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- Radio Writes Saga Of Flood Coverage Page 17
- ‘Railroad Hour’ Is Radio Impact Lesson Page 18
- "Order For Appearances At TV Hearing In TELECASTING" Page 53

OF THE 10 RADIO STATIONS IN ATLANTA...

Waga

Gives you more listeners per dollar!*

Waga is CBS

IN ATLANTA, GA.

590 on the dial

*Based on the percentage of listeners Sunday through Saturday 6 a.m. to midnight as reported by The Pulse of Atlanta, March-April, 1951 and latest rates published in SRDS.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
TOM HARKER, National Sales Mgr. • 488 Madison Ave., New York 22

$7.00 Annually
25 cents weekly

20th

The Newsweekly of Radio and Television.

year
Now entering our 30th Year
serving and selling Kentuckiana

with QUALITY OF PROGRAMMING

First in Louisville...
More Hooper FIRSTS* than all other Louisville stations combined!

First in Kentuckiana...
The only station that covers all this rich market*

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

*Based on total rated periods (one-quarter hours and one-half hours), Hooper Report No. 29, December '50—April '51.

*The WHAS Kentuckiana Market includes 108 Kentucky counties plus 25 counties in Southern Indiana.

WHAS Louisville, Kentucky

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.  •  ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
CENTRAL CALIFORNIA'S
ONLY
50,000 WATT STATION

Most advertisers are finding that the biggest station does the best job in Central California. That's why they are putting more of their advertising dollars on KFRE than any other station.

Dominant in the world's richest farming area, KFRE delivers more potential customers at a lower cost per thousand than any other media in the market.

Ask Avery-Knodel.

PAUL BARTLETT
President

KFRE
940 KC • CBS • 50,000 WATTS • FRESNO
Closed Circuit

BECAUSE of established precedent, it's practically certain that FCC promptly will expedite hearing on proposed ABC-United Paramount merger, transfer applications for which were filed last week [Broadcasting & Telecasting, July 16]. ABC hopes for action by Oct. 1. It's expected Commission will sit en banc as it did on Edward J. Noble's acquisition of Blue Network (which subsequently became ABC) in 1943.

UNIQUE PLAN for formation of new Wall Street-backed equity firm to buy and lease equipment to TV station licensees on five-ten-year basis, now in process of development. Originator understood to be Howard Stark, New York radio—newspaper brokerage specialist. Plan, it's said, would enable qualified licensees to procure adequate financing if credit risks are acceptable. Equity company, with several millions, would sell equipment to licensees at end of leasehold at depreciated value.

TIME-LIFE-FORTUNES chief editor, Henry Luce, understood to have withdrawn from negotiations for TV sponsorship of national Democratic and Republican conventions in Chicago next summer because of unfavorable reaction of Apelles and political quarters, primarily Col. Robert R. McCormick of Chicago Tribune. Some politics on bi-partisan convention committee want to ban sponsorship by beer or whiskey concern.

ABC-OWNED WJZ New York believes it has solution for removal of KOB Albuquerque from its 770 kc clear channel, pursuant to Court of Appeals decision last week (see story page 19). It will propose new frequency for KOB with present power when court's mandate is handed down two weeks hence to settle 10-year-old Special Section Authorization to operate on WJZ's channel.

BEFORE he knew that Robert T. Bartley, executive assistant to his uncle, House Speaker Sam Rayburn, was slated for appointment to FCC to succeed Federal Judge-Designate Frieda B. Hennock, Capt. Harry C. Butcher, owner of KIST Santa Barbara, Naval aide to Gen. Eisenhower during World War II and former CBS vice president, evinced interest in that FCC vacancy.

TREVOR ADAMS, assistant director of sales for Dumont TV network, reportedly slated for management of ABC's WJZ-TV New York.

NOW THAT NARTB and BAR have finally worked out mutual membership-getting procedure, NARTB may turn attention to proposed revival of program department. This unit was formed with fanfare in mid-1947 but withered from lack of funds.

IMPENDING realignment of top executives at Dumont TV Network, long rumored but not yet announced, will see TV Gallery take over direction of sports for network, with Theodore Bergmann stepping up from sales.

(Continued on page 90)

Upcoming

July 23: BMI Clinic, Seattle.
July 24: BMI Clinic, Portland.
July 26: BMI Clinic, San Francisco.
July to City by City City by City—Allocations Proceeding begins, Washington.
July 31: BMI Clinic, Los Angeles.

(More Upcomings on page 78)

Bullets

PROCTOR & GAMBLE Co., Cincinnati (Cheat detergent), signs for Lorenzo Jones on NBC (Mon.-Fri. 5:30-5:46 p.m.), starting today (Monday) for 52 weeks. Agency is Young & Rubicam. Contract to promote P&G's newest product giving company its seventh daytime strip on NBC, as clear demonstration of foremost network-time user's confidence in radio's selling power. P&G previously sponsored Lorenzo Jones but had dropped it mid-June to pick up Backstage Wife and thus have solid block from 3:45-15 p.m.

CBS FOOTBALL COLOR SERIES

SCHEDULE of CBS football color-telecasts set by network as follows: Sept. 29, California at Penn.; Oct. 2, Princeton at Navy; Oct. 13, Dartmouth at Army; Oct. 20, North Carolina at Maryland; Oct. 27, Columbia at Army; Nov. 3, Notre Dame at Navy; Nov. 10, Maryland at Navy; Nov. 17, Army at Penn; Nov. 24, Harvard at Yale (tentative).

EVERSHARP BUYS 'SHOW'

EVERSHARP Inc., Chicago (razors), signs for alternate-week sponsorship of 10-10:30 p.m. segment of Your Show of Shows, on NBC-TV completing sponsorship lineup for 11/4-hour weekly program (Sat. 9-10:30 p.m.). Show resumes Sept. 4. Eversharp agency is Biow Co., New York.

Business Briefly


GOODYEAR LOOKING • Goodyear Rubber Co., New York, about to buy another hour-long dramatic show, probably on NBC-TV. Agency, Young & Rubicam, New York, understood to be looking at Theatre Guild.


HAROLD L. MORGAN JR., NAMED ABC-TV PROGRAM V.P.

ELECTION of Harold L. Morgan Jr. as vice president of ABC in charge of TV Program Dept. announced Friday, along with realignment of department in line with ABC's radio—TV separation policy [Broadcasting & Telecasting, June 25]. Mr. Morgan has been national director of television operations.

Alexander Stronach Jr., vice president in charge of ABC's development, announced following changes in TV Program Dept.: Charles M. Underhill, general manager of CBS TV Program Dept., join ABC July 30 as national director of TV Program Dept.; Anthony M. Hennell promoted to production manager; Henry T. Hede advanced to business manager; Joseph Spagnola to replace Mr. Hede as director of office and studio services; William M. Lilling promoted to assistant production manager.

Charles F. Holden continues as assistant national director of TV Program Dept., responsible for overall telecasting operations.

Writer Irving Duncan, of Paul H. Raymer Co., station representative firm, joining ABC-TV network sales staff as account executive. On West Coast Mrs. Florence Schiro has been promoted to radio and TV personnel director of ABC Hollywood.

FCC Drafts Shortcut

SHORTCUT PLAN to expedite overall lifting of TV freeze within next six months is expected to be adopted by FCC early this week while action on partial thaw is still seen within "near future" (early story page 64).

Consensus Friday following formal prehearing conference on TV procedure, held before full Commission, was that FCC most likely will adopt proposals for:

1. Paper presentation—direct and rebuttal—in lieu of lengthy oral hearing on city-by-city allocation proposals. Oral hearing to begin Monday (July 30) would be limited, as full Commission thought that FCC most likely will adopt proposals for:

2. Deadlines for filing of written testimony on staggered basis, generally following area grouping of comments listed earlier in week by Commission as order of appearance for oral city-by-city allocations proceedings.

3. First group of direct evidence would be

Plan to Thaw TV

due in suggested 30 days, second group 40 days, etc.—with rebuttal to first group due 30 days after deadline for filing of first group's direct evidence, second group's rebuttal 10 days after that of first, etc. FCC may pare down 10-day intervals to weekly basis, it was indicated. Thus, full direct and rebuttal statements would be filed in 150 days or less, some seeing 120 days as compromise.

4. Waiver of all direct oral hearing, including Dumont which acknowledged it had no legal right thereto, excepting possible airing of Philadelphia applicants' problem involving alleged interference. If FCC rejects Texas stations' complaints, hearings may also be waived in favor of suggested windup oral argument by counsel, but cross-examination if retained would be on special request by parties.

5. Finalization of Appendices A and B of (Continued on page 90)
TELEVISION and SERVICE DEALERS testify—

Delivers the best picture and audio signal!

IN THE DALLAS-FORT WORTH EFFECTIVE COVERAGE AREA!

A Survey of 102 Dealers in the 100 Mile Area

To arrive at a definite and conclusive answer concerning Television coverage in the 100-mile North Texas area, KRLD-TV addressed questionnaires to 102 TV dealers and service agencies asking one simple question:

"What Television Station gives the best picture and signal in your city, and within a fifteen mile radius?"

Fifty-five per cent of them replied:

AND HERE'S THE STORY

<table>
<thead>
<tr>
<th></th>
<th>KRLD-TV</th>
<th>(A) Station</th>
<th>(B) Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td>30 or 52.65%</td>
<td>25 or 43.85%</td>
<td>2 or 3.5%</td>
</tr>
<tr>
<td>Second</td>
<td>19 or 43%</td>
<td>13 or 30%</td>
<td>12 or 27%</td>
</tr>
<tr>
<td>Combined First &amp; Second:</td>
<td>49 or 48%</td>
<td>38 or 38%</td>
<td>14 or 14%</td>
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<td>13 did not name second station.</td>
<td>KRLD's percentage of lead in combined</td>
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<td>Over the second station</td>
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<tr>
<td>Over the third station</td>
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</tbody>
</table>

The CBS STATION for DALLAS-FORT WORTH

KRLD-TV

CHANNEL 4

The Times Herald Station

The Branham Co.—Representatives
BEER
"We have had BOSTON BLACKIE on the air for three years, and can say that it has done a very swell job for us."

Says: Peter Hood Brewery Co. Chicago, Illinois

JEWELRY
"I made a personal survey of customers, friends, and people in general, and was unable to find even one person who did not listen to and like BOSTON BLACKIE."

Says: Roberts Jewelers Zanesville, Ohio

GASOLINE
"Since 'Blackie' started sleuthing for us we have noticed a solid increase in our gasoline and oil gallonage."

Says: Gasoteria, Inc. Indianapolis, Ind.

He'll sell and sell for you, too!
Appliance dealers, auto agencies, breweries, jewelers, hardware... BOSTON BLACKIE starts a trail of satisfied sponsors wherever he goes. He'll do a good selling job for your client, too!

For details, write, wire or phone
MR. SPONSOR:

WJBK sells Black Raspberry
A NEW DRINK
TO 1 OUT OF EVERY 4 DETROIT HOMES
...WITHIN 5 WEEKS!

June 22, 1951

Jack the Bellboy
Station WJBK
Masonic Temple
Detroit 1, Michigan

Dear Jack:

Though there's talk that radio has slipped badly in TV markets, the outstanding exception to these reports is your "Jack the Bellboy" program in Detroit. We consider it stronger and more effective than ever!

You will recall that our client, Faygo Beverage Co., cautiously tried a few spot announcements on your show in 1947. It got us results. That's why, in December 1948, we stepped up to half-hour segments. The results were—to put it mildly—sensational! That's why we've been with you so consistently.

When we broke the new Faygo True Fruit Black Raspberry Contest on your program in April of this year, you helped pull nearly 50,000 entry blanks in the 8-week campaign... enabling us to get placement in 1 out of every 4 homes in this area within 5 weeks. Nothing like it has ever happened before in the beverage trade in this market.

Thanks for a job well done. Keep up the good work. Cordially yours,

Julian A. Grace
Treasurer
W. B. Doner & Co.

Think of it! 25% of Detroit homes bought a brand new drink in only 5 weeks. Whatever your selling problem in busy Detroit, whether contest promotions, sales of beverages or dancing lessons, WJBK's high Hoopers and tremendous listener-response make WJBK the best advertising buy for greatest sales results. Call your Katz man today.

WJBK — DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.
SPONSORS GET
"PROMOTION PLUS"
ON
WDSU
TRAVELING DISPLAYS

* Colorful Truck Posters Promote WDSU Programs Throughout New Orleans!

