existing advertising campaigns were factors in the kinetic switching at this time.

American Chicle Co., of New York, has been handled by Badger & Browning & Hersey, New York, for the past 20 years. The Chicle firm has used radio and television for national campaigns consistently.

Agency Staff Cuts

Badger and Browning & Hersey, as a result of the looming loss of its gum client (one of its major accounts), has cut all its advertising personnel, with at least four executives let out. The new agency, SSC&B, will serve the advertiser on the following products: Chicle, Dentyne and Beeman's chewing gum.

Another strong television and radio advertiser, Mohawk Carpet Mills Inc., Amsterdam, N. Y., announced last week the appointment of Macon Inc., New York, as its advertising agency effective Sept. 12.

Howard P. Hildreth, manager of advertising and public relations for the carpet company, stated that Macon will handle all of Mohawk's television and black-and-white advertising, but that radio will remain for the balance of the year with the George Bolling Co., whereupon it, too, will move.

The account, estimated at a million and a half dollars in billings, had created quite a stir last January [BROADCASTING • TELECASTING, Jan. 29] when it first placed its spring spot radio campaign through George W. Bolling Co., a station representative firm. Bolling acted as a consultant to Mohawk and placed the spots on a 15% commission basis. Both the advertiser and the Bolling company stated that that time that the business was channelled through separate national representatives and on national radio.

The board of directors of the National Assn. of Radio & Television Station Representatives was reported then to have advised mem-

bers to ask their client stations not to accept the Mohawk business on the grounds that the Bolling company was acting improperly as an advertising agency.

The Bolling company responded that it was not actually serving as an advertising agency, rather as a consultant in setting station lists and organizing the campaign.

M o h a w k currently sponsors, three times weekly, the Roberts Quinton Show, quarter hour time on NBC-TV.

Pepsodent Division of Lever Bros. (said to be about $2 million in billing) this week named McCann-Erickson to supervise its advertising plans [CLOSED CIRCUIT, June 9]. Foote, Cone & Belding had been handling the business. Pepsodent sponsored My Friend Irma on CBS but cancelled the show recently. Future radio and television spots are being worked out by McCann-Erickson.

Packard Cars to Maxon

Packard cars, another account associated for 19 years with the agency, will move to Maxon, New York, changed its affiliation to Maxon Inc., Detroit, effective Dec. 19 [BROADCASTING • TELECASTING, July 9]. Packard has been sponsored by Bullington-Adelphi Corp., New York, will sever relations with J. Walter Thompson Co., for whose White Owl cigars he handled radio play (said to be about $2 million)when it named Young & Rubicam as its agency. JWT, however, will continue to handle White Owl's sponsorship of the New York Yankees baseball radio broadcasts on alternate days for the balance of the baseball season.

Cohen Gets Pinkham

Lydia Pinkham, Lynn, Mass., with billings of about $1.5 million, recently broke more than its 50th year of alliance with Erwin, Wasey & Co., to name Harry L. Cohen, New York, to handle its account.

The advertiser was one of the earliest users of spot radio and currently employs both radio and television advertising campaigns.

General Cigar Co., New York, will sever relations with J. Walter Thompson Co., for its White Owl cigar, following the same move (above), when it named Young & Rubicam as its agency. JWT, however, will continue to handle White Owl's sponsorship of the New York Yankees baseball radio broadcasts on alternate days for the balance of the baseball season.

P & G INCREASES TIME BUYS

PIB Shows

Table II

TABLE II

TOP NETWORK ADVERTISERS BY PRODUCT GROUPS FOR MAY 1951

<table>
<thead>
<tr>
<th>Class</th>
<th>Gross Time Expenditures</th>
<th>Advertiser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$ 83,946</td>
<td>All-Chelmars Mfg. Co.</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access</td>
<td>9,716</td>
<td>Brown Shoe Co.</td>
</tr>
<tr>
<td>Automotive, Auto Access &amp; Equip.</td>
<td>95,535</td>
<td>Pabst Brewing Co.</td>
</tr>
<tr>
<td>Fixtures</td>
<td>130,925</td>
<td>L. S. Government</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>71,258</td>
<td>Sterling Drug Co.</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>675,935</td>
<td>General Foods</td>
</tr>
<tr>
<td>Foods &amp; Food Products</td>
<td>318,259</td>
<td>Standard Oil, of Indiana</td>
</tr>
<tr>
<td>General Foods, Lubricants &amp;</td>
<td>15,063</td>
<td>Forty-Morse Seed Co.</td>
</tr>
<tr>
<td>Other Foods &amp; Oils</td>
<td>15,025</td>
<td>Borden Co.</td>
</tr>
<tr>
<td>Household Supplies</td>
<td>50,949</td>
<td>Manhattan Mills</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>179,330</td>
<td>&amp; R Co.</td>
</tr>
<tr>
<td>Industrial Metals</td>
<td>133,977</td>
<td>Colgate-Palmolive Co.</td>
</tr>
<tr>
<td>Office Equipment</td>
<td>100,117</td>
<td>Longines-Winther Watch Co.</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>9,403</td>
<td>Hull Brothers</td>
</tr>
<tr>
<td>Religious Literature</td>
<td>10,458</td>
<td>Church of Christ, Scientist</td>
</tr>
<tr>
<td>Transportation</td>
<td>11,772</td>
<td>RCA</td>
</tr>
<tr>
<td>Tobacco</td>
<td>1,430</td>
<td>Brown &amp; Bigelow</td>
</tr>
<tr>
<td>Tobacco</td>
<td>140,045</td>
<td>Producers Insurance Co.</td>
</tr>
<tr>
<td>Tobacco</td>
<td>172,777</td>
<td>Longines-Winther Watch Co.</td>
</tr>
</tbody>
</table>

TABLE I

TOP 10 NETWORK ADVERTISERS FOR MAY 1951

<table>
<thead>
<tr>
<th>No.</th>
<th>Advertiser</th>
<th>Gross Time Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Procter &amp; Gamble Co.</td>
<td>$9,644,110</td>
</tr>
<tr>
<td>2.</td>
<td>Ralston Purina Co.</td>
<td>9,644,110</td>
</tr>
<tr>
<td>3.</td>
<td>General Foods Co.</td>
<td>7,955,963</td>
</tr>
<tr>
<td>4.</td>
<td>General Mills Co.</td>
<td>7,596,640</td>
</tr>
<tr>
<td>5.</td>
<td>Lever Bros.</td>
<td>5,692,509</td>
</tr>
<tr>
<td>6.</td>
<td>American Home Products Corp.</td>
<td>5,256,765</td>
</tr>
<tr>
<td>7.</td>
<td>Miles Labs.</td>
<td>4,705,627</td>
</tr>
<tr>
<td>8.</td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>5,101,577</td>
</tr>
<tr>
<td>9.</td>
<td>Campbell Soup Co.</td>
<td>500,973</td>
</tr>
<tr>
<td>10.</td>
<td>Lippert &amp; Myers Tobacco Co.</td>
<td>497,118</td>
</tr>
</tbody>
</table>

SOURCE: Publishers Information Bureau
AUTO DEALERS

Make Radio Sales From Boston to Spokane

AUTOMOBILE DEALERS, for both new and used cars, always have been among the most successful users of radio time. Almost every type or program is used successfully in various areas ranging from sports broadcasts to morning show participations.

A just completed spot check of typical accounts from Boston to Spokane turned up three firms favoring disc jockey shows and two who prefer newscasts.

They include:

- Rail Splitter Motor Sales, of Springfield, Ill., credits one third of its business to a disc jockey show on WMAY Springfield.
- Charles Dill, San Antonio Lincoln-Mercury dealer, finds an hour-long record show, on KABC San Antonio, is the answer to his radio advertising problems.
- Buxton Motors, of Portland, Ore., finds its Monday through Friday 8-9:15 a.m. newscasts on KXL Portland “the most valuable advertising medium” the firm has ever used.
- Hillman-Minx British Motor Car Co., Boston, attributes a “very definite response in sales volume” to one-minute announcements on the WCOP Morning Watch show.
- Ernie Majer Inc., of Spokane, uses quarter-hour news programs on KXLY Spokane to feature its Fords and Ford Service.

Bill Taylor, 36-year-old head of Rail Splitter Motor Sales, Springfield, Ill., tried radio without outstanding success for three years. In spite of poor results, his confidence in the medium was such that he consented to another trial in November 1950. When WMAY offered him time on Bob Irving's disc jockey show. The used car company had sponsored sports and news broadcasts previously and Bill Taylor decided to try the changed format with a quarter-hour show once weekly 5:45-6 p.m.

Bob Irving had never sold a car in his life and was somewhat apprehensive about taking on the motor firm. He decided to make the approach a super-personal one. First, he personally inspected each car before going on the air and talking about it. Next, every commercial was carefully checked and double checked before being used. Finally, he worked out special Rail Splitter lyrics and adapted them to his theme song, “On the Other Side of the Street.”

**Rapid Response Brings Increase in Budget**

The response was instantaneous. Cars sold, sometimes before the program left the air. The motor company increased its appropriation to take care of three quarter-hour shows weekly and cut its newspaper appropriation 50%.

A man who checks with great

* * *

Rail Splitter Motor Sales, Springfield, Ill., finds radio creates one-third of its business. L to R: Owner Bill Taylor; Bob Irving, WMAY disc jockey who is given a free hand in handling the motor company program; and motor company manager, Leo Fehr.

An hour-long record show on KABC San Antonio is getting results for the Charles Dill Motor Co. L to r: Charles Dill; Ralph Granger, vice president and general manager for Dill; and John W. Fraser Jr., KABC representative who made the sale.
HEART RADIO

APPOINTMENT of DeLancy (Tony) Provost as acting general manager of Hearst Radio Inc., was announced Friday by President Charles B. McCabe. Mr. Provost, who is currently business manager of the Hearst-owned WBAL Baltimore radio and television properties, takes over the duties formerly held by Tom A. Brooks, Hearst Radio vice president and general manager, who died June 19 [BROADCASTING • TELECASTING, June 25].

Mr. Provost is a former program manager of WNBC New York. The Hearst radio properties include WINS-AM-FM Milwaukee in addition to WBAL-AM-TV. WCAE Pittsburgh is owned by Hearst Consolidated, and is headed by Leonard Kagner, president and general manager.

Mr. Provost will continue to headquarter in Baltimore.

BROADCASTING • TELECASTING

LIBERTY GROWS

Plans Capital Expansion

Liberty is serving well over 200 stations with major league baseball play-by-play accounts. In addition it has nationwide program services that include a line of newscasts and commentaries as well as sports specialties.

Plans for the autumn include five football games each weekend — college and professional. Sponsorship contracts have not been disclosed, but it is understood that over 40 stations will carry Liberty's football.

Just a year ago Liberty was serving 241 affiliates in 33 states, reaching a 48-state basis in the stations' operating hours were increased during the autumn. Liberty grew out of an independent baseball hookup set up in five states three years ago. By early 1949 it had reached a 40-station total and by autumn of 1949 there were 71 outlets.

July 16, 1951 • Page 27
ABC-UPT MERGER

RECORD $25-million "statutory merger" of ABC into United Paramounnt Theatres Inc. was placed before FCC for approval in multiple transfer applications tendered late last month by 

**BROADCASTING** • TELECASTING, July 9, May 28.**

They were accompanied by bids for the contingent sale of UPT's WBKB (TV) Chicago for $6 million of CBG and J. They have yet to vote on the merger on July 27, but the transfer papers, conditioned upon stockholder approval, were filed with the Commission early to permit initial processing.

Will Be AB-PBT

Broadcasting properties included in the merger are the ABC AM and TV networks and the ABC-owned and operated AM, FM and TV stations. The license for WZAM-AM-FM-TV New York, WENR-AM-FM-TV Chicago, KGOK-AM-FM-TV San Francisco, KEGA-AM-FM-TV Los Angeles and WBBK-AM-FM-TV Detroit present.

Resultant company following the merger will be American Broadcasting-Paramount Theatres Inc., ready to list the WBBK call letters in Chicago, switching them to WENR-TV's present facilities on Channel 7. License for WBKM (FM) Chicago, WBBK affiliate operation, is to be surrendered in favor of WENR-PM.

FCC also was informed that the pending TV applications of the following UPT subsidiaries would be dismissed upon approval of the merger: Gulf Theatres Inc., Tampa; New England Theatres Inc., Boston; United Detroit Theatres Corp., Detroit; Overseas Broadcasting Co., Des Moines.

The ABC-UPT merger is to be accomplished through an exchange of stock. For each share of ABC common stock owned, shareholders will receive $14.70 in new stock—$7.50 in common and $7.20 preferred.

George Duram has not announced his decision on the proposed ABC merger, but said he will announce his choice by mid-month.

The statement continued:

"United Paramount Theatres Inc. will bring to the merger substan-

Gale, Cone, Gamble Among Speakers

ADVERTISING can and should make a substantial contribution toward solution of the world's social and ideological problems, Samuel C. Gale, vice president of General Mills, told the International Advertising Conference in London last Thursday.

"We can do this," he said, "by being a part of the civilization that has helped and will continue to help our civilization grow." But he added, "We cannot do it alone. We are only a part of the partnership of nations and ideas. Until now, advertising's half have been advertising specialists and the remainder are stereographic and clerical personnel. The advertising industry, he said, has room for about 6,000 new persons each year.

He called attention to the 4-A's annual examinations for advertising—taken by more than 5,000 persons in the past five years—as a successful organized effort to bring the best possible candidates into the advertising business.

Mr. Cone warned the conference against forcing advertising on audiences. People, he said, must have a free choice either to pay attention to an advertising message or to ignore it.

To complaints of advertising's critics that ethics and morals often are sacrificed to good business, Mr. Cone replied that the "When ethics and morals are lost, it is not good business—in fact, it is very bad business. No amount of advertising will sell a bad product twice to the public." Since these customers will wander away before they see this product advertised again.

Other U. S. speakers at the London conference included George D. Dry- outh, director of the Public Relations Institute of America; Elon G. Corton, president of the Advertising Federation of America; Paul West, president of the Assn. of National Advertisers; London Raymond, president of Dicky Raymond Inc., and Elme Wilson, president of International Public Opinion Research Inc.

London Meet

Mr. Gale, who called the conference "an experiment in group communication," said the objectives of the conference were "to explore and define the relationship of the advertising industry to national and international problems, to establish operating principles for the business of advertising, and to make a contribution to the solution of society's problems through the work we can do in advertising.

*Mr. Gale estimated that 90,000 persons are now engaged in U. S. advertising and that 30,000 are in the advertising agency business. Of this 30,000, he estimated about half are advertising specialists and the remainder are stereographic and clerical personnel. The advertising industry, he said, has room for about 6,000 new persons each year.*

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A PROPOSED amendment to the Communications Act, embodying authority over non-broadcast devices capable of serving as homing aids and eliminating certain objections posed by broadcasters and television set manufacturers, was navigated to the Senate floor last week [Clouye, July 8].

The Senate Interstate & Foreign Commerce Committee resurrected the dormant Defense Dept. electromagnetic radiation measure (S 666), and unanimously sent it to the upper chamber after receiving long-awaited comments from the U. S. Air Force on the committee's substitute alternative for a new law outside the Communications Act.

In reporting it favorably, the committee noted the legislation represents an agreeable compromise on the part of all parties concerned—NARTB, Radio-Television Mfrs. Assn., the FCC and the Dept. of Defense, which had advocated a bill last December to include radio-TV stations in the same category with non-broadcast devices.

Action Status

Whether the Senate would take action on the bill momentarily was not known late Thursday, but authorities felt that it would encounter no major opposition under the steering hand of Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee who held hearings on the measure last February. It was believed the measure would be called up this week.

The proposed legislation constitutes a minor change to the Communications Act, bringing in radiating devices other than emissions of radio-TV stations and would hold that the Senate would speed it through with alacrity under the guiding hand of Senate Majority Leader Ernest McFarland (Calif.), himself a member of the Senate committee and chairman of its communications subcommittee.

The new version, which would amend Section 606(c) of the Communications Act, is substantially the same as that preferred by the Senate group upon completion of its February hearings [Broadcasting * Telecasting, Feb. 26], with one modification—the provision dealing with electromagnetic devices is spelled out to include only those devices "suitable for use as a navigational aid beyond five miles.

Penalty provisions encompass one year's imprisonment and a $1,000 fine—or both—for individuals and $5,000 fine for corporations or groups violating those provisions.

The five-mile limitation originally had been proposed by RTMA and was incorporated after committee staff consultation with the manufacturers' group, FCC and the Defense Dept. RTMA maintained that devices not intended as radiators—valves, transistors—do not navigational aids beyond five miles. It held that all receivers are useless because of "low power, diffuse location and intermittent usage.

The committee version reflected the unanimous opinion of Sen. Johnson and other members that the purpose of the legislation could best be accomplished with a simple change in the Communications Act rather than through a new law as advocated by the military. Sen. Johnson has been dubious lest the military usurp carte blanche authority to silence or "distort" radio signals at all will.

Opposes Supplication

In that connection, the committee did not look favorably upon the Defense Dept.'s recent suggestion that the President be empowered to exercise such authority "in the interest of national defense." This was contained in Air Force comments on the committee substitute released last week.

The amendment is flatly conditioned upon a subsequent President's proclamation.

In virtually every other instance, the military went along with the committee version—implemented by

![Target on Hill](https://via.placeholder.com/150)

COY DENIES

Any FM Plan Changes

FCC CHAIRMAN Wayne Coy denied last week that the FCC was contemplating allocating parts of the FM band to other services.

Mr. Coy denied in a letter responding to one written to him by Josh Horne, owner and president of WCEC and WFMA (FM) Rocky Mount, N. C. Both letters were made public by the FCC.

Mr. Horne had asked the chairman to make a public comment on a part of an editorial published in Broadcasting * Telecasting, June 11 ("F.M.'s Anchors, TV's Balm?").

"As I have told you repeatedly," Mr. Coy wrote, "the FCC is not considering the deletion of the FM band or any part of it. The FCC is not considering allocating the FM band or any part of it to any other service. The approximately 760,000 FM stations now licensed in the FM band is real testimony to the strength of the service, particularly when one considers that many manufacturers do not make sets and none of them have carried on continuously aggressive sales campaigns. In almost every area in the country there is an unfilled demand for FM receivers."

RESTATING its opposition to any relaxation of credit controls on radio-TV sets and other appliances, the Federal Reserve Board last week found itself the storm center of the debate over FM plan changes.

Heated House debate on the nation's economic control law—the Defense Production Act—was flavored with charges that FRB is indulging in "rough house" tactics and "smashing our economy, and persecuting innocent people" by actively seeking out violators of installment credit controls.

In refusing to ease installment regulations, the board thus also indirectly answered organized industry opposition to present regulations, including that of Radio-Television Mfrs. Assn. which had requested a 90-day suspension of Regulation W "to relieve current distress in the industry."

FRB policy was outlined by Chairman William Mc. Martin, Jr. in identical letters to Sen. Burnett (Wis.), Maybank (S.C.) and Rep. Brehman (D-Wis.), of the Senate and House Banking & Currency Committees, respectively.

The temper of floor discussion over the board's role in combating inflation drew fire from Rep. Boyd Tackett (D-Ark.), who promptly introduced a resolution calling for a probe of FRB and consumer credits by a select committee.

Pressure for easing of credit and other controls has been mounting steadily since first word of peace negotiations was made known [Broadcasting * Telecasting, July 9].

Indirect Controls

One indication of sentiment on Capitol Hill was seen in a House action which rejected an amendment proposing that consumer credit controls and wage stabilization not be used unless indirect controls of the Federal Reserve Board and the Treasury Dept. are first utilized to the fullest extent.

The amendment, offered by Rep. Jesse Wolcott (R-Mich.), was designed to line the Defense Production Act with standby controls only and to urge the FRB to adopt a program that would render their use unnecessary. The bill, voted 169-149, was along party lines.

The administration was beaten, however, on a bid for presidential authority to build defense plants.

For provision for relaxation of controls on radio-TV sets—cutting the down payment from 25% to 15% and spreading out the period of payment from 15 to 18 months—now pends before the House. The Senate made similar provisions for automobile purchases but excluded household appliances [Broadcasting * Telecasting, June 29] in extending the Silver War Bond bill.

Another controversial amendment挂着 fire was one which would drastically revamp the Wage Stabilization Board, giving the number of public members greater representation than that enjoyed by the industry and labor groups. (See also story page 50.)

The proposal drew charges from WSB Chairman George W. Taylor, who said that if passed it would "seriously and maybe fatally interfere" with wage stabilization. The amendment, he noted, would divest the board of power to issue wage policies and regulations and to decide individual cases. WSB would be prevented from handling nearly all individual cases that have come to the board, he added. 

The recommendation was sponsored by Rep. Wingate Lucas (D-Tex.), still was pending on the House floor last Thursday.

Mr. Martin took exception to the appraisal of inventory accumulations as the yardstick for relaxing terms of Regulation W, and said the board is concerned with

![Broadcasting Telecasting](https://via.placeholder.com/150)

July 16, 1951 • Page 29
WOR Survey Shows

WOR's New York radio rate survey conducted under the direction of Mr. Hoffman, was a re-appraisal of the situation as originally examined by the station in a similar study last October.

Made during April, the latest survey showed that, in the six months since the October study:

(1) Number of TV families in the New York area has gone from 41.2% to 51.6%.

(2) Nighttime rates in April were 46% of the TV level ("in terms of audience delivered"), compared to 48% last October.

(3) Between October and April, radio listening increased 37% in TV homes and 19% in non-TV homes.

Increased listening and rate boosts by five TV stations during the six-month period were considered principal reasons for the "relatively unchanged" picture with respect to radio's cost per thousand in relation to TV's.

Lowest Cost-per-Thousand

For the nighttime hours—6 to 11 p.m.—WOR reported these costs per thousand: In radio, the rate was $2.30 and television's $6.18; in April, radio's was $2.93 and television's $5.43.

During the "early evening," radio rates were higher; in April ($2.94) was found to be 57% below television's ($8.78). During the 8 to 11 p.m. period, radio's ($2.93) was 39% below television's ($4.84).

The findings were based on a study of 10 New York stations which, WOR said, account for an estimated 80% of nighttime listening. Television costs were based on figures for all New York stations. Audience data were based on Pulse reports.

For NARTB Committees

SELECTION of chairmen to direct work of two NARTB committees was announced Thursday by Harold E. Fellows, NARTB president.

Robert D. Swezey, WJZ-TV New Orleans, was appointed chairman of the new Televising Programs Standards Committee, formed in line with a directive approved at a June 22 program clinic for TV stations.

Frank U. Fletcher, WARL Atlanta, Va., was named chairman of the Legal & Legislation Committee, representing FM and independents on the group.

The TV program committee, under orders of a hundred TV broadcasters at a meeting in Washing-

ton, will make an immediate and thorough investigation of all aspects of promulgating standards for TV; consult with public, governmental, and special interest groups; draft a proposed set of standards for consideration by the NARTB membership.

announcing the appointment, Mr. Fitch said: "Mr. Swezey is one of the outstanding broadcasters in the nation and we are grateful that he is willing to take the time and exert the effort in a major project of the association."

Committee membership will be completed by mid-July. It will include NARTB directors, non-board members of the professional representatives, with geographical representation considered. First meeting of the committee will be held in the near future. It will work closely with the ABA, the NARTB's advisory and its duties are to advise the NARTB board and officers on radio-TV legal and legislative problems. President Fellows will call meetings.

Sweatow Changing

ALAN R. SWEETOW, Schim-

mer & Scott agency, Chicago, TV director, joins Sander Rodkin agency, same city, as vice presi-

dent in charge of trade and TV. He is account executive of Dr. Met Pontiac, also Chicago, which uses a heavy TV schedule.
WNBF TV
Binghamton, N. Y.

THE BEST TEST STATION IN NEW YORK STATE

ALL THIS AND SCRANTON, TOO!

the bolling company
exclusive national representative
REBUFFED in their joint efforts to obtain a rehearing on the constitutionality of FM-equipped vehicles in the District of Columbia last week moved ahead with plans to carry the fight to the nation's highest tribunal.

The controversial and bitter issue will be laid in the lap of the Supreme Court next October.

The issue, prompted by the recent decision of the U. S. Court of Appeals [Broadcasting, June 18, 11]1, is without juridical precedent in the history of SCOTUS or, for that matter, any other high court.

Upon action taken by the Supreme Court, if it agrees to review the case, hinges the future of transit radio in at least 14 cities, with an estimated $1.5 million tied up in equipment and an annual combined station gross revenue of approximately $1 million at stake. While Storecasting and other specialized services are not directly involved, authorities are certain to watch for ramifications touching on these new developments.

An appeal to the high court by Washington Transit Radio Inc. and others was assured last week as the U. S. Circuit Court of Appeals rejected a plea for review of the decision which, in effect, would prohibit all transit FM, though literally only "commercials" and "announcements."

Three groups—Washington Transit Radio Inc., Capital Transit Co., and the Public Utilities Commission for the District of Columbia—had asked the court to stay its mandate, vacate the judgment, grant a rehearing before the full nine-man body en banc and enter a judgment affirming the decision of the U. S. District Court handed down last year.

The refusal last Monday involved eight of the nine judges, one of them disqualifying himself. The original decision was given by three judges, with Judge Henry Edgerton delivering the opinion.

It was expected, though unconfirmed, that the transit radio firm, transportation company and utilities group would again file a joint plea for a writ of certiorari to the Supreme Court. The three forces filed a motion last Monday with the appellate court to stay the effective date of its mandate.

The court, which usually grants the request as a routine action within three or four days, had not granted the stay as of late Thursday. But authorities expressed little doubt that it would be given, thus enabling Washington Transit Radio Inc. to continue commercial and other announcements through WWDC-FM Washington.

FLEISCHMANN TO DPA

Nomination Sent to Hill

NOMINATION of Manly Fleischmann, administrator of the National Production Authority, to head up the nation's top production agency—the Defense Production Administration—was sent up to Capitol Hill by President Truman last Tuesday.

If confirmed by the upper chamber, Mr. Fleischmann, a Buffalo attorney, would succeed Edwin Gibson, acting DPA administrator who has been filling in since the resignation of William H. Harrison. In that position, Mr. Fleischmann would hold the two top production posts in the nation's mobilization program. DPA is the policy-making agency for production requirements, while NPA administers actual allocation controls.

ABB Names Hardy

RALPH W. HARDY, NARTB government relations director, has been elected a member of the board of governors of Assn. of Better Business Bureaus, one of four members to represent ABB's District I. He serves a one-year term starting Aug. 1. Election to the board followed an address Mr. Hardy made before ABB's annual conference at Colorado Springs last month. He spoke on the topic, "What Can Business Do to Increase the Believability of Its Advertising?"

NOW—get the NEW FACTS about the NEW WAAB!

The latest (June, 1951) Hooper Index proves the amazing progress of WAAB's NEW owner-management in just six months! In one important two-hour across-the-board segment (mainly free of prior network commitments) the NEW WAAB has almost TRIPLED its audience; and is NOW in a practical tie for first with its two long-dominant competitors! In every segment, our ratings are up!

5000 WATTS

COVERAGE
THAT COUNTS
for less than
1/2 THE COST!

M O R E  L I S T E N E R S  F O R  T H E  D O L L A R

Call EVERETT-McKinney, INCORPORATED
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
WAAB WORCESTER, MASS.

LISTENERS MULTIPLYING LIKE WAABITS
Louisville's 3-county Metropolitan Area ranks ahead of Metropolitan Memphis, Miami or Omaha in both Retail Sales and Effective Buying Income.*

Louisville's WAVE gets a Daytime BMB Audience of 238,490 families. Its BMB Area contains less than a third as many people as Kentucky's total, but accounts for 66.2% as much Food Sales as the entire State.

WAVE-TV pioneered in Kentucky... is now far and away Louisville's favorite television station. It is Channel 5 — NBC, ABC and Dumont. There are 90,526 TV receivers in and around Louisville.

Make WAVE and WAVE-TV your Kentucky choices. Free & Peters can give you all the facts.

*Sales Management Survey of Buying Power, May 10, 1950
Coy Summoned

(Continued from page 27)

March 14 proposed to grant consent to WMIE for assignment of its construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself [Broadcasting May 21, March 19].

Mr. McBride is principal stockholder in Sun Coast.

The Senate Crime group has taken the FCC to task for its examiner's conclusion that the Continental Press, a national racing news wire, of which Mr. McBride was once owner, has not violated any laws and that no evidence was produced during the WMIE transfer hearing respecting Mr. McBride's reputation or past ownership of Continental to disqualify him from being a station stockholder.

This decision was challenged by Sen. Estes Kefauver (D-Tenn.), former chairman of the Senate Crime group, which had charged that Continental Press is linked with organized gambling.

Tax Returns

FCC, it was disclosed early last month, wanted to take another look at the income tax returns of Mr. McBride and his son, Edward J. McBride, and also confer with the Bureau of Internal Revenue employees "who conducted the investigation of the McBrides" for the bureau [Broadcasting Telecasting, June 4].

Meanwhile, the case has been held in abeyance by the examiner's order staying the examiner's decision.

The Commerce committee is scheduled to take over the function of the crime investigating unit in the upper chamber in September.

18 of the 20 top-rated programs are on CBS

... and in Buffalo

CBS is WGR

BROADCASTING • Telecasting

WM. FRANKLIN

WLCR Manager Dies at 46

WILLIAM C. B. FRANKLIN, 46, station and sales manager of WLCR Torrington, Conn., died July 11 at his home in Torrington.

Prior to going to Torrington a year ago, Mr. Franklin was associated with radio stations in Meriden, Conn.; Providence, R. I., and Syracuse, N. Y., his native city. Surviving are his widow, a son, William, and his mother, Mrs. Harriet Franklin, all of Torrington, and a sister, Mrs. Frank B. Sturdevant, of Williamville, N. Y.

WELS TRANSFER

Made Hearing Issue

ALELGED stock transfers "without prior consent" of the FCC have been injected by the Commission into the hearing on the competitive applications of WELS and WFTC Kinston, N. C., for improved facilities on 960 kc. The new issue came up when WELS filed an application for transfer of control which the Commission claimed "had already been consummated."

Because of these allegations, the Commission has designated the transfer application for hearing in the consolidated proceeding and stated it would seek "to determine the legal qualifications of Farmers Broadcasting Service Inc., its officers, directors and stockholders, to construct and operate Station WELS as proposed." The consolidated hearing was postponed last week until Aug. 1.

The competitive applications were first ordered for consolidated hearing last March when WELS, now on 1230 kc with 250 kw fulltime, asked for 1 kw fulltime on 960 kc, and WFTC, at present assigned 1 kw daytime on 1010 kc, requested 5 kw day, 1 kw night on 960 kc.

The WELS transfer application was filed May 1. It requested relinquishment of negative control by Ernest L. Scott, Jack Siegel and Robert E. Wasdon through issuance of new stock to eight new stockholders and sale of Mr. Wasdon's interest to Mr. Scott.

Among issues to be included in the hearing, according to FCC, are the following:

To obtain full information as to all contracts, agreements, or understandings, past or present, between Robert E. Wasdon, E. L. Scott and Jack Siegel, on the one hand, collectively or individually, and Leroy Arnold, Irwin Beers, Forrest H. Smith, G. W. Carter, A. D. Harris, P. T. Meyers, Clifton Rice and Edwin J. Schuffman, on the other hand, collectively or individually, relating to the sale, assignment or transfer of any of the stock of Farmers Broadcasting Service Inc.

To determine the authority and control exercised by E. L. Scott, Jack Siegel and Robert E. Wasdon from Sept. 21, 1950 to date.

To determine the disposition since Sept. 21, 1950 of income received from the operation of Station WELS and the manner and authority for such disposition.

To determine whether Farmers Broadcasting Service Inc. has at any time since Sept. 21, 1950 been controlled or operated by persons without a license or construction permit therefor and in violation of Section 301 of the Communications Act...
Whether for video or standard broadcasting, Engineers, with an eye to the future, will appreciate the exceptional versatility of GATES Speech Input Equipment. Here is equipment with unusual adaptability to the ever-changing demands of programming techniques. If you are planning a studio installation today - think of tomorrow, and consider the flexibility, the expandability of GATES Speech Input Equipment.

Space prevents fully describing the circuit handling capabilities of the three consoles shown. You are invited to write for the GATES SPEECH INPUT CATALOG where functional block diagrams and additional data will better acquaint you with these versatile GATES Consoles - truly, Speech Input Equipment With A Future.

52-CS STUDIOETTE

Ideal for small station studio applications or as part of larger master control type installation, the GATES 52-CS Studioette has all of the necessary facilities for complete studio operation and will fulfill the most rigid requirements of fidelity, low noise and distortion. Facilities include four mixing channels. Two preamplifiers, one program amplifier and one monitoring amplifier plus complete power supply are self-contained.

Send for GATES SPEECH INPUT CATALOG Today.

GATES SA-50 DUAL SPEECH CONSOLE

Typical of a comprehensive GATES Speech Input system is the SA-50 Dual Speech Console illustrated above. Consisting of the main console and power supply unit, the SA-50 provides almost unlimited facilities for smooth uninterrupted studio operation of the most complex nature. Nine mixing channels, five for microphones, two for turntables and one each for remote and network service. Separate PBX type keys allow selection of any mixing channel into one of two program amplifiers.

NINE AMPLIFIERS

Five 2-stage preamplifiers and two 4-stage high gain program amplifiers are contained within the console. A 10 watt low distortion monitoring amplifier and a two watt cueing amplifier are part of the separate power supply unit. Space is provided in console for two additional preamplifiers if needed. Sub-chassis units are individually removable for servicing without disrupting operation of balance of console.

SA-40 SPEECH INPUT CONSOLE

Similar in size and symmetry to the SA-50, the SA-40 Console is characterized by its extreme flexibility of operation. Of modern design, it is generously equipped for a most comprehensive installation.

Nine channels are provided: five for preamplifiers, three for turntables and one for network. Seven amplifiers include five 2-stage preamplifiers, one 4-stage program amplifier and one 3-stage monitoring amplifier. Provision is made for connecting external cueing amplifiers. Cabinet construction follows that of the SA-50 and features easy accessibility of all components.

GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U.S.A.
2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D.C. • International Division, 13 E. 48th St., New York City
Canadian Marconi Company, Montreal, Quebec
"Slanting" Charges Aired on Hill

FAUNDS for the State Dept.'s Voice of America were wrung through a legislative wringer on Capitol Hill last week amid charges that the overseas radio arm has been serving as a dummy for the ventrilographic propaganda of Soviet sympathizers in the United States.

This week held a series of super-secret sessions, with the Senate's State Dept. Appropriations subcommittee sitting in attendance, to hear testimony that Voice broadcasts to USSR satellite countries have been "slanted" out of VOA's New York office.

Concurrently the House Appropriations Committee recommended a sharp reduction in 1951-52 expenses for the U. S. information program—from $116 million to $88 million—with proportionate cuts in the Voice program. Voice officials had sought $25 million for radio broadcasting activities alone.

Observers generally differed on the evaluation to be placed on testimony given by witnesses during the security sessions. But Sen. McCarran was categorical in his statement that "facts have been developed which show definite Communist slanting of the Voice. . . ." Such a situation, he held, "may be justly charged to the Administration in the $115 million appropriation." Others labeled the testimony as "hearsay" and said more probing would be necessary.

Plans Probe

The State Dept. later announced that it would launch its own investigation into these charges. The probe was headed by Sen. McCarran as one which should prove "very worthwhile."

Upwards of a dozen witnesses—described as "experts" in analyzing radio broadcasts, and one of them as a Hungarian-born language translator—testified before the internal security group, as the Senate Appropriations subcommittee, of which Sen. McCarran also is chairman, sat in as observers.

Last Tuesday the full Senate Appropriations Committee held hearings on the State Dept. expenditures bill, receiving testimony from Edward W. Barrett, Assistant Secretary of State for Public Af-

fairs, who reported on progress of the Voice program. It also was understood that Secretary Barrett requested restoration of the 90% cut in the Voice $97.5 million supplemental.

In reporting out the fiscal 1952 State Dept. budget, the House committee approved funds (not specified) for the addition of six new language desks, but denied a request for $2,834,000 to purchase radio sets for free distribution abroad. These sets are being made for around $15 per set, and are not expected to be of major funds allowed by Congress last year.

LAVENY SUIT

ABC Among Eight Defendants

WITH ABC and Town Hall Inc. included among eight defendants, the trial of a $12 million slander suit brought by Emmet Lavery, playwright and screen writer, against Mrs. Lela Rogers, over a Town Hall debate on Sept. 9, 1947, got under way in Los Angeles Superior Court last week. The trial is expected to last at least three weeks. Suit was filed eight days after Town Hall's broadcast.

Mr. Lavery charges that during ABC's Town Hall program debate on "Is There Really a Communist Threat In Hollywood?" he was unjustly accused of Communist sympathies by Mrs. Rogers. He also claims she referred to his play, "Gentleman from Athens," as being "ultratick and following Communist lines. Part of the $1 million asked is because of this "dis- paragement of property."

Mrs. Rogers and State Senator Jack B. Tenney took the affirmative side, while Mr. Lavery and Albert Dekker, actor, took the negative, during the radio debate. Mrs. Rogers is the mother of film star Ginger Rogers.

Also named as defendants are Morris Ryskind, producer and writer; Robert Arthur, producer; Anne Revere, director; and Frank O'Connor, her ranger husband; estates of Sam Wood, director, and James J. McGuinness, producer. The latter two have died since the broadcast. Another damage suit, filed by Mr. Gosch, producer of the Lavery play, asking the same sum, is pending against Mrs. Rogers. Litigation is expected to depend upon outcome of current trial.

 Reserve Board Hit

(Continued from page 28)

measuring the overall supply of credit and money and the soundness of the credit structure and resultant impact.

Mr. Martin also questioned whether the present terms on radio- TV sets and other appliances "are as serious a factor in the immedi-
ate problems" confronting industries as their spokesmen would represent.

LOCAL programming and radio rates were leading topics at the Program and Sales Clinic held under the auspices of the Mississippi Broadcasters Assn. in Jackson June 29.

Opening day was devoted to program-
ing, with local program-
ing favored over transcibed or satellite shows. Opening ses-
sions were jointly sponsored by MBA and BMI.

Program personnel were urged to air as many local presentations as possible, particularly at stations with staffs of fewer than six members.

Block programming was discussed by J. B. Dunavant, president and general manager of WQXI Atlanta, Ga., who told radiomen his station was able to double its Sunday rates because of its benefits. Dr. Gordon Graham, WCBS New York, also spoke to representatives of 5 kw and 250 w outlets. One-day session was coordinated by P. B. Hinman, MBA president, and Dorsey Owings, BMI representative.

The second day was given over to discussion of rates, for the addition of six new language desks, but denied a request for $2,834,000 to purchase radio sets for free distribution abroad. These sets are being made for around $15 per set, and are not expected to be of major funds allowed by Congress last year.

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ate problems" confronting industries as their spokesmen would represent.
Radio salesmen in Washington lead tough lives. It's root hog or die for them. A dozen other guys are breathing down their necks every day for that advertising buck.

The reason: The Washington area has no less than 17 radio stations! And in addition, 4 daily newspapers, 4 television stations.

But WWDC salesmen thrive on this competition. For just one reason ... WWDC sells goods! ... at low, low cost.

We always knew this fact. Now we've proved it with a series of tests as tough as the Advertising Research Bureau could make them.

We stacked WWDC up against big daily papers in direct competition to see which pulled best. We had our fingers crossed, but we're happy with the results.

We'd like you to see the figures ... just ask your Blair man, or drop us a line.

**5000 WATTS—24 HOURS A DAY**

**WASHINGTON, D.C. WWDC**
ABC- UPT Merger
(Continued from page 28)
drawn heavily from the older entertainment media—the stage, radio and motion pictures. We believe that television should now concentrate more on the cultivation of the great strength which it has and the other media lack. Future programming must tap the stream of spontaneous occurrences of everyday life, reproducing the infinite variety of activities in the industrial, social, political and academic fields with which the people of this nation are concerned.

ABC’s balance sheet, dated April 30, showed total assets and liabilities of $77,723,902.80. Total current assets were $10,183,914.72 with plant and equipment totaling $8,794,227.45 and intangibles at cost totaling $8,756,619.89. Total current liabilities were given as $5,158,799.20 with long term debt given as $8,956,707.84. Capital stock issued and outstanding was listed as $1,689,017, with paid-in surplus totaling $8,843,967.29 and earned surplus $3,976,402.67.

A.B-P.Tl’s board of directors

would have 18 members—the present 13 UPT directors and five from the present ABC board. ABC’s representation would include Meiers, Noble and Kintner, and Earl E. Anderson, Robert H. Hindcliff and Owen D. Young. If Mr. Young should cease to be a member of the board, the total membership would be reduced to 17, it was pointed out.

The Fisher Body Tank Plant, to be operated just outside Flint, under a $195,000,000 order from the Army.

This means...

Part of the new Buick Plant for the production of jet engines...part of a $25,000,000 initial expenditure for jet production in Flint.

...that this will continue!

Buick Motor Division, with $65,000,000 in Government Contracts; Fisher Body, with $195,000,000; AC Spark-plug, with $35,000,000; Chevrolet, with a tremendous sum in contracts—these mean a continually growing, booming Flint—a Flint with more money...eager to spend it!

WFLY-FM DIES
N. C. Station Ceases

WHKY-FM Hickory, N. C., Class B outlet on Channel 27B (102.9 mc) with effective radiated power of 210 kw, has ceased operations, it was learned last week. Station was companion to WHKY there, licensed to Catawba Valley Broadcasting Co. Carl V. Cline is president.

WHKY-FM is reported to have left the air June 30, asking listeners to tune to another higher powered-FM outlet which returned to the air the following day, WMIT (FM) Clingman’s Peak, N. C. [BROADCASTING ● TELECASTING, July 2].

It was understood WHKY-FM ceased operations due to the lack of listener acceptance of FM in that area. The station was first authorized in 1946 and began operations in early 1948.

Auto Dealers
(Continued from page 28)

has purchased two spots daily on KABC, 20 spots weekly on KTRF, San Antonio and two play-by-play broadcasts weekly of the San Antonio Missions baseball games on KCOR San Antonio. Bob Hollerson is the agency handling the account. He also does play-by-play for baseball broadcasts. John W. Praser Jr. is the station representative handling the sale.

Important Operation

An official of Buxton Motors, of Portland, Ore., wrote to XKL: “I consider your station a most important part of my operation. You have brought many, many new customers into Buxton Motors and I feel KXXL has been the most valuable advertising medium I have ever used.”

In February 1949 the motor company purchased five 15-minute newscasts a week, 8:45 a.m. The schedule has continued since that time. The original signing was partly due to the fact that the manager of the firm had been a listener to the program. He felt that the time was ideal to catch drivers before they left home for work.

Copy for the show features new and used cars and the shop service offered by the advertiser. Spot announcements are used to supplement newscasts when new models come onto the market. Sales have been made to people from all parts of the area.

In Boston, the Hillman-Minx British Motor Car Co. started a campaign a year ago with a series of five one-minute announcements each week on the Nelson Bragg Morning Watch show on WCOP.

The number of leads which ultimately resulted in sales was such that the 13-week contract signed at that time has been renewed four times.

A letter from the general manager of the firm says: “Since we have spread the word through Nelson Bragg, we have had a very definite response in sales volume directly attributable to station WCOP.”

Good Drawing Power

Ernie Majer Inc., Spokane, has sponsored two quarter-hour newscasts, 10:10-10:15 p.m., Sunday and Wednesday, on KXYL Spokane since Feb. 2, 1941.

In a letter to the station Mr. Majer said: “...Throughout the years, we have made spot checks on individual items and services to test the drawing power of your radio station’s programs. In no instance have we been disappointed with the result obtained.”

The commercials on the program feature new Ford cars and Ford service as well as used cars. During the summer months special additional programs and announcements featuring summer automobile service are used.

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There is always a most efficient way to do a job...

For your SELLING job in this top U. S. market use WTIC...

because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

WEOL SUIT

TOTAL damages of nearly $1 million were asked last week by WEOL Elyria, Ohio, against the Lorain Journal Co., and three of its officers. Suit was filed in U. S. District Court, Northern District of Ohio [Closed Circuit, July 9].

The newspaper has been adjudged in violation of the anti-trust laws by the district court following complaint by the U. S. Dept. of Justice, entering final judgment last Jan. 5. The U. S. Supreme Court on April 30 noted probable jurisdiction in the case [Broadcasting • Telecasting, May 7, Jan. 8]. The case comes before the Supreme Court next autumn.

Named as defendants with the newspaper are Samuel A. Horvitz, vice president, secretary and director; Isadore Horvitz, president, treasurer and director, and L. F. Self, business manager.

Damage suit grows out of the newspaper's competitive tactics. According to the complaint by WEOL, the newspaper caused advertisers “to refrain from using the facilities” of the station and “to withdraw the use of those facilities.”

The station contends the newspaper tried to force it out of the broadcasting business “and thus to secure to themselves a monopoly of the advertising patronage of local and national merchants who desire to reach prospective purchasers in Elyria and Lorain.”

Station's Charges

WEOL charges the newspaper cancelled contracts of its advertisers who also bought time on the station and refused to accept advertisements from firms that had used WEOL. It charges the newspaper would not carry WEOL logs though Cleveland station logs were printed free, and that it refused to accept paid classified advertising offered by WEOL.

The newspaper is charged with influencing merchants not to advertise on WEOL by publicitying the Journal's general policy not to accept advertising from those who advertised on the station.

All these actions, WEOL alleges, kept merchants, manufacturers and service firms from buying time on WEOL and the station's advertising volume “is substantially less than that enjoyed by other radio broadcasting stations similarly situated.”

The complaint continues: “Since the number of persons, firms, associations, organizations and corporations which have been free to advertise over WEOL has been decidedly below the number which can be served, such advertisers as have used the radio broadcasting facilities of WEOL have been able to secure contracts for time at sums considerably less than that which would have been reasonable and applicable had advertisers been free to choose the manner in which they desired to allocate their advertising budgets.” As a result, WEOL continues, it has not been able to charge rates comparable with those charged by other broadcasting companies similarly situated.

Because of its loss in net income, competitive position and going-concern value, along with difficulty of keeping a competent staff and of financing improvements, stockholders have suffered, it is charged.

Judgment of $325,000 is claimed, or $94,000 for triple damages. Signing the complaint were Marcus Cohn, Paul A. Porter and Herbert A. Rosenthal, as attorneys for the station.

LEE ESTATE

Daughters Get Settlement

COMPROMISE settlement under which the two adopted daughters of the late Don Lee, founder of Don Lee Broadcasting System, will receive a total of $300,000 from the $12,726,944 estate of his late son, Thomas S. Lee, was approved by Superior Court Judge John G. Clark in Los Angeles last week, upon petition of Public Administrator Ben H. Brown, who is in charge of the estate pending distribution.

The two sisters, Mrs. Christine L. Rieber of Metuchen, N. J., and Mrs. Elizabeth L. Fry of West Los Angeles, receive $150,000 each through the settlement. They must pay their own attorneys and other costs. Originally, the sisters had claimed a third of each of the Thomas Lee estate [Broadcasting • Telecasting, July 9].

Young Lee's will, leaving the entire estate to an uncle by marriage, R. Dwight Merrill, Seattle lumberman, also was contested by his maternal aunt, Mrs. Nora Patee. She dropped the contest recently after making a reported settlement with Mr. Merrill. Exact terms of that settlement, however, have not been made public.

Records show that the compromise settlement with the sisters was executed with both Mrs. Patee and Mr. Merrill.

Thomas McDermott:

N. W. AYER

"Your 1951 Marketbook should surpass your excellent 1950 Marketbook which I am still using."
Truscon Tower Engineering is the answer!

Meeting tower construction emergencies of all kinds...solving tower problems big and small...being on the job with knowledge and skill that gets the job done...

that's the type of service which has made Truscon a world leader in radio tower engineering!

Truscon experience embraces all types of topographical and meteorological conditions...and supplying many different tower types: guyed or self-supporting...tapered or uniform in cross-section...for AM, FM, TV, or microwave applications.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
ASSURANCES that the nation's radio and TV sets will be maintained in good working order for the emergency and that manufacturers will be allotted a reasonable share of raw materials for consumer goods were firmly backed up by the government last week.

The action that spoke louder than any words came as the National Production Authority directed manufacturers of AM-FM-TV combinations and table models, as well as phonographs and other household appliances, to file for allotments for the fourth quarter, beginning Oct. 1.

At the same time NPA issued regulations designed to assure adequate replacement parts for home-type receivers at the repair shop level.

Both plans had been under study by the government for some time and stemmed largely from requests for such relief at the initiative of electronics distributors and related groups [Broadcasting • Telecasting, June 18, 11].

Under the government's revised Class B Product List, household radio receivers and TV sets, recorders, phonographs and other equipment would be lumped with commercial broadcast equipment, for which manufacturers have applied for controlled materials allotments. All manufacturers of these and other appliances using steel, copper and aluminum are affected.

NPA stressed that it took this action "to insure an equitable share of controlled materials for these industries if it is decided to include them under CMP in the fourth quarter." Household goods, while redesignated as Class B products, are still technically outside the CMP fold and manufacturers have been competing in the open market for raw materials in past quarters.

Manufacturers of radio TV-phonograph items are asked to file on Form CMP-4B, sending their applications to NPA, Washington 25, D. C. Reference to CMP Class B on the envelope would be helpful.

Applications can be obtained from field offices of the Dept. of Commerce and must be submitted by July 31, NPA said. In cases involving manufacturers of other than consumer goods who filed for third quarter allotments, NPA said it would mail the forms and instruction sheets to them. The forms must include all anticipated requirements for steel, copper and aluminum to be used for the fourth quarter, as well as for the first nine months of 1952.

The government's new MRO order (maintenance, repair and operation) involves no applications from repair shops and is, in fact, a self-allotment procedure.

The term "repairmen" is defined to include those connected with a "radio and appliance repair shop" or "domestic appliance repair shop." The repairmen applies a rating on materials, to not exceed 20 tons of carbon steel, 500 pounds of copper and copper alloys, and 600 pounds of aluminum for each quarter.

Under another new directive, all allotments for materials for MRO are placed directly under CMP, with manufacturers of commercial and consumer electronics equipment computing requirements under CMP Regulation 1 rather than extending their own MRO symbols. Standard quota is 30% of MRO materials bought during 1950.

These actions came as the Defense Production Administration made public allotments to individual industries during the present third quarter. Similar data is under study for the fourth quarter.

As allotted to NPA industry divisions, communications, electronics and electrical equipment—and consumer durables—ranked high in point of steel, copper and aluminum poundage. A top allottee was the building materials industry. Electronics' greatest allocation was in aluminum in which it dwarfed communications equipment.

Restrictions

Both copper and aluminum came in for severe restrictions, with respect to new construction, under an amended NPA directive. Earlier broadcasters had no clear indication on the raw materials phase, though they were told that approval of any authorization to build new facilities would not necesssarily carry with it priority ratings for these vital metals.

Another thorny problem involves installation of additional equipment under a $2,000 ceiling imposed by NPA in so-called "permissive cases" not requiring its authorization. Some broadcasters have expressed doubt they can make installation changes for less than the amount, and also have contended that TV transmitters are "personal property" and not part of station construction. NPA set the $2,000 exemption eliminating references to fixtures and equipment and specifically citing video transmitters as attachable personal property, thus giving the broadcast industry a moral victory.

To help resolve confused government thinking, NARTB is preparing a compilation setting forth the amount of materials required for broadcast equipment, such as transmitter towers, transmitters, etc. NARTB wants to find out what poundage would be involved in cases for power increases, installation of new equipment, addition (Continued on page 78).

23,320 Returns from ONE Announcement!

That's an advertiser's success story on WGN... and that's a story that should startle you crepe-hangers who have been writing radio's obituary.

Throw away the crepe—join the smart advertisers who use WGN (still reaching more homes per week than any other Chicago station*—bar none).

*1949 BMB

A Clear Channel Station... Serving the Middle West

Chicago 11 Illinois 50,000 Watts
720 On Your Dial

MBS

Eastern Sales Office, 220 East 49th Street, New York 17, N. Y.
West Coast Representatives: Keeping and Eckler
630 S. Van Ness Ave., Los Angeles 5 • 235 Montgomery St., San Francisco 4
710 Lewis Blvd., 343 SW Oak St., Portland 4

Page 42 • July 16, 1951
COMING TO YOUR STATE
THE BMI PROGRAM CLINIC

PLAN NOW TO ATTEND
Watch for the date and announcements from your State Broadcasters Association

A TIMELY AND VALUABLE
EXCHANGE OF THOUGHTS AND IDEAS
ON EVERY IMPORTANT PHASE
OF PROGRAMMING BY SPECIALISTS

BASED UPON SUCCESSFUL OPERATIONS
AND PRACTICAL EXPERIENCE

Station Owners and Managers Themselves Say:
"These Clinics are of importance to everybody holding a key position in broadcasting."

- MANAGERS
- PROGRAM DIRECTORS
- MUSIC DIRECTORS
- MUSIC LIBRARIANS
- ANNouncERS
- SALESMANagers
- SALESMEn
- PROMOTION DIRECTORS
- PUBLICITY DIRECTORS
- DISC JOCKEYS

"Better Programming Requires More Thought Not More Dollars"

BROADCAST MUSIC, Inc.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

July 16, 1951 • Page 43
THE LATEST WCKY STORY

WCKY OUTSELLS NEWSPAPERS 60%

FOR

POGUE'S AND SHILLITO'S,

CINCINNATI'S TWO LARGEST DEPARTMENT STORES

In a survey conducted in Cincinnati by Advertisers' Research Bureau, Inc. of Seattle, equal amounts of advertising money were spent on newspapers and on WCKY for the same item. Point of sale interviews by A.R.B.I. shows:

1. WCKY IS MORE EFFECTIVE IN PRODUCING TRAFFIC

43.5% of all traffic came in as a result of radio advertising.
35.5% as a result of newspaper advertising.

2. WCKY DOES A BETTER SELLING JOB THAN NEWSPAPERS

84.8% of the Radio Traffic purchased and 70.4% of the Newspaper Traffic purchased. WCKY sold 51.0% of the total dollar volume and newspapers 31.8%

WCKY—ON THE AIR EVERYWHERE 24 HOURS A DAY 7 DAYS A WEEK 365 DAYS A YEAR WITH A NEW 1951 GE TRANSMITTER.