- Everyday—Railway Express trucks travel all over New Orleans, carrying WDSU's posters that spotlight top programs. These posters are seen—by the people who do the listening—and who then do the buying. Another powerful "PROMOTION PLUS" for our sponsors.

NO OTHER NEW ORLEANS STATION OFFERS SUCH CONTINUOUS "PROMOTION PLUS" TO SPONSORS!

- Write, Wire or Phone Your JOHN BLAIR Man!

---

new business


A. MERICAN EXPORT LINE, ITALIAN STEAMSHIP LINE and LAL (Italian Airlines) sponsoring WOR Festival of Opera over WOR New York, Sat., 1-3:30 p.m. on cooperative basis, to stimulate travel to Italy. Agency: E. Landi Adv., N. Y.

C. ANADA DRY GINGER ALE Ltd., Toronto (soft drinks), starts twice to four times daily spot announcements six days weekly on number of Canadian stations. Agency: MacLaren Adv. Co., Toronto.

N. etwork • • •

C. ARNATION Co., L. A. (evaporated milk), to sponsor Stars Over Hollywood, on CBS, Sat. 11:30 a.m.-12 p.m. (EST), for 52 weeks starting Oct. 6. Agency: Erwin, Wasey & Co., L. A.

L. EHN & FINK PRODUCTS Corp. (Lysol and Hind's Honey & Almond Cream) sponsoring 10:10:30 p.m. segment of Your Show of Shows, on alternate Saturdays, over NBC-TV, beginning Sept. 8. Agency: Lennen & Mitchell, N. Y.

G. ENERAL FOODS (Maxwell House Coffee) to sponsor The Ad Libbers, comedy series starring Peter Donald, as summer replacement for Mama, Fri. 8:8:30 p.m. on CBS-TV for five weeks beginning Aug. 23. Agency: Benton & Bowles, N. Y.

P. OWERHOUSE CANDY BARS, N. Y., effective July 29 will sponsor half-hour weekly adventure series Major Dell Conway of the Flying Tigers Sun. 12:30-1 p.m. on DuMont Network. Agency: Franklin Bruck Adv. Corp., N. Y.

A. Llis-Chalmers Mfg. Co., Milwaukee, renews National Farm and Home Hour Sat. 12 to 12:30 p.m. (CDT), on NBC for the seventh year from Sept. 8 for 52 weeks. Agency: Bert S. Gittins, same city.

Agency Appointments • • •

R. ANCHO EGG FARMS, L. A. (waffle mix), names Davis & Co., L. A., to handle advertising. Firm today (July 23) starts three week radio spot campaign, totalling 24 spots weekly on KECA. Other stations may be added later.


T. WIND CITY RAPID TRANSIT Co., Minneapolis, appoints Fadell Co., Minneapolis, to handle advertising. Radio will be used.

N. ORTHWEST PACKING Co., Portland, Ore. (Oregon Trail pork and beans), appoints Don Dawson Co., same city, to handle advertising. Radio to be used with other media.

M. J. HOLLOWAY Co., Chicago, names George H. Hartman Agency, same city, to handle its advertising. TV spots are planned.

Adpeople • • •

F. C. SUTO Jr., advertising manager Johnson & Murphy Shoe Co., N. Y., named manager of public relations of Stewart Harsthorn Co., N. Y., manufacturer of window shade products. Firm is planning an extensive TV spot campaign this fall, and is considering network TV program.

R. OBERT P. GILLESPIE, assistant advertising manager Hunt Food Inc., L. A., recalled to active duty with Air Force, reporting to Kelly Field, Texas. HY FREEDMAN, sales promotion manager and director of publicity, succeeds Mr. Gillespie during his leave of absence.
MORE...

COSTS

LESS...

TODAY!

It costs 23% less today to reach each thousand homes through WGAR than ten years ago.

In 1941, WGAR's average quarter-hour evening rate (52-time basis) was $119. In 1951, the cost is $190. But...

...WGAR with 50,000 watts has increased its coverage 268% in the past ten years.

...WGAR now is Cleveland's most listened-to station based on recent Hooper reports.

...WGAR's cost per thousand evening homes in 1941 was $3.07. Today, that cost has gone down to $2.35 per thousand.

...WGAR's lower cost per thousand listeners does not take into account the changing value of the dollar, nor its tremendous auto audience listening 411,708 half-hours daily.

Dollar for dollar, WGAR is your best buy.
LOYD J. GREGORY, vice president and general manager Houston Post, and CHARLES J. GIEZENDANNER Jr., president Giezendanner Co., Houston, have formed the Giezendanner Co., general advertising and public relations firm. Mr. Gregory, resigned from the Post July 1 after serving with the paper for 24 years.


DON COLVIN, WILLIAM DIENER and CHARLES O. HUSTING named vice presidents of Leo Burnett Agency, Chicago, with each taking responsibility as account supervisors.

CLINTON F. WHEELER Jr., TV and radio department BBDO, N. Y., appointed director of television and radio Hewitt, Ogilvy, Benson & Mather, N. Y.

CONVICTIONS seem to pay off consistently for Montgomery N. McKinney, vice president and account executive at Earle Ludgin Agency in Chicago—and he has many of them. Jules Montenier, for example, maintained high sales grosses on Stopette in December and January, despite the prevalent misconception that deodorants are needed only in warm months. And W. F. McLaughlin & Co. sells about as much Manor House coffee in the summer as in the winter. These are just two of the advertising convictions Mr. McKinney has.

An ad man who can thank heredity and osmosis for some of his basic know-how, Mr. McKinney is the son of William Ayer McKinney, who opened the Chicago office of N. W. Ayer & Son, and grandson of the partner of Ayer's founder. He worked in and around advertising several years, however, before going with an agency. The around, which he did after the in, took place when he earned the NRA minimum of 40 cents an hour as a truck loader and driver in the factory of Kitchen Art Foods, a Chicago concern of which his father was president. He chose 816 weekly and a job instead of a European vacation offer after he was graduated from Oberlin College.

He took prep work at Mt. Hermon in Massachusetts, and his first year of college at Princeton. An "unspectacular" baseball and basketball player, Monty McKinney was an editor and columnist on the college paper, an eager campaigner in student government and a writer ("of sorts") of essays, poetry and short stories. A summer learning narrative writing with Thornton Wilder at the U. of Chicago contrasted sharply with another in which he sold Fuller brushes in the Italian tenement section of Cambridge.

He learned a hard lesson when his Fuller brush trainee tramped the streets five hours without a sale, but continued doggedly for three more to get his day's quota. "The customers are here; we've just got to find them," he said.

Monty McKinney has been looking for the customers ever since, and found a lot of them after getting down from his truck and up to the front office of Kitchen Art Foods. He remained as a salesman and sales promotion manager until 1941, when he joined the Ludgin agency to handle catalog work on (Continued on page 45)

on all accounts

The "St. Louis Ballroom" plus is promotion! Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.

Represented by John Blair & Co.
WELL W. SPENCE, vice president Hanly, Hicks & Montgomery, N. Y., to McCann-Erickson, N. Y., as executive on various accounts in drug field.

CAL MORRIS, manager of program research NBC, to Raymond Spector Co., N. Y., in executive capacity.

KENNETH TWYMAN, director of beer and beverage division Ruthrauff & Ryan, N. Y., to Cecil & Presbrey, N. Y., as vice president.

Mrs. ALICE McDONOUGH, assistant media director Olian Adv., St. Louis, named media director handling national radio and TV time buying. She replaces JAMES O. NEAL, now senior account executive.

WALTER M. KERR, manager of Edmonton office Stewart-Bowman-MacPherson Ltd., Vancouver, named vice president. HUBERT S. WATSON, Vancouver office of agency, appointed director, and ROBERT MCNICOL, manager Calgary office, named director. E. BLAKE BAL- lentine, Vancouver, was elected president.

ED WHITTLEY, timebuyer Badger & Browning & Hersey, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., in similar capacity. ARTHUR PARDOLL, timebuyer, SSC&B, named assistant to one of partners and business manager of radio and TV department.

FRANK ALFRED DANIEL, timebuyer Lennen & Mitchell, N. Y., named business manager of radio and TV department. WILLIAM D. SMITH, Buchanan & Co., to L&M, as chief timebuyer.

ROGER ALBRIGHT, promotion manager WJW Cleveland, appointed publicity director Gregory & House Inc., same city.

LEE RINGER Adv., Los Angeles, changes its name to Ringer & Assoc. Inc. No change in ownership or personnel is involved.

BOB HOENIG, publicity department Warner Bros., to Walter McCready Inc., Beverly Hills, Calif, as manager, promotion department. He replaces CARL BLUMAY, resigned.

VIRGINIA HENNING, traffic manager BBDO, Los Angeles, installed as assistant treasurer, Los Angeles Advertising Women Inc. Also installed were: MARTHA JEFFRES, executive secretary, Southern Calif. Advertising Agencies Assn., as corresponding secretary; ANONA HANSEN, media director, C. B. Juneau Inc., L. A.

ARThOLD MERRILLAT, art director H. W. Kastor & Sons, Chicago, to Tatham-Laird, Chicago.

ALICE WESTBROOK, copy supervisor in advertising department Toni Co., Chicago, to Tatham-Laird, Chicago, on creative staff.

MICHAEL DONOVAN, Ward Wheelock Adv., Phila., to McCann-Erickson, N. Y., as timebuyer in radio and TV department.

JOHN LaCERDA, owner The John LaCerda Agency, Phila., appointed Tuesday luncheon chairman at Poor Richard Club.


LAVONNE GATES to John I. Edwards & Assoc., L. A.

ELEANOR SMITH MILAN, Young & Rubicam Inc., Hollywood, and George Milan, announce their marriage.

W. C. JOHNSON to Needham, Louis & Brorby, Chicago, as account executive. He was with Ruthrauff & Ryan, same city, where he worked on Ken-L Products account. Account recently transferred to NL&B.

PRELIMINARY list of Canadian advertising agencies enfranchised by Canadian Assn. of Broadcasters for fiscal year 1951-52 totals 64 agencies, of which 11 are branches of American agencies and one British agency. U. S. agencies represented on list are ATHERTON & CURRIER Inc., BENTON & BOWLES Inc., ERWIN, WASEY of Canada Ltd., GRANT ADV. of Canada Ltd., HUTCHINS ADV. of Canada Ltd., KEN YON & ECKHARDT Ltd., O'NEILL, LARSON & McMAHON, RUTH RAUFT & RYAN Inc., J. WALTER THOMPSON Co. Ltd., YOUNG & RUBICAM Ltd., and ARMAND S. WEILL Co. Inc. All have offices at Toronto or Montreal, and few at both cities.

ON THE
WASHINGTON SCREEN
Consistently
One of Washington’s
Top Local TV Shows...

Average Rating-14.0!

AUDIENCE COMPOSITION

| MEN | 26.4% |
| WOMEN | 30.2% |
| CHILDREN | 43.4% |

Page 23, 1951 • Page 11

Represented Nationally By
The KATZ AGENCY, Inc.

WMAL-TV
THE EVENING STAR STATIONS
WASHINGTON, D. C.
WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

strictly business

NORMAN PROUTY, radio sales manager of WFL, Philadelphia, has an impressive record of service in the fields of radio sales and advertising. His early interest in advertising was kindled when he secured a summer position with a small agency in New York, while still an undergraduate at McGill U., Montreal. His interest was further stimulated by the fact that his father, a former newspaper man, also was in the advertising business.

Following his graduation, Mr. Prouty joined Benton & Bowles as a member of the college promotion squad and later became a radio timebuyer in the agency's media department. In 1938 he decided that he preferred selling to buying and joined the staff of Joseph Her- (Continued on page 84)

IT'S STILL AGREED
"The Shows the Thing"

AND THE RECORDS PROVE US RIGHT!!!
A Recent Conlan Audience Listening Survey Revealed That...

THE FIRST THIRTEEN DAYTIME PROGRAMS IN ORDER OF POPULARITY WERE ON

WBRE

1. News at Noon*
2. Just Plain Bill
3. Life Can Be Beautiful
4. Big Sister
5. Double or Nothing
6. Front Page Farrell
7. Ma Perkins
8. Lunchtimers*
9. Road of Life
10. Polka Dots*
11. Young Widder Brown
12. Second Spring
13. Backstage Wife

We're all bustin' with pride over the fact that THREE of the Top Ten are our own LOCAL SHOWS. Really something to consider in your Fall plans!