INVEST YOUR AD DOLLAR WCKY'S-LY
THE LATEST WCKY STORY

THE COMBINED ARBI SURVEY FOR THE TWO STORES

<table>
<thead>
<tr>
<th></th>
<th>RADIO</th>
<th>NEWSPAPER</th>
<th>BOTH</th>
<th>OTHER</th>
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<td>12.1</td>
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<td>100.0</td>
</tr>
</tbody>
</table>

(Copies of ARBI Survey available on request.)

INVEST YOUR ADVERTISING DOLLAR WHERE IT WILL PRODUCE SALES

INVEST IT WCKY's-ly

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

or

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

FIFTY THOUSAND WATTS OF SELLING POWER
The Mike Is Mightier...

WHATEVER the outcome, the history-making use of radio to arrange the Korean truce conferences clearly demonstrated that broadcasting has achieved a definite status as an instrument of international relations.

We think it important to point out that all negotiations leading to the cease-fire meetings were carried out over existing radio systems. Mr. Malik put out the Communists’ peace-feeler on a regular UN program carried in the U. S. by CBS. General Ridway sent his instructions by Voice of America stations, and the North Koreans and Chinese commanders replied by the official Red Chinese station at Peking. The fact that the hostile parties met on schedule at Kaesong must dispel any doubts that overseas broadcasts are not listened to.

There is a lesson here for those who question the value of the American government’s international radio program. The power of radio to end a war is no greater than its power to prevent one, providing it is used as skillfully to create amity as it was used to arrange the cease-fire meetings in Kaesong. Radio can leap a forbidden boundary far more easily than a bomber, and can carry ideas which will spread more virulently than a fire storm set by a fleet of B-29’s.

In the infinite period of armed truce to which this country is committed, the microphone, properly used, will be the best weapon in democracy’s arsenal.

The Small Picture: II

NEEDEDLS to say, we received a lot of comments on our editorial we ran last week, pointing out the great injustice radio had done itself in its obeisance to program ratings, a form of self-exposure in which no other medium, save television, indulges.

One correspondent asked: “How can you turn the clock back for something you can’t, but you can certainly analyze the past to help you chart a course for the future.”

It’s true that the program rating has become such an ingrained habit in the system of radio buying and selling that it probably can never be eliminated. But it certainly can be de-emphasized if broadcasters will only begin using other kinds of research that are more comparable to the means by which other media are measured.

A good example is the ARBI type of study by which direct results of comparable newspaper and radio campaigns are measured. We’ve carried a number of stories about studies in various cities (including big TV markets). Almost invariably radio has delivered more customers than newspapers have.

A national network salesman might say that such local cases don’t provide him with anything to talk about. He would be wrong. A network advertiser campaign is successful only if it induces people in many, many communities to visit their local retail outlets and buy the network advertiser’s goods. The value of a national campaign can only be measured by adding up the increase in business obtained in all the local stores.

The local retailer and distributor are pretty good judges of the effectiveness of advertising because they don’t measure a campaign by the fluctuations of rating points. They know precisely how many customers it delivered to their stores.

It is significant that more and more local advertisers are turning to radio to move goods off the shelf when national advertisers are pouring over the program rating reports and proclaiming the decline of radio.

The newspapers’ Bureau of Advertising has been harping on the theme that “all business is local” with considerable success. Radio could beat the newspapers at their own game if it would get down to bedrock research and bedrock selling. Let the program ratings dip or even disappear. As long as radio can prove it sells more goods for less, it can sell itself.

Enter: TV Politician

TELEVISION is in the future of every broadcaster. He must either look to the day that he adds TV to his call letters, or he must consider adjustment of his operations to conform with the inevitable TV era—no matter what size his market.

Not many years ago, the thesis was that a broadcast station could not make an economic go of it in a market of less than 50,000. Today there are more stations in secondary markets than there are daily newspapers—and in many instances, weekly newspapers.

Back in 1927, when TV was “just around the corner,” we held the view that TV was the heritage of the broadcaster—not the motion picture exhibitor. Many newspapers, which supported the vision of the time, openly appraise TV, and consequently they represent a formidable segment of the 107 licensed stations—40 of them.

Now that the resumption of TV licensing is in sight (though we can’t be precisely predicted) every licensed broadcaster should give serious thought to his future in the TV era. TV won’t spell the doom of radio. But it will bring changes in values and in impact. It has already.

And in appraising their TV future, broadcasters must take into account a new ingredient—and a potent one. In the earlier days of broadcasting, when it was regarded as a passing fancy, the professional politicians paid little attention to it. Thus many small business men, willing to take the gamble, procured licenses and grew with the medium. It was in the very beginnings, when it had reached gross billings in excess of $100 million, that the ward heelers began to infiltrate.

It’s different in TV now. The tribute-grabbers know that the chips are vastly bigger. They know that the red ink has all but disappeared. They know that, moreover, TV will play perhaps the most vital role in elections henceforth.

When it took hundreds of thousands to start a TV station, with astronomical operation losses, the machine politicians gave TV wide berth. So did many broadcasters, to their present chagrin.

So, in prosecuting applications for TV, the broadcaster will have a new adversary element—the political hack. All other things equal, the broadcaster who has rendered good public service over the years, should be entitled to the grant over the newcomer, with no record of achievement and with only will-o’-the-wisp promises, and perhaps a bankroll. The broadcaster has the know-how, the staff, and the record of stewardship.

The unpromising politician has—politics. Those are the facts. It behooves every broadcaster to recognize them as he ponders his TV future. And he shouldn’t ponder too long.

LEWIS WATERS MILBOURNE

BORN 50 years ago at the turn of a century, broadcaster Lewis Waters Milbourne has lived through the aggressive growth of the U. S. economy and the rapid development of radio as an outstanding medium.

Mr. Milbourne, president of The Monumental Radio Co., licensee of WCAO Baltimore, firmly believes in both.

For example, he thinks the capitalistic system that nurtured this economic expansion should be maintained because under this system “the most marked progress and a life more abundant accrue.”

Radio, he feels, will prosper as long as it serves the public. He believes there always will be a big job for it to do.

Ever since he first tasted the excitement of the broadcast business in 1931, Mr. Milbourne has been conscious of its accomplishments and potentialities. During a financial reorganization of WCAO in that depression year, his dad, Lewis M. Milbourne, a former assistant U. S. Collector of Internal Revenue, became the company’s new president and treasurer with a large stock holding. The younger Milbourne also obtained stock and the title of assistant treasurer and director.

WCAO, “the Voice of Baltimore,” has been affiliated with CBS since 1927 and was one of the first 16 stations comprising the network. This development and the public’s and advertisers’ thriving interest in radio convinced Mr. Milbourne that he was in the type of business that was at once both creative and dynamic.

He also found delight in the celebrity glamour which accompanied radio in its rubber pants days—and still does in its grown-up stage. Mr. Milbourne has fond memories of visiting “names” of the talent world—Kate Smith, Ben Bernie, Guy Lombardo, Paul Whiteman, Burns and Allen, Bing’’s Sam, Eddie Cantor, Julia Sanderson, Frank Crummit, Helen Hayes, Mildred Bailey.

Most of these leaders in show business, and in radio entertainment, continue to thrill audiences in radio, television and the stage.

Mr. Milbourne is a Marylander. He was born in the Free State at Kingston in Somerset County, southernmost on the Eastern Shore, Oct. 20, 1903.

His early life was spent on the farm, living each alternate winter in Annapolis, where his father was serving in the state legislature as senator from Somerset County.

After his early education, Mr. Milbourne

(Continued on page 78)
HOW ARE YOUR SALES IN NEW ENGLAND?

Book publisher proves again that WBZ LEADS IN PRODUCING MORE SALES AT LOWER COST!

No matter what you want to sell in New England... foods, drugstore products, household or automotive items... you'll find WBZ the all-time champ in delivering results!

Take the word of mail-order advertisers. They know the score. One example is Doubleday, Inc., publisher of the Jacques Fray Piano Course Book. According to Doubleday's agency, WBZ is doing the most effective sales job of all media used.

That's typical. WBZ gives you traditionally intense coverage of the high-income metropolitan Boston area... plus more far-reaching coverage of all New England than any other single medium!

Don't be satisfied with anything but a bright sales picture in New England. Check now with WBZ or Free & Peters for availabilities.

WBZ BOSTON 50,000 Watts

Westinghouse Radio Stations Inc
Serving 25 Million

HDKA · WOWO · KEX · KYW · WBZ · WBZA · WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
RADIO — AMERICA'S GREAT ADVERTISING MEDIUM

Since the first of the year, we have spent $1,605 with WBZ in advertising the Jacques Fray Piano Course. We have received 5,770 orders, at an individual cost of 28c."

"Of all media, radio has proved the best selling device for this book."

"Of all radio stations, WBZ has sold it at the lowest order-cost."

John Southwell
Account Executive
Huber Hoge and Sons
**BAB BROCHURE**

**TIPS on selling department stores on the value of radio advertising were circulated by BAB last week in a 64-page folder to its member stations, concurrently with announcement of the first member-wide retail radio advertising contest.**

The BAB department store brochure contains a detailed report on 12 notable entries in the 1950-51 retail radio contest conducted jointly by BAB and the National Retail Dry Goods Assn. It includes an introduction by Howard P. Abraham, manager of the NRDGA Sales Promotion Division, outlining 22 reasons why retailers’ use of radio is on the up-swing.

The retail radio advertising contest, provided by BAB, is designed to encourage BAB with data on effective advertising techniques and at the **same time to reward member stations which originate resultsful advertising.**

BAB President William B. Ryan announced that awards will be given to BAB member stations submitting the best radio advertising story in any local merchandise classification, and to stations submitting the largest number of successful stories judged to provide practical information about how radio gets results for each local advertiser.

Among the merchandise classifications, the following were the winning entries, with grand award plaques to be given in each:

- Amusements, appliances, automotive, bakeries, banking, beauty parlors, Chambers of Commerce, dairies, department stores, drugs, florists, furniture, furs, hardware, hotels, home builders, ice cream and confectioners, jewelry, laundries and dry cleaners, men's, women's and children's wear, music dealers, optometrists, photographic dealers, public utilities, real estate, restaurants, shoe stores, service stations—and any other merchandise classification not here listed.

In each classification, first, second, and honorable mention awards will be presented. Sept. 1 is deadline for entries.

---

**DON LEE PLAN**

**Would Co-op Sponsorship**

NEW cooperative sponsoring plan for local and network manufacturers, distributors and suppliers who distribute products through franchised dealers has been inaugurated by Don Lee Broadcasting System, Hollywood.

Identified as "Lanca" and deriving its name from local and network cooperative advertising, the plan makes available a network radio program for the advertiser, which allows retailers in individual station cities to cooperate through local participation and commercials within the body of the show.

Basically, it provides that (1) a national or regional advertiser pay a percentage of the established network rate to Don Lee; (2) retailers located in the 49 strategic Don Lee cities will have the remainder of the time cost by paying local stations a percentage of the local rate of the individual Don Lee outlets.

"The supplier through Lanca makes it possible for his retailers to purchase sales-producing local radio advertising on network caliber programs at a fraction of the price they would normally pay for local programs," explained Ward Ingrim, executive vice president of Don Lee.

For the manufacturer, "Lanca" means that he has a practical controllable, economical means of using a network program as a supplier-retailer co-op vehicle which may be handled as easily as any newspaper or outdoor campaign, and with all the advantages of locally placed dealer advertising, Mr. Ingrim emphasized.

He declared considerable interest has been aroused among advertising agencies in the plan "because it brings under their control and placement, cooperative monies which, in the past, in many instances, have been spent at a dealer level at retail rates not commissional to the agencies."

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**WVBA Meets in August**

MEETING of West Virginia Broadcasters Assn. is scheduled for Aug. 23-25 at the Greenbrier Hotel, White Sulphur Springs, W. Va., it was announced last week.

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**WEATHER**

**A GIANT problem with a SMALL solution**

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

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

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

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

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

---

**THE LITTLE Station with the BIG WALLOP!**

**THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK**

1740 BROADWAY AT 55TH STREET * NEW YORK 19, N.Y.
FOR YOUR INFORMATION:

The expanding role of small business men in the distribution of petroleum products assumes top-flight importance in the face of mounting demands of national defense and greatly increased civilian usage.

With their competitive initiative honed to a fine edge, 18,000 independent jobbers and distributors today are performing indispensable wholesale functions in getting record oil supplies to the public. As a result, they have tripled their dollar volume of business since 1940.

Establishing high standards of service in their communities, these local oil men are competing against both large firms and small, in the largest cities and the remotest villages across the land.

Representative of the resourcefulness that is the hallmark of petroleum jobbers and distributors in our competitive system are the accomplishments of the White Fuel Company, in Boston. In 1931 its storage facilities had a capacity of 400,000 gallons. Seeing opportunities for specialization, the firm's co-founder and president, John P. Birmingham, adjusted his operations to cultivate markets for heavy oils for industrial use, and heating oils for dealers and direct consumers. A $2 million expansion program now nearing completion will give him a storage capacity of 65,000,000 gallons to better serve his customers. This means less dependence on tanker transportation during winter months, and many extra days' supply during heating months. His foresight over the years for both himself and his customers is expected to yield a sales volume of about $33 million this year. It is easy to see the economic importance to the community of this jobber who stimulates so much local business.

Resourceful small business men in the oil industry find opportunities for profit and public service wherever they are, in small communities as well as large. To cite one more example, W. L. Dickey, pioneer oil jobber at Wayzata, Minnesota, sold 5,000 gallons of gasoline in 1910. His son, Don, now company president, sells five million gallons a year.

In the production, refining, and distribution of oil, the competitive talents and contributions of small business men are invaluable for the big job ahead.

* * * * *

If you would like further information about the oil industry and its operations, please write to me.

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

BENT on selling the merits of radio as an advertising medium, member stations of the Southern California Broadcasters Assn. have temporarily put aside their local rivalries and are cooperating in an all-out promotion campaign for the medium, launched yesterday (Sunday).

Three types of promotion are being utilized in the campaign: (1) the station's own air time, utilizing spot announcements, newscasts, interviews; (2) written promotion in the form of correspondence, printed radio advertising, direct mail promotion, schedule covers, publicity releases; (3) sales presentations to be made to advertisers and agencies in Southern California by salesmen's committee's representing groups of competitive stations.

Specific aspects of radio will be concentrated on for two-week periods during the promotion.

In addition to spreading the good word around newsroom California, the sales presentation will be brought to timebuyers in key eastern cities including New York and Chicago by Robert J. McAndrews, managing director of the association.

WAGE REVIEW

WSB Decision Expected

WAGE Stabilization Board is expected to take up today (Monday) its advisory panel recommendations on whether price-exempt industries, such as radio-TV, are to be continued under the wage freeze.

The advisory panel held a one-day meeting a week ago last Thursday in Cincinnati [BROADCASTING • TELECASTING, July 9].

Speculation has been heard in Washington and given wide play in the rumor mill that the panel -- however, say that the final WSB decision can not be made known until the advisory panel's recommendation is received in its polished form.

That polishing was underway last week by staff members of WSB, who were making a detailed study of the panel report.

Meanwhile, the Office of Price Stabilization issued a "Clarifying" order that specified which services are exempt from price regulation.

Included are radio and other entertainment and so-called "package" transactions. Rates, fees and charges of authors, musicians and news syndicate services are not controlled. Neither are services by correspondents and newsmen, contractors, non-program elements (package productions) furnished by independent contractors (package producers) for use in radio or television broadcasting.

As of July 2, selling price of radio and television sets had to be marked or tagged in retail stores, according to OPS. This pricing was made under Ceiling Price Regulation 7 or "margin control" regulation.

WHAR SUIT

Awarded $2,185 Judgment

JUDGMENT of $2,185 in favor of WHAR Clarksburg, W. Va., was granted July 9 against R. L. Easley, trading as Dixie Engineering Co., Washington, in an order signed by Judge Matthew F. McGuire, of the U. S. District Court, District of Columbia.

WHAR was found entitled to recover for breach of contract in which the defendant is charged with having failed to prepare and carry out an agreement to switch WHAR to a regional assignment.

Suit for $160,000 damages was filed last Nov. 3 by Stephen Turby Jr., attorney for WHAR.

Judge McGuire allowed a total of $2,175 in damages plus $10 costs. The total included a $500 payment to the defendant; $1,000 spent for land now described as useless; $500 for a trip to Utah to raise money for the project; $40 for a trip to Washington and $55 state certificates used in prosecuting the case.

The court did not allow claims for loss of potential revenues or damage to the station's reputation.

KFAR, KENI to NBC

MIDNIGHT SUN Broadcasting Co. (KFAR Fairbanks and KENI Anchorage, Alaska) last week announced NBC affiliation for Alaska. Stations also are affiliated with ABC and Mutual-Dan Lee Broadcasting System.
TELECASTING
A Service of BROADCASTING Newsweekly

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* RCA Shows Its Color System * Page 53

* Community Antenna Problem Looms * Page 54

* Latest Set Count By Markets * Page 56

DOWN YOU GO is heading up!

"Down You Go" offers a bright and breezy new quiz. It stresses intelligence.
---WALTER WINCHELL
NEW YORK DAILY MIRROR

"Down You Go" is a word game and a good one... The people involved... are all people of obvious intelligence and spirit, and Dr. Evans keeps things moving at a stimulating pace.
---PHILIP HAMBERGER
THE NEW YORKER

The show's originality and genuineness stem from the panel's give and take, plus the fluidness of the moderator.
---VARIETY

Intelligent, witty, well-spoken persons—gentlemen and scholars—are at last being admitted to the brave new medium.
---HARRIET VAN HORNE
NEW YORK WORLD-TELEGRAM AND SUN

MODERATOR:
Dr. Bergen Evans

PANEL:
Toni Gilman
Carmelita Pope
Fran Coughlin
Robert Breen

It's the kind of show that makes you say of Chicago's television stock, "Up you go."
---LARRY WOLTERS
CHICAGO TRIBUNE

DOWN YOU GO originates in The Studios of WGN-TV, Chicago and is presented every THURSDAY 9:00-9:30 PM EDT over the

DU MONT TELEVISION NETWORK
62 affiliated stations

A Division of Allen B. Du Mont Laboratories, Inc. • 515 Madison Avenue, New York 22 • MU 8-2600
Portable microwave reflector—used in locating best radio relay routes

Network television rides microwaves in the Bell System's new radio relay systems and travels underground in coaxial cables. About half of the total television channel mileage is now provided by radio relay.

BEST ROUTES FOUND

But which are the best locations for the radio relay stations? No charts exist for microwave routes. So the engineers of the Bell System pioneer—pore over maps and aerial photographs to plot possible station locations.

Then scouting parties take over. They cross the country step by step testing the most likely routes. Like rays from gigantic searchlights, microwaves are shot from point to point to determine which of the proposed paths are most suitable.

200-FOOT STATIONS

Then the costly construction begins. Relay stations—some over 200 feet high—span forest, mountain and plain. Facilities valued at $73,000,000 are now used by the Bell System for television purposes. This includes radio relay systems, coaxial cable and associated equipment—18,000 miles of television channels.

COST KEPT LOW

Yet the cost of this service is relatively low. The Telephone Company's total network facility charges average about 10 cents a mile for a half hour of program time, including both audio and video channels. This averages less than 5 per cent of the total cost of a typical drama, comedy or variety program.

Bell Telephone System

Providing network transmission channels for the radio and television industries today and tomorrow
FCC PUSHES TOWARD FREEZE LIFT

By LARRY CHRISTOPHER

IN RENEWED effort to crack the three-year-old television free-allocation deadlock, FCC at Broadcasting • Telecasting deadline Thursday was reported poised to:

Refirm the contention its plan for a fixed table of allocations by rule-making procedure is lawfull. Same for educational reservations.

In essence adopt the proposal of NARTB-TV for a short-cut "paper" presentation in lieu of oral testimony at the forthcoming hearing on city-by-city allocation proposals.

Postpone the city-by-city hearing from July 23 to July 30.

Schedule a conference with industry attorneys on July 26 to discuss shortcut procedures for the city-by-city hearing and indicate other suggestions for expediting the final allocation phase and lifting of the freeze would be welcomed at the meeting.

Earlier on Thursday, the Commission:

Ordered that the 470-500 mc portion of the 470-880 mc UHF TV spectrum be retained as part of the TV broadcast band rather than used for broad-band mobile common carrier services as requested by the Bell System—adding five more channels to TV for a total of 82 VHF and UHF channels.

Way Is Open

Climaxing what appeared to be a growing impasse in the TV allocation deadlock last week, the Commission decisions pave the way for specific and concrete joint action by FCC and industry on a reasonable formula by which the city-by-city hearing may be expedited, the allocation plan and relative rules and standards finalized and the overall freeze lifted at an early date—perhaps by the end of the year [Broadcasting • Telecasting, July 9].

Already, several industry legal offices in Washington have indicated they have firm suggestions in mind. These include (1) leaving the allocation table in tentative form like FM for the present, which could forestall court litigation; (2) finalizing technical standards and (3) proceeding with new appearance hearings—combining these with any rule-making petitions which may occur to change the table in specific cities.

Comr. Paul A. Walker dissented from Thursday's decision to retain 470-500 mc for TV broadcasting. He favored a grant of the channels to common carrier use instead.

The Commission majority concluded the common carrier services have other alternatives such as making use of smaller channel separation, developing more efficient techniques like single sideband transmission and multiplex, as well as channel sharing with other services in some areas. They found television broadcasting cannot use these alternatives and for the development of a fully national, competitive system must have a contiguous band of frequencies.

FCC tangled with the allocation problems at more than one meeting last week, although it had tentatively determined the previous week to sustain its belief that fixed allocation by rule-making is lawful under the Communications Act.

The legality of this policy was challenged by the Federal Communications Bar Assn. and certain others on June 28 in oral argument before the Commission en banc.

The decision on the legality issue and the orders respecting the other procedural proposals were scheduled to be released late Friday (See page 4 for late developments). Comr. Robert F. Jones was expected to dissent on the legality ruling in view of his extensive questioning of attorneys during the June 28 argument. He had inquired especially into applicants' hearing rights and flexibility of the administration and function of the proposed fixed-allocation plan.

FCC was expected to issue an order Friday proposing to adopt the NARTB-TV suggestion for a "paper" presentation at the forthcoming hearing on city-by-city allocation proposals, with the hope this would be supported or modified by contributed suggestions during the proposed July 20 conference with industry attorneys.

The city-by-city hearing was to be postponed to July 30 if it were to go ahead as an oral proceeding. Some attorneys and engineers last week appeared not ready to commence with the hearing, complaining they could not be expected to present a firm case when the "rules of the game" had not been settled.

They meant by this FCC should adopt as final Appendices A and B of its revised allocation plan issued in late March [Broadcasting • Telecasting, March 28], which spell out technical standards such as minimum spacings between stations, service areas and power and antenna height requirements.

A list of appearances and witnesses at the city-by-city hearing:
(Continued on page 66)

RCA COLOR

BY BRUCE ROBERTSON

A REOPENING of the color television question, probably on a petition for dual standards of commercial colorcasting supported by most of the TV receiver manufacturers, seemed inevitable last week as RCA demonstrated its compatible color system to newsmen and industry officials. Observers agreed that vast progress had been made since December demonstrations.

Timing of such a petition was less certain, however. Frank M. Folsom, RCA president, said that immediate plans called only for "thorough field testing of all equipment!" and that "what the next step will be, I can not say. We have no time-table in mind."

RCA has at this time no plans for inviting FCC members to its color demonstrations, Mr. Folsom said. He added that "they would be welcome if they showed up."

Dr. E. W. Engstrom, vice president in charge of research of RCA Labs, told newsmen following Monday morning's initial test colorcast that RCA's field test experience will be made fully available to the company's licensees and also to members of the various panels of the National Television Systems Committee, comprising leading television manufacturers.

"Schedules for some of this are already being set," Dr. Engstrom said. "Later during the summer when our transmissions become more regular we will keep the appropriate NTSC panel advised as to the times and conditions of transmissions. We have already provided specifications on the signals we are currently using. It is our plan to participate in the work of the NTSC in arriving at industry standards. This, of course, is for the purpose of getting approval for the establishment of a compatible color system."

The compatibility of the RCA
(Continued on page 64)
COMMUNITY TV antenna services which are cropping up in many areas beyond easy reach of existing television stations have introduced a new and perplexing element into the U. S. television system, of concern to broadcasters and the FCC.

So far the Commission has taken no official recognition of these services, but a staff report is being prepared for the Commissioners' consideration, and it is likely that soon the FCC will decide whether community antenna systems come under its jurisdiction.

Some FCC staff members believe they do, not as broadcasters but as common carriers. Basically all these services are alike in technique. By using high antennas they take television signals off the air from distant stations, feed the signals by cable to subscribers' antennas, and add amplifiers to their own, thus providing useful information to competitors.

About the only other important big organization that is known to have entered the field is RCA. The extent of its operations could not be learned last week, as all executives connected with that activity were on vacation. RCA's interest in community antenna, however, is known to be extensive. Questions which the FCC must resolve in respect to the regulatory status of these services are knotty.

To be subject to regulation by the FCC, a common carrier must be engaged in carrying other peoples' communications for hire in interstate commerce.

Since these services charge fees and since they carry broadcasts which in many instances have originated from out-of-state (either from an out-of-state transmitter or by network from out-of-state to an in-state transmitter), some FCC staff members believe they are subject to regulation.

No matter what decision is reached by the FCC, the status of these services can become a difficult problem in the television system.

Assuming they grow in anything like the abundance predicted by Mr. Mass, they may constitute a

(Continued on page 68)

TV PAYROLLS UP

NARTB Study Finds

Of 46 identical stations that reported in both the 1950 and 1951 NARTB surveys, average program hours increased 79.3%.

NARTB's study shows the average weekly payroll per TV station was $6,267 in 1951, ranging from $1,850 to $28,052.

Parttime employment was found to lie mainly within the program field, especially freelance or parttime announcers, actors, singers and musicians. Some stations reported a considerable number of parttime clerical workers because of combined aural-visual operations. This was true also in sales and promotion.

The analysis showed that 43.55% of TV stations pay their salesmen straight salary, 9.68% straight commission, 43.55% salary plus commission and 2.22% other.

Page 34 • July 16, 1951
BASEBALL CROWDS

Limited TV Clubs Down

AT THE half-way mark of big league baseball, the anti-Tvites are running low in the RBI column.

In fact, attendance figures released last week by the 16 clubs in the National and American Leagues seem to point the other way. With all restrictions on the number of telecasts, overall attendance, according to a United Press wire, was up 348,656 in mid-50.

The Washington Senators, placing low in the American League's second division last year, were doing a bit better in place this year (61% of 1950 All-Star game time). Nevertheless, they slumped 10% in attendance, from 376,696 in mid-50's season, to 348,656.

The Senators, who had telescast regularly in 1950, have been permitting only 21 games on screens this year, in the belief they could boost slumping receipts.

The National Leaguers' Boston Braves, which also limited its telecasts to 45 for the same reason, suffered the most pronounced drop in either league—a whopping 41%.

Their attendance was down to 276,218 from last year's 485,536.

This was true despite the fact that Braves Field seats more in capacity than the Fenway, home park of the Boston Red Sox, who had a decreased attendance of less than 3,000. The Sox, who got off to a poor start this season, at half-way were in second place. The Sox telescast their games.

Leasing Trend Draw

On the other hand, the red-hot Chicago White Sox, a 1950 second division club but which led the American League at the mid-point this season, were walking away with top honors in increased attendance figures.

This season, at the mid-way, the White Sox were packing them in at the rates of 90% over the 1950, as against the July 1950 per game pace of 12,994. Total attendance figures for Chicago: 402,817 in 19; 643,602 in 1950.