Page 12 • July 23, 1951
WWJ's average cost-per-thousand listeners in the Detroit market serving 828,720 families is 14.5% lower than the average cost-per-thousand for radio time in Detroit (based on March-April 1951 Pulse ratings).
You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
RADIO BUSINESS UP

RADIO business is better than it was a year ago in both TV and non-TV markets, according to a TRENDS questionnaire survey conducted by BROADCASTING • TELECASTING.

Brightest spot in the nationwide picture is local business, according to the magazine's continuing study of executive opinion. The TRENDS survey covers the May 1950-May 1951 year and April-May 1951 month.

Analysis of returns from a cross-section of radio stations shows that television's impact is being felt in local business of radio stations but the impact does not appear to be serious. This appears in the form of a somewhat higher increase in local business for stations in non-TV markets compared to those in areas having television. The difference is mainly a matter of amount of increase.

Actually, local business is increasing substantially at radio stations in TV markets. In non-TV markets the increase is notable, with over half of stations enjoying 10% or more boost in local business this year.

Hold Their Own
Half of the stations in TV markets held their own or increased their national spot business in the May-to-May year. In non-TV markets four out of five stations held their own or boosted their national spot sales during the 12-month period.

Network business during the 12-month period followed rather closely the trend in national spot.

The BROADCASTING • TELECASTING TRENDS survey is based on a scientifically prepared cross-section of the industry. Percentage figures are based on returns showing a slightly heavy ratio of regional stations but this is not believed to affect materially the basic trends shown in the percentage calculations.

In separating stations by size (small, medium and large) it was found that small stations in TV markets were about half up and half down in volume of local time sales during the May-to-May year.

Small stations in non-TV markets, on the other hand, almost unanimously recorded good increases in volume of local business.

Small stations in non-TV markets enjoyed much better national business, with only two of the stations surveyed reporting less national business. In TV markets just half of the small stations reported more or the same volume of national business during the 12-month period.

A similar situation was found in the case of medium-sized stations. Two-thirds of large stations in TV markets had better local business but two-thirds had less national business during the year.

Small and medium stations both showed better national business in TV and non-TV markets from April to May. Local business was better and national business was about the same at large stations in TV markets.

One factor in the generally increased business, but not the controlling element by any means, was the upward adjustment of station rate cards.

Many Increase Rates
One out of four stations increased their rates in at least one time segment during the past year. Nearly twice as many stations increased rates in non-television markets as was the case in markets with TV service.

Median average increase in rates, regardless of type of market, ranged between 10% and 22%.

LOCAL BUSINESS OF STATIONS
May 1950 to May 1951

RANGE CARD TREND
(May 1950 to May 1951)

RADIO

Ratio of radio stations (all types) increasing and decreasing their rates from April 1951, by TV and non-TV markets (figures show percentage of stations in each category):

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>Non-TV</th>
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<tbody>
<tr>
<td>% Stations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase</td>
<td>17%</td>
<td>31%</td>
</tr>
<tr>
<td>Decrease</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>Unchanged</td>
<td>85%</td>
<td>67%</td>
</tr>
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<td>100%</td>
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</table>

Radio stations fared well in the volume of local business during the May-to-May period. Eight out of 10 stations in TV markets enjoyed increased or unchanged local time sales, not far below stations in non-TV markets where nine out of 10 stations enjoyed increased or unchanged local business (see Tables I and II, page 22).

The ratio in the April-May 1951 period was similar, indicating local business was generally better in May than in the previous month.

Thus TV appeared to have no serious effect on local time sales of radio stations, judging by these figures.

Analyzing local radio business in TV markets by amount of change during the May-to-May period, it was found that increases ranged from less than 5% to more than 20%, with one out of five reporting increases of 20% or more.

In the case of non-TV markets, more radio stations showed increases in local business from 10% upward than occurred in TV markets.

Compares Volume
Stations in non-TV markets maintained their volume of national spot sales somewhat better than was the case in TV markets. From May-to-May half of stations in TV areas increased their national spot billings or held them at the same level. In non-TV areas, however, better than four out of five stations increased or maintained their national spot business during the year (see Tables III and IV, page 22).

Two out of three stations in TV markets increased or maintained national spot business from April (Continued on page 98)

July 23, 1951 • Page 15
THE FORT INDUSTRY Co. last week acquired its fourth television station—subject to customary FCC approval—with the purchase of KEYL TV, San Antonio, Tex., for a figure of $1,000,000. The transaction was closed by George B. Storer, Fort Industry president, with a committee representing the some two dozen KEYL stockholders.

Operating on Channel 5, KEYL took the air in February 1950. It is affiliated with ABC, CBS and DuMont networks and is represented nationally by Blair TV.

Fort Industry acquired all of the 5,000 shares of San Antonio Television Co. stock at $2 each. Principal stockholders are H. L. Coffield, Rockdale, Tex.; W. L. Pickens, Dallas, and R. L. Wheelock, of Dallas, each holding 1,000 shares. W. D. (Dub) Rogers Jr., vice president and general manager of the station and a member of the NARTB-TV board, holds 418 shares and W. R. Nichols, of Dallas, 592 shares. These stockholders account for more than 4,000 of the 5,000 outstanding shares, with the balance being held in small lots by individuals in Texas and Minnesota.

KEYL Stations

The Fort Industry Co. operates three other TV stations: WSPD-TV Toledo; WJJK-TV Detroit and WAGA-TV Atlanta. Applications are pending for stations in Wheeling, Miami and Minneapolis.

Fourth TV Outlet

Fort Industry Co. also operates seven AM stations (WSPD, WJJK, WAGA, WWVA Wheeling, WMNN Fairmont, W. Y., WGBS Miami and WSAI Cincinnati).

AM Outlet

Whether Fort Industry will seek to acquire an AM companion station for KEYL could not be ascertained last week. If a sister AM station is purchased it will necessitate the sale of a Fort Industry-owned AM station because of the FCC rule-of-thumb limiting AM ownership to the current maximum of seven.

FOOTBALL PACTS

Teams Set Radio Schedules

WITH a torrid pennant race in baseball still raging in the America League, professional and college football teams already are preparing broadcasting schedules for the upcoming 1951 grid season.

WCAU Philadelphia will air all 15 Philadelphia Eagles’ games, plus four of its pre-season contests. Miller Brewing Co., Milwaukee, will sponsor the broadcasts. Details of the Miller agreement with WCAU and the Eagles cover the 1952 season and provide for additional option years.

Broadcasts will start Aug. 12 using WLIB, Wilkes-Barre and WCMR Harrisburg, to round out a three-station network. Bill Sears, WCAU sportscaster, will handle the broadcasts again this year.

The following week, Admiral Corp. will sponsor the 15th annual All-Star football game between the College All-Stars and the Cleveland Browns, National Professional Football League champions, over MBS, Friday, Aug. 17, beginning at 9:30 p.m. Game will be broadcast exclusively by Mutual from Chicago’s Soldier Field.

KSL Coverage

The games of Brigham Young U. will be carried exclusively by KSL, Salt Lake City, which will also handle the school’s basketball contests during the coming season.

WOKY Cincinnati will air the U. of Kentucky games. A sports round-up will precede the games, and scores and highlights from around the country will follow. Don Hill, well-known sportscaster, will handle play-by-play chores.

For the fourth consecutive year Standard Oil of Indiana will sponsor the U. of Nebraska games over KFAB Omaha. Lyell Bremer, program director, will handle coverage.

THE PROCESS of splitting the CBS radio and television operations continued last week as Radio Division President Howard S. Meighan and TV Division President J. L. Van Volkenburg picked their respective department chiefs and these heads in turn proceeded to designate their own assistants.

Mr. Van Volkenburg’s Television Division lineup, reportedly nearer completion than the radio list, was said unofficially to include the following nominees for these key posts:

Hubbell Robinson Jr., in charge of programs; David V. Sutton, sales; William Golden and John P. Cowden, sales promotion and advertising; Merle Jones, Columbia-owned stations; Oscar Katz, research; Frank B. Falknor, operations; I. S. Becker, business affairs; Michael Foster, press information.

In the Radio Division, expected to be announced this week, chief speculation centered on Lester Gottlieb as program head; John J. Karol, sales; Louis Hauman, sales promotion and advertising; Kelly Smith, Columbia-owned stations; Harper Carraine, research; James M. Seward, business affairs, and George Crandall, press information.

Parts of the radio lineup were made known by CBS President Frank Stanton in a letter reassuring the network’s radio affiliates that CBS still considers radio “America’s No. 1 mass medium” and will continue to promote it aggressively (see story page 34).

Asserting that the divorcement of radio and television operations will permit the Radio Division “to concentrate all of its energies on a single medium,” Mr. Stanton pointed out that Mr. Meighan had been named president of the radio unit and added:

“Working with him—exclusively in the interest of radio—will be Kelly Smith, Louis Hauman, James Seward, John Karol, Lester Gottlieb, Ed Chester, and other experienced radio operating executives.”

Mr. Chester is CBS news director and presumably will hold a comparable position in the Radio Division. Mr. Smith has been vice president in charge of station administration; Mr. Hauman, vice president in charge of sales promotion and advertising; Mr. Seward, vice president in charge of business affairs, network programs; Mr. Karol, radio network sales manager; Mr. Gottlieb, program manager.

Of the others on whom Radio Division speculation centered, Mr. Carraine has been assistant director of research, and Mr. Crandall has been director of press information.

TV Lineup

In the expected TV Division lineup, Mr. Robinson has been vice president in charge of network programs (AM and TV); Mr. Seward, TV sales manager; Mr. Golden, associate director of the sales promotion and advertising department, and Mr. Cowden, general manager of the department; Mr. Jones, manager of KNX and KTSL (TV) Los Angeles and the Columbia Pacific Network; Mr. Katz, research director; Mr. Falknor, vice president in charge of program operations; Mr. Becker, director of business affairs, network programs, and Mr. Foster, assistant director of press information.

Several departments for legal and accounting also are being set up, but the stations relations department and the general service units, such as treasurer’s office, engineering, auditing and tax units, will continue to serve both the Radio and TV Divisions.
FLOOD COVERAGE

RADIO AND TV service swelled with rising flood waters that inundated a section of the nation last week.

Broadcasters who escaped being engulfed in the billion-dollar three-state catastrophe marshalled their fullest resources to serve Red Cross, civil defense and other agencies and to keep the airways open to give the nation full news of the flood, its effect on towns and cities, and the late-night progress of the rampaging waters.

Emergency Equipment Used

KSLA, Salina, was forced off the air in a city which found itself at least three-quarters under water. Two other outlets—WIBW and KTOP were flooded out in Topeka, heavily industrialized city. When transmitters were submerged, the stations rigged emergency equipment to carry on. A similar situation prevailed in Manhattan where KMAN, along with the entire business district, was inundated.

In instances where station operation was not affected, broadcasters operated around the clock, maintaining a steady flow of announcements on water and power supply, traffic, volunteer requests and other vital information. All stations abandoned commercial schedules and went all out on news reporting and public information service, sometimes with hastily-improved setups.

Transmitters in Kansas City, Mo., situated on high ground, kept up operation, compiling a saga of stick-to-itiveness seldom surpassed. WDAF remained on the air, 24 hours daily, for three days. KCMO broadcast messages from members of separated families. WDAF-TV stripped its mobile equipment, transporting it by elevator to the roof where it brought in views of raging fires in closeup. Station telecast almost 12 hours of flood and fire scenes.

WTOE was doubtless the hardest hit in the rampaging flood. The waters that temporarily immobilized WIBW and KTOP pending emergency setups also knocked out WREN, but the latter also returned to the air, with pickup from KLWN, Lawrence. KJAY was unaffected. KLWN, one of the nation’s newer outlets, went full time. St. Louis stations cooperated on a mutual-exchange plan as the flood crested and dug into farmlands and moved toward the city.

Traffic Radio played a vital role in Kansas City, once again attempting to keep its media for allaying panic.

Radio and television networks devoted many man and program hours to coverage of the disaster. In addition to its regular newscasts, NBC carried a number of spot cuts-ins from WDAF Kansas City, while ABC- TV provided even more detailed coverage with numerous spot films ranging from one minute up.

CBS, ABC Pickups

CBS carried special pickups from WIBW Topeka featuring WIBW’s Art Holbrook, and from KMBC Kansas City. CBS-TV scheduled special pictures of the flood and viewed with the East Coast, the Town on July 15 heard a two-way telephone conversation between Jim Barnes in Kansas City and Bill Downs reporting on flood and fire conditions.

ABC utilized the facilities of WREX Topeka for scene report by WREX’s Max Falkenstein, gave special pick-ups on “Front Line Situation and This Week Around the (Continued on page 28)

RADIO WINS IN EUGENE

As in the case of past studies by ARBI, equal sums were spent for radio time and newspaper space. ARBI research specialists stationed at the four stores contacted customers, making detailed reports on each. ARBI has been conducting traffic-purchasing tests in many parts of the nation (BROADCASTING • TELECASTING, July 2, May 7).

The Eugene study shows what happens when one station conducts an ARBI survey in a four-station newspaper city. The newspaper is the third largest in the state. Lee Bishop, manager of KORE, pointed out that many of the ARBI surveys have been conducted in larger cities.

Radio Increases Traffic

Brought out once more in the Eugene studies was the ability of radio to increase its traffic during the three or four-day period of an ARBI test, contrasted to the fast falling-off newspaper-induced traffic after the first day.

Also revealed again was the fact that an important segment of the public is not reached by newspapers. Furthermore, the studies reaffirmed the finding that consistent repetition of a commercial over a period of days—a radio device of long standing—should be used by retailers.

Stores have complete freedom in selection of items to be advertised.

It was shown that traffic brought into stores by the combined radio and newspaper advertising had a high rate of conversion into purchases.

The detailed studies follow:

FOUR STUDIES COMBINED

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<tr>
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* These figures include all purchases made on its Headline Edition and This Week Around the.

(Continued on page 30)

July 21, 1951
Page 17
Lessons in Radio’s Impact . . .

The Railroad Hour

By J. FRANK BEATTY

ONE blustery weekend last February an entire economy trembled as a crippling, crushing railroad strike threatened its very livelihood. The pyramidizing paralysis of a tieup in the world’s largest and most efficient transportation system was dramatizing once again the basic role of the iron horse in American civilization.

Many things—important things—were done during those dark days of negotiating and conferring. From the White House down there was action aplenty.

In that gloomy moment, union leaders flaunted an agreement signed just before Christmas, the harried leader of the nation’s rail carriers took time out to accept the weekly hospitality of 10 million friends.

Their leader—William T. Faricy, president of the Assn. of American Railroads—spent 2½ minutes talking into the nation’s living rooms via 170 NBC radio stations.

In that brief period he was able to discuss this major crisis over the only available facility that reaches instantaneously into over 95% of the nation’s homes. And in that interval he was able to tell clearly, concisely and effectively the railroads’ side of the story to a receptive audience.

Added to the potency of the spoken word was the flexibility of the 30-year-old radio medium. Up to the last minutes before air time of the Railroad Hour (Mon., Feb. 5, 8 p.m.) events were happening rapidly. Through this chain of developments Mr. Faricy and his aides were able to keep the message current and the final revision was completed just before NBC’s familiar chimes signaled the arrival of one of America’s favorite musical programs.

In tune with the motif of the program, Mr. Faricy presented a calm story. He made no attempt to punch over a selling message, for the Railroad Hour is designed to build friendships—millions of them.

These 30-minute visits in millions of America’s homes are nearing the end of their third year. Tonight’s broadcast will be the 147th in the series. Again some 8 to 10 million persons will gather around their radios in living room, auto and vacation resort to hear Gordon MacRae and Dorothy Warenkold in “Roaring Camp,” a musical version of Bret Harte’s rugged tale of gold-rush days.

Forceful Lessons in Friendships

As the third year comes to a close there emerges a series of lessons in how to make friendships by the million and how to influence all types of people in all sorts of places.

LESSON No. 1—Radio’s impact hasn’t been hurt appreciably by television, at least so far as the Railroad Hour is concerned, and here’s why:

• The 1949–50 Nielsen rating averaged 9.2.
• The 1950–51 Nielsen rating averaged 9.0.
• A substantial increase in share of audience has occurred from 1949–50 to 1950–51.

• Average audience, too, has increased.

LESSON No. 2 (and here’s a piece of advertising news that will reverberate up and down Radio City and Madison Ave., and then out across the country)—The Railroad Hour has shown radio’s power by drawing one of the greatest responses to an educational offer in the history of NBC:

• One full commercial and three billboards on four programs brought 120,487 requests for a souvenir program booklet.

• Within two days of the first announcement (April 16) 26,213 mailed requests had come to AAR headquarters.

• By program time the next Monday AAR had received over 78,000 requests.

• Of writers, 98.8% gave the exact address in every detail (Railroad Hour, Transportation Bldg., Washington 6, D. C.), a demonstration of radio’s effectiveness that startled postal officials.

LESSON No. 3—Radio combines low cost with its far-reaching impact:

• Each listener contact costs about one-fifth of a cent or about 468 contacts per dollar spent on radio.

LESSON No. 4—Radio’s audience is best built and retained by year-round scheduling:

• AAR’s Railroad Hour is on the air 52 weeks a year.

(Continued on page 42)
SENIORS HEAR COY

IP INDUSTRY goes along, the television freeze can be lifted in late September, FCC Chairman Wayne Coy told Senators last Wednesday. This decision, reached after a flurry of public controversy, which created a flurry in radio-TV stock transactions on the New York exchange, was given during Chairman Coy's testimony before the Senate Interstate Commerce Committee.

Measuring up to advance notices, the committee cut a wide path of inquiry covering key broadcast issues including the television freeze, educational reservations, the so-called Richards case and the WMMI Miami case.

The hearing was held at the request of committee members who had a few questions to ask the chairman and who wanted to discuss the issues with him [Broadcasting • Telecasting, July 16].

Highlights of Hearing

In brief, here are the highlights:

- Chairman Coy said FCC believed the National Production Authority would order the freeze lifted on the WMMI building once the freeze was lifted.
- The freeze could be lifted in September if a city-by-city allocation hearing can be by-passed with a final decision rendered on written evidence. If the freeze is lifted, the freeze news see page 64 and As Deadline, page 4.
- Allocation grants will be handled on a priority basis with areas now without TV service being considered first, those areas with one station next, etc.
- If lawyers of interested parties fail to agree in the pre-hearing conference (scheduled for last Friday) he could not say how long it would take to clear up the allocation question.
- Those who are "caught" in the freeze and are without television, are being asked by the Chairman for an unwillingness to pioneer in the field or to share expectant losses in early station operation.
- There should be about 1,500 TV stations in the next five years, 2,500 within 10 years of approximately 3,000 stations permitted by the plan.
- The chairman objected to a suggestion by Sen. William Benton (Conn., D), that commercial licensees be permitted to sell time to help finance stations.
- He also criticized educators who complain that radio-TV station are "educating" (in the prediction, the educators) "ignore the general improvement of understanding" given by such programs as news and discussion.
- Sen. Benton and Ed C. Johnson (Ill., Col.), the dean of the commission, joined hands in support of Sen. Johnson's proposal that would require commercial TV stations to give a specific percentage of their time to educational programming rather than reserving entire channels.
- Chairman Coy refused to discuss the "merits" of the Richards case and any interested party could file a petition for the record.
- The prediction by Chairman Coy on the freeze end brought comment by J. L. Van Volkenburg, president of the CBS Television Div., who said: "We eagerly look forward to any move by the FCC, which will bring television to the remaining 40% of the nation.

Chairman Coy's appearance before the committee had full coverage from the U. S. Court of Appeals new eelchon. CBS tape recorded portions of the testimony.

Sen. James P. Kem (R-Mo.) took the lead in questioning about the freeze. The appeal was direct. The Senator asked if "unfairness" had not been created "by the freeze and the long time which it has continued in effect?" He referred specifically to the cases of St. Louis and Kansas City which have only one TV station on the air.

Chairman Coy answered that the "discussion of unfairness you are talking about goes to the people in St. Louis . . . to the people in Kansas City who now want to get it [TV] and at that time [prior to Sept. 30, 1948, date freeze began] St. Louis and Kansas City did not want it because they thought it was a big, losing business."

Describing the NARTV and Commission adopted proposal that FCC should hold no further hearings on city-by-city requests to start the granting of channels on the basis of written comments, Chairman Coy said: "I hope we may have a final order by the latter part of September."

Disagrees With Jones' Plan

Questioned further on unanimity of the Commission on the FCC's TV allocation plan, Chairman Coy said Com. Robert F. Jones was the only dissenter. The latter believes FCC ought to proceed to just treat each application as it is filed without regard to any plan for the use of it. Chairman Coy said if such a proposal were followed it would mean FCC would have to make decisions about the present procedure and start "other proceedings of a different type," he declared.

On the proposal that FCC adopt equal treatment standards applying to the rules and regulations and then proceed on the basis of those standards adopted, Chairman Coy said it meant that every big city in the country "would hog the television frequencies and every small and medium sized city would be left outside.

Chairman Coy said FCC now has on hand 400 applications covering 100 cities, which, according to Censbook Bureau interpretation, could be filed in any assigned area. He said another 400 or 500 applications can be expected to be filed as soon as the freeze ends. FCC probably will take the position that the Commerce Production Authority that television is a "new and dynamic service" and should be extended to the nation's people without further delay than we would have already imposed upon ourselves."

NPA now requires that a permit be given through it for construction of any new station.

Sen. Benton said the freeze will not be a deterrent because the industry can find it advantageous to put all antennas on one location, permitting orientation of home receiver antennas to one place and thus avoiding multiplicity of antennas located in various sections of the community. This would save the industry money, Senator Benton noted. Example of such planning is the antenna array at the Empire State Bldg., he said.

Some TV stations already have acquired transmitters and built (Continued on page 88)

KOB COURT RUL

THE FCC was directed last week to reach a solution of the 10-year-old question as to the conflict in assignments between WJZ New York and KOB Albuquerque.

In February, 1941, KOB had been operating under a succession of special service authorizations with 50 kw daytime and 25 kw nighttime power on a frequency on which WJZ is licensed. Last week's decision by the U. S. Court of Appeals in the District of Columbia was, in the court's words, "a remedy against inaction" on the part of FCC.

The court reversed an FCC order of Dec. 14, 1949, continuing the KOB special service authorization and a further order of Feb. 23, 1950, extending the SSA pending outcome of an appeal which ABC, owner of WJZ, had taken to the Court of Appeals against the Dec. 14, 1949, order.

The court also remanded the cases to the FCC "for action not inconsistent with this opinion." The court ruled that within that court's power to determine what ultimate disposition should be made of the question, the Court of Appeals said, however, that it could make a remedy against inaction; we can direct the Commission to exercise its discretion in accordance with law."

The case dates back to May, 1940, when the FCC granted KOB a permit increasing its power to 50 kw and designating it a Class I station on 1180 kc. This frequency, however, was deleted from U. S. assignments the next year when the first NARBA was ratified and the Commission was obliged to find a home for the station elsewhere. In September, 1940, before National Association of Broadcasters had the assignments been arranged, the FCC proposed to assign KOB to 1030 kc, with 50 kw as a Class II station. WZB Boston opposed this because it was operating on the same frequency as a Class I-A station and would have had to accept a change to Class I-B if the KOB assignment were made.

The next February the FCC proposed assigning KOB to 1060 at 10 kw and further providing an increase in power to 60 kw after completion of a directional antenna. Both KOB and WZB objected, but withdrew their objections when the FCC assured the assignment was temporary. In March, 1941, KOB was licensed to that frequency in accordance with those provisions, and in June, 1941, the Commission issued a special service authorization, on application of KOB, for operation on 1030 kc at 50 kw daytime and 25 kw nighttime.

Meanwhile, FCC field tests show-
ed that KOB would have a wider area of interference-free operation on 770 kc (WJZ's frequency) than on 1030 kc, and on its own motion, the FCC on Oct. 14, 1941, modified the special service authorization to put KOB on 770. WJZ objected but did not pursue its protest because it was not considered steel and save people money, Chairman Coy noted.

An example of such planning is the antenna array at the Empire State Bldg., he said.

Some TV stations already have acquired transmitters and built (Continued on page 88)

Restate TV Goals

FCC Directed To Act

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An example of such planning is the antenna array at the Empire State Bldg., he said.
IN REVIEW...

B EING the passive type that prefers to observe a brawl rather than participate in it, this reviewer was delighted to watch the Charles-Walcott fight in his living room, a less hazardous site than the theater where, in the company of a thousand or so excited fight fans, he saw the Louis-Savold bout several weeks ago. (Two wounds suffered in that encounter are healing nicely.)

On the whole the program was capably handled, except for some unnecessary, and at least one pertinent, inaccurate commentary by Bill Corum. Mr. Corum, who presided at the microphone during the rounds, seemed inclined to favor the defending champion when describing exchanges of punches. One ineffective left hook that Mr. Charles aimed at Mr. Walcott's midriff was described by Mr. Corum as a hard blow. It barely reached the challenger, as any except the hopelessly myopic in the television audience could plainly see.