This could be explained in two words: "They lead," but also of importance is the fact that the Chicago club telescast all day games. They don't telescast night games.

Coincident with the UP survey, N. W. Ayer's sports department and Jerry Jordan, Philadelphia research specialist and son of C. L. Jordan, executive vice president of N. W. Ayer, released attendance figures.

The Ayer-Jordan analysis runs close to the UP except that the wire service based most of its percentages on attendance "per opening," the agency figures on total games. Mr. Jordan based his analysis on total figures, regardless of how many openers there were. According to the agency, the club owners are mainly interested in profit-and-loss, thus breakdowns per openings mean very little for even a game rains out, fans come back another time.

The agency-Jordan survey found the overall attendance drop at 7.8% as against UP's 9.4% for "openers."

C. L. Jordan referred to this amazing baseball TV chart when speaking before the Atlantic Refining Co.'s radio-TV sportscasters at their annual Philadelphia meeting last Tuesday. N. W. Ayer places radio-TV sports for the refining company.

Mr. Jordan pointed out that it was the advertisements on the clubs rather than weather, economic conditions or television which determined individual baseball attendance.

"The eight teams in the first divisions of the two leagues had a total gain in paid admissions of nearly 4% on July 4," he said. "Seven of these eight televised all or most of their games.

"The eight teams in the second divisions were fighting a total loss of about 20% at the gate. Two of these teams didn't televise at all. Three had limited television severely—and only three were televising regularly. It was obvious that television itself could not be the major factor in the over-all loss of about 5% in paid admissions."

Fan Interest Important

Mr. Jordan pointed to fan interest in a hot race as a powerful factor. The American League, he said, was doing better comparatively than the National, where the Brooklyn Dodgers are in a run-away lead. The Dodgers, themselves, he said, are not drawing as well as when they were fighting for first-place.

Dodgers' figures, according to UP, were 667,545 in 1950, 581,329 in 1951, a drop of about 11%.

Significantly, the Pittsburgh Pirates (National), the St. Louis Browns (American) and the St. Louis Cardinals (National) are not telescating games regularly and none shows a gain. However, the Pirates are showing up well in average daily attendance even though they were in last place in standings at the mid-way mark.

Mr. Jordan said: "... anyone who doubted what Ralph Kiner's big bat means to Pittsburgh only needed to see the 3,000 day gate last week when he was suspended, compared to the amazing Pirates' average of nearly 18,000 per date."

Mr. Jordan in looking over statistics—his son has been making a continuous study for the past three years—found no time in that period when the clubs with high paid attendance have not had a better attendance record than clubs with low performance, regardless of amount of TV used.

Still another club record that bears mentioning is that of the Detroit Tigers, who had the biggest slump in the American League—33%. The Tigers' policy has been telescasting only on selected weekdays, none on weekends or holidays.

American's Philadelphia Athletic, who traditionally telescasts regularly and who have been a sure-bet for the second division in past seasons (they were in seventh place at mid-season), pulled up 10% in attendance. Figure last season at the middle was 211,968, this season's, 214,470. The

MAY saw no fall-off in TV network time sales but a 3.6% increase over April, according to records of video network advertising released last week by Publishers Information Bureau to Broadcasting BROADCASTING TELECASTING

Gross TV network billings in May totaled $10,011,144, PIB reported, compared with a gross of $9,683,479 in April. Figure for this May is not directly comparable with that for May 1950, as this year's gross covers all four TV networks while the 1950 total included only three networks, DuMont not reporting at that time.

As in April, Procter & Gamble

TABLE I

<table>
<thead>
<tr>
<th>Network</th>
<th>Sales</th>
<th>Release</th>
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<tr>
<td>ABC</td>
<td>1,234,567</td>
<td>789,012</td>
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<tr>
<td>CBS</td>
<td>2,345,678</td>
<td>890,123</td>
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<td>NBC</td>
<td>3,456,789</td>
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<td>TWN</td>
<td>4,567,890</td>
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TABLE II

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On Networks In May

newcomer—Lever Brothers Co.—in ninth place in the May list, replacing North Carolina Tobacco Co. which ranked 10th in April. Table 10 for May are listed in Table 1.

Table II, listing the top TV network advertiser in each product (Continued on page 66)

Jewelry, Optical Goods & Cameras

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<thead>
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<tr>
<td>Gold Jewelry</td>
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<td>Silver Jewelry</td>
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<td>Watch</td>
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<td>Binoculars</td>
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Quaker Oats Co. was the top TV network client in May. In fact, the first five—P&G, General Foods Co., J. Reynolds Tobacco Co., Colgate-Palmolive-Peet Co. and Ford Motor Co.—are the same advertisers and in the same order as the April first five. Second five include one Ford, one Procter & Gamble, one General Foods, one Colgate-Palmolive, one Gillette, and one Colgate-Palmolive-Beet Co.

On Networks In May

newcomer—Lever Brothers Co.—in ninth place in the May list, replacing North Carolina Tobacco Co. which ranked 10th in April. Table 10 for May are listed in Table 1.

Table II, listing the top TV network advertiser in each product (Continued on page 66)
THE "OUT-OF-HOME" audience is providing the same sort of bonus for television advertisers that it does for radio advertisers, according to The Pulse, which reports that during May these extra viewers in the New York metropolitan area represented a "plus" of 10.8% from noon to midnight, over the normally-measured at-home TV audience.

In the evening, from 8 p.m. to midnight, the "out-of-home bonus" TV audience included an average of 127,400 families who were viewing with friends, in public places, etc., an increase of 12.9%.

In releasing these findings Dr. Sydney Bow, director of the Pulse, said that these reports on the out-of-home video audience will be issued quarterly for the New York market and may be expanded into other markets in the future. Contrary to general belief, he noted, most out-of-home viewing (65%) takes place in the homes of other TV families, other restaurants and bars accounting for only 26%, and the balance in other public places.

Baltimore Dealer Surveys Set Sizes

RESULTS of a Baltimore TV survey being released today (Monday) showed that 16 and 17 inches are the predominant screen sizes there, that about 75% of the sets are covered by service contracts, and that more than 60% of the TV families questioned had bought their sets within the last year.

The survey was conducted by Television Co. of Maryland, DuMont dealer as part of a promotion program covering all five of its stores in the Baltimore area. The survey covered 6,923 families, of which 4,744 were found to be TV set owners and 2,179 non-owners. The findings, spokesman said, have been turned over to Henry O. Berman Co., DuMont distributors in Baltimore, for use as market research material by other DuMont retailers.

Among the 4,744 TV families questioned, the survey found 244 19-inch screens; 1,773 16 or 17-inch screens; 1,548 12 or 14-inch screens; 1,020 10-inch screens, and 164 7-inch screens. The smaller sizes were oldest; the larger ones newest.

Viewing Effect On School Grades

SENIORS in high school receive higher grades because of television, while high school students in lower classes earn lower academic records. This was reported last week in Chicago by Philip Lewis, faculty member at South Shore High School, who said seniors at the school spent an average of 13 to 14 hours weekly in watching TV while pupils in lower grades average more than 15 hours a week. Findings of the survey were submitted at a Northwestern U. conference on educational problems as related to the medium.

Mr. Lewis, with Miss Kincheloe, inaugurated and taught the only public school television course at South Shore last year, using television shows instead of textbooks. Miss Kincheloe, in her summary report, said the "screen has the same possibilities for enriching experience as reading, and is as good for teaching critical material as any book."
Sherman was right!

In describing the strategic importance of Atlanta, General Sherman likened the city to a point in the palm of his hand. Outstretched fingers represented vital supply routes on which depended the life of the Confederacy.

"I close my fist on Atlanta," said he, "and I capture the whole great Southeast."

We relate this incident—not that we enjoy the recollection—but because, in effect, the same dramatic strategy applies for a successful sales attack on this region today.

In its role as the distribution center and commercial capital of the Southeast, Atlanta wields a tremendous sales influence on the entire market. Concentrate major effort on Atlanta through Dixie's most powerful advertising media—WSB and WSB-TV—and make an impact that will be felt throughout the entire Southeastern Empire.

wsb    wsb-tv
THE VOICE OF THE SOUTH  ON PEACHTREE STREET

Affiliated with The Atlanta Journal and The Atlanta Constitution
Represented by Edward Petry & Company, Inc.
IN EXPLAINING his reasons for introducing legislation that would prolong the television freeze, Sen. William Benton of Connecticut said recently that his educational interests needed the additional time to figure out how to use the TV channels the FCC has proposed to give them. As the Senate and of educational telecasting is the toughest educational job of all.

There was evidence last week that the job which the Senator and other educational advocates of educational television have undertaken proved to be every bit as tough as he said—so tough that Sen. Benton has enlisted the government-sponsored U. S. National Commission for UNESCO on his teaching staff and the Joint Committee on Educational Television has stropped to methods that are unconventional, to say the least, as an effort to prod educators into taking an interest in television.

These developments cannot result in anything but the presentation of a new kind of educational television. The pressures being brought against the FCC do not come from the nation generally; with few exceptions they come from the professional, and in some cases self-appointed, educator spokesmen in Washington, D. C.

The Joint Committee on Educational Television, which has headquarters in Washington, has been spending a $90,000 Ford Foundation grant to awaken educational institutions to the need for educational TV.

The technique it is using in this awakening process is illustrated in a case that came to the attention of Broadcasting & Telecasting last week. It involves a midwestern college, one of many schools that were sent a questionnaire several months ago by JCT suggesting they take an interest in educational television.

Cannot Afford TV

In answer to the questionnaire, the college told the JCT it was interested in TV but was unable to define the extent of its interest.

Later, the president of the college received a letter from Seymour Krieger, counsel for the JCT, suggesting that the interests of the college and of educational television generally would be advanced if the college would advocate the reservation of a certain VHF channel in its community. The president authorized JCT to take such a representation to the FCC.

In a telephone conversation with the president of this college last week, Broadcasting & Telecasting was told the college had no plans to go into educational telecasting since it had barely enough funds to support its current operations and no hope of falling heir to any amount big enough to underwrite TV. "I can't do it except for the very big schools," the president said.

As to the school's recommendation that a VHF channel be reserved, the president said he authorized its filing with the FCC only because of the advice of the JCT.

This publication asked the president why he did not think that the UHF channel earmarked for education in his community under the FCC's proposed allocations would be suitable. He said he was put in the situation of ex-dividend the possibilities of making the reservation had been made.

"If there is a UHF educational channel for this area I don't know about it," he said.

So far as he knew, none of the material that the JCT had sent him had included the information about the reservation of a UHF station for education there.

The president added that, after contacting with operating broad- casters in his community recently, he had instructed the JCT to withdraw his college's request reservation of VHF.

How many other educational institutions have filed comments with the FCC with so little hope of ever operating a station and with so little an understanding of the fact cannot be known until the FCC lifts the freeze and educators are confronted with the necessity of applying for the channels they have requested.

It is to forestall that show-down that Sen. Benton has been vigorously working in the Congress and, as it became evident last week, in other government quarters.

UNESCO Policy

When Sen. Benton was Assistant Secretary of State, he set up the U. S. National Commission for UNESCO, a group of 100 national figures authorized by Congress to advise the U. S. State Dept. on matters relating to UNESCO. Sen. Benton today is a member of the executive committee of this commission which is in the throes of creating a panel on television to advise the commission on this question, in addition to some others: "To prepare for the consideration of the executive committee a statement of policy regarding the national commission's appropriate role in relation to possibilities of obtaining private financial support for experiments with, and production of, educational television programs to be utilized by either commercial or educational facilities, or both."

Since Sen. Benton has publicly announced he virtually despairs of ever getting control of the flood of commercial broadcasting, the emphasis in the last phrase above must be placed on "educational facilities" rather than commercial ones, and it will be assumed, that Senator influences whatever policy statement is written.

In the resolution authorizing the formation of the television panel, the U. S. National Commission on UNESCO pointed out that some of the "serious" problems confronting TV were:

- How many channels should be reserved for educational television?
- How can any "considerable" number of educational TV stations be financed?

Except in size, the U. S. National Commission on UNESCO, established at the behest of Sen. Benton, is not like the National Citizens Educational Television that he has proposed the (Continued on page 62)

FILM TESTING

Petry Device Wins Acclaim

A DEVICE called Simutel—for "simulated television"—was reported last week by its developer, Edward Petry & Co., to be winning acclaim of both agencies and advertisers as a means of pre-testing film commercials and programs.

Spokesmen for the station representative firm said more than 300 national advertisers and groups of representa- tion had "pre-viewed" films via Simutel in the Petry company's New York offices alone. This represents an average of more than six per week since the equipment was installed in April 1950. The Petry firm also has Simutel equipment in its Chicago offices—which has received "equally extensive" a portable version in its Detroit quarters.

Using specially built studios, the Simutel process consists of projecting sound films onto the rear of a specially designed projection TV screen, employing a train of transparent mirrors to produce the illusion of broadcast TV pictures. Any combination of film, slides, "Balop," live mike and music may be projected.

Among the benefits stemming from Simutel, according to the Petry company, which originated and developed it, are these:

"(1) Programs, on film, can be studied, edited, criticized; (2) commercials can be tested as they come over the air"—no guess what will happen when it's too late to make corrections; (3) successful television techniques—programs and commercials—can be studied at leisure, ideas thrashed out and refined for most effective air performance; (4) most important, an agency can show its completed product to the advertiser in its proper setting.

One of the national advertisers using Simutel is Elgin National Watch Co. The Petry firm quoted Elgin Vice President Andrew L. Rowe as saying, in connection with Elgin's search for a pre-testing method:

"We discovered early that direct-view projection on the conventional beamed screen or other types of front-projection screens gave a false picture—too much clarity, depth, and illumination to give any idea of the direct effect on the eyes of actual viewers.

"A preview of the same films on the monitor system of a television station (thrown on a rear-projection screen in a television station through the lens of the studio television camera) still did not give the same effect as when the picture had actually gone out on the air and been picked up by a home television receiver.

"The best system found was to persuade a television station to put films on the air during some time when they were running a test pattern and not on a regular commercial schedule, but this, of course, proved inconvenient, cumbersome, and extremely difficult."

"All of this lead to our eventual discovery that Petry's facilities settled our problems of pre-testing. Before any television commercial film is released by our agency to television stations, we are absolutely sure now that we know what that film is going to look like when sent into the homes of America's television viewers."

How To Use and Finance TV?
NCAAI RETAINS CONTROL Of Football TV

CLOSED-FIST control on football telecasts by the National Collegiate Athletic Assn. is as tight as ever, with only slight changes in its original limited TV plan announced last week after high-level talks in Chicago.

In maintaining its TV clamp, NCAA's TV Committee bowed cold toward proposed changes by the U. of Pennsylvania in the person of Francis Murray, director of athletics.

Thomas J. Hamilton, athletics director of Pittsburgh, and chairman of NCAAI's TV committee, predicted after the Chicago meeting, which was held July 6-7, that televisioners would know within two weeks which games they will see in the fall.

The controlled program, announced by NCAA, is explained in five general steps:

1. Three blackout zones in each TV center are interspersed through the football season. Mr. Hamilton said college football games will be available on seven of the 10 Saturdays from Sept. 22 through Nov. 24.

2. (2) Games telecast in the Midwest will be carried to the East and three Eastern games to the West.

3. Three games will be broadcast in the Midwest region and three will be telecast in the East.

4. On one Saturday in the Midwest several Midwest games will be telecast there and several Eastern games will be telecast in the East.

5. A total of seven games available in each TV area selected by the advertiser.

In modifications, the NCAA plan now provides for a minimum rights fee of twice the station time costs at present rates. Contractual negotiations are to be handled by the sponsor and the agency with the individual school rather than with NCAA. All sports rights receipts will go to the colleges with NCAA receiving a pro-rated return to cover expenses of its television studies in 1950 and 1951.

Under the adopted plan, no member school of NCAA can have more than two of its games telecast, one home and one out of town. There is no moratorium, however, on games which do not fall within the Sept. 22 and Nov. 24 period. Army vs. Navy is scheduled Dec. 1 and there are numerous bowl games on New Year's Day which would come under this TV harvest.

Also exempt from NCAA's controlled program are games which can be picked up by an advertiser that are played Friday and Saturday evenings or on Sunday.

All schedules will be negotiated directly with schools after the TV committee of NCAA approves, it was announced.

NCAA, which had proposed a 60-40 division of TV receipts in favor of the association, now intends to defray expenditures for TV surveys conducted by the National Opinion Research Center at the U. of Chicago by levying proportionate fees on each participating school.

Fees Can Be Raised

It was stated further that although the minimum fee for rights has been prescribed by the association, each school can ask for more if it so desires.

Mr. Murray, presented his plan and also explained the U. of Pennsylvania's position of continuing to telecast all its games.

The U. of Penn's program was said by legal authority not to violate the Sherman Anti-Trust Act and to be in accordance with the NCAA constitution. Specifically, Mr. Murray proposed designation of two Saturdays, one in October and one in November, on which all colleges would blackout football TV.

Additionally, he suggested another Saturday be set aside in each of the two months for the top 30 teams in last season's Associated Press poll—or other teams if the committee so decides—which would refrain voluntarily from telecasting so that other (and probably smaller) colleges would have a TV-chance.

Other parts of the U. of Penn's proposals: On five other Satur-
20TH ANNIVERSARY

For Regular Video

invites naacp

CBS last week invited members of the National Assn. for Advancement of Colored People, including Walter White, secretary of the organization, to an audience of the "Amos ’n Andy" TV program, Mr. White reported Thursday.

Mr. White said CBS had asked "what changes in the script would make it more palatable and less objectionable?" Or whether a small representative group to view the program and present criticisms and objections has been undertaken by the NAACP, Mr. White added.

His principal objection, he said, is that "dialect on such programs as The Goldbergs, or I Remember Mama, is first generation, and on the whole it amounts to a few good-decent characters that present a lovely picture," while on the Amos ’n Andy program, he claimed, there is not "one admissible character."

Mr. White said the CBS request followed a wire he sent July 6 to Blatz Brewing Co. (Schenley Industries) and Lewis Rosaneli, president of Schenley Industries in New York, asking the company to drop its sponsorship of the program. [BROADCASTING • TELECASTING, July 9].

Telegram said:

National Assn. for the Advancement of Colored People vigorously requests you withdraw your sponsorship of telecasting show, Amos ’n Andy, as gross libel on the Negroes and distortion of the truth.

In picturization of Negroes as among least intelligent, stupid, scheming and dishonest, the caricature thus circulated perpetuates and extends the harmful stereotype which went out with the old time minstrel show.

CBS Names Hylan

DIRECT responsibility for selling color television time for CBS was assigned last week to William H. Hylan, former CBS TV account executive, with his appointment as the television network's assistant sales manager in charge of color sales.

In his new post he will start from scratch, none of CBS's current color schedule having been sold. The initial commercial color program on June 25 had what was said to be a record—setting 16 sponsors, and the first program of the current daytime color series also was sponsored, but otherwise the color programs thus far have been sustainers.

Mr. Hylan, whose appointment was announced by Frank E. Sales Manager David V. Sutton, has been with CBS since 1937. Graduating from Yale U. in that year, he was a member of the original apprentice group of college graduates selected for a six-month rotating course in various divisions of CBS. He was assigned to Radio Sales, where he worked until he joined the Army in July 1941. Upon his return from the Army in November 1946 he became assistant to the director of station administration, and in 1948 he joined CBS-TV sales.

Grae Appointed

Coincident with Mr. Hylan's appointment, President D. H. Cogan of CBS-Columbia Inc., CBS's new manufacturing subsidiary (formerly Air King Products Co.), announced appointment of Bernard Grae as product design manager, in charge of all radio and TV cabinet design. Mr. Grae formerly was with Motorola, Capehart-Farnsworth, Admiral, and Emerson.

CBS meanwhile showed its color system to representatives of the North Atlantic Treaty Organization countries last Thursday in New York, and announced plans for special color demonstrations at the annual National Assn. of Music Mfrs. Show in Chicago, Monday through Thursday of this week. The program arrangements are being presented by CBS, CBS-Columbia Inc., and Columbia Records Inc.

COLOR SALES

Mr. Hylan's card is shown at right.

Terrence Clyne:

HOW COMPANY

"We find the BROADCASTING Marketer invaluable for buying Bulova's radio and television time."

Page 60 • July 16, 1951
Charles Fight

Set Makers To Sponsor DuMont TV Coverage

IN WHAT appeared to be broadcast television's first serious challenge to theatre television's "experimental" move into theatre field, nine major TV set manufacturers last week banded together to underwrite broadcast TV coverage of the recent Charles-Joe Walcott bout on Wednesday night.

DuMont Television Network acquired both radio and TV rights to the bout at a figure placed unofficially at $150,000—and then sold the radio rights to CBS while signing the manufacturer group to sponsor the TV coverage on the DuMont network.

It is reported that the theatre group which has been sponsoring television's "experimental" bouts bids from $50,000 to $70,000 for the Charles-Walcott bout, but obviously were outbid.

Of the $150,000 reportedly paid for radio-TV rights, about $100,000 was said to be for TV rights and $50,000 for radio rights.

Exclusive Rights

The rights were acquired from the International Boxing Club, which has been dealing with the theatre group in experiments with theatre-telecasting on an exclusive basis, the third and latest of which was last Thursday night's Rex Layne-Rockey Marciano bout.

Tom S. Gallery, DuMont sales director, who negotiated the contract with IBC for the Charles-Walcott heavy-weight championship fight, said the nine TV manufacturers and sponsors the show as a 'public service.'

The sponsoring companies are Admiral, Crosley, DuMont, General Electric, Motorola, Philco, RCA, Sylvania and Westinghouse.

The CBS radio account of the fight will be sponsored by Pabst Sales Co. (beer).

DuMont telecast will be networked to 40 cities. By comparison the closed circuit telecasts have been going into seven cities. The bout is to be staged in Pittsburgh, starting at 10 p.m.

DuMont Favors Plan

In reporting plans for coverage of the match, DuMont saw the TV manufacturers' group-sponsorship plan as a move designed to establish a pattern that will assure home viewers of continuing to get coverage of the nation's top sports events.

In regard to billing telecasts of prize fights into movie theatres, a movie counsel last week cautioned motion picture exhibitors to look before they leap.

Abram F. Myers, general counsel and chairman of the board of the Allied States Assn. of Motion Picture Exhibitors, warned that boxing telecasts may not be the bonanza to theatres they now appear to be.

"Only a fool would try to stay the hand of progress or to argue against success, but it is sometimes wise to consider the possible ultimate effects of any innovation—even a seemingly successful one—before committing oneself to it," said Mr. Myers.

"The standout crowds at the theatres showing the Louis-Savold and Murphy-LaMotta fight seem to have started a stampede towards large-screen television. Times being what they are," Mr. Myers added, "that is only natural."

Another source estimated that the television may reach 100,000 seats in the next three months. Installed projectors are now said to cover 61,123 seats.

Mr. Myers, whose organisation is a federation of 19 regional and group associations across the country, foresees several possible impediments to the unlimited growth of theatre sports telecasting.

"The cost of a television installation is very high; there is a dearth of first-class fighters; the attitude of other sports toward theatre television has not crystallized; the public reaction to having to pay for programs which were promised free remains in doubt; the ultimate effect on regular movie attendance is not known, and, of course, there are still the same old uncertainties as regards systems and finances."

Mr. Myers points out that regular movie goers, after experiences with the often coarse enthusiasm of fight fans, might cease to regard the theatre as a place of polite entertainment. Cost permitting, Mr. Myers suggests the advisability of having an all-fight program on the one side when a feature bout is to be held.

The exhibitor counsel alluded to Texas Guinan's greeting, "Hello Sucker!" and commented: "That is the salvation which we are tempted to revive in getting those patrons who were induced to invest in home receiving sets by the slogan, 'Buy TV and see the fights free.'"

Appeal to FCC Seen

It seems reasonable to Mr. Myers to suppose that "when they (the home set owners) find that all the good things they were led to believe came with the set only to be seen at the theatre for high admission prices, they will squawk to the FCC."

"Whether that body in its anxiety to build up television will be as averse to the complaints of more citizens and taxpayers—an unorganised and helpless group—remains to be seen," Mr. Myers continued.

"Nevertheless," he pointed out, "it is an added element of uncertainty and one that must be taken into account in deciding to take the deep plunge into theatre television."

For TV Immediate Booking

Maloney To Aid Expansion

Appointment of Tom J. Maloney, TV producer-director, as a business representative and television film specialist was announced last week by the INS-IND Television Dept., which said the move is part of an expansion in the TV field and in conjunction with its acquisition of new TV film properties.

Television Manager Robert H. Reid said Mr. Maloney, formerly with KEYL (TV) San Antonio, KBTX (now WFAA-TV) Dallas, WGN-TV Chicago and American Television Inc., Chicago, will work out of the company's main offices in New York. In addition to assisting the INS-IND television sales staff, his assignment includes TV Station relations on all film matters and assistance in procurement of new TV film products.

Do Movies and Fights Mix?

Movie Counsel Warns Against TV Plunge

INS-IND EXEC.
Maloney To Aid Expansion

APPOINTMENT of Tom J. Maloney, TV producer-director, as a business representative and television film specialist was announced last week by the INS-IND Television Dept., which said the move is part of an expansion in the TV field and in conjunction with its acquisition of new TV film properties.

Television Manager Robert H. Reid said Mr. Maloney, formerly with KEYL (TV) San Antonio, KBTX (now WFAA-TV) Dallas, WGN-TV Chicago and American Television Inc., Chicago, will work out of the company's main offices in New York. In addition to assisting the INS-IND television sales staff, his assignment includes TV Station relations on all film matters and assistance in procurement of new TV film products.

DO MOVIES AND FIGHTS MIX?

Movie Counsel Warns Against TV Plunge

IN REGARD to billing telecasts of prize fights into movie theatres, a movie counsel last week cautioned motion picture exhibitors to look before they leap.

Abram F. Myers, general counsel and chairman of the board of the Allied States Assn. of Motion Picture Exhibitors, warned that boxing telecasts may not be the bonanza to theatres they now appear to be.

"Only a fool would try to stay the hand of progress or to argue against success, but it is sometimes wise to consider the possible ultimate effects of any innovation—even a seemingly successful one—before committing oneself to it," said Mr. Myers.

"The standout crowds at the theatres showing the Louis-Savold and Murphy-LaMotta fight seem to have started a stampede towards large screen television. Times being what they are," Mr. Myers added, "that is only natural."

Another source estimated that television may reach 100,000 seats in the next three months. Installed projectors are now said to cover 61,123 seats.

Mr. Myers, whose organisation is a federation of 19 regional and group associations across the country, foresees several possible impediments to the unlimited growth of theatre sports telecasting.

"The cost of a television installation is very high; there is a dearth of first-class fighters; the attitude of other sports toward theatre television has not crystallized; the public reaction to having to pay for programs which were promised free remains in doubt; the ultimate effect on regular movie attendance is not known, and, of course, there are still the same old uncertainties as regards systems and finances."

Mr. Myers points out that regular movie goers, after experiences with the often coarse enthusiasm of fight fans, might cease to regard the theatre as a place of polite entertainment. Cost permitting, Mr. Myers suggests the advisability of having an all-fight program on the one side when a feature bout is to be held.

The exhibitor counsel alluded to Texas Guinan's greeting, "Hello Sucker!" and commented: "That is the salvation which we are tempted to revive in getting those patrons who were induced to invest in home receiving sets by the slogan, 'Buy TV and see the fights free.'"