Keep Talk Down

Even veteran ring announcers like Mr. Corum must constantly remember that the TV audience can see the fight as well as they, a circumstance that recommends the keeping of commentary to a minimum of explanation and certainly requires a high degree of objectivity from the man calling the punches.

Though heavens knows it is safer than a theater, the living room can have shortcomings as an arena. At the beginning of the seventh round, this reviewer left the room to minister to a wakfeful child. In his absence, Mr. Walcott abruptly put Mr. Charles to sleep, which was more than could be said of this reviewer's efforts to soothe his restless offspring.

FIRST HORSE RACE COLORCAST made July 14 by CBS-Color-TV, did an excellent job encouraging the horse racing fan to sell his binoculars and tear up his club house pass in favor of home color viewing. Closeups of the horses in the paddock and of that John Derr, interned at a luncheon table on the Monmouth Park Jockey Club grandstand terrace were beautiful and clear, with the watermelon the lunches so appropriately the show was a rosso red that set the spectators in CBS Studio 3 to drooling. But the races themselves were disappointing.

It was a soggy shot of the fast moving horses across the course did far from adequate reporting job; the jockeys' silks, so distinctively recognizable in the closeups, lost their individuality in the distance and the numbers on the saddles were also indistinguishable; without the skilled announcing of Horace Wade, public relations director of the park, the actual running of the race would have had little meaning to the colorcast audience.

Adrian Murphy, newly appointed president of the CBS Laboratories Division, who spent much of the afternoon leaping from his front row seat to bring the receiver back into color synchronization with the pickup cameras, apologized for the quality of the reception, which he described as "too soft." He said that John Derr, CBS associate director of sports, who emceed and coordinated the telecast from the grandstand roof, reported sharp pictures on the monitor there, and apparently the show was softened up somewhere between the transmitter and receiver. The Zoomar lens, used during the telecast, also had a soothing effect, Mr. Murphy noted.

As the first remote pickup of a regular color telecast, the racing pickup probably should not be judged too harshly. This viewer's companion, who had not previously seen CBS color, was entranced by the beauty of it all and has joined that large segment of the American public who is asking when color sets will be available for home use.

FLEISCHMANN Approved

PRESIDENT Truman's nomination of Manly Fleischmann to serve as chairman of the Defense Production Administration, in addition to his duties as administrator of the National Production Authority, was approved last week by the Senate Banking & Currency Committee without opposition. The nomination was favorably reported to the Senate floor where it awaited Senate confirmation.

NBC CENTER

Burbank Council To Vote

AN ORDINANCE, clearing the way for NBC to purchase 19 acres of city-owned land for a proposed $265 million Radio-Television Center, is scheduled to be given final vote by the Burbank, Calif., City Council tomorrow (Tuesday).

It would order sale of two parcels of land fronting on Alameda Ave. between Warner Bros. Studio and St. Joseph Hospital for $265,- 287.50, price previously agreed upon by the NBC and the city. Sale must be completed by Aug. 31 [BROADCASTING ★ TELECASTING, June 25].

City council in mid-June, by resolution, eliminated the formality of the land being sold at public auction. NBC many weeks ago submitted a $10,500 check signifying its intent to purchase the land.

NBC also is purchasing from Warner Bros. 30 acres adjoining the city-owned property. Deal reportedly includes a rental arrangement for NBC studios and other studio facilities for television.

Charles J. Dunn, New York real estate broker, is granted a $12,- 037.50 commission on the transaction at the Burbank ordinance, it was said.

With the influx of top TV shows from New York starting in the fall, NBC has been frantically searching for the proper area for space and facilities to accommodate them. Present NBC-TV Hollywood accommodations are said to be woefully inadequate to take care of the eight comedy and other shows shifting from New York with the advent of the relay-cable hookup, now tentatively set for sometime in the fall.

Conversion to TV of the El Capitan Theatre on Vine St. near Hollywood Blvd., and Studio D in NBC Western Division headquarters, both made provision for cable telecast in the near future, will help ease the situation. Cost of remodelling the El Capitan is said to be around $600,000 and Studio D in excess of $500,000.

Delegation of NBC New York television executives were in Hollywood in mid-July primarily for coordinating talks on shifting shows and to look at possible available facilities.

Besides Fred Wile, assistant to Sylvester L. (Pat) Weaver, NBC-TV vice president, who remains on the NBC lot at least the other week, in Hollywood for sessions were General Lyman Munson, in charge of TV facilities operations, Sam Fuller, executive producer, Colgate Comedy Hour; Pete Barnum, executive producer, All Star Revue. Last two programs are among those to shift origination to Hollywood in the fall. Participating in meetings also were John K. West, NBC Western Division vice president, and Norman Blackman, Western Division director of TV network programs operations.
'52 CONVENTIONS

KNOTTY problems involving radio-TV-BROADCASTING, in the form of direct proceedings of the '52 Republican and Democratic political conventions are tabbed for a thorough airing at national committee level. It was indicated last week following reports that Time, Life and Fortune, of the Henry Luce publishing group, had negotiated for network telecast rights to both conventions. [BROADCASTING • TELECASTING, July 16.]

It seemed likely that the Democratic and GOP national headquarters would set a joint parley to discuss these problems, looking toward formation of a uniform policy on sponsorship. It was understood that this joint decision probably would be reached by September, as to whether proceedings would be offered for sponsorship or as a public service.

The sponsorship issue is easily one of the thorniest on the agenda of the Democratic National Committee. Other points to be resolved are those involving the selection of an anti-Communist delegate by a committee, the choice of a convention site in Chicago to house what promises to be an unprecedented demand for studio and other working facilities.

Parties Receive Inquiries

National headquarters for both parties have received inquiries from the lawyers of several political candidates interested in radio- and TV-sponsorship. Most of the discussions, however, have been largely informal and have emanated from networks, agencies, and others.

The question of sponsorship of direct convention proceedings was brought last week to the attention of William English, chairman of the Democratic National Committee, who has temporarily shelved further discussion with Ken Fry, radio-TV director, and the GOP committee. English wanted to see the two committees meet within the next fortnight.

Luce Communique Postponed

With the sponsorship issue on the agenda, a conference scheduled for last Thursday between Mr. Luce, editor-in-chief of Time, Life and Fortune, and local Chicago committee members was postponed.

These are some of the questions which the national committees must resolve before adopting sponsorship policy:

1. The disposal of funds in the event rights are sold.

2. Political parties are legally prohibited from accepting the money derived from the use of the regular network in the presentation of their particular convention. Thus, it is necessary to modify the broadcasting policies of the individual stations, including type of sponsorship, including type of sponsor, extent of physical network coverage of proceedings, exclusivity of sponsor rights, the scope of coverage in portraying a candidate to be utilized, and selection of a site which would provide adequate facilities for coverage.

The Democratic National Committee is known to favor adherence to at least two basic principles: The widest possible coverage of direct proceedings, and an arrangement with networks which would assure the best programming and technical techniques.

Throughout these early preliminary discussions, television has promised to exert a profound interest in radio and TV and has indicated a willingness to ensure that political parties receive adequate coverage.

PROFITS TAX

Senate Gets Measure To Aid TV

A BILL to lighten excess profits tax burdens for the telecaster was introduced in the Senate last week by Senator Frear (D-Del.). It is designed to believe exist in the present Excess &T Broadcasting Telecasting, July 16.]

A $300,000 damage suit was filed last week by WNOP Newport, Ky., against 20 assorted corporate and individual defendants, including the Liberty Broadcasting System. The suit charged the defendants with "conspiring" to prevent WNOP from broadcasting the LBS Game of the Day.

Defendants were LBS; Ford Frick, National League president; Will Harridge, American League president; A. B. Chandler, baseball commissioner who resigned last week, and each of the 16 major league baseball clubs.

WNOP claimed it had signed a contract with LBS last October which allowed it to broadcast the Game of the Day whenever the Cincinnati Reds were playing at home. The station claimed LBS is now "refusing to perform its contract" and accused the Cincinnati Reds of "monopolizing" the broadcasting of all major league games within a 50-mile radius of its home park. The suit alleged violations of anti-trust laws by the defendants and asked for an injunction to prevent LBS from "refusing to perform its contract."

WASHINGTON

AUTHORITIES last week were studying the implications of a proposed amendment to the nation's wage-price law, involving the exemption of wages and salaries charged for certain professional services.

In floor debate on the Defense Production Act, the House adopted a proposal which would allow "wages, salaries and other compensation" with rates or fees now exempted from the law.

The action developed as the Wage-Price Stability Board continued to study the recommendations of an advisory panel dealing with the question of exempt industries and the House voted to freeze wages and prices for four months [BROADCASTING • TELECASTING, July 16].

Initial feeling is that, under the new amendment adopted by the House but not yet finalized on Capitol Hill, wages or salaries which may be received by news consultants, tax attorneys, musicians, package producers for radio and TV and others who normally charge fees or rates for professional services may be exempt.

This interpretation for wages could parallel that for fees and rates now exempt from price control. Authorities indicated, however, that such professions being studied by lawyers in the Office of Price Stabilization and the Wage Stabilization Board. They stressed that the forthcoming decision by the WSB on industries to be exempt from wage control would have a bearing on the situation.

DUMAS ELECTED

AT&T Exec. Vice President

HAL S. DUMAS, president of Southern Bell Telephone & Telegraph Co., was elected executive vice president of AT&T last Wednesday during a change in which President Cloy F. Craig in the overall operation of the business. Mr. Dumas also was elected to the AT&T board.

BROADCASTING • TELECASTING

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Radio Business Up
(Continued from page 15)

to May of this year. In non-TV areas nine out of 10 stations increased national spot or at least held the same level.

Breaking down national spot business in the May-to-May year it was found that more increases in TV markets occurred in the 0-5% and 20% or more brackets than in the 5-10% and 10-20% brackets.

On the other hand, the heaviest increases in national spot business in non-TV markets was found in the 20% or more bracket.

Over half (55%) of radio stations in TV markets held their own or increased their network business during the May-to-May year. In non-TV markets three-fourths of stations held their own or increased the volume of network period in the year (see Table V).

| TABLE I |
| LOCAL RADIO BUSINESS IN TV AND NON-TV MARKETS |
| (May 1950 to May 1951) |
| % Change | % Change |
| % of Stations in TV Markets | % of Stations in TV Markets |
| Up | Down | Up | Down |
| 0-5% | 15% | 11% | 9% |
| 5-10% | 19% | 7% | 14% |
| 10-20% | 26% | 7% | 12% |
| 20% or More | 7% | Same 6% |
| Same 15% | |

| TABLE II |
| LOCAL RADIO BUSINESS IN TV AND NON-TV MARKETS |
| (April 1951 to May 1951) |
| % Change | % Change |
| % of Stations in TV Markets | % of Stations in TV Markets |
| Up | Down | Up | Down |
| 0-5% | 15% | 11% | 9% |
| 5-10% | 19% | 7% | 14% |
| 10-20% | 26% | 7% | 12% |
| 20% or More | 7% | Same 6% |
| Same 15% | |

| TABLE III |
| NATIONAL SPOT RADIO BUSINESS IN TV AND NON-TV MARKETS |
| (April 1951 to May 1951) |
| % Change | % Change |
| % of Stations in TV Markets | % of Stations in TV Markets |
| Up | Down | Up | Down |
| 0-5% | 11% | 8% | 17% |
| 5-10% | 14% | 9% | 19% |
| 10-20% | 14% | 9% | 19% |
| 20% or More | 12% | Same 6% |
| Same 34% | |

| TABLE IV |
| NATIONAL SPOT RADIO BUSINESS IN TV AND NON-TV MARKETS |
| (May 1950 to May 1951) |
| % Change | % Change |
| % of Stations in TV Markets | % of Stations in TV Markets |
| Up | Down | Up | Down |
| 0-5% | 15% | 11% | 9% |
| 5-10% | 7% | 15% | 11% |
| 10-20% | 5% | 15% | 11% |
| 20% or More | 13% | 17% | 27% |
| Same 10% | | |
| Same 21% | |

| TABLE V |
| NETWORK BUSINESS |
| Ratio of radio stations (network affiliates) showing increase or decrease in network business, by TV and non-TV markets (figures show percentage of affiliates in each type of market): |
| MAY 1950 TO MAY 1951 |
| % Stations |
| TV Markets | Non-TV Markets |
| Up | 45% | 31% |
| Down | 45% | 27% |
| Same | 24% | 24% |
| Net. Affiliates | 100% | |

| APRIL 1951 TO MAY 1951 |
| % Stations |
| TV Markets | Non-TV Markets |
| Up | 45% | 27% |
| Down | 45% | 21% |
| Same | 31% | 53% |
| Net. Affiliates | 100% | |

EMERSON SMITH (r), program di-rector of KDYL Salt Lake City, ac-cepts a scroll and medal from S. S. Stone, commander, Utah Dept. of Amvets, for the station's "outstanding public service." The award was made for the weekly, quarter-hour documentary program, Your Enemy From Within, which details Com- munist operations in the U. S.

SELLING WEST

Columbia Pacific Starts Drive

CONTINUING the trend to sell the West to the East, Columbia Pacific is now showing to eastern advertisers, agencies and CBS sales cities as well as those in the South- tion. "The Fourth Man," an accumu- lation of facts and figures that attempt to prove radio's dominance as an advertising medium on the Pacific Coast.

Making the presentation is Edwin W. Bucklaw, Columbia Pacific general sales manager who visits Chi- cago, New York and Detroit during a four-week trip.

The result of nine months plan- ning and six months research by the CP sales promotions depart- ment headed by Sherrill Taylor, the three-sectioned "Fourth Man" of- fers a comprehensive picture of the growth of the three Pacific Coast states, California, Oregon and Washington, during the last decade. The presentation gets its title from the fact that every fourth resident in the area has lived in the West less than 10 years.

Among facts outlined in the study are a comparison of the cover- age and growth of competing advertising media in the areas, showing that CP delivers 110% more homes than the leading news- paper supplement; growth of radio homes in the area from 2,733,446 out of 8,318,170 total homes in 1940 to 96% out of 4,782,600 total in 1950.

Southern California Broadcasters Assn. also is currently engaged in an all-out radio promotional cam- paign that will hit key eastern cities as well as those in the South- ern California area [ROADCASTING • Telecating, July 16].

Kevin Sweeney, sales manager, KFI Los Angeles, member of the special SCBA promotion committee directing the drive, meets today (Monday) with Mr. Bucklaw, act- ing also on behalf of SCBA, and a committee of station representatives at the Hotel St. Regis, New York. Group will formulate plans for a series of presentations on Southern California radio by SCBA in key eastern cities during September. Presentations in these cities, including New York and Chicago, will be made by that time by Robert J. McAndrews, managing director of the association.

CHURCH PRAISE

Council Lauds Radio's Power

Radio's contribution to religion is greater than at any time in the past, according to the National Council of Churches of Christ.

In a publication titled "Is Radio Dying?" the council discloses that every 88 seconds around the clock, seven days a week, someone is writ- ing to one of the networks carrying the council's broadcasts. In the five-month period, Jan. 1-May 31, 1951, listeners sent 541,918 letters seeking the council for broadcast scripts or requesting advice.

This mail volume is four times greater than a year ago and seven times as great as in 1941, according to the council's radio's impact, the council reports:

"Constantly, we seek to improve our programs . . . make them more appealing . . . make the Word of God a more vital part of American life. Radio brings our message into people's homes! And people listen and respond! Radio is a great, moving force. To us, planning better, bigger things for radio."

Harold E. Fellows, NARTB presi- dent, in acknowledging a letter from Ronald Bridges, executive di-rector of the council's broadcast- ing and film commission, wrote in response:

"Let me congratulate you on your brochure, 'Is Radio Dying?" It's certainly refreshing to find a powerful and worthy national organi- zation as yours which not only recognizes the impact and moving force of radio, but which seems fit to reduce its accomplishments to tan- gibility and 'tell the world' what American radio means."

Council broadcasts are heard on NBC, ABC and MBS networks.

LBS-WOL SHIFTS

News Bureau Reorganized

LBS, and its affiliate WOL-AM- FM Washington, last week an- nounced a reorganization of the LBS news bureau. George Campbell, former bureau director, has become WOL's program director. Dick Roll succeeds him as bureau director and will continue with newscasts and current event fea- tures.

Recent additions to the WOL- LBS news bureau include Karl Bates, Washington newsmen, who has moved into Mr. Roll's position as night editor, and Eugene Berger, formerly of the WOL announce- staff, who will help in the de-velopment of new special events and current affairs broadcasts.

a committee of station representatives at the Hotel St. Regis, New York. Group will formulate plans for a series of presentations on Southern California radio by SCBA in key eastern cities during September. Presentations in these cities, including New York and Chicago, will be made by that time by Robert J. McAndrews, managing director of the association.

BROADCASTING • Telecating

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SIGNAL

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Radio Free Asia

JOHN W. ELWOOD, former general manager of KNBC San Fran-

cisco, was named last week as director of Radio Free Asia, a pri-

gate agency dedicated to fight Communism in Asia.

Radio Free Asia will be the principal propaganda instrument of the re-

CRUSADE Committee for a Free Asia Inc. and will carry on work similar to

that now being conducted in Eu-

ope by Radio Free Europe.

The CRUSADE Committee, which depends for its financial support

mainly on allotments from the Crusade for Freedom, has been granted a half-

million dollars by the crusade for

its first year of operation and other

funds are being raised among pri-

ate contributors.

Main role of Radio Free Asia, as outlined by Committee Chairman

Brayton Wilbur, is to "tell

the people of the towns and villages

of Asia in plain language just how great their danger is and just what

Communist domination would mean in their own daily lives."

The committee and its radio sta-

tion, as its European counterpart

has no connection with the U. S.

government or with the Voice of

America.

In naming Mr. Elwood to direct

the radio operation, Mr. Wilbur

paid high tribute to Mr. Elwood's experience and capabilities, citing

him as a ''eminently qualified man

for the job."

Mr. Elwood, who since his retire-

ment from KNBC last year has

been retained by NBC as a special

consultant, has spent 31 years in

the radio and communications field. His first contact with the inter-

national aspects of radio came in 1920 when, as secretary of the nascent

Radio Corp. of America, he negotiated for an exchange of patents between

RCA and the British Marconi Co. and later arranged with Poland, Germany

and Great Britain for an exchange of radio programs to promote inter-

national understanding.

Joins NBC in '27

In 1927 he joined NBC as assis-

tant to the president, became net-

work program manager in 1928

and vice president in charge of

public affairs and educational pro-

grams in 1930. In 1934 he left NBC

to engage in private public rela-

tions activities but returned in

1939 to head the network's Inter-
national Broadcasting Division. The

IBD was established to fight the

powerful Nazi propaganda machine

and beamed broadcasts in six languages throughout the world.

In 1943, Mr. Elwood went to San

Francisco as general manager of

KNBC.

Despite his wide background, Mr.

Elwood, on hearing of his appoint-

ment, said "This looks like one of

the toughest and most challenging assignments of my career." But he

said he welcomed the opportunity of helping "in the task to keep free

Asia" to those parts of Asia either occupied or threatened by Commissur

imperialism."

CRUSADE

Plans 3 More Stations

CRUSADE for Freedom hopes to put two more European stations and one in Asia (see separate story) on the air this year, it was reported at a membership and fund-raising meeting in Chicago last week.

State chairman and campaign leaders from 37 states laid plans for the year's drive. The reports from officials of Radio Free Europe, maintained by the crusade.

The group will attempt to enlist

25 million members and $3 1/2

million for RFE in a campaign start-

ing Sept. 3. Last year it received

$3,171,000 and enlisted signatures

of n0 million Americans. C. D. Jackson, RFE president, reported on activities of the 9-station network in Munich which is on the air 11 1/4 hours daily for a Czechoslovakian audience. The other station is in

Frankfurt, which broadcasts to all

Europe.

The two proposed European outlets

would beam toward Poland and Hungary.

BROADCASTING • Telecasting

Hearings Expected

CRUSADE Committee last Tuesday in the form of a proposed amendment to the Com-

munications Act.

But there were clear indications

that the legislation, when finally cleared by the Senate, would run into careful study by the deliberative House of Representatives & Foreign Commerce Committee.

Bill a Compromise

The amended bill represents a compromise on the part of broadcast-

ers and manufacturers alike, as well as by the FCC, NARTB, Radio-Television Mfrs. Assn. and the Defense Dept., which had opposed it. It would provide for control over certain non-broadcast devices not now included with radio-

to-TV standards under the struc-

ture of Sec. 606 (c) of the Act

[BROADCASTING • Telecasting, July 16].

Under the guiding hand of Com-

munications Chairman Edwin C. Johnson (D-Col.), whose committee held hearings on the measure last Feb-

uary, the radiations control pro-

posal was reported to the Senate and placed on the calendar. A cal-

endar call (usually reserved for non-controversial legislation) was tentatively set for today (Mon-

day). Little or no opposition is expected.

As originally conceived, the De-

fense Dept. draft requested a new law calling for authority over broadcasting stations (now in the Communications Act) and other devices capable of serving as naviga-

tional or homing aids to enemy aircraft. Its original drafts were

KURLAN SUIT

Court Decision Reversed

CALIFORNIA State District Court of Appeals, in an unprecedented decision, has unanimously reversed a Superior Court decision in the $150,000 plagiarism suit brought by Arthur Kurlan, program packager, against CBS, Board Chairman for Capital Cities, Cy Howard, Ernest Martin, Young & Rubicam Inc., Lever Bros. and others, over the radio program My Friend Irma.

Superior Court Judge Allen W. Ashburn in January 1948 had sus-

tained the defendant's demurrer without leave to amend when Mr. Kurlan, who held radio rights to the popular TV show "My Sister El-

leen," upon which My Friend Irma is allegedly based, sued for plag-

iarism.

Appealing that decision through Harold A. Fendler of the law firm

of Fendler, Weber & Lerner, Bever-

ly Hills, Mr. Kurlan obtained a sustainer of his rights to trial and an order for the defendants to an-

swer.

Mr. Kurlan argues that he had sub-

mitted to the defendants in New

York in June 1946 an audition transcript for a radio play "My Sister El-

leen," as a radio program with Lucille Ball, film actress, to portray the lead-

ing role and act as narrator. Defendants then used his format for My Friend Irma, he charges. Mr. Kurlan said he had expended $10,000 in preparation of the radio

program.

With reversal of the decision, another attorney asked in damage

will be increased to $1,500,000, ac-

cording to Mr. Fendler. He pointed out that when the suit was originally filed on June 17, 1947, the program was being aired nowhere.

Since then its popularity has grown

and as a result value of the property

has also increased.

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**WARL SOLD**

**Price About $115,000**

**CONTRACT** was signed Thursday for sale of WARL-AM-FM Arlington, Va., suburban Washington daytimer, by Co-owners Frank Fletcher and R. Kilbourne Castell to Lou Poller, owner of WPWA Chester, Pa., and his associates [CLOSED CIRCUIT, July 16].

Consideration is about $115,000. Transfer papers for FCC approval were to be filed Friday.

Mr. Fletcher, Washington broadcast attorney, plans to resign from the board of NATB upon approval of the transfer. He has served two terms as director representing FM stations and was chairman of the by-laws committee that oversaw the consolidation of TV and radio interests under the reorganized NATB. He recently was named chairman of the Legal and Legislative Advisory Committee.

Mr. Poller will acquire 51% interest in Northern Virginia Broadcasters Inc., WARL licensee, while his brother-in-law, Cy Blumenthal, former Miami food broker, will acquire 39% interest. A 10% holding will be divided by Bill Beatty, presently in sales and programming at WEAM, a poller, said the former licensees.

Assigned 1 kW day on 780 kc, WARL-AM-FM was one of the several new suburban stations to make its debut in the Washington area shortly after World War II.

**WWDC RULING**

Court Restrains WEAM

WEAM Arlington, Va., Washington suburb, was ordered Monday by the FCC to put its court not to broadcast social security numbers until at least an hour after their announcement on WWDC Washington.

Judge Albert V. Bryan, of the U.S. District Court in Alexandria, Va., ruled that WEAM must identify WWDC as broadcaster of the numbers. For some months WEAM has been repeating WWDC's numbers, carried daily. Using the Lucky Social Security Numbers format of Arno Ltd., Agency, Baltimore, WEAM broadcast social security card numbers or driver's permit numbers, giving $100 prizes.

Judge Bryan gave WEAM 60 days to get together with WWDC on amount of damages suffered by the latter. If they cannot agree, a master in chancery will make the decision.

Suit against WEAM was filed by WWDC last March. The suit charged that WEAM failed to inform the public that WWDC had selected the announced numbers and was awarding the prizes.