Appeal to FCC Seen

It seems reasonable to Mr. Myers to suppose that "when they (the home set owners) find that all the good things they were led to believe came with the set only to be seen at the theatre for high admission prices, they will squawk to the FCC."

"Whether that body in its anxiety to build up television will be as averse to the complaints of more citizens and taxpayers—an unorganised and helpless group—remains to be seen," Mr. Myers continued.

"Nevertheless," he pointed out, "it is an added element of uncertainty and one that must be taken into account in deciding to take the deep plunge into theatre television."
Antenna Systems
(Continued from page 54)

fusing element in the development of television after the lifting of the freeze.

BROADCASTING * TELECASTING
asked Michael R. Hanna, general manager of WHCU-AM-FM Ithaca and of the Rural Radio Network, for his views on the question. Mr. Hanna, it was felt, represented the kind of broadcaster who would be most sensitive to the problems imposed by community antenna services since he is not located in a large market and aspires to have a TV station when the situation permits.

Mr. Hanna pointed out that no matter what allocations plan is adopted by the FCC, many medium to small markets will be in line for TV stations, and prospective licensees in such places, faced with a tough economic problem basically because of the size of their markets, would face an even tougher time if community services were already feeding big-market TV shows into their areas.

For example, Mr. Hanna said, "such an installation of a community antenna service in 5,000 or 6,000 homes in a small market at this time would undoubtedly mean a rush for the VHF receivers which are now on the market in abundance.

It becomes immediately evident that a UHF allocation subsequently assigned to such a market would present a serious problem in terms of selling the market on conversion by which means the local station may acquire the necessary circulation." Another "interesting factor," he says, is "the early and free delivery of "outside" coverage for metropol- itan stations."

"At first blush the licensee of the station whose signal is relayed might well like his chances; there is a plus for the advertisers. Here is a justification for rate increase. Here is power," he said.

"But let's see what really happens. The results are quickly evident:
First: The small market licensee is faced with serious economic uncertainty. He not only has the unnatural competition from the metropolitan market, but since the national advertiser already has coverage via the community antenna, the need for added budget is removed.

Problem Raises Questions
"And what will be the relationship between the licensee and the operator of the community antenna? Here is a problem for both the licensee and the Commission. How is the licensee's responsibility from the standpoint of services in the public interest, convenience and necessity at stake?"

"Certainly this new synthetic type of coverage could be presumed to establish new responsibilities to the areas which the licensee serves by virtue of the community antenna. But the operator of such an antenna at this time is a free enterpriser responsible to none, either the community or the Commission, or, as a matter of fact, to the stations whose signals he relays."

"We must not sponsor the growth of a system which will prevent the establishment of television stations in small markets."

In Mr. Hanna's view the "ideal time for the nationwide launching of the community antenna system would be, from the point of view of the public interest, after the grant of licenses across the country to all who would qualify in the markets where allocations are pos-sible."

He admitted, however, that such was wishful thinking and that it would be difficult to hold up the enterprising businessmen who are going into the community antenna business.

Educational Dilemma
(Continued from page 58)

Congress create to give advice to the FCC on how broadcasting is serving the public?

Whereas the UNESCO commis-sion has 100 members, his proposed radio-TV board would have 11. Sen. Benton's proposals for everything from the freeze and a creation of the advisory board are still in committee.

WSB-TV SALE

PROTESTS OF WGST Atlanta and E. D. Rivers Jr., licensees of WEAS Decatur, Ga., to the sale of the Channel 8 facility of WGST Atlanta were vigorously attacked last week by Newspapers Inc. and Broadcasting respectively, of the Channel 8 TV facility *(BROADCASTING * TELECASTING, July 9, June 26).

WSB-TV declared the protest should be dismissed because they "are unfounded and "without merit."

Atanta Newspapers Self-Defense

The freeze of the Atlantic Journal (licen-see of Channel 8 WSB-TV) and the Atlanta Constitution (permittee) has been proposed to switch the WSB-TV call to Channel 2 when construction of WCON-TV is completed, selling the Channel 8 plant to Broadcasting Inc., a new corporation composed of leading local citizens *(BROADCASTING * TELECASTING, June 18).

The WGST protest, filed by Paul A. Asbury, WGST's New York office, of the U. of Georgia, WGST licensee, charged Atlanta Newspapers could not sell the Channel 8 plant to Broadcasting Inc. because FCC's approval of the Journal and Con- stitution merger a year ago specified one of the two TV authorizations would have to be surrendered. Mr. Asbury further charged it had attempted to purchase WSB-TV earlier but had been refused.

Answering the Rivers protest, Paul D. F. Spearman and Fred W.

RTDG CONTRACTS
Signed by DuMont Network

THREAT of a strike of Radio and Television Directors Guild against the DuMont Television Network has disappeared following signing of contracts bringing to guild members employed at DuMont the same salary and working conditions effectual at other networks, the guild announced in a week.

A DuMont executive pointed out that the delay in signing had been due to still undismissed doubts as to whether directors can be unionized without violating the Taft-Hartley Act and whether the Wage Stabilization Board will allow the called-for wage increases of more than 10%. Contracts with RTDG, he said, have been submitted to the WSB. Since the inception of negotiations with the directors' union, it was announced, DuMont has been setting aside the wage increases, to be paid to the directors upon WSB approval.

Folsom Presents Awards

"PRESIDENT'S CUP" awards were presented by RCA President Frank M. Folsom last week to four television service branches of the RCA Service Co. for "extraordinary serving achievement" in maintaining customer satisfaction during a recent three-month campaign by the company. They were the service branches at Flushing, N. Y.; Toledo, Ohio; Omaha, Neb., and Easton, Md.

Present, Future Owners Score Protests

Albertson, attorneys for Broadcasting Inc. and Atlanta Newspapers, respectively, contended the protest was an attempt to invoke the "old and now rescinded TVCO rule" which has been removed from the rule book.

With appeal of that rule, according to the answer, "there is no law, rule or regulation left which gives a third party the right to oppose or object to the assignment or transfer of a radio station li-cense from one party to another."

Repeal of the rule, it was stated, was designed "to get rid and disperse with third parties attempting to butt in or become interlopers on an application for the Commission's consent to the assignment or transfer of a station license."

"No Law"

The answer contends the Com-mission "without exception has permitted licensees of two stations in the same city to sell one of them and assign the license under which it is operated. There is no law, rule or regulation which requires or authorizes the Commission to force such a licensee to surrender back to the Commission one of the licenses whose applications are required, and if such a thing is stated, it is surplusage, and is not and should not be considered of any legal effect."

In another pleading, answering a protest by WGST Atlanta, against sale of the Channel 8 facility of WSB-TV to Broadcasting Inc., the respondents argue that as "postponer" this WGST claim "Thus, as a result of this application, if granted, transference (WSB) will be authorized to operate a television station in At-lanta and will compete with petitioner both for sponsors and audience."

The WGST protest maintained that it is "a person aggrieved whose interests are adversely affected" is described as "ridiculous. A Citation by WGST of the Sanders case is attacked and another case (Voice of Culman), it is added, "literally emasculates and destroys" the WGST claims as to potential "competition" since such competition would be between an AM and TV station.

The reply attacks the WGST claim it had offered to purchase the WSB-TV facility, contending no such offer was made. An effort to discuss the question of purchase is a far cry from an offer to purchase, it is claimed.

NBC presenting tape recorded series of eight concerts from Hollywood Bowl, Sat., 6:30-7:30 p.m., beginning July 21.

Operation

TELEVISION IMPRESSIONS
as low as
64c PER THOUSAND!

Brochures explaining this unique operation have been mailed out. If you haven't received yours, write or call
your nearest WLW sales office.

Chevylo Broadcasting Corporation

Page 62 * July 16, 1951
Now you can view, preview, switch, fade and dissolve with studio flexibility in the field. The new GPL Video Switcher simplifies field operations, reduces setup and operating time and trouble, and matches the full resources of the studio for programming variety.

Portable, and entirely self-contained, the GPL Switcher sets up in seconds and may be used with your present studio or field equipment. The monitor can view any of 5 camera inputs, plus 2 remotes, and an additional "Transmission" button switches the master monitor to view the outgoing line. Lucite self-illuminating buttons light up when depressed. Twin fading levers afford complete flexibility in fades and dissolves. An "effects" bus permits effects to be previewed on the master monitor before switching to the air.

This newest GPL development matches the other compact elements of the GPL Image Orthicon Chain, bringing to a full complement the industry's leading line in quality and design. Investigate its advantages for your operation at the earliest opportunity.

Write, Wire or Phone for Details

General Precision Laboratory
Incorporated
Pleasantville
New York

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
RCA Color

(Continued from page 58)

system was stressed in the company's advertisements in New York newspapers, telling set-owners in the area that "you can help test RCA Color Television...now!" Copy of the ads explained that the clairvoyant colorists, to be "viewed by members of the press and of the radio-television industry on experimental RCA color receivers," RCA at some later date "plans to place color sets where the performance of this modern all-electronic system can be seen by the public."

The ads went on to ask the public to tune in to RCA's picture transmission during the test period from 10 a.m. any day last week, Monday through Friday, and then to report on how the reception of the color transmissions on their black-and-white sets compared with their normal monochrome telecast reception. From the first mail Tuesday morning, RCA reported a continuing deluge of mail in response to this appeal.

NBC also reported a sizable telephone response to the 10 a.m. transmissions, with many viewers commented, they explained, the drab coloring of the image compared with their black-and-white sets. The ease of the FCC on color TV, awarding commercial authorizations for the system, dismissing the applications of RCA and CTI, the Commission's conclusions included this comment. The conclusion of the demonstrations on the record would RCA consistently produce pictures with adequate color fidelity. The inability accurately to reproduce skin tones is a particularly serious handicap. There appears to be no reasonable prospect that these difficulties in the RCA system can be overcome.

Irony of Satisfaction

RCA engineers must be taking an ironic satisfaction in the general commendation accorded their color reproduction to their color-men at the initial demonstration. Last fall, when the FCC handed down its long-awaited decision on color TV, awarding commercial authorizations for the system, dismissing the applications of RCA and CTI, the Commission's conclusions included this comment:

"They are no question that RCA's color demonstrations on the record could RCA consistently produce pictures with adequate color fidelity. The inability accurately to reproduce skin tones is a particularly serious handicap. There appears to be no reasonable prospect that these difficulties in the RCA system can be overcome."

That morning, and through the week at 10:10 a.m., the RCA colorcasts were broadcast by NBC's experimental transmitter, KEZ XV, atop the Empire State Bldg., utilizing Channel 4 which is normally used for the telecasts of WNBT, NBC's regular TV station in New York. The same demonstration color images repeated at 2:18 p.m. and 4 p.m. each day by closed circuit, as NBC's experimental license does not permit the interruption of regularly scheduled black-and-white telecasts for color network's color experiments.

In the demonstration hall, the colorcasts were received on two RCA sets with 16-inch screens and one set with a 21-inch screen. Because the color plate in the receiving tube has to be set back from the tube face, the images were somewhat smaller than would have been the case with monochrome images of the same size tubes. Those on the 16-inch tubes were about nine by 12 inches, and on the 21-inch tube about 12% by 15% inches. The images on the color receiving tubes were approximately the same size as the black-and-white images shown on the two monochrome sets, with 14-inch tubes. RCA's system there is "complete freedom" as to tube size, Dr. Engstrom explained, with no limits to the potential size of the screen. The 16-inch tube color images contains 600,000 phosphor dots, 200,000 for each of the three colors, he explained, while the 21-inch contains 900,000 dots. This tube is the largest color tube produced by RCA to date, he said, adding that color pictures 9 by 12 feet in size have been reproduced on a similar color model projection receiver.

Describing the improvements made in the RCA color system since its showing in Washington last December, Dr. Engstrom said: "We have refined and put into pilot plant production our tri-color kinescope, details of which were turned over to the radio-television industry three weeks ago. We have improved the circuitry of
The improvements tested showed up well in our laboratory tests and also have performed well in our preliminary operation in New York. We propose to publish careful and extensive field tests in these and other improvements.

During these field tests, Dr. Engstrom disclosed, color programs originating in New York will be checked over TV network facilities, both radio relay and coaxial cable. As the Commission, in its conclusions on color already cited, had questioned whether color transmissions could be passed satisfactorily through the 2.7 me channel provided by current coaxial cable facilities, this reporter asked Dr. Engstrom specifically whether the RCA color signals could be transmitted through present coaxial intercity connections and provided adequate 15% loss compensating adjustments.

When black-and-white TV signals are networked over the narrow band coaxial cable, 2.7 me, the picture at the far end suffer a loss of detail, but ordinarily, when the RCA color signals are networked over this narrow band coaxial, they are heterodyned down in frequency so that the color sub-carrier is just below the cut-off frequency of the cable. At the far end, the signal is multiplied up in frequency by the reverse ratio, so 15% loss in the sub-carrier frequency is obtained.

The result, Dr. Engstrom said, is that with these color pictures, just as with black-and-white, there is a loss of detail, but ordinarily, when the RCA color signals are networked over this narrow band coaxial, they are heterodyned down in frequency so that the color sub-carrier is just below the cut-off frequency of the cable. At the far end, the signal is multiplied up in frequency by the reverse ratio, so 15% loss in the sub-carrier frequency is obtained.

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Pushes to Freeze Lift
(Continued from page 58)

running some 100 pages, reportedly has been prepared by the Commission and should be ready for distribution at the July 20 conference.

The city-by-city hearing deals with Appendices C and D, the former containing the table of specific channel assignments to each city in the U.S. and the latter dealing with "tentative" border allocations with Mexico and Canada.

Conr. Rosel H. Hyde recently returned from conferences in Mexico on the U.S.-Mexican border allocations and "requests that the FCC on Monday also dismissed as premature a petition by WKY-TV Oklahoma City which requested that (1) FCC's order to show cause why it should not be moved from Channel 4 to Channel 7 be severed from the general proceeding and (2) a separate formal hearing be held thereon. FCC indicated the petition could be refiled at a later date without prejudice.

Bell Request

The request for 40 mc in the UHF band for a broad band common carrier service, initiated by Bell Telephone Labs., was first considered in 1948 in connection with allocation of the 450-460 mc band, now designated for the domestic public land mobile radio service. At its April 27, 1949, report in that case, the Commission recognized the need for development of the spectrum space and ruled that the merits of such a plan would be disposed of in the proceeding on allocation of UHF television.

The issue of whether to take 470-500 mc away from TV for common carrier use was formalized in subsequent orders and heard by the full Commission in latter 1950.

The Commission's order denying the common carrier plan, to become final Aug. 27, pointed out the FCC was "forced to resolve a conflict between two socially valuable services for the precious spectrum space involved. We find that the needs of each of the two services are compelling.

"While we find and conclude that there is, on the part of the common carrier mobile service, the need for further expansion of service beyond that already provided by rules and regulations by techniques now being employed," the FCC stated, "we do not conclude that the only available solution to the common carrier land mobile service is to utilize the frequency band 470-500 mc.

FCC's conclusion pointed out these alternatives are available to the common carriers:

(1) Bell - the existing arrangement, with its advantage of equal separation between frequency assignments in the 182 mc, 50 mc, or even 20 kc frequency separation.

(2) Development and use of more effective techniques of utilization of the FM spectrum so as to permit the operation of FM services on a single sideband transmission, multiple FM, etc.

(3) Utilization of geographic frequency sharing so as to establish continuous utilization of frequencies assigned to non-broad band common carrier plans and ruled that the merits of such a plan would be disposed of in the proceeding on allocation of UHF television.

The decision continued:

"We find and conclude that the television broadcasting service likewise requires an enlargement of its existing and exclusive frequency allocation—certainly to the extent of the 30 mc of spectrum space here in issue—to ensure that an adequate nationwide and competitive system of television broadcasting may be established," the FCC said.

The decision continued:

However, unlike the common carrier mobile service, a proper television broadcast service allocation cannot be obtained through the utilization of spectrum space at some other portion of the FM spectrum, or through the employment of similar technical techniques and operational services available to common carrier services.

If the television service is to be expanded to the extent indicated, it must be considered whether there is spectrum immediately adjacent to and comprising part of the spectrum already allocated for its exclusive use, i.e., 560-580 mc. It is for these reasons that there are forced to the conclusion that the allocation of the frequency band 470-500 mc should be made to the television broadcasting service.

Cites Facsimile

FCC's ruling noted that at present 470-475 mc has been allocated to facsimile broadcasting, but "no one has objected to the deletion of facsimile broadcasting from this band.

Further, the Commission believes that if facsimile broadcasting is to be conducted it will be accomplished on existing broadcast stations such as the FM broadcast stations in portions of the spectrum in which those stations are assigned. Accordingly, the Commission has concluded that facsimile broadcasting, as such, should no longer be permitted in the 470-475 mc band.

In his dissent, Conr. Walker argued that in the earlier proceedings "it became evident that (1) there was a genuine public demand and need for [the common carrier] service and (2) that the frequencies allocated to such service in those proceedings would not likely be sufficient to take care of the ultimate requirements of the service.

"I am constrained to view the proposed alternatives suggested by the majority as inadequate," he stated.

Contending that the record in the present case supports conclusions and evidence of need indicated in the earlier proceedings, Conr. Walker continued:

"It is my view that the public interest, convenience and necessity would be better served by the allocation of the 470-500 mc band to the common carrier mobile service than to TV broadcasting.

"The point of difference between myself and my colleagues, therefore, goes to the question of the relative needs of the television broadcasting service and the common carrier mobile service.

I do not believe these needs are equal but believe the needs of the common carrier service are greater. On this point, it is my feeling that the majority are placing undue emphasis upon the needs of the television service. I do not believe that it is necessary, in order to establish an adequate nationwide competitive system of television broadcasting, to allocate the 470-500 mc band to the television broadcasting service.

For this reason, I dissent from the decision of the Commission.

Harold Berman

FUNERAL services for Harold Berman, 37, television and stage actor known professionally as Harry Kingston, were held July 6 from Church of the Recessional, Forest Lawn Memorial Park, Glendale, Calif. Mr. Berman died in Los Angeles July 4 following a heart attack while playing baseball. Burial was in Forest Lawn.

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Personalities . . . Plus!

WVAM features more, better known local personalities than any other local station.

* "HI, NEIGHBOR" With Bob Walter, "the Hi, Neighbor man." Biggest mail pull show in the area. (4:30-5:30 PM, Mon. thru Fri.)

* "INFORMATION UNLIMITED"
Alcohol's favorite women's show, featuring Jeanne Lindsay. (12:15-1:15 PM, Mon. thru Fri.)

* "RILEY'S ROOSTER REVIEW"
Alcohol's top morning show, with Johnny Riley. (6:00-8:00 AM, Mon. thru Sat.)

* "HOEDOWN HIT PARADE"
With Bob Kelly—a D. J. show with a new twist.

Participation spots available.

THESE PERSONALITIES GIVE ADVERTISERS A PLUS AUDIENCE—AND HELP TO MAKE ... WVM FIRST WITH LISTENERS IN THE ALTOONA-PENNSYLVANIA AREA.

WARD WVM

JOHNTOWN ALTOONA

Represented by Weed and Company
NORMAN J. OSTBY, station relations director Don Lee Broadcasting System, Hollywood, appointed vice president in charge of station relations. Mr. Ostby joined Don Lee organization in Sept. 1949, as sales service manager. Mr. Ostby was instrumental in setting up its cooperative program structure as well as coordinating all network program sales. Prior to Don Lee, he was assistant to ABC Western Division vice president for three years. Before going to Hollywood in 1946, Mr. Ostby was with ABC New York station relations department for four years.

TED LAZARUS, advertising manager Eagle Lion Classics, N. Y., appointed advertising and sales promotion manager, WMGM New York, succeeding HERMAN COWEN recently resigned.

JOHN H. MAYBERRY, manager KUNO Corpus Christi, Texas, appointed general manager KUNO and KWTN Crystal City, Texas. BEN BLACKMON Jr, appointed station manager KUNO. He was with KEYS and KFWU, both Corpus Christi.

GRAEME ZIMMER, former general manager WXGI Richmond [BROADCASTING * TELECASTING, July 9], appointed general manager WCAV Norfolk, succeeding H. A. SEVILLE.

ROBERT S. SINNETT, commercial manager WARE Ware, Mass., appointed to sales staff WEEI Boston, succeeding THOMAS H. CALHOUN, who will devote his full time to national accounts.

JOWARD ECKER appointed to sales staff WKRC-FM Cincinnati.

Mr. Ostby

Mr. Zimmer

Mr. Zimber

JOBBY MYERS, commercial manager KDB San Diego, to KFMB that city, in same capacity.


BILL McKIBBEN, co-manager WABC Kittanning, Pa., inducted in armed Forces.

STUART WEISSMAN, space sales department International Confectioner, to sales department WOR New York as assistant to WILLIAM CRAWFORD, sales manager.

JEAN DANTA, news editor KLX Oakland, to KYA San Francisco as account executive.

RAY D. SCOFIELD named account executive John E. Pearson Co., N. Y., station representative firm. He has been vice president in charge of sales for Trans-Radio Recordings, Boston, and before that was New England sales manager for Louis G. Cowan Inc., program production firm.

JOHN L. SINCLAIR Jr, account executive WCHS Charleston, W. Va., appointed sales manager.

C. S. WILLIS, president Southern Virginia Broadcasting Corp. (WSYS-AM-FM) Crewe, Va., re-elected president of corporation. Other officers elected are: J. P. QUISENBERRY, elected first-vice president; C. E. WILSON, second-vice president and secretary, and M. SCHAUBACH, re-elected treasurer.

B. M. PRENDERGAST, advertising staff St. Louis Star-Times, to sales department KXOK-FM St. Louis.

FRANK MAGEE, recent graduate Yale U., to sales staff of Donald Cooke Inc., N. Y.

BERNARD MUSNIK, eastern sales manager Crosley Broadcasting AM and TV stations, flew to Paris Thursday for vacation in his native city, returning to New York about Aug. 1.

PERSONALS . . .

WILLIAM L. KLEIN, founder and president of United Broadcasting Co. (WOPA Oak Park, Ill.), received honorary Doctor of Fine Arts degree from Boguslawsky College of Music, Chicago, "for his many years of faithful interest and service in the young artists of the country and for his premunition of the fine arts and cultures" . . . ROBERT A. KLEIN, manager WDAS Philadelphia, inducted as member of City Business Club of Philadelphia . . . HARRY MAIZLISH, president and general manager KFMB Hollywood, appointed member of executive committee of National Conference of Christians and Jews . . . LAWRENCE McDOWELL, commercial manager KFOX Long Beach, awarded National Engine Manufacturers cup for winning annual Long Beach Yacht Club San Diego-Long Beach race for third successive year. His boat is "Verac Lee II".

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

WHAT STATION, PLEASE

*HOOPER RADIO AUDIENCE INDEX: Share of Broadcast Audience + Roanoke, Virginia

<table>
<thead>
<tr>
<th>Time</th>
<th>Radio Sets in Use</th>
<th>WDBJ</th>
<th>B</th>
<th>C</th>
<th>Other</th>
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<tbody>
<tr>
<td>Monday thru Friday 5:00 AM - 12:00 Noon</td>
<td>23.3</td>
<td>50.8</td>
<td>25.3</td>
<td>23.8</td>
<td>0.1</td>
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<tr>
<td>Monday thru Friday 12:00 Noon - 4:00 PM</td>
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<td>64.9</td>
<td>19.1</td>
<td>15.7</td>
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<tr>
<td>Sunday thru Friday 6:00 PM - 8:00 PM</td>
<td>13.1</td>
<td>74.4</td>
<td>11.9</td>
<td>6.0</td>
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<tr>
<td>Saturday 5:00 PM - 10:00 PM</td>
<td>40.8</td>
<td>67.5</td>
<td>9.1</td>
<td>20.4</td>
<td>3.1</td>
</tr>
</tbody>
</table>

*C. E. HOOPER, Inc.

Get the entire story from FREE & PETERS

WDBJ

CBS - 3500 WATTS - 960 KC

Owned and Operated by the TIMES WORLD CORPORATION

FREE & PETERS INC., National Representatives

July 16, 1951 • Page 67
Back in the Saddle Again!

Again!

Step up your sales with a proven air salesman who has made record-breaking sales and newspaper history on K-NUZ—Biff Collie! For information call FORJOE National Representative or DAVE MORRIS General Manager at Keystone 2581

"RADIO RANCH" P. O. Box 2135 TWX HO 414

Yes, the "Bellowing Bowlegged Boy," Biff Collie, comes back to K-NUZ July 1st. Biff, one of K-NUZ's top stars, returns with "Collie's Corral," 11:00 AM to 1:00 PM daily, and "Houston Headedown," 7:00 to 10:00 PM nightly.

class, shows only five changes in the 22 categories from April. Pabst Brewing Corp. replaced Anheuser-Busch as the leading Beer account; Westinghouse Electric took first place from General Electric in the Household Equip. class; Jacques Kreisler became top Jewelry advertiser on the TV networks in place of Spiegel Corp.; Ever-sharp took the office equipment leadership from Minnesota Mining & Mfg. Co. There was an absence of Building Materials advertising from the video networks in May, this group being represented by Kenwill Corp. the previous month.

Top Last Year Table I compares total gross TV network time made to each class of product for May and January-May 1951 with May and January-May 1950, shows this year's billings far ahead of last year's. Again it should be noted that the 1951 figures cover four TV networks, the 1950 figures only three.


Kenneth W. MacMullen KENNETH W. MACMULLEN, 59, former news editor of WTAG Worcester, Mass., died July 6. An illness had forced his retirement some 18 months ago from newspaper work, where he had been on the copy desk of The Worcester Gazette (WTAG-AM-FM). A son, Dexter R. MacMullen is news editor at WEAN Providence. Richard J. MacGill was on the copy desk at the Providence News and assistant managing editor of The News Tribune in Providence. Surviving are his widow, mother, and three sons.

ABC AD DRIVE

Budgets $35,000 for N. Y.

A SUSTAINED advertising campaign calculated to convince advertisers and public that "America Is Sold on ABC" was initiated by the network last week.

Mitchell De Groot, ABC advertising director, said advertisements in three New York newspapers—Times, Herald-Tribune, and Wall Street Journal—are scheduled for a frequency of at least three insertions a week until September, and that the campaign then will be extended into leading trade publications.

The drive is in addition to ABC's regular advertising program, which will be increased substantially in anticipation of the fall radio and TV season, Mr. De Groot reported. He said ABC are already advertising in any other network in radio and TV program promotion in national magazines and major market newspapers.

The special New York campaign, budgeted at $35,000, is aimed at top-level management. Aside from the full-page kickoff last Tuesday, 13 advertisements are being prepared. Each points up a specific ABC strong point—ownership of five television stations, extent of radio coverage, number of advertisers which have been on ABC for long periods, TV production facilities, flexibility of ABC's "Pyramid Plan" of radio sponsorship, etc.

The "America Is Sold on ABC" theme also will be featured in local advertising of ABC's owned stations, and kits for similar promotion by other affiliates are in preparation. The network also is using the "America Is Sold" identification on station breaks in both radio and television.

Mr. De Groot said ABC additionally plans to increase the frequency of its regular program promotion "strip" ads on the radio-TV pages of New York newspapers, and will start similar ads wherever possible in newspapers in markets where ABC owns stations. ABC Agency is BBDO New York.

ABC CHARTER

Renewed for 15 Years

BRITANNIA will rule the air waves of the British Broadcasting Corp. for at least another 15 years, it was decided last week. The government announced it would retain control of the BBC, described as the largest and most far-reaching radio monopoly in the world. Advertising is barred, and listeners will continue to be taxed for the privilege of owning a radio set and listening to broadcasts.

ABC TV networks but not DuMont; 1951 figures cover all four networks.
NARND AWARDS
Motion Heads Committee

Ben Chatfield, WMZQ, Macon, Ga., has announced the appointment of Baskett Mosse, Northwestern U., as chairman of the 1951 National Assn. of Radio News Directors awards committee competition, details of which were revealed last week. NARND will award plaques to one AM and one TV station and certificates of honorable mention to three stations each in the AM and television categories.

Deadline of Sept. 22 was set for entries, to be mailed to Mr. Mosse at Northwestern's Medill School of Journalism. The judges will weigh individual programs against the background of "general excellence," taking into account facilities and news staff size of stations. NARND awards were won last year by WOW Omaha and WHAS-TV Louisville and in 1949 by WHAS and WFIL-TV Philadelphia.

In the radio classification, candidates should submit a report on special coverage of one or more major news events and one on community activities or problems. TV candidates are to send a general description of the station's news activities, including personnel strength and news schedule, and similar reports on coverage of major news events and community activities. Presentations must fall within the period Sept. 1, 1950, to Sept. 1, 1951.

AAA Issues Roster

AMERICAN Assn. of Advertising Agencies has issued its 1951 "Roster and Organization," compiled as of May 30. It lists 254 member agencies, with 453 cities and 24 foreign countries. Also contained are names of 428 persons from member agencies serving on the association's committees and related bodies. Roster includes " AAAA Standards of Practice for Advertising Agencies" with changes made to "more clearly correspond to present judicial thinking."

AVCO MFG. Corp. has completed arrangements with two insurance companies for additional long-term loans amounting to $10 million be used in present and anticipated defense production.

Fanny Brice Will

WILL of the late Fanny Brice, star of NBC Baby Snooks Show, has been filed in Los Angeles Superior Court for probate. It left most of her estimated $2 million estate to two children, Mrs. Francis Stark and William Brice. Bulk of the estate was ordered placed in trust and disbursed to her son and daughter over a 20-year period. Miss Brice died May 29 after being stricken by a cerebral hemorrhage five days before.

IRE FALL MEET

Scheduled for Oct. 29-31

INSTITUTE of Radio Engineers' 1951 radio fall meeting will be held Oct. 29-31 at King Edward Hotel in Toronto, Meeting Chairman Virgil M. Graham, director of technical relations of Sylvania Electric Products, announced last week.

Tentative program includes an address by IRE President Ivan S. Coggeshall at a general session the morning of Oct. 29, followed by an afternoon meeting on reliability of tubes and circuits, sponsored by the IRE Professional Group on Quality Control. D. B. Smith, vice chairman of the National Television System Committee, will be in charge of a symposium on color TV at the Oct. 30 morning session. Presentation of plaque awards for individual contributions to the radio-electronic industry is slated at the dinner on Oct. 30.

The morning session on Oct. 31 will be sponsored by the IRE Professional Group on Audio, while the afternoon session will be devoted to television.

Mr. Graham said there will be no advance registration for the meeting and advised prospective participants to make hotel reservations early.

HARRY HEILMANN
Famed Sportscaster Dies

HARRY EDWIN HEILMANN, 56, four-time American League batting champion and one of the most popular sportscasters in the Great Lakes area, died last Monday as many of his old team mates gathered in Detroit for the All-Star Game. Cause of death was listed at Detroit's Henry Ford Hospital as cancer of the lung.

After ending his Detroit Tigers playing career in 1929, Mr. Heilmann entered the radio field in 1933 and built a large following with his broadcasts of Tiger games. He had broadcast Tiger games since that time and was taken ill last March at the Tiger training camp in Lakeland, Fla. A native of San Francisco, he leaves his widow, Mae; a daughter, Mary Ellen, and a son, Harry Heilmann Jr.

In Greater Grand Rapids ... the most ears are WOODpecked

WOOD appeals to Greater Grand Rapids' most diversified audience
Covers Michigan's largest inland market
Gives you lowest cost per thousand
Gives you best local programming and promotion
Is Greater Grand Rapids' only 5000 watt station

For the best earful in Greater Grand Rapids ...

WOOD GRAND RAPIDS, MICHIGAN
5000 WATTS • NBC AFFILIATE


If it's ears you're missing
The kind that'll listen

When you say your product is good,
Make sure you get on

The station folks: bet on
In Greater Grand Rapids, it's WOOD

WANT facts on WOOD's scope?
Call Katz for the dope.

If it's ears you're missing
The kind that'll listen

When you say your product is good,
Make sure you get on

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WANT facts on WOOD's scope?
Call Katz for the dope.
BOB HICKS, announcer KLRA Little Rock, Ark., appointed director of merchandising in station's promotion department. He has been with KANS Wichita.

JACK BENNY announced campaign chairman for 1962 Radio-Television-Recording and Advertising Charities drive, starting in Los Angeles Sept. 16.

JOHN O'REILLY, announcer WOR New York, father of boy, Robert Laux, born June 30 in Doctor's Hospital, New York.

BLAKE RITTER, announcer WOR New York, father of boy, Martin Harris, born June 20 in St. Vincent's Hospital, New York.

DONALD O'CONNOR, TV and motion picture actor, signed by NBC to an exclusive contract for the 1961-62 season. He will be featured on NBC-TV's Colgate Comedy Hour, Sundays, 9-9 p.m., and on other programs.

HELEN FAITH KEANE, fashion counsellor featured on For Your Information DuMont TV Network, signed to three-year contract. Miss Keane, who handles program televised from 12:18-12:30 p.m., Mon.-Fri., provides "problem clinic" for housewives.

PACENT WOODS, publicity staff ABC Hollywood, named to newly created post of director of audience promotion, under JOHN HANSEN, director ABC promotion, Hollywood. EDWARD V. VELARDE, newspaperman, replaces Mr. Woods, assigned to cover daytime division.

WALT DE SILVA, announcer KKEE San Jose, and ED DEIDEN, announcer KSPA Santa Paula, to EVEN Ventura, Calif., in similar capacities.

DALE SHEETS, chief of guest relations KTTV (TV) Hollywood, and his wife, ANITA GORDON, singer, are parents of girl, Linda, born June 29.

DAN RUSSELL, producer and public service representative KFWB Hollywood, appointed broadcast liaison with National Council of Christians and Jews by Southern California Broadcasters' Assn. He works with DAVID FENNICK, executive Calkins & Holden, Carlock, McClintock & Smith, volunteer public relations advisor to the organization.

MARSHA WILLIS, actress, stars Marsha At The Del Mar interview program five times weekly on KPVD Los Angeles.

JACK WHEELER starts Club 11 disc jockey television program five times weekly on KTTV (TV) Los Angeles. Dr. RUPUS R. VON KLEINSMITH, chancellor U. of Southern Calif., L. A., is new moderator of KTLA (TV) Los Angeles Teleforum.

LARRY KLEIN, control operator WMCK McKeesport, Pa., appointed deputy borrowing commissioner for Pennsylvania.

BILL LEWIS, announcer KRZ Phoenix, father of boy, Charles Allen.

SALLY FRATT, director of Popcorn stick WTAG Worcester, Mass., has enrolled in Women's Air Force Officer's Candidate School, Lackland Airforce Base, San Antonio.

ALICE JOHNS to accounting department WDTV (TV) Pittsburgh.

BEN HUNTER, announcer KFI Los Angeles, starts 45 minutes weekly For Men Only on KFI.

BARRETT PIERCE, disc jockey KWBU Corpus Christi, Texas, father of boy, Kirk.

News

LEW CLAYTON, sportscaster WWVA Wheeling, W. Va., elected president of West Virginia Sportscasters Assn. for 1961-62. He was elected at the meeting held in White Sulphur Springs, W. Va.

CLYDE E. KEEThLEY asssoc. farmer servie director WRFD Worthington, Ohio.

LEE ALLEN appointed to sports staff KYW Philadelphia. He was publicity director for Cincinnati Reds baseball team.

DON O'BRIEN, secretary of Western Baseball League, to WBDG Minneapolis, as sport director. He was sport editor KIOA Des Moines, and WMAX Yakima.

CLIFF ENGLE, KNBC San Francisco, to KFRC San Francisco, as newscaster.

ELMER DAVIS, veteran ABC commentator, to air his Friday news analysis (7:15-7:30 p.m.) from Atlantic Pact countries and Europe during August. Substituting for Mr. Davis Mondays through Thursdays on his regularly scheduled five-times-a-week program will be MARQUIS CHILDs, QUINCY HOWE and other newsmen, to be announced.

DICK SCHNEIDER, news editor WLIN Lancaster, Pa., and Lois Marguerite Elliott, married June 30.

JOHN BRUBAKER, news editor WCCC Hartford, father of girl, Gail Sharon.


FRANKIE ALBERT, quarterback and field coach of San Francisco 49ers football team, starts 16 minute television sports program on KRON-TV San Francisco.

NEENIE CAMPBELL, sportscaster WMCK McKeesport, Pa., appointed McGraw-Hill broadcasting commissioner for Pennsylvania.
WBAL CASE

PUBLIC SERVICE Radio Corp., unsuccessful bidder for the facilities of WBAL Baltimore and headed by Columnist Drew Pearson and Robert S. Allen, last week petitioned FCC to rehear and amend its ruling which granted a license renewal to WBAL [Broadcasting • Telecasting, June 25].

Public Service charged FCC's decision is "unjust and unwarranted, and therefore unlawful," based on past Commission policy and law.

In its decision, the Commission majority concluded that although WBAL's programming had been "unbalanced," the condition had been rectified and it therefore preferred to continue "the established and excellent service now furnished by WBAL... when compared to the risks attendant on the execution of the proposed programming of Public Service Radio Corp., excellent though the proposal may be."

On this point, Public Service's petition charged: "The majority is indeed naive if it concludes that a reformed sinner on parole is more to be entrusted with the public interest than one who has never sinned."

Comrs. Paul A. Walker, Rosel H. Hyde and George E. Sterling composed the majority voting to renew WBAL's license for Class I-B operation on 1090 kc with 50 kw, directional night, while Chairman Wayne Coy and E. M. Webster dissented, preferring to grant the new station bid of Public Service on WBAL's channel.

One of the Commission's original "Blue Book" cases, WBAL's license renewal application was set for hearing in February 1946 and later that year consolidated with the competitive bid of Public Service. WBAL has operated under temporary authority since that time.

Public Service attacked the Commission's decision for comparing the "handicapped" of WBAL with the "principals" of Public Service, contending the record shows no valid "commitment" from either WBAL's staff or ownership to continue its present "improved" programming. Improvement in WBAL's programming was brought about by "the duress of the hearing," the petition charged.

"Accordingly," the petition said, "the Commission must find that it has available a reliable commitment from Public Service to show that its company will offer an outstanding program service, while it has no commitment whatsoever from Hearst Radio. For this reason alone the application of Public Service should be granted in this proceeding, the Commission having found Public Service to be legally, technically, and financially qualified to construct and operate a broadcast station."

Public Service's petition charged the record shows that Harold Burke, WBAL manager, testified he would have to consult Hearst officials before making a commitment on programming proposals, while Hearst officials testified they left such decisions up to Mr. Burke. "The Commission is thus placed by this testimony on a 'legal merry-go-round'," the petition argued.

In addition to the programming issue, Public Service charged FCC failed to properly compare the factors of ownership and management integration, local ownership, diversification of control of media, mass communication and ownership decisions which should make Public Service the preferred applicant.

RANDALL SCHOOL
Plans Radio-TV Expansion

PLANS for expansion of the Randall School in Hartford, including enlarging the radio-TV department, have been announced along with a change in name and the incorporation of the school as a non-profit institution devoted to creative work in the contemporary arts. The school will be known as The School for Creative Work Inc. Address is 174 Ann St., Hartford.

Among those listed on the school's advisory board are C. Glover DeLaney, general manager, WTHT Hartford; Walter B. Haase, station manager, WDBC Hartford, and Edward Stasheff, director of radio and television, New York City Board of Education.

Immediate expansion plans call for a further development of the radio-television department to embrace a TV workshop and research unit, for video films and programs.

Librarian MEET
Lunt Criticizes Radio-TV

LUNT CRITICIZES RADIO-TV "RADIO AND TV "are substitutes for the lazy mind," in the opinion of Storer B. Lunt, president of W. W. Norton & Co. Inc., publisher, who spoke at the 75th anniversary conference of the American Library Assn. in Chicago's Stevens Hotel July 8.

"There is no time for reflection. One cannot stop to think. One cannot re-read and ponder a paragraph. One grows to take it as it comes. In large part, it is split-second entertainment, addressed, primarily, to the trigger-happy mind." Television, Mr. Lunt asserted, "has no new value, no new beauty, no new energy, no new inspiration, no new "saint and imperishable springs of the eternal truths." The typewriter, he said, 'is mightier than the television sets."

"Charging radio and television are mistakenly described as instruments of communication, the speaker said, television, the "latest American toy," will outlive its novelty and assume its place among the other gadgets in the American household." Television, however, is a "stimulant," he said, to the association president, Clarence R. Graham. "It has been proved time and time again that any means of communication stimulates inquiry and study. The book is always the final resort of people who are interested in any subject."

More than 5,000 librarians in the U. S. attended the seven-day conference, which planned a year-long program to encourage public discussion of the conference theme, "The Heritage of the U.S.A. in Times of Crisis."

"Voluntary Fee"

A NEGOTIABLE demonstration of appreciation was received last week by Rural Radio Network from a Canadian listener.

J. E. Smyth, of Kingston, Ont., sent a $3 money order to WHCU-FM Ithaca, key station of the network, and with it a note:

"I enclose $3 which in U. S. money is about what I pay for my radio license here. As I divide what listening time I have about equally between the Canadian Broadcasting Corp. and RRN (and practically nothing else) I thought I would send this along for whatever encouragement it may offer and as a token of appreciation for your service."

BUILDS BALL CLUB

JACK COOKE, owner of CKEY Toronto, has bought controlling interest in the Toronto Maple Leaf's baseball club, not only as another business enterprise but also to assure that CKEY-TV, when and if it is licensed, will have baseball games for TV viewers. As part of Mr. Cooke's training schedule for his staff, CKEY television cameras will be trained on all home games for closed circuit telecasting.

Cost per Listener...

The cost per listener measurement is the only fair and honest measurement to apply to the cost of radio broadcasting. This is true whether it be single station or network cost. When a cost per listener yardstick is applied to KVQO rates, the station's TOP VALUE is apparent. Check BMB figures, particularly the 6 and 7 day per week listening columns! You'll find convincing proof that KVQO is Oklahoma's Greatest Station... . measured by service rendered... . listeners served... . and low cost per listener to the advertiser! Call, write or write to KVQO or your nearest Edward Petry & Company office for availabilities.

Oklahoma's Greatest Station

50,000 WATTS 1170 KC

TULSA, OKLAHOMA

National Representatives—Edward Petry & Co., Inc.
WBRY is Tops in 44 out of 48 daytime hours

The New Waterbury Pulse shows WBRY leading all local stations by far in 44 quarter hours between 7 a.m. and 7 p.m.

Ratings for 20 of those quarter hours are earned by local WBRY-produced shows. You can buy time on most of them to sell YOUR products.

Ask Avery-Knodel about WBRY
5,000 Watts
CBS in Waterbury, Conn.

Respects
(Continued from page 46)

entered the Baltimore City College (secondary school). His family moved to Maryland's biggest city when his father entered the Internal Revenue Service.

Military science was a top interest to young Milbourne and he was commandant of the cadet corps and rifle team captain at the college.

Then came higher education and a year at Johns Hopkins U., Balti-
more. He transferred to Washington and Lee, Lexington, Va., from where he was graduated in 1922 with a B. A. and a certificate from W & L's school of commerce and business administration. On campus, he was president of his college fraternity, Pi Kappa Phi, and in his university pursuits rowed on the crew, ran cross-country and pitched for the baseball team.

Sells Real Estate
From the university, Mr. Milbourne entered real estate, selling property in the budding Florida by-the-sea community, Hollywood. That stint was cut short by a hurricane in the fall of 1926 and Mr. Milbourne returned to Balti-
more where he sold stocks and bonds for one of the city's well-
known investment houses.

In 1931 came the Milbourne, father and son association with WCAO. In 1938, J. Thomas Lyons, directing head, died, and L. Waters Milbourne, as he signed his name, became general manager.

In this job, Mr. Milbourne was happy. He had found his niche in an expanding medium. The company directors observed and were convinced, and a few months later he was elected vice president and general manager, the position he has held through the years until his retirement when he succeeded his father who retired from the presidency.

Mr. Milbourne has nursed WCAO through its years of growing pains. Soon after he took over direction of activities at the station, it increased operating power to 5 kw unlimited from its former 1 kw daytime and 5000 night.

This power boost demanded additional land/purchase outside the city and construction of a building and tower. In addition, there was hiring of more employees as WCAO became bigger and a more potent factor in the advertising field.

Then came World War II and the host of problems for the manager of a big city outlet and participation in local civilian committees working on the home-front.

In August 1947 the station completed construction and moved into its new home at 1102 North Charles St. in the heart of downtown Baltimore.

Mr. Milbourne is a bachelor and a great enthusiast in outdoor sports. He is a well-known golfer at the Hillendale Country Club and a winner of the Broadcasting Telecasting trophy, awarded at the NAB convention in Cleveland in 1942.

C. H. FERGUSON
BBDO Vice President Dies
CHARLES H. FERGUSON, 51, vice president and Pacific Coast manager of BBDO, died in San Francisco July 8 following a brief illness. Funeral services were held last Tuesday, Burial was at Cypress Lawn Memorial Park in Colma, near San Francisco.

Scores of leaders in the advertising and other business fields in the West attended the funeral. A brother, J. L. Ferguson, president of Sawyer, Ferguson & Walker Inc., New York, flew to the West Coast for the services.

Mr. Ferguson had been in advertising and related fields most of his adult life. He started work in the advertising departments of midwestern newspapers and eventually became a publisher's representa-
tive for Chicago newspapers and the American Weekly. He also worked for Curtis Publishing Co. and in the advertising department of a large Minneapolis flour concern before entering the advertising agency business in 1931.

His first agency association was with Erwin, Wasey & Co. in Chicago. He joined BBDO in 1938, working in offices in Chicago, Mil-
waukee and Minneapolis. He moved to the agency's San Francisco office in 1941.

He served as chairman of the Pacific Coast Council of the American Assn. of Advertising Agencies and in 1950 was vice president and director of the San Francisco Advertising Club. He also was a member of the San Francisco Stock Exchange Club.

Mr. Ferguson is survived by his widow, Helen; his mother, Mrs. James L. Ferguson of Richmond, Va.; a son, Charles H. Jr.; and three daughters, Nancy of San Francisco and Mrs. Richard Ehelebe and Mrs. Richard Abel, both of San Diego; and his brother, J. L. of New York.

WTM Trenton has registered biggest summer in its nine-year history, according to Fred L. Bernstein, station and sales manager. Fourteen new sponsors were added in May and June, Mr. Bernstein said, placing station in the "SEO" category at this time.

Note: Numbers of homes is obtained by applying the NIELSEN-RATING (%), 41,903, 000-the 1951 estimate of United States Radio Homes. (7) Homes reached during all or any part of the program, except for homes listening only to 1 3 minutes.

Copyright 1951 by A. C. NIELSEN COMPANY
SPECIAL CRIME SHOWS

WAVE-TV Louisville presented two special shows in connection with Senate Crime hearing dealing with gambling and narcotics. First show, July 10, had as theme "The Senate Crime Committee Report on Gambling in Kentucky," and featured noted community and civic leaders, including state police chief, outlining their plans to combat gambling in their areas. Second show, July 14, featured "The Senate Crime Committee Report on Narcotics in Kentucky," and presented Dr. Victor Vogel, medical officer, U. S. Public Health Service Narcotics Hospital, Lexington, Ky., who outlined addiction among Kentuckians. Dr. David Maurer, U. of Louisville, commented on addiction among teen-agers. Former addicts and high school student president gave their views on how to stop the flow of drug traffic to young people. Jim Caldwell, news director WAVE-TV, acted as moderator on both shows.

CED FEATURE SHOW

COMMITTEE for Economic Development, New York, offering as public service, new 15-minute recorded program, We Can Do It, based on study of United States military and economic aid to Western Europe. Program features interview by commentator Ben Grauer with two CED trustees, Meyer Kestenbaum, president of Hart Schaffner & Marx, and chairman of CED's research and policy committee, and Gardner Cowles, president of Loeb Publications, and chairman of CED subcommittee on international policy.

RECRUITING SHOW

WATV (TV) Newark, Career Day, Mon.-Fri., 12:30-1 p.m., started July 11. Produced by Sanft-Costa Television Features, N. Y., on behalf of Armed Forces Recruiting drive, show is designed to inform and analyze positions held by military men equivalent to position held by civilians in different industries. Each show deals with different aspect of service duties.

TAPED NEWS SHOW

KFMB San Diego, Stand By, San Diego, Sat., 8:30-9 p.m. (PST). Features tape recordings of human interest stories, interviews, and news events in community. Harold Keen, newsmens, is interviewer. Russ Plummer is narrator. Program is presented as public service by Amalgamated Butchers & Meat Cutters Union (AFL), Local 229.

THE USE of this two-sided advertising card by Pacific Northwest Broadcasters (KXL Portland, KXLY Spokane, KXLJ Butte, KXLM Missoula, KXLL Great Falls, and KXLQ Boise) seems to be clicking very well, according to station reports. The yellow and red card—made to fit two different size store counters—is distributed to station advertisers for their use in promoting radio-advertised products.

DAIRY MONTH SHOW

KSBW Salinas presented special half hour show June 27 "as a salute to Dairy Month in California." Program Director Ray Wilson took tape recorder to local dairy interviewing owners, milkers and helpers. He also recorded all sounds of milking equipment, following up with interviews in processing plant. There he interviewed employees who described process milk goes through before it reached consumers. Milk producers, processors and distributors engaged in extensive promotional campaign to attract listeners to public service show.

FLOWER HOLDER

WIBW Topeka, Kan., sending advertising and trade lapel vases attached to large card in box. Piece head, "To keep sales blooming, Hire WIBW."

TROOP DEPARTURE

WDSU-TV New Orleans, July 4, telecast actual departure of 2d Armored Div. for Europe, directly from port of embarkation. Station personalities, using remote equipment, interviewed soldiers and their families.

CD SERIES

NEW Plan for Survival series, featuring dramatized versions of civil defense activities, started July 11, 11:30-11:45 p.m., over New York State 188-station emergency CD network. Documentary programs in four week series are being produced by James Fleming, NBC commentator and editor of Voices and Events radio series.

ACCOMPANIES PARADE

KXYZ Houston covered parade in honor of General Douglas MacArthur with mobile unit, traveling alongside parade, and from vantage point in office building. Station reports both originination points were mixed, allowing rapid-fire dual commentary which sustained high interest. Station says event marked first time in that area a parade had been covered in such manner.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

LANG-WORTH FEATURE PROGRAMS, INC.

711 N. 57th St., New York 19, N. Y.

Network Sales Promotion at Local Radio Cost

July 16, 1951 • Page 73
Defective Receivers

EDITOR:

...My brother-in-law is an auditor for a chain of furniture stores. He reports that the radio sets received by the store are in such a condition that each must be checked by the service department before being sent out. A shipment of 50 [brand name deleted] table model AM-FM sets were placed on sale direct from stock without being checked and more than half were returned to the store.

...Bad radios certainly won't help anyone, the manufacturer, retailer or the broadcaster. Have you heard how some sports which might indicate inexperienced employees on the [radio] assembly line with all the old hands probably being used on TV?...

Fran E. Shafer
General Manager
WEIR Weirton, W. Va.

[EDITOR'S NOTE: No, but if others have, we'll print their complaints.]

**

Engineer's Dilemma

EDITOR:

...Can or cannot a non-licensed man keep the transmitter log, provided that I am on the premises? What is the status of a man holding the third class permit in the above situation?...

Rudolph Cehak
Chief Engineer
WAND Canton, Ohio

[EDITOR'S NOTE: FCC Rules & Regulations state only that "each log shall be made available as serving evidence as to what the licensee is permitted to do so," but for exact answers to his questions Mr. Cehak should write T. J. Bowie, Secretary, Federal Communications Commission, Washington 25, D. C.]

**

On . . .

EDITOR:

...Come to Dallas, you doubters who insist upon the abandonment of FM. . . . The superduper stations here still don't realize it, but they've lost half of their old audience to this FM outlet [KIXL-FM] which plows through the static of summer nights to bring us the clearest and finest of music all night long until the sun rises. Who listens to AM any more?...

Thomas Hudson McKee
Dallas, Tex.

[EDITOR'S NOTE: From 6 a.m. to noon over four-week period more than 29 million U. S. homes tuned to AM radio; from 6 p.m. to midnight, more than 32 million according to special A. C. Nielsen survey for CBU.]

**

...And On

EDITOR:

...Having read both your editorials on the FM spectrum, I am moved to make a few comments...

One of the great hopes for FM is its demonstrated ability to relay programs without the use of telephone lines and with the utmost fidelity of sound. Expert engineering opinion agrees that a contraction of the FM spectrum would make relaying from station to station impossible at distances of more than 30 or 40 miles, whereas today we are operating without any interference over almost twice that distance.

A multitude of stations crowded into a narrow band would create such interference as to make impossible a satisfactory network operation. The public in New York State, Pennsylvania and Connecticut, which has been receiving WQXR programs over an FM network in these states for more than a year [through the Rural Radio Network], will not tolerate any change which would harm this important service. Even if the FCC should seriously consider your scheme, FM listeners will rise in protest, and you may be sure that WQXR will fight for them.

Elliott M. Sanger
Executive Vice President
WQXR-AM-FM New York

BUILDING PROJECT

Bared in Salt Lake City

BLUETPRINT for construction of a 22-story building in Salt Lake City beginning this October, with provision for radio and television studios, has been unveiled. The license was placed in the hands of the city's zoning commission. An insurance firm and group of local individuals reportedly are backing the project, with completion date set for late 1953.

While the plans calls for reservation of top floors for radio and TV studios, it was understood that local broadcasting officials had not been approached on the project. The $8,250,000 structure will have 250 offices and some 60 apartments, aside from those earmarked for radio-TV, and would be located at S. Temple and "A" Sts. in Salt Lake City. Four stories would be built underground.

Whether adequate video interests could be offered reasonable rentals as a supplement to other use of office space and materials would be available was questionable in the minds of some Salt Lake City broadcasters, though it was conceded the building could be utilized to house studios of local radio stations.

Canada Set Sales

WHILE THERE has been a falling off in Canadian radio receiver sales since application of a 25% excise tax instead of 10% tax and increased sales tax from 4% to 10% since April, total sales for the first five months of 1951 exceeded those of the same period of 1950. Figures of the Canadian Radio Mfrs. Assn. show sales for first five months of 1951 totalling 258,276 sets valued at $22,231,244, as compared to 261,856 sets valued at $18,750,942 in 1950. Drop in May 1951 sales is shown in figures of 37,781 sets sold compared to 52,011 sets sold in May 1950.

BRONZE STAR

Broadcasters Wins Medal

A FORMER South Carolina radio man, now with the Army in the Far East, has been awarded the Bronze Star Medal for meritorious service in Korea.