**FM HOURS**

WTMV Waiver Bid Denied

"FM BROADCASTING has reached a stage where it is desirable that FM stations should maintain operations at least during the specified in Section 3.261 of the Commission's rules."

This opinion was expressed by the Commission last week in its denial of a request by WTMV-FM Evansville, Ind., for waiver of the rule governing minimum operating time for FM stations. The Commission's decision noted that the complaints regarding the alleged unprofitability of WARL-AM-FM were not "unprofitable" during the last two years.

Requested Waiver WTMV-AM had requested waiver of Sec. 3.261 (which requires an FM station to operate at least three hours between 6 a.m. and 6 p.m. each day) to permit the station to operate its required six hours at any time between 6 a.m. and midnight on "such days as the station is broadcasting play-by-play descriptions of the baseball games played by the St. Louis Cardinals."

In denying the request, FCC advised WTMV-AM as follows:

"The Commission is of the opinion that it has reached a stage where it is desirable that FM stations should maintain operations at least during the specified in Section 3.261 wherever possible. In the past, where for financial reasons licenses have found it difficult to operate during the required hours, the Commission has granted waivers of the rule in deserving cases, so as to permit a shift in the distribution of the required six hours of daily operation or to permit minor deviations from the six hour minimum."

However, it is noted from your 1949 and 1950 annual financial reports that the operation of your standard and FM Broadcast stations has not been unprofitable. Accordingly, it is the Commission's decision that the waiver of the requirements of the Commission's rules regarding minimum hours of operation by FM Broadcast stations is not warranted in this instance, and that your instant request is denied.

At the same time, the Commission granted a waiver of the same rule for WLYN-FM Lynn, Mass., which had requested special temporary authority for period ending Sept. 1 to permit the station to operate the same hours as WLYN-AM.

Putting pen to contract for purchase of WARL-AM-FM, Mr. Poller (seated, center) spends $115,000 under watchful view of Messrs. Castell and Fletcher (seated, I to r), sellers, and (standing, I to r) Mr. Blumenthal, prospective part owner; James Blackburn, partner in Blackburn-Hamilton Co., station broker handling sale, and Philip Baker, Washington attorney for Mr. Poller.

**HOOPER PLAN**

Compatible Radio-TV Service Set

PLAN to provide advertisers, agencies and broadcasters with "fast, frequent audience ratings, compatible with both radio and television, being based on random home calls in all TV markets [at DEADLINE, July 16]," was announced Thursday by C. E. Hooper at a morning meeting of advertisers and agency subscribers to the Hooperating Services, held at the Hotel Biltmore, New York.

Proposal calls for monthly "TV Home Hooperatings" for New York, Los Angeles and Detroit; bi-monthly reports for other multi-TV station cities and three or more reports a year for single-TV station cities. Data will be obtained by a combination of "straight coincidental" telephone interviews, covering looking and listening at the time of the call, and "duplex coincidentals" covering the preceding quarter-hour.

**Hooper Plan**

"The 'duplex' calls, Mr. Hooper explained, have the effect of doubling the size of the sample to cover 600 random home calls for an evening one-hour program, 450 for a half-hour evening program, 1,200 for a five-a-week half-hour daytime show and 600 for a 15-minute Monday-to-Friday daytime.

Calls are distributed over a four-week period (first 28 days of the month), insuring coverage of programs which alternate week-to-week in the same time period, a system much more common in television than it ever was in radio." 

Service is priced on a dual basis: A service fee based on the volume of network radio and television programs placed by the agency or sponsored by the advertiser, and a flat charge of $50 a month for each multi-station city reported on. A subscriber with one network account would pay $200 for "radio Hooperatings" alone, $100 plus $345 or $445 for "the TV-Hooperatings" alone, or $300 plus $345 or $465 for the full package of radio plus two TV Hooperatings. A subscriber with 16 or more network programs would pay $666.67 for the radio reports, $1,245 for the TV reports, and $1,245 for the full combination.

Mr. Hooper said that if a total of 30 advertiser and agency subscriptions are received, the multi-station TV city reports for all 23 such markets will start in October. He noted parenthetically that a total of 39 agencies and advertisers are already paying service fees for the Radio Hooperatings or expanded Hooperatings services. For such each subscription received over the base 30, one single-TV-station-market will be added with or without any additional cost to any subscriber, these additions to be made on the basis of TV circulations, single-station cities with the most TV sets being added first.

To Start in October

A total of 50 advertiser-agency subscriptions will start the service in October covering that many cities, Mr. Hooper stated. Nine more subscribers would bring nine more cities into the reports starting in February on a minimum schedule of two reports annually.

"The fall of 1951," Mr. Hooper concluded in his presentation, "should see the industry settling on one system of local radio and TV ratings. It can thus terminate the present ratings chaos and confusion that the industry has been trying to eliminate for years and that reason your instant request is denied."
WBAL ANSWER

WBAL Baltimore last week petitioned Radio Corp. for the right to carry regular license renewal to the Public Service petition "fails to bring the Commission's final decision, and to demonstrate any abuse of the Commission's discretion." Public Service, headed by Columnists Drew Pearson and Robert S. Allen, had sought a new station in Baltimore. Class B assignment, 1090 kc with 50 kw, directional night.

The Commission majority preferred to renew WBAL's license and proposed to discard, rather than chance the proposals of a new firm, since WBAL's programming was found to have been improved. FCC declared WBAL's programming

Plea To Rehear Case Is Challenged

suggest to deny the Public Service of the Commission's final decision the Hearst outlet. WBAL charged demonstrate any error of law in earlier had been "unbalanced." Public Service, in its bid for re-hearing, charged this decision was "unjust and unwarranted, and therefore unlawful," based past Commission policy on [BROADCASTING • TELECASTING, July 16, June 25].

WBAL charged Public Service's conclusion the Hearst station has made no commitments to FCC on matter not developed . . . by a weird process of twisted record conclusions and confused reasoning." WBAL asserted responsible officials of the station testified fully on programming and that FCC by its findings and conclusions recognizes that the directors and officers of WBAL "are legally committed to a policy favorable to FCC, and for a corporation and not mere employees as Public Service Radio Corp., repeatedly but inaccurately as an absolute monopoly.

Public Service had charged in its brief that FCC incorrectly compared the employees of WBAL with the owners of its firm.

Addressing itself to the Public Service argument that WBAL may not continue its improved programming, WBAL detailed alleged weaknesses in the financial structure of the competing applicant to prove contentions Public Service would not be able to carry out the program promises it put before the Commission.

WBAL also upheld the view that the Commission's policy of seeking wide diversification of the control of the media of mass communication is not an overriding factor in complaints against NBC. "Failure to prove that NBC affiliation is only one factor of comparison, it was stated.

WBAL also challenged the proposals of a new firm, but the issue was held in abeyance by the court. FCC granted WBAL's request to allow it to continue its programming.

WBAL, in Baltimore, was one of 14 stations that applied for re-hearing. The other stations were KOWL in Los Angeles, WLOU in Louisville, KY, and WQXI in Atlanta.

KOWL UPHELD

Russell Suit Dismissed

DAMAGE suit of $100,000 brought against Mr. W. Rounsaville, Santa Monica, Calif., by Rev. Clayton D. Russell, on charges that his reputation was injured by intimacy he was favorable to communism [BROADCASTING • TELECASTING, May 14], has been dismissed by the U. S. District Court in Los Angeles.

Dismissal was granted on grounds that the complaint (1) did not state a claim upon which relief could be granted; (2) did not state sufficient grounds to give the court jurisdiction of the cause of action; and (3) that Russell, pastor of People's Independent Church of Christ, Los Angeles, in a complaint filed May 4, charged his sermons and church services broadcast over KOWL weekly until Oct. 24, 1950 were canceled suddenly. In explanation, the station released a statement which said his name had apparently appeared in newspapers of Los Angeles and was understood to be friendly to Communist front organizations," the pastor charged.

KOWL denied, however, "We have watched his sermons closely and he has never uttered a word that could be objected to and we do not think he is a Communist. But we don't want to take any chances."

In his complaint, Rev. Russell, in addition to damages, asked the court to compel KOWL to restore his broadcasts.

WORLD SALE

R. W. Rounsaville Buys WLOU

SALE of WLOU Louisville, KY, to J. Mosservy and J. Mosservy, broadcasti R. W. Rounsaville was announced last week by Blackburn-Hamilton Co., radio station broker. Consideration is understood to aggregate about $75,000 although exact price was not finalized.

Mr. Rounsaville is operator of WQXI Atlanta, WBAC Cleveland, Tenn., and WHER Cincinnati. WLOU, established in 1948, is assigned 1 kw daytime on 1550 kc. Application for FCC approval of the sale is in preparation.

FRAUD CASE

Govt. Files Particulars

BILL of particulars, citing various fraudulent acts allegedly committed by Harold Cowan and Ralph Whitmore, partners in a Hollywood advertising and mail order agency, was filed in Los Angeles against Christmas tree ornament "pitch" deal made on radio, television and in newspapers, was filed in U. S. District Court, Los Angeles, last week by the government.

Accused of misrepresenting quality of Christmas tree ornaments advertised, Messrs. Cowan and Whitmore were indicted on 17 charges in connection with the grand jury last March [BROADCASTING • TELECASTING, March 5]. This followed extensive investigation by postal authorities and U. S. Attys. Edward J. Tolin's office. Both are now free on $2,500 bail.

Federal Judge Leon R. Yankwich in late May [BROADCASTING • TELECASTING, May 28] denied motion to dismiss charges against them. With filing of bill of particulars a trial date is expected to be set soon.

WBCT Defense Tests

WNBC New York was granted special experimental authorization last week to employ sub-audible amplitude modulation periodically during regular operation for alerting system tests. Authority was granted for period beginning July 19 until end of regular license in 1952. FCC specified the sub-audible amplitude modulation shall not be in excess of 40 cycles per second with maximum percentage of modulation not to exceed 10%.

NBC Signs Spike Jones

LINDLEY MURRAY JONES JR., known also as "Spike," signed an exclusive television contract with NBC last week starting the 1952-53 season. The network said Mr. Jones and his "City Slickers Band" will make their first appearance under the new contract at the Colgate Comedy Hour on Sunday, Sept. 16 (8 p.m.). Frederic W. Wile Jr., NBC vice president and director of television production, negotiated the Spike Jones contract for the network.

BROADCASTING • TELECASTING

July 23, 1951 • Page 25

CHRISTL QUITS

But Keeps Petry Stock

RESIGNATION of Henry I. Christl, as secretary and treasurer of Edwards Petry Corp., which he had been associated since 1933, was announced Wednesday by Mr. Petry, president of the company. At the same time, Mr. Christl terminated his employment with the distributor representation firm. He remains a 44% stockholder in the company, however.

Mr. Petry refused to discuss Mr. Christl's departure from the firm after nearly 40 years beyond confirming the news, which had been reported to stations represented by the Petry organization in a one-sentence letter. Mr. Petry said he would keep on theerry, will be just as long as we deserve to keep them."

"Station operators are interested in business," he said. "As long as we continue to do business with them, they'll continue to let us do it." Mr. Christl was not immediately available for comment. It is generally believed that he is not withdrawals from the broadcasting sales field, however, and that he will soon announce a new affiliation, possibly as head of his own station representative organization. Whether this would be a complete new venture or an association, probably through purchase of at least a majority stock interest, with an existing firm was a matter of speculation.

About one year ago the New York State Court of Appeals had decided that as majority stockholder in the organization Mr. Petry had the right to increase the number of the company's directors, despite a provision in the by-laws limiting the number of directors to four [BROADCASTING • TELECASTING, May 2, 1950].

Organized in 1932, the Petry firm has long been a leader among station representatives. Its current station list of 38 radio and 10 television stations cover all the major networks—Yankee and Texas Quality—includes many of the oldest broadcasting stations in the country.

COMMUNITY CHESTS of America is currently distributing its audio-visual aid kit to the 1,500 local radio and television stations in its October Red Feather campaign. A separate TV supplement will be sent to stations located in TV cities.
WOODS’ CONTRACT

GETS $100,000 FROM ABC

TERMINATION of the unexpired contract of Mark Woods as vice chairman of the board of ABC Broadcasting & Telecasting, (June 2) was based on an agreement that ABC pay him $100,000 and that he not be employed at any rival radio or TV network.

Mr. Woods’ contract, at $75,000 a year, would have extended to the end of 1953. Under the settlement, terms of which were filed with Securities and Exchange Commission, he will receive $100,000 in installments to November, 1957.