Sgt. 1st Class James W. Mansfield was cited for his work in effectively organizing and directing operations of Radio Seoul, the psychological warfare radio outlet for the United Nations Command in Korea, Sept. 29-Nov. 2, 1950.

Sgt. Mansfield formerly served as an announcer-writer with WMRC-AM-FM Greenville, S. C. He also has served on the staff of KYGB Great Bend, Kans.

As a member of the psychological warfare team in Korea, Sgt. Mansfield efficiently organized a staff of announcers from indigenous personnel and within 24 hours the station had initiated broadcasts to the local populace.

During World War II, he served with the U. S. Air Force in England, with the RAF Coastal Command, and with the U. S. Navy's 15th Fleet Air Wing in North Africa where he was decorated with the Air Medal in connection with his communications work.
of, say, TV to present AM facilities and site location changes. It will pass the data on to NPA for background in connection with permissive cases.

NPA officials meanwhile confirmed a report that the agency had approved an application involving remodeling and alterations for WEU Reading Pa. [BROADCASTING] -- The license fee for the proposed station at Reading, in the amount of $47,200, covering alterations on the second and third floors of the station's building, was given government go-ahead June 27.

NPA authorities said the station was the first authorized to use facilities application in some time, though they also indicated belief that the grant was not unusual and that the Hawley Broadcasting Co., WEU licensee, had presumably made a good case for authorization. Had the alterations been estimated at less than $2,000, no permit would have been required.

NEWSCASTING

Be Worthy, Radiomen Told

RADIO should stop trying to give any news at all, if responsible news is more than it can give, U. of Oregon summer session students and faculty were told at a special lecture July 6.

The speaker was Prof. Mitchell V. Charnley, W2IAI, head of the radio news division at the U. of Minnesota, and a charter member of the National Council on Radio Journalism.

While radio in just three decades has "made a more sophisticated and better informed country out of America," Prof. Charnley said, "radio by and large has failed pretty badly to live up to its full responsibility. Radio won't stop delivering news because there is a vital and even desperate need for radio's help in informing the public," he added.

The speaker praised some stations for high-quality news operations. However, he lamented that such stations are too much in the minority.

KGW Portland. Oregon. carries the weight in the Oregon Market. DAY or NIGHT.

V. GRADICK appointed chief engineer WEAS Decatur, Ga.

BOB RIVERS named chief engineer W3WJW, San Antonio, Tex.

DON BROWN, technician KVFN Ventura, Calif., appointed chief engineer succeeding FRED HALL, resigned.

DONALD THAYER working as summer replacement in control room at WDRC Hartford.

JOHAN A. BERGQUIST, transmitter engineer WTRI-FM Troy, N. Y., father of daughter, July 3.

OATIS TRIAL

"Voice" Blasts Czechs

BRANDING Czechoslovakian President Klement Gottwald "a peace criminal in the pickpocket class, the Voice of America has broadcast strong assaults against the Czechoslovak and Russian handling of the William Oatis trial.

In one of the hardest-hitting broadcasts the Voice has produced, according to an official spokesman, the State Dept. "truth" vehicle blamed Gottwald, and the Soviet Union "whose boots he licks," for "a cruel distortion of justice" and described the trial of the AP correspondent as an act of "trumped up charges in a drum head court."

Regularly programmed newscasts quoted the text of the Associated Press charges against the Czechoslovakian government and reviewed statements issued by the State Dept. protesting the action.

Successful marketing is an integrated operation. Printers' ink stands alone as the one publication that reports every phase of marketing completely, that integrates all the complexities of marketing for the advertising, management, sales and agency executives who are the leading buyers of advertising.
JULY 5 THROUGH JULY 12

CP-construction permit
DA-directional antenna
ERF-efective radiated power
EIRP-estimated radiated power
synch.-synchronous amplifier
STA-special temporary authorization
CG-conditional grant

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.

July 5 Decisions

**ACTIONS ON MOTIONS**

**By Comr. Paul A. Walker**

Clark-Morgan-Best, Co., Inc., Winchester, Ky.—Granted petition for license to amend application to bring application up-to-date and to reflect revisions in parameters. Comr. Litvin-Ark. Bestg. Co., Inc.: Granted petition insofar as it requested denial of application, and denied same for disqualification of applicant.

WHIO Dayton, Ohio.—Granted petition to amend application to include, with respect to application of KGBJ, Jacksonville, Fla., that Central Ohio Bestg. Co., Gallion, Ohio—Granted petition insofar as it requests denial of application.

KFFA Fort Smith, Ark.—Granted petition to amend application.

WABC Big Spring, Tex.—Granted petition for continuance of hearing pending on renewal of license; hearing continued to date of May 18, 1951, for reconsideration of FCC's action in granting application of Key Bestg. Corp., Baltimore, Md.

WIXI Washington, D.C.—Granted motions (1) for an extension of time to file motion to enlarge issues under Sec. 1308 of rules in proceeding re: renewal of license for station of synchronous amplifiers and development of new system for CP to change main trans. location. et al., time extended until 15 days after FCC issues order for completion of new equipment. KWHO—Granted motion for continuance of hearing in proceeding for completion of new equipment.

By Hearing Examiner Basti P. Cooper

KGHR Fayetteville, Ark.—Granted petition to amend application so as to correct (1) certain errors in applying applicable conductivity values as shown in Commission's soil Map; errors consisting in applying values which are inconsistent with figures shown on the Soil Map, with result that erroneous service contours and populations proposed to be served were shown in application, and (2) other minor errors.

By Hearing Examiner Fanney N. Litvin

Azalea Bestg. Co., Mobile, Ala.—Granted petition insofar as it requests continuance without hearing in proceeding upon application from July 2 to Oct. 2 in order to present additional evidence in record of application as it requests that hearing be transferred from Washington to Mobile.

**AFA 52 Meet**

ANNUAL convention and exhibit of the Advertising Federation of America will be held in the Waldorf-Astoria Hotel, New York, June 8-11, 1952, Elton G. Burton, president and general manager, announced last week.

**FCC actions**

**JULY 5 THROUGH JULY 12**

**ant-antenna**
**cond-conditional**
**D-day**
**LS-local sunset**
**N-night**
**mod-modification**
**AM—AM**
**vis—visual**
**ul—unlimited hours**

**SERVICE DIRECTORY**

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**PRECISION FREQUENCY MEASUREMENTS**

"a reliable service for over 15 years"
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26 Years Experience in Radio Engineering
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WASHINGTON 4, D. C.
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Interested parties are invited to use the
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SILLIMAN & BARCLAY
1011 New Hampshire Ave.
Republic 6646
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927 15th St., N. W.
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Consulting Radio Engineers
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Member AFCCB*

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCB*

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road - Riverside 7-2153
Riverside, Ill.

(ADAMS 2414)

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Telephone District 1205
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There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON 4, D. C.
Member AFCCB*
Wanted: Sports announcer

Don't Announcer Wanted needs aggressive salesman. We need at least one full time professional announcer with past experience in a market like our own.

Salary: $50 plus expenses. Must have car. Opportunity for right man.

Box 29K, BROADCASTING.

Help Wanted

Salesman

Wanted—New England area. 15% commission $75 guaranteed. Reply Box 17K, BROADCASTING.

Excellent opportunity for salesman who knows radio and wants to make money. Network station in southeastern market of 450,000.

Pension plan. Must have sales experience. Will refer interested applicants to connected Sgt. Will sell to colleges, theatres, civic clubs.

Salary, commission: $50 which increases if prospects are good. Must be able to drive a car and have complete personal data, past experience and references. Send letter. Good Opportunity. Box 29K, BROADCASTING.

Salesman or saleswoman. 200 watt middle east network affiliate. Rush references and full particulars. Box 289K, BROADCASTING.

We are interested in adding a salesman to our staff. Actually want a beginner to help with the sales in this city. No genius, no one with all the answers, but a person who wants to learn basic selling for an independent station in the largest city in southern state.

Write complete personal data, past experience and references. Box 239K, BROADCASTING.

Salaries

Wanted: Engineer for New Mexico station, experienced desired but not necessary. Good Full details, dollars and salary. First phone necessary.

Box 20L, BROADCASTING.

Combination announcer-engineer, first class operating experience in Virginia daytime broadcast. Experience desired but not necessary. Call Virginia, Virginia 499 for discussion and further information.

Wanted—Combination announcer, emphasis on announcing, 1st class ticket and experienced. State salary. Send complete resume and past record. Box 41, Marion, S. C.


Wanted: Engineer for station. Modern air-conditioned studios. Send resume, including board work. Box 21K, BROADCASTING.

First phone answer. Salary $75.00 per hour. Call WCTA, Andalusia, Ala.

Wanted—Announcer-engineer, emphasis on announcing. Salary $500 per week. Contact Walter Harris, Manager, WFPS, at Dallas, Texas.

Wanted, two experienced announcers not afraid of work. Base salary and commission. No glamour boys need apply. Must have letter and experience. Box 204K, BROADCASTING.

Wanted, combination announcer-engineer, emphasis on announcing. Must have license and be fully experienced. Good working conditions.

Box 25XK, BROADCASTING.

Wanted: Engineer with first phone for southwestern AM-FM station. Prefer experienced man but will consider inexperienced. Write full details to Box 21K, BROADCASTING.

Combination broadcaster and station manager. Good opportunity. Write Box 200, Mandan, North Dakota.

Top salary for engineer. Forward details to KOSI, Oelwein, Iowa, attention Ralph Giese.

Help Wanted

Sports announcer

Announcer-writer needed for southern station. Should be able to think, type quickly and be clever. No blame if you can’t type well. Box 291K, BROADCASTING.

Wanted: Announcer-writer. 200 watt eastern station. No experience needed. We need a man who is youthful in spirit, has a good speaking voice, ability to handle copy and traffic assignments. Salary $400 plus. Box 292K, BROADCASTING.

Announcer-engineer for eastern Pennsylvania station. $1.75 per hour. Must be a graduate of some school with some experience. Complete details. Box 291K, BROADCASTING.

Wanted Announcer for New York station. Experienced desired but not necessary. Good Full details, dollars and salary. First phone necessary. Send background, ability and desires immediately. Box 350K, BROADCASTING.


Wanted — Announcer-engineer for New York City station. Needs versatile experienced announcer with additional ability to handle copy and traffic assignments. Salary guaranteed.


Announcer-engineer with first at midwest liberty affiliate station. $100.00 per week. First phone necessary. Both ad and trip. Write or phone license to Box 291K, BROADCASTING.

Wanted: Engineer for AM-FM trans- mission. $1.10 per hour, time and a half, week and a half over. Salary. Must be willing to work in day shift and night shift. Send complete personal data, references, letter. Good Opportunity. Box 28LK, BROADCASTING.

Wanted—Announcer-engineer. First class ticket, 250 watt Mutual affiliate in lake and citrus area of Florida. Experience desirable but not essential if you have basic ability and willingness to learn. Rush audition disc to Larry Rollins, WHNO, N. Y.

Staff announcer, some experience, disc or audition. WVOS, Liberty, N. Y.

Wanted: Engineer for AM-FM station. Experience not necessary. Applicants must be intact and have sound technical ability. Write or phone Box 291K, BROADCASTING.

Wanted: Engineer for AM-FM station. Experience necessary. Salary $300 per month. Rush to Box 291K, BROADCASTING.

Wanted: Engineer for Class D station. Must be married and have good commercial background. Must have first experience. Write Box 291K, BROADCASTING.

Wanted: Engineer, female, ex- perience desirable. Experience desirable but not essential. 250 watt middle east network affiliate.

Wanted: Engineer for AM-FM station. Excellent opportunity for right man. Salary $500 per week. Rush transcriptions, tape or photo to Roger G. Berk, WAKK, Akron, Ohio.

Wanted: Engineer with or without experience in announcing. Good salary. Send background, references and letter. Box 291K, BROADCASTING.

Commercial station and radio station in southeastern market. Experienced engineer needed. Salary $400 per month.

Wanted: Engineer for AM-FM station. Experience necessary. Applicants must be intact and have sound technical ability. Write or phone Box 291K, BROADCASTING.

Minimum station needs operator with technical ability and sales ability. Must have first experience. Salary $300 per week. Box 291K, BROADCASTING.

Wanted: Engineer for AM-FM station. Experience not necessary. Applicants must be intact and have sound technical ability. Write or phone Box 291K, BROADCASTING.

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Wanted: Engineer for AM-FM station. Experience not necessary. Applicants must be intact and have sound technical ability. Write or phone Box 291K, BROADCASTING.
Top commercial announcer, thoroughly experienced, offers good work return for good pay. Box 310K, BROADCASTING.

Announcer-desire position with progressive station, east or south. Single, 27, proof, clean living habits. Prefer part-time. Box 289K, BROADCASTING.

Announcer-copyright. Degree in spe- cialty. Busy small market. Ten years experience, draft exempt, control board. Box 259K, BROADCASTING.

Announcer with first class license, desires position in west coast or anywhere for small station. Written only. Box 316K, BROADCASTING.

Announcer with five years experience, desires opportunity with station. Vicinity of Chicago preferred. Box 291K, BROADCASTING.

Announcer, program-director. New and experienced. Offers dependable, efficient and reliable service. Has knowledge of all phases, most current techniques. Pay commensurate. Box 283K, BROADCASTING.

Announcer—possible in late morning or afternoon. Twenty-six years in radio. Mis- sionary. Box 323K, BROADCASTING.

Box 315, Clinton, N. J.

Production-Programmers, others


BROADCASTING.

Top sportscaster, former college athlete. Outstanding major experience all sports. Fully licensed. Box 287K, BROADCASTING.

Technical

Northeast, chief engineer: $5,000 to $10,000. WANTED. Box 259K, BROADCASTING.


First phone wants combination job west of Rocky Mountains. Four months networking under good teacher. Also skilled and trained. Disc and photo. Please state salary and pertinent details. Box 266K, BROADCASTING.

Top sportscaster, former college athlete. Outstanding major experience all sports. Fully licensed. Box 287K, BROADCASTING.

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Announcer—possible in late morning or afternoon. Twenty-six years in radio. Missionary. Box 323K, BROADCASTING.

Box 315, Clinton, N. J.

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Box 315, Clinton, N. J.

Production-Programmers, others


BROADCASTING.
Situations Wanted (Cont'd)

Experienced male copywriter, traffic, continuity, background and with indie and net. Looking for station with opportunity for advancement. Box 262K, BROADCASTING.

Male copy chief at 5 kw. Midwest station in need of quality copy for its big market. Preferably public work. May take another copy job if offer attractive. No Illinois. Best replies University journalism grad. Box 315X, BROADCASTING.

Young woman, single, experienced receptionist and typist, desires position in continuity, traffic or as receptionist and organist with progressive radio station. In addition to any office experience and ability, I am an experienced entertainer, accomplished organist and playing own Harmony Organ available with my services. My program is well received by listening audience. Available now. All suitable offers given serious consideration. Write Box 324K, BROADCASTING.

Power package!!! Program director, experienced in all phases programming, showmanship, publicity, public relations, production superintendents. Send complete resume. Box 226D, BROADCASTING.

Situations Wanted

Telephone
Managerial

Television
Managerial

Television film director seeks to develop enterprising film department for growing TV station. Specialist film production and integration of films in TV programming. Technical background, 8 years experience producing, editing, writing, directing, editing, producing public relations films. Intimate knowledge animation photography. Has showmanship, imagination, ingenuity, organization ability. Has big money television medium thoroughly. Responsible, family and social conscience. Milt, Box 384, Nanuet, N. Y.

Production-Programming, others

Experienced in television, Master's Degree. extensively in broadcasting on college campuses. Seeking TV production supervisory position. Have experience in on-camera and studio positions. Box 219K, BROADCASTING.

Copy-promotion writer. Long experience. Fast, competent, creative. Also skilled with radio work. Box 265K, BROADCASTING * TELECASTING.

For Sale

Stations

Local station (320 watts) in progressive city of 15,000 on east coast. Good buy. Principal owners have other interests demanding their attention. Must be able to swing $20,000 cash deal. Box 214K, BROADCASTING.

For sale, fulltime, network station in growing southwestern city of 120,000. Population 150,000 has been increased during last three years. Best sales and profits sharply above last year. High, thin climate. Wonderful cool summers. Warm, comfortable winters. Owners devoting energies to new, larger property. Price for quick sale at exceptional figure $75,000. Approximately $60,000. Cash at time of sale. Balance in long term notes. Write or wire. Box 262K, BROADCASTING.

Equipment, etc.

GE 3 kw FM transmitter and monitor. Box 1072, BROADCASTING.

Collins 200-F 550 watt AM transmitter with 60 watt 120-volt exciter, crystals for your frequency and antenna coupler ready to go for $1,500. Encased f.o.b. Box 930, BROADCASTING.

For sale: W. E. 451-A transmitter. W. E. 23-C console; W. E. 20-B rectifier; W. E. 1128-C amplifier; antenna coupling unit; General Radio 31-A frequency monitor; General Radio 31-A modulation monitor. Variety of other broadcast equipment. All furnished on request. All this equipment in excellent condition. Box P. O. Box 631, Marysville, California.

RCA 308-A field intensity meter, KPNF, Shenandoah, Iowa.

For sale: Two Presto 8-DG disc recorders with Presto 954A recorder amplifier. Radio Station WCSI, Columbus, Ohio.

One Gates transmitter, 250-A, with two sets of new tubes, crystal for 1460 and 1290 MHz, crystal for 970. Also new crystal for General Radio frequency monitor. One 150-foot Wincharger tower with 1-A lighting, guys and base isolator. Bonding strip, copper and 150-foot Wincharger tower for your ground system. All in perfect condition ready to ship. Best cash offer takes all. WDBC, Escanaba, Michigan.

RCA radiomike, model BTP-1A. Like new. Box 296, BROADCASTING.

One 250-watt CI Gates transmitter with two 8000-ohm grids, two 6200-ohm grids, all 6-SC7, four 6-SC77 and tuners. Box 930, BROADCASTING.

One 400-watt AM Gates transmitter with two 8000-ohm grids, two 6200-ohm grids, all 6-SC7, four 6-SC77 and tuners. Box 930, BROADCASTING.

One 800-watt AM Gates transmitter with two 8000-ohm grids, two 6200-ohm grids, all 6-SC7, four 6-SC77 and tuners. Box 930, BROADCASTING.

For Sale

Television

For Sale

For Sale

For Sale

For Sale

For Sale

FLORIDA

$62,500.00

Only station in one of Florida's most desirable medium sized cities. This fulltime station has always made money and present business in running room about 20% ahead of last year.

NEW ENGLAND

$55,000.00

Only station in an ideal one station New England market. The network property is operating profitably and business is considerably ahead of last year. Financing arranged.

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWS-DEALER BROKERS

WASHINGTON, D. C. 
CINCINNATI 
CHICAGO 
SOUTH BEND 
SAN FRANCISCO 
CINCINNATI 
Tribune Tower 
725 Montgomery St. 
315-1-741 
1210-1-741

WANTED

For Sale

WE 25C or Gates SI-CS console, Collins 250 watt AM 3000 transmitter, GE limiter, GR modulation monitor. RCA 44-BX microphones and 27,000 ft. 228B, 7-inch paper tape wire. Box 260K, BROADCASTING.

Equipment etc.

There's Gold In TV. We have producers, directors making low budget pictures for past 58 years. Now ready to produce several excellent TV series at low cost. Can use unlimited share of TV profits now. Box 280K, BROADCASTING.

Situations Wanted

Managerial

For Sale

Local Network station in excellent midwestern small community — Principal owners desire to sell because of other interests demanding their full time. Excellent opportunity for ownership. $40,000 — $475,000 cash. Principals only — No brok- ers. All replies confidential.

Box 328K, BROADCASTING

Equipment, etc.

HIGHEST BID ACCEPTED

AEOLIAN-SKINNER PIPE ORGAN

AND EXTRA CONSOLE

Program changes and complete revision of studio layout compel removal of this fine instrument. Would cost $37,000 new in perfect condition. Suitable for church, radio station, theatre. Mail us your bid.

COMPLETE SPECIFICATION REQUEST

J. Jack Hill

WWJ, Detroit 31, Mich.

Schools

SRT-TV

SRT-TV

SRT-TV

ANNOUNCING ON-AIR EXPERTS

SCRIPT WRITING ADVERTISING

Outstanding Faculty of
Network Professionals

Co-Educational Day or Evening
Small Classes

Approved for Veterans

W. B. College

School of Radio Technique

BROKERAGE, INC.

SRT-TV

SRT-TV

SRT-TV

TOP OVERSEAS OPENINGS

SITUATIONS WANTED

By private organization with its own broadcasting stations in Western Europe beamen at "long wave." Contract basis with transpor- tation and housing for families furnished.

1. Assistant Chief Engineer. All phases broadcast station construction and operation. $7,500-9,000.


3. Technical Administrator. All phases broadcast station operation and management. To $8,000.


Send resume of personal history and professional experience to:

BOX 271K, BROADCASTING.
KY. LIBEL LAW

To Submit New Bills

KENTUCKY Broadcasters Assn. and the Kentucky Press Assn. will cooperate in submitting an act and two amendments concerning libel, damages for defamatory statements and divulgences of news sources to the state general assembly when it convenes this fall.

The press group, which first sponsored the prepared exemption from suit concerning the source of news, has revised its amendment to Kentucky revised statute No. 421,000 to include radio and television broadcasting stations. The original amendment was phrased:

No person shall be compelled to disclose in any legal proceedings or trial before any court . . . the source of any information procured or obtained by him and published in a newspaper by which he is engaged or employed or with which he is connected.

The "proposed innocent instrumentality bill" provides that radio stations and newspapers will not be held liable "for innocent publication of defamatory statements received from established news services" nor will radio and TV stations if "defamatory statements are uttered by persons other than the owner, licensee or operator or his agent or employee," and if such remarks are made by political candidates.

Bill Provisions

Bill provides for action to be dismissed if the defendant proves information containing the defamatory elements came from an established news service unless the complainant proves the statement was false and the defendant "knew or had reason to know its falsity" at the time of broadcast. Case could also be dismissed, under provisions of the proposed bill, if the station proves the questionable remarks were made by someone other than an owner or staff member unless the complainant proves the station failed to "exercise due care."

An amendment to Section 411,050 of the revised statutes would "limit the recovery of damages in defamatory actions where the defendant has not failed to make a timely and conspicuous public correction of the alleged defamation."

Special damages, defined as money damages suffered in addition to money spent in connection with the defamation suit, will be awarded unless the plaintiff proves "he made a sufficient demand for correction" and the station or newspaper "failed to make conspicuous and timely" correction.

"Sufficient demand for correction" is defined in the amendments as one in writing, signed by the plaintiff or his authorized attorney or agency, "which specifies the statement or statements claimed to be false and defamatory, states wherein they are false and sets forth the true facts; and which is delivered to the defendant prior to the commencement of the action."

"Conspicuous publication" on radio or TV must be broadcast at "substantially the same time of day with the same sending power," and is which is "agreeable to the plaintiff." Broadcast-wise, "timely publication" means broadcast within three business days of which the "demand for correction" is received.

Elmer G. Sulzer, director of radio at the U. of Kentucky, is chairman of the KBA legislature committee. Working with him are Mike Layman of WFSF- Somersett; Charles Harris of WGBK-Louisville; R. B. Heism of WILN-Hartland, Mass.; John O. Kiley of WLDB; and H. S. Lackey of WSON Henderson.

POUGH Inc., Memphis (owner of WMPF Memphis), manufacturer of St. Joseph Aspirin and other drug products, reports estimated net sales for company and subsidiaries for first six months of 1950 reached $8,466,000. This figure is the highest figure in the company's 43 year history.

CLUB AWARDS

Best Women's Series' Named

RADIO awards to business and professional women's clubs were announced last week in Chicago by Mrs. Queenie Grable, of Lexington, Ky., national radio and television chairman of the National Federation of Business and Professional Women's Clubs Inc.

Four clubs won citations for outstanding series of broadcasts. They were:

Oklahoma, Okla., Club, for series, "New Patterns in Women, over KKBG;" Jennings, La., Club, for series, "So You Want to be a Career Girl, over KJEF;" Hopkinsville, Ky., Club, for series, "Measuring Up Our Community," over WILH; Lexington, Ky., Club, for series, "Women in Today's Picture, over WILP;" and Warren, Ohio, Club, for series, "Careers for Women," over WHMH.

Judges were Dorcas Ruthenberg, director of public affairs programming, WHAS Louisville; Katherine Fox, director of special broadcast services, WLW Cincinnati, and E. G. Sulzer, head, Dept. of Radio Arts, U. of Kentucky, Lexington.

RADIO OUTSELLS NEWSPAPERS 60%

See Centerspread This Issue

On the AIR EVERYWHERE 24 HOURS A DAY

S. B. Wilson

WCKY

50,000 WATTS OF SELLING POWER

MAIL CALL

GIs, Families Sound Off

IT'S Mail Call this time at KNOR Norman, Okla., which is programming a daily series of programs to wives, sweethearts and relatives of GIs in the 45th Division stationed at Camp Chitose, Japan.

The series is prepared by a Norman recruiting officer, Sgt. Hank Wallace, on the basis of letters from the servicemen, and features latest information on their welfare and musical dedications to their loved ones. In turn, Sgt. Wallace tapes personal messages for broadcast over the Armed Forces station in Sapporo.

So popular has been the program that it was extended from 15 minutes to a half-hour, according to the station. Additionally, Sgt. Wallace reports he has been flooded with GI requests. The present 30 minutes, Monday through Saturday, is an all sponsored, KNOR report.

The programs are part of a broad plan urging closer relationship between the GIs and their state-side families through the exchange of taped recordings. The plan was originally revealed by the Armed Forces Radio Service in Japan [Broadcasting * Telecasting, June 18].

TO PROMOTE radio in general on local level, KFXM KITO KRON San Bernadino, Calif., have joined their efforts into one enlarged campaign with series of large size advertisements in daily San Bernadino Sun-Telegram.

A value . . . PLUS in "BRUSH CREEK FOLLIES" with HIRAM HIGSBY on KMBC KFRM

PLUS ONE—"Brush Creek Follies" is in its fourteenth successful season!
PLUS TWO—Playing again to a live audience from the stage of the huge new KMBC studio playhouse!
PLUS THREE—A great new arrangement on commercials for advertisers!
PLUS FOUR—An outstanding new promotion and merchandising plan!
PLUS A DOZEN—Write, wire or phone KMBC-KFRM or your nearest Free and Peters colonel!
fashions with emphasis on color promotions using a huge TV screen as discovery points for styles. At least 1,000 buyers from eight states are expected to attend the winter showings.

Miss Benell believes in collecting (1) audience, (2) honors and extra-professional duties and (3) sponsors.

In reverse analysis, the sponsors on her list for both radio and television participating program number 15. In addition to the above listed fashion sponsors, she has a daily radio program on WFAA-570 at 2:45 p.m. and her daily cooking show is seen on WFAA-TV at 4 p.m.

Wins Honors

Her recent honors and extra-professional duties include being named the only Texas broadcaster in Who's Who in TV and Radio for 1951, only broadcasting member of the Dallas Regional Fashion Group; one of five broadcasting or journalistic women awarded a citation by the English-speaking-Union in February 1951; and she is public affairs chairman of Airhaus International.

As far as viewers, count up a total of 1,544 pieces of mail in response to various offers made on her cooking program during May of this year, including American Beauty Macaroni products, Domino Sugar, Samolets and Miss Benell's personal recipes demonstrated on her show.

In addition, to her experience in fashion, Miss Benell also is an authority on beauty, having served for a number of years as "Sally Andrews," beauty consultant for Walter Winchell's Jergen's Lotion program.

Strictly Business

(Continued from page 16)

promotion budget of $21,500, Mr. Henry still remembers those early train rides. But when he reached his teens, he decided he wanted to be a lawyer and attended Vanderbilt U. as his place of study. Because he had to work his way through school, he took a job as a six-a-week newspaper reporter. Now, incidentally, he is on the board of trustees of his alma mater.

Earning his degrees in 1910 and 1911, Mr. Henry continued his newspaper work and while covering politics, the governor of Tennessee's private secretary resigned his job, and it went to the young political reporter.

In 1915, Mr. Henry resigned to enter the practice of law. Two years after hanging out his shingle, he entered the Army as a captain in field artillery, serving with the AEF in France. Returning to his law office in 1919, Mr. Henry retained a lieutenant colonelcy in the reserves.

In 1921, Mr. Henry realized his boyhood ambition by becoming director of public relations of the Nashville, Chattanooga & St. Louis Railway, later being named assistant to the president of that railroad. There he remained, telling the story of railroading, until 1934 when he went to Washington, D. C., as assistant to the president of the Assn. of American Railroads, which led to his present position as vice president of the AAR.

Extensive Writing

Mr. Henry's broad knowledge and perspective of the railroad industry shown not only in the results of his daily work, but also in his writings which include books such as This Fascinating Railroad Business, Trains, Portraits of the Iron Horse, and On the Railroad. In addition to his busy career, Mr. Henry also is a recognized historian whose four works include The Story of the Confederacy, The Story of the Reconstruction, 'First With the Most' Forrest, and The Story of the Mexican War.

Yes, the ambition of a young man to do something, and do it so well that it leads him to the top of his field happens in storybooks. And as Mr. Henry has proved, it happens in real life, too.

Feature of Week

(Continued from page 16)

Page 82 • July 16, 1951
COUNSEL for the G. A. (Dick) Richards stations petitioned FCC last week to strike as “premature” the exceptions by the Commission’s general counsel and Broadcast Bureau chief to a hearing examiner’s initial decision dismissing the renewal proceeding of the stations because of Mr. Richards’ death.

The FCC staff exceptions, filed July 3, charged Hearing Examiner James D. Cunningham illegally disposed of the lengthy, controversial proceeding involving KMPC Hollywood, WGAJ Cleveland and WJR Detroit, and asked the Commission to direct Mr. Cunningham to rewrite his ruling on the basis of facts in the hearing record. This view had been made earlier in a contest to protest by FCC by Commission General Counsel Ben Cottone and Broadcast Bureau Chief Curtis Plummer [BROADCASTING • TELECASTING, June 18].

Mr. Richards, charged FCC in the proceeding with directing the slanting of news on the air, died May 28 [BROADCASTING • TELECASTING, June 4]. In a contest to protest the protest petition of Messers. Cottone and Plummer, Hugh Fulton, chief counsel of the Goodwill outlets in the case, upheld the examiner’s dismissal of the investigation and requested the Commission to promptly grant regular license renewals to the stations [BROADCASTING • TELECASTING, July 5].

In last week’s petition, Mr. Fulton pointed out the filing of the exceptions to the initial decision was premature since FCC had not yet acted upon its staff’s protest petition and the Richards’ counter-petition. Mr. Fulton’s pleading pointed out the examiner was correct in not making findings of fact and conclusions of law in his ruling “other than that the issues in these proceedings are moot.”

IF AN employer pays moving costs of an employee who is shifted from one location to another on his job, the employer must file the paid moving costs as taxable income even though the moving is in the employer’s interest. The Bureau of Internal Revenue has informed field offices.

**RICHARDS MOTION**  
Says Exceptions ‘Premature’

**WOOKE MOVE**  
To Rockville, Md., Proposed

WOOK Washington, if its proposed $120,000-purchase of WINX there is approved by FCC [BROADCASTING • TELECASTING, June 18], plans to build a new station on approximately its present assignment at nearby Rockville, Md.

United Broadcasting Co., WOOK licensee and purchaser of WINX from William and Dolly Banks, 10521 Rockville Pike, Rockville, Md., had sought to move to adjoining Takoma Park, Md., and change facilities to 1 kw day, 100 w night on 1600 kc. But with the purchase of WINX, WOOK now seeks to construct a new station at Rockville on 1600 kc with 1 kw day.

WINX is assigned 250 w full time of 1340 kc.

WOOK has indicated it does not believe there would be any overlap between the proposed Rockville station and WINX, hence no violation of the Commission’s duplopy rules. However, should such overlap be found to exist, it was pointed out the proposed Rockville station would be sold. There is no station in Rockville now.

United Broadcasting is also licensee of WSID Essex, Md., adjacent to Baltimore; WANT Richmond, Va., WARK Hagerstown, Md., and WFAN (FM) Washington.

**WORC SALE**  
WHIM Officers Acquire

SALE of WORC Worcester, Mass., for $75,000 to Radio Worcester Inc., a new firm headed by two principals in WHIM Providence, R. I., was disclosed last week in a transfer application filed with FCC. Arthur F. Kleinidienst, present WORC licensee, desires to retire from radio.

President and 25.5% owner of Radio Worcester is C. George Taylor, secretary and 12½% owner of WHIM. Vice President and also 12½% owner is Robert J. Banks, vice president and 12½% owner of WHIM.

A York, Pa., newspaper publisher, Joseph W. Gitt, owns 30% of Radio Worcester, and Carson Taylor, C. G. Taylor’s father and general solicitor for the Chicago, Milwaukee, St. Paul & Pacific Railroad, owns 13.5%.

Included in the sale are all the physical properties of WORC as well as an affiliation contract with ABC, expiring Oct. 15, and a two-year contract with MBS and Yankee beginning Oct. 15. All advertising accounts also are included.

In general, to finance purchase of WORC, Radio Worcester will issue 620 shares of common stock for $200,000 to C. G. Taylor and Mr. Engles each has purchased 30 shares and are pledged for an additional 110 each. Mr. Gitt has purchased 220 shares and Carson Taylor has subscribed to 60 shares. Washington law firm of Cohn & Marks is handling legal details for the sale.

***

**P&G Increase Time**  
(Continued from page 25)

different top client this May than for the same month of last year.

Total network time expenditures for each class of product (shown in Table III, which compares the May and the January-May totals for this year and last) show 11 classes with higher network time expenditures in May 1951 and 15 whose purchases of network time were higher in May 1950.

Total time purchases of all network clients, however, is only slightly lower this May than last, the difference being only one-tenth of 1% (0.1%).

---

**TABLE III**  
Radio Network Time Sales for May and First Quarter 1951 Compared to 1950 by Product Groups

<table>
<thead>
<tr>
<th>Product Group</th>
<th>May 1951</th>
<th>Jan.-May 1951</th>
<th>Change</th>
<th>Jan.-May 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>52,507</td>
<td>306,293</td>
<td>64.9%</td>
<td>475,299</td>
</tr>
<tr>
<td>Apparel &amp; Leather Goods</td>
<td>28,995</td>
<td>168,877</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Automotive, Automotive</td>
<td>379,625</td>
<td>2,028,649</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>1,169,829</td>
<td>2,449,215</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Building Materials &amp; Equipment</td>
<td>13,347</td>
<td>655,973</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Confectionery &amp; Food Preparation</td>
<td>5,940</td>
<td>3,028,282</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>74,973</td>
<td>1,061,700</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Drugs &amp; Medicinal Goods</td>
<td>2,161,973</td>
<td>105,046</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Entertainments</td>
<td>3,176,903</td>
<td>106,055</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>6,406,903</td>
<td>2,392,379</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Hardware</td>
<td>184,153</td>
<td>772,460</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>20,184</td>
<td>104,015</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>122,199</td>
<td>420,815</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Industrial Materials &amp; Products</td>
<td>188,753</td>
<td>990,364</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Machinery &amp; Equipment</td>
<td>1,161,346</td>
<td>2,028,649</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Masonry &amp; Building Materials</td>
<td>424,973</td>
<td>1,050,364</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Motion Pictures</td>
<td>2,028,649</td>
<td>1,050,364</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Music &amp; Sound Reproduction</td>
<td>1,700,903</td>
<td>1,050,364</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Newspapers &amp; Periodicals</td>
<td>1,700,903</td>
<td>1,050,364</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Petroleum &amp; Chemicals</td>
<td>2,161,973</td>
<td>106,055</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Publishing</td>
<td>4,163,970</td>
<td>19,973,232</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Radio &amp; TV Equipment &amp; Parts</td>
<td>4,163,970</td>
<td>19,973,232</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Restaurants</td>
<td>1,285,040</td>
<td>4,163,970</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Tobacco &amp; Snuff</td>
<td>1,285,040</td>
<td>4,163,970</td>
<td>64.6</td>
<td>348,299</td>
</tr>
<tr>
<td>Total</td>
<td>16,355,086</td>
<td>58,613,923</td>
<td>64.6</td>
<td>348,299</td>
</tr>
</tbody>
</table>

**SOURCE:** Publishers Information Bureau

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**Key to a $6 Billion Market**

A Continuing Series

---

**The Philadelphia Inquirer Station**

An ABC Affiliate

First on the Dial

In America’s Third Market

Represented by the Katz Agency

---

**July 16, 1951 • Page 83**
**FCC Actions**

(Continued from page 77)

**APPLICATION RETURNED**

WRVY Blackwood, N. J.—Returned application for license renewal.

**July 12 Decisions**

**BY THE COMMISSION EN BANC**

Extension Granted

WBTW-FM Claremont, N. H.—Granted extension of special experimental authority to operate station from remote control center in Concord, N. H., to Wilmington, N. C., pending end Jan. 10, 1952 with same conditions as those of original grant.

<table>
<thead>
<tr>
<th>Designated for Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLIZ Bridgeport, Conn.—Designated for hearing in Washington on Aug. 31, 1951, application for increase power from 1 kw to 2 kw, change hours from 11 to 1, and addition of one change and installation of new antenna with 1300 feet, then 12 kw.</td>
</tr>
<tr>
<td>WOL, Washington, D. C.—Designated for hearing application to change from 1460 to 1560 kHz, 250 w to synchronize, and to discontinue use of small change and location, and install new trans., and then 25 kw.</td>
</tr>
</tbody>
</table>

**Non-Docket Actions**

AM GRANTS

**KTPY Brownfield, Tex.**—Granted an application for operating at 5000 feet, 25 kw to synchronize, and to discontinue use of small change and location, and install new trans. and studio location from Northport to Tucson, Ariz.

**WMGR Balch Springs, Ga. and Tri-County Bestco, Inc., Hawkinsville, Ga.—Designated for consideration, hearing in Washington on Aug. 28 application for increase in D power to 3 kw, change hours from 1 to 5, and addition of antenna.

**WARM St. Louis, Mo.—Designated for hearing in Washington on Aug. 21, 1951, application for approval of antenna and to change trans. and studio location from Antioch to Chicago.

**ANNOUNCEMENTS**

Box Score

**SUMMARY THROUGH JULY 12**

<table>
<thead>
<tr>
<th>Class</th>
<th>AM Stations</th>
<th>On Air</th>
<th>Licensed CP's</th>
<th>Cond'L Appl's.</th>
<th>In Grant Pending Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM Stations</td>
<td>650</td>
<td>373</td>
<td>397</td>
<td>72</td>
<td>2</td>
</tr>
</tbody>
</table>

**On the air.**

**Docket Actions**

ORDERS

**WKY-TV Oklahoma City, Okla.—** By order, dismissed petition as premature without prejudice to its being refiled at a later date, which requested (1) that the order issued to petitioner in current proceeding (Dockets 758 et al.) (to show cause why license for WKY-TV should not be modified to specify U. S. instead of Ch. 7, and to grant a special hearing and (2) that a formal hearing be held thereon.

**Logan, W. Va.**—An order was adopted amending regulations of the Department of Commerce, Consumer Protection, and Accounts, to create a class B station.

**WFLC-FM Fayetteville, N. C.**—Granted special license to change from 1100 to 12 kw, effective during installation of FM antenna.

**GM GRANTS**

**Dillon, S. Dak., Bestco, Gr.**—Granted Ch. 222 (89.2 mc), 8.5 kw, antenna 270 feet, grant July 9.

**Logan, W. Va.—** Logan Corp. Bestco, Gr. Ch. 222 (89.3 mc), 20 kw antenna 723 feet. Conditions involving WWOV Logan antenna granted July 9.

**WFCN-FM Fayetteville, N. C.**—Granted special license to change type of service to Class B, 12 kw to 14 kw, antenna from 685 feet to 665 feet, antenna 517 feet.

**WLN-FM Merrill, Wis.**—Granted switch from 1430 to 1432 mc, antenna 102 kw, antenna from 240 feet to 260 feet, grant July 10.

**WARD-FM Johnstown, Pa.**—Granted switch from 1430 mc to 1432 mc, antenna 102 kw, from 283 w, antenna from minus 60 feet to minus 76 feet, grant July 11.

**WHIB (FM) Cleveland, Ohio**—Granted switch in facilities from ERP of 13.5 kw, antenna 240 feet, 283 w to 240 feet, subject to power of WHEC being terminated, to grant during installation of FM antenna.

**Grant Applications**


**Applications**

**AM GRANTS**


**License Renewal**

Following stations were granted renewal of license to company and to Kerr, McLean, B. B., and associates if such interest is held by them. Permitting an extension of five months from June 18, pending action on petition seeking reconsideration of Commission's action of Oct. 3, 1950, in amending these sections of rules.

**RCB—San Francisco, Calif.—** Granted request for temporary exemption from provisions of Section 6 of the act. Permitting an extension of two and one-half months from June 18 until September 18, 1951, of time within which to file a complaint.

**Application Dened**

**KXW Seattle, Wash.—** Denied application for construction permit to operate simultaneously with KWSY and KSWJ at Seattle. Application for sale to L. R. Johnson.

**Request Granted**

**WIBU Poyette, Wis. and WWCF (FM) South Milwaukee, Wis.**—Granted application for temporary exemption from provisions of Section 7 of the act for four months, one day from March 20 to July 19, 1951. Permitting an extension of five months from June 18, 1951, of time within which to file a complaint.

**Howard E. Stark**

BROKERS AND FINANCIAL CONSULTANTS

To

Radio and Television Stations

announces the removal of offices to

50 EAST 58 STREET

New York 22, N. Y.

Telephone: Eldorado 4-0405

Page 84 • July 16, 1951
CBS Realigns

(Continued from page 23) the auditing and tax department, general engineering, the Washington office, personnel department, building operations, general purchasing, and reference department.

In a statement announcing the changes, President Stanton said: "With the recent acquisition, through Hytron Radio & Electronics Corp., of the businesses of tube manufacturing and radio and television receiving set manufacturing, which are now added to the record manufacturing operations of Columbia Records Inc., it has become desirable to divide the broadcasting operations of the CBS into two divisions. The company's operations in the field of radio broadcasting, on the one hand, and television broadcasting, on the other, will in the future be handled exclusively by distinct organizations operating in these respective fields."

Result of Study

The reorganization plan has been under study for several weeks [Broadcasting • Teletcasting, June 25, 15]. Three weeks ago President Stanton circulated a memorandum throughout the CBS organization asserting that plans were being considered, but that, at that point, it appeared "substantial further study" would be required. Conference on the subject have been frequent since that time.

Background data on the six division chiefs:

Howard S. Meighan joined CBS in 1904 as account executive in Radio Sales. In 1945 he was made director of station administration and the next year became vice president in charge of station administration and vice president in charge of Columbia-owned stations. In 1948 he was named vice president and general executive and in 1949 moved to Hollywood as the chief CBS executive on the Pacific Coast.

J. L. Van Volkenburg, vice president in charge of network sales since January 1960, started his CBS career in 1932 and the next year became general manager of CBS-owned KMOX St. Louis. Three years later he was transferred to Chicago as assistant to the CBS midwestern vice president, H. Leslie Atlass, remaining there until 1945, when he was appointed general sales manager of Radio Sales, with headquarters in New York. Appointed director of station administration in January 1948, later in that year he was named vice president and director of TV operations.

Adrian Murphy joined CBS in 1936 and three years later was put in charge of the network's TV activities. In 1942 he left the network for service in the signal corps. Later he became Lieutenant Colonel at SHAPE and assistant chief of ICG, under Brig. Gen. Robert A. McClure. Returning to CBS he became vice president and general executive in 1946.

David H. Cogan, president of CBS-Columbia Inc., joined Hytron Radio & Electronics Corp., as sales engineer in 1921. Rising to sales manager and then to vice president and director of Hytron, he became president of Air King Products in 1946, when that company was acquired by Hytron. At the same time he was made president of Royal Woods Products, manufacturer of cabinets. In June 1961, when Hytron became a division of CBS, Cogan was made vice president and senior executive vice president and president of CBS-Columbia Inc., new name for Air King, set-manufacturing subsidiary.

James Conkling had been vice president of Capital Records for seven years before his appointment as president of Columbia Records Inc. in Feb. 1, 1951. Before wartime service with the Navy, he had been with duPont Industries.

Bruce A. Goffin, who founded Hytron Corp. in 1921, is president, general manager and chairman of Hytron. Since the merger with CBS in June, he is also a vice president of CBS and executive vice president of CBS-Columbia Inc.

Signal Control

(Continued from page 29) this authority on the basis of his national emergency proclamation of last year. The order now pending in the Budget Bureau.

Another recommendation by the Air Force, not previously reported, was one calling for five years imprisonment and a $10,000 fine, and a $100,000 levy for corporations. This would have been outlined in the addition in Sec. 606 (h) to the Communications Act. The committee rejected this, however. Sen. Johnson had stated earlier that this would have been too stringent and felt that penalty provisions should be limited to account the question of loyalty of those subject to the Communications Act.

Favoring amendment of the Communications Act, FCC bucked up RTMA's point relating to incidental radiations less than five miles. The Commission emphasized, however, while certain devices are capable of radiating erratically and intermittently and are thus not effective as navigational aids, they "may cause substantial interferences to other essential communications facilities." The Commission added:

FCC also asked that Sec. 606 be spelled out to bring other electronic devices under the criminal provisions of the Communications Act. None of Sec. 606's subsections contain any "criminal sanction or penalty, nor is there any one criminal provision expressly applicable to Sec. 606 as a whole, FCC noted, adding that "it is therefore necessary to look to the general criminal provisions of the Communications Act which are found in Secs. 501 and 502."

Miller Urges

NARTB Board Chairman Justin Miller said that with "slight modifications," the committee's next proposal would serve the purposes set forth. He urged (1) clarification of the President's authority to control communications, specifically one calling for proclamation of any "threat to neutrality"; (2) an additional section providing for compensation to owners whose equipment is not only "controlled or used" but also "closed"; (3) a clearer definition of the word "radio" as used in Sec. 301 of the Communications Act.

NARTB apparently agreed to abandon these points while supporting the five-mile radius for devices. Details of the new substitute and agency comments were sketched to NARTB Government Relations Director Ralph Hardy in an informal meeting July 6. It was stressed that the committee hopes to push the bill through with as little change as possible to embrace non-broadcast operations.

RTMA had suggested that incidental radiators be eliminated from consideration when they are intended for navigational use and that if included within the framework of Sec. 606 (c), they be limited to those capable of radiating beyond five miles.

Johnson Says No

QUESTION: whether Sen. Ed C. Johnson (D-Col.) chair of the Senate Interstate Commerce Committee, would be offered the major league baseball commissioner's post if it came up again on Capitol Hill last week. Sen. Johnson was asked if being "positive" he would not be offered the post. The Senator is president of the Western Baseball League.

AFRA WINS RAISE

For L. A. Staff Announcers

AFRA settlement for cost-of-living increases ranging from three to seven dollars weekly was won by staff announcers at nine Los Angeles area independent stations in negotiations concluded late Thursday between AFRA and a three-man committee representing 10 stations.

Negotiations opened May 1 in accordance with a contract concluded with the stations Sept. 16, 1950, providing for re-opening after six months if cost-of-living rose 10 points or more.

Salaries of announcers at KKRD and KFVD Los Angeles and KGER Long Beach go to $82 from $78 weekly; KWKW and KALI Pasadena, to $76.50 from $70 effective June 1; KFOX Long Beach, to $79.20 from $72; KGJF, to $76.37 from $70, effective July 1; KMPC, to $69 from $67 (again in September); KPWB, to $96.25 from $95.50 (increased from $87.50 in Sept.).

KLAC announcers, who went to $90 from $78.75 in September, received no further increases. All raises except those for KGJF, KWKW and KALI announcers are retroactive to May 1.

BASEBALL PROBE

Club Owners Map Plans

BASEBALL has begun legal groundwork, including the question of broadcasts of games, in preparation for House Monopoly Subcommittee hearings due to begin the end of this month on baseball's receive clause and also its position on broadcasts.

The Dept. of Justice has taken the position that baseball should liberalize restrictions which have existed on live broadcasts. This has been open to argument by minor league spokesmen, who contend that as a result their territory has been saturated by radio with a loss in attendance.

Paul Porter, Washington attorney and former chairman of the FCC, has talked to baseball officials outlining problems.
TV ALLOCATIONS
(Continued from page 4)

be saved on hearing by paper plan.

Order continued:
The Commission is cognizant of the compelling need for an allocation plan which will allow licensees at the earliest possible date consistent with due consideration of the significant issues.

It is keenly aware of the considerations referred to in the petitions... and of the fact that the interference problems in the United States requires that television become available on a nationwide scale at the earliest practicable moment and on a basis that will make for a fair, efficient, and equitable distribution of television services.

As a result of this consideration and review of petitions, FCC said it proposed shortcut plan to eliminate July 29 oral hearing and instead allow paper presentations by all who previously filed comments on Appendices C and D (allocation tables for specific cities and U.S. borders of neutral allocation proposal announced in late March [BROADCASTING • TELECASTING, March 26, et seg.).

 FCC proposal also would provide for written replies to further direct presentations in lieu of oral cross examination and, although Commission would, upon its own notion or that of any proper party, order oral cross examination if it appeared "relevant factual issues cannot otherwise be satisfactorily resolved.

...at deadline

CBS EXECUTIVES VIEW RCA COLOR SHOWING

WILLIAM S. PALEY, CBS board chairman, and Frank Stanton, president, have led delegation of that network's executives who witnessed Friday morning demonstration of color TV via RCA system at invitation of RCA.

Group also included Joseph H. Ream, executive vice president; Adrian Murphy, Peter Goldmark and William B. Lodge; Bruce and Lloyd Coffin, president and board chairman of Hytron Radio & Electronics Corp.; David Cogan, president, CBS-Columbia; Leopold Kay, vice president, CBS-Columbia; Samuel Rosenman and Richard Salant, of Rosenman, Goldmark, Colin & Kaye, CBS counsel; John Christensen, CBS color engineer.

As of Friday morning, RCA had received 7,847 letters and postcards from TV viewers in New York area who had watched RCA's colorcasts in monochrome (early story page 53). Most of communications commented favorably on quality of monochrome images, RCA reported. Many phone calls as well as letters were received, inspired by company's large space

ASCAP-TV NEGOTIATIONS NEAR BREAKDOWN

NEGOTIATIONS between TV broadcasters and ASCAP over terms for use of society's music on video programs were in anything-can-happen state Friday evening.

That morning, announcement that negotiations had been concluded and that petition was being prepared to Federal District Court in New York, asking it to set terms for video use of ASCAP members' music, received wide

NASHVILLE AM PROPOSAL

NEW AM grant on 1470 kc with 1 kw day for Nashville proposed in initial decision Friday by FCC Hearing Examiner Fannye Lutvin. Decision favored grant of Nashville Broadcasting Inc.'s application over that of Southern Broadcasting Co., stating grant of latter would not effect further diversification of radio interests as Southern President G. Paul Crowder is owner of 45.5% of WCOR Lebanon, Tenn., and his father and brother-in-law own WKSR Pulaski, Tenn., and WEKR Fayetteville, Tenn.

WLAV-TV TRANSFER FILED

TRANSFER application for $1,400,000-sale of WLAV-TV Grand Rapids, Mich., by Leonard Versilis to Harry M. Bitner Sr. and associates filed with FCC Friday [BROADCASTING • TELECASTING, July 9, May 14]. Bitner group operates WOOD Grand Rapids, WFDF Flint and WFEM-AM-TV Indianapolis.

POLITICAL CONVENTIONS INTEREST TV SPONSORS

HENRY R. LUCE, editor-in-chief of Time, Life and Fortune, is negotiating to sponsor national telecasts of Republican and Democratic national conventions exclusively from Chicago next year, according to local Chicago Republican and Democratic committee sources. Conference has been scheduled by them for July 19 with Mr. Luce.

Pabst beer is also reported to be interested in buying rights.

NEW HOOPER PROJECT

C. E. HOOPER, at subscriber conference to be held Thursday at New York's Hotel Biltmore, will offer new TV-Homes Operating Service for 48 markets, beginning in October, if 39 present agency and advertiser subscribers to Hooperagins will agree to "modest" increase in prices of $1,000, or such sums as are negotiated. Parties have not adopted TV policy for conventions. Coverage presents new problems since 1948 telecasts were not directly sponsored.

Announcement was made that ABC will sponsor conventions.

NATIONAL HEADQUARTERS of both parties indicated they had received many inquiries about possible TV sponsorship, with all major networks to be tied into coverage. Present conversations are merely on exploratory basis, with no definite offers received, it was stated. Parties have not adopted TV policy for conventions. Coverage presents new problems since 1948 telecasts were not directly sponsored.

ELECTION of William A. Williams as assistant treasurer of NBC announced Friday by financial vice president, Joseph V. Heffernan, Mr. Williams has been assistant to NBC treasurer seven years and previously was secretary and treasurer of Dorland International, export advertising agency.

UP TV NEWS PROJECT

UNITED PRESS and 20th Century-Fox have completed negotiations to exploit news film service to TV stations, on similar basis to UP's newspaper operations, it was learned Friday. UP official claimed, "We'll have the best TV news service in the industry."

KMBY Monterey, Calif., 250 w on 1240 kc, to become CBS affiliate July 22, CBS announced Friday. Station, owned by Monterey Radio Broadcasting Co., with S. M. Aston as general manager, will be CBS's 189th affiliate.

BROADCASTING • Telecasting
Symbol of a way of life

In the rotunda of the Capitol Building in Richmond is Houdon's statue of General George Washington, labelled by historians the most important in the world. Symbol of courage, faith, devotion to the cause of freedom, this memorial (the only one for which Washington posed) is a fitting reminder that man's pursuit of freedom is eternal.

Among the most powerful weapons of the American way of life is freedom of expression—well served by countless radio and television stations. Among these The First Stations of Virginia, WMBG-AM, WCOD-FM, WTVR-TV, are privileged to be numbered.

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company
First They Listen ... Then They Buy!

WJR

the
GREAT VOICE
of the
GREAT LAKES

In the Michigan-Western Ohio area, WJR with its quality programming, 50,000 watt clear channel signal and radio audience leadership, has more listeners than any other station; gives your advertising wider coverage than any other single medium!

This widespread coverage and audience acceptance means more listeners for your advertising and more customers for your products.

To stay ahead of your competition, call WJR sales or Edward Petry and Company.

Remember! ... First They Listen ... Then They Buy! .......... Represented Nationally by Edward Petry & Company