The prohibition does not preclude service as a consultant or other capacity if his chief work is not for a rival network. When he resigned, the company had plans to enter the advertising agency or radio-TV consulting and brokerage field when he returns in September from a vacation.

WOND CITED

At Senate Crime Probe

DETAILS of alleged operations at WOND Pleasantville, N. J., were submitted to questioning Thursday during hearings of the Senate Crime Investigating Committee. Lester Burdick, who described himself as a salesman at the station, who was questioned about secret testimony given by Harry Kaplan, an Atlantic City cigar store salesman.

Committee testimony, taken in secret, purport to show that 95% of booklets get their news from the station. Mr. Kaplan’s testimony, it was pointed out in questioning, was to the effect that the cigar store paid $10 a week to the station “to keep him informed.” Burdick declined to answer some of the committee questions about the station’s operation.

MEXICAN STATIONS

Changes Announced

CHANGES in assignments and new stations in Mexico have been reported by FCC following notification from Mexico under provisions of the 1941 North American Regional Broadcasting Agreement. New 1960 NARBA, to which Mexico is not a party, is awaiting Senate confirmation. Changes reported by Mexico (probable commencement date in parentheses) are:

XEAY Ciudad Delicias, Chihuahua, new Class IV-A station, 500 watts full time (Nov. 1).

XENJ XEAN Juana, Veracruz, changing from 660 kc to 820 kc with 1 kw day.

XEXX Ciudad Delicias, Chihuahua, new Class IV-B station, 500 watts full time (Oct. 26).

XECX Posta Rio, Veracruz, new Class IV-A station, 500 watts full time on 1260 kc (Nov. 1).

OUT-OF-HOME LISTENING

Akeron Students Survey Business Radio Habits

A SUBSTANTIAL out-of-home radio audience is reported by five U. of Akeron seniors who have completed a marketing research project on the listening habits of patrons and employees of five types of Akeron business establishments.

The project, a semester assignment, was made under the supervision of Stewart M. McKinnon, assistant professor of commerce.

Listening habits from noon to 6 p.m. were recorded in barber shops, taverns, beauty parlors, drug stores and garages, all in greater Akeron.

Aggregate total of all the establishments in the area was 1,295. Of these, 318, or 25%, were sampled.

Of the 318 units sampled, 213, or 65.5%, have radio. Of the 213 having radios, 89, or 41.8%, had their radios turned on.

In all, there was a total of 415 persons (employees and patrons) in the establishments when sampled — 322 men, 93 women.

Results clearly showed that news and music, in that order, were preferred to other types of programs.

Television inquiries were made of tavern owners only. Of 320 taverns, 80 were sampled. Of these, 73, or 91.5%, had television sets, although many turned on the sets only occasionally.

CHILDREN’S MEET

To Weigh Radio-TV Impact

THE IMPACT upon children of radio and television among other entertainment media will be considered at the seventh annual Children’s Theatre Conference being sponsored by U. of California, Los Angeles, July 25-July 28. The four-day meet, consisting mainly of panel discussions held under the auspices of the Children’s Theatre Conference of the American Educational Theater Ass’n.

Partaking in the Radio Section July 26 are:

Dorothy Schwarts, U. of Birmingham, as leader; Lillian Voorhees, Fisk U., Nashville, as recorder; and, as group leaders, Gloria Chandler, Chandler Recordings, New York; Eleanor Chase, Michigan State College; John C. Crabbe, president, Ass’n for Education by Radio & Television, Chicago; Mildred Grimes, Ass’n of Junior Leagues; Thomas Faunce, Santa Barbara Children’s Theatre; Betty Gerling, KUOM Minneapolis; Dorothy Hamilton, Ruth Swanson, of UCLA acts as consultant.

Television section includes:

Dorothy Allen, Seattle television producer as leader; Dorothy McFadden, Junior Programs Inc. Newark, co-leader; Martha Van Kleeck, Wisconsin Idea Theatre, theatre, and, group leader; Ray House, Radio producer; Mrs. Helen Kimbali, Seattle Centre Theatre; Belle Meacham, Children’s World Theatre; Mrs. Charles Sunnyon, Regional Director, AJLA, Washington, D. C. William Solberg, author; Richard Goggin, UCLA, is co-chairman.

Other sections being held at the conference include motion pictures, and theatre.

UN COVENANT

Would Restrict Freedoms

THE DRAFTED Covenant on Human Rights, would deny rights of freedom of speech and the press as protected in the Bill of Rights, the Senate prayer week.

Sen. John W. Bricker (R-Ohio) led the battle against Senate ratification of the covenant as a treaty. He introduced a resolution (S Res 177) that would make it the sense of the Senate that the President advise the UN that the covenant is not acceptable to the U. S. and in substance the U. S. delegates to the UN to withdraw from further negotiations.

The resolution indicated that the proposed covenant, which must be considered by the UN, was not acceptable.

Sen. Bricker, who was supported by Oregon’s Wayne Morse, GOP Senator, challenged that section of the proposed covenant which deals with the reporting of “information and ideas.”

The Senator struck at those who would treat the press as a growing monopoly in the U. S. and thus subject to regulation of the development of radio and television, the growth of news periodicals, and wider distribution of newspapers, there is more competition today in the dissemination of information than at any previous period in the nation’s history,” he declared.

The article [Article 14 (3)] to which Sen. Bricker took exception, reads:

The right to seek, receive, and impart information and ideas carries with it special duties and responsibilities which may therefore be subject to certain penalties, limitations and restrictions, but these shall be such only as are necessary for the protection of national security, public order, safety, health or morals, or of the rights, freedoms or reputation of others.

Both Sens. Bricker and Morse referred to the First Amendment of the Constitution which says Congress shall make no law "abridging the freedom of speech, or of the press ...”
IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Public Service

IN IOWA, WHO IS THE PREFERRED PUBLIC SERVICE STATION

Ever since the birth of radio, the industry's wisest leaders have recognized radio's potentialities and responsibilities in the public welfare. They have understood that sound Public Service, far from being a mere restraint or "tax" on the industry, is its best justification for existence, its best "life-insurance" for building and holding the esteem and confidence of the nation.

Station WHO has always put Public Service at the top of its programming activities. Not second or third or tenth. First. WHO is the spark plug for dozens of public-service projects which regularly enlist the hearts, minds, pocketbooks and work of millions of citizens in Iowa Plus.

For instance: Our European Relief Project, carried almost daily on our station for several years, has sent many tons of food and clothing (over $4,000 parcels, by very conservative estimate) to needy Europeans. One typical listener recently reported shipments of over 500 lbs.—forwarded us such grateful European responses as: "With all our hearts we thank you again and again for your true friendship and we pray the Great God might always beware you from all what is terrible"—etc., etc.

Another for instance: Our Annual Corn Belt Plowing Match and Soil Conservation Day has drawn up to 100,000 farmers per year, to witness newest agricultural developments. Of one such recent Day, the Chief of the U. S. Soil Conservation Service said "this is perhaps the most important thing that has taken place on American farm lands for 350 years" . . .

More for instances: Every day of the week, WHO carries at least one hour of Public Service programs, including "The Billboard" (a highly popular and effective program exclusively devoted to special appeals)—"Veterans' Forum" (in which veterans' problems are discussed and solved)—"Flight Lines" (in which the Director of the Iowa Aeronautics Commission speaks)—"Iowa Roundtable" (forums and panels conducted by civic leaders)—"Governor Beardsley Hour" (our State's First Executive)—"Country Home" (a program for farm women)—"Highways to Safety", "National Guard Show", "News and Views About Religion", and hosts of others, including many church services. All of these are sponsored . . . by WHO only!

This is Point Four in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.
Flood Coverage
(Continued from page 17)

World, and made special pickups from KC\(\)MO Kansas City including an account by \(\)KC\(\)O's Jim Mon-
roe, in addition to regular news-
casts, bulletins, and commentaries.

**Flood—A Special Report** was car-
ried on the ABC radio network from KC\(\)MO last Thursday, 10:05-10:30 p.m.

Mutual carried pickups from the flood areas on its daily Mutual Newsreel, along with bulletins and regular newscast news coverage.

DuMont TV Network carried films and slides to keep its audience abreast of developments.

**Ted Mack and the Old Gold Original Amateur Hour** on ABC initiated an appeal for help for Topeka on the July 12 broadcast, kicking off the campaign with a $1,000 contribu-
tion.

Crosley Division of Avco Mfg.
Corporation offered emergency repair service and parts on a cost basis to owners of flooded-damaged Crosleys. The offerings were limited to a specific area, while Avco's Bendix Home Ap-
pliances Div. launched "Operation Clean Clothes" by sending automatic washers and dryers to the flood region to aid the Red Cross in protecting the health of refugees.

**Engineers Marooned**

**WREN Topeka** transmitter engi-
neers Everett James and Ralph Dike were marooned at the trans-
mitter building six miles from To-
peka when the Kansas River levees broke. With telephone circuits out, the engineers switched in their transmitter microphones to call for help. Listeners heard their pleas — and later heard them describe the dropping of a rubber life raft from an amphibious plane.

Altogether WREN was out of service 71 hours due to interrup-
tions but resumed operations on an emergency basis with telephone circuits extending to the trans-
mitter across the river.

Elsewhere in Topeka, WIBB contin-
ually aired bulletins from the police and mayor's office, and utilized its remote direct to the weather bureau. Evacuation orders from the city office were repeated on an equipment into the flood region to aid the Red Cross in protecting the health of refugees.

**June Box Score**

<table>
<thead>
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<th>Status of broadcast station authorizations and applications at FCC as of June 30 follows:</th>
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<tbody>
<tr>
<td><strong>AM</strong></td>
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<td>Total authorized</td>
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<td>Construction permits</td>
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<td>New station requests in hearing</td>
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<td>Requests to change existing facilities</td>
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<td>Deletion of licensed stations in June</td>
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<td>Deletion of construction permits</td>
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* * * On the air

KCMO's move to its new downtown area, restricting traffic in a 300-block downtown area, KCMO-\(\)FM's Trans-
it Sound Operation worked hand in hand with local civil defense. Flood bulletins and evacuation news were aired periodically to passers, and dispatchers were able to commu-

cicate directly with vehicle operators on routes.

KCKN reported in mid-week that the flood had reached its peak and that it escaped without serious damage. Like other Kansas City stations, it kept its news broadcast vigil with continuous news bulletins, newsreels, and warnings.

On the Air Continuously

WIBB talked continuously about the flood for over 50 consecutive hours, including the latest bulletins, newsreels, listeners on-scene reports, and instructions. Station also fed MBS three programs. Over 1100 messages from employers also were used, telling employees of their fate and future. No one was heard from the west side.

KOWD-AM-\(\)FM kept listeners and view-ers fully apprized of flood developments, putting aside all regular-scheduled programs. Radio outlet broadcast on 24 hours each day, airing bulletins to workers and vol-

unteers from police, fire, and civil defense agencies. Industrial plants, called station for special an-

nouncements. WDAF-AM-TV, telecast-

KOB Court Rule

mission can maintain the status quo indefinitely and in effect semi-

permanently by offering the argu-

ment that the ultimate determina-

tion of KOB's status must depend upon the outcome of the clear channel proceedings. . . . The Com-

mission has made no showing of even a reasonable possibility that the clear channel proceedings will be completed shortly.

"And apparently it has conduct-
ed no efforts to determine where KOB should be located. WJZ has thus been required to bear a large part of the loss resultant from the original NRBRA treaty amendment eliminating the frequency of 1190. Interference caused by the operation of KOB causes the loss of approximately 23,000,000 possible listeners to WJZ. The Com-

mission has in effect determined this substantial loss to occur and to continue."

KFKA ON SCENE

Oakley Reports Crash

PLANE crash calls for initiative and speedy radio reporting, such as an emergency call shortly after Bob Oakley, special events man, called the station to say the wreckage had been sighted.

Station made special arrange-
ments with Modern Air Service Inc. at Greeley airport to provide a four-place Piper Cruiser, piloted by Emmett Turner, former airline pilot. Engineer Harry Brewer installed shortwave remote equipment and Mr. Oakley, flying to the scene through treacherous mountain ranges and canyons, made two broadcasts from the crash site.

KFKA claims it broadcast news of the wreckage sighting some five minutes before other outlets and newscasts began broadcasts from the scene a short time after the sighting. Mr. Oakley says a commendation "is in order for H. E. Green, owner of KFKA, for having the foresight in approving the entire operation."

Mr. 'Homemaker'

**MALE voice that is 'Leila'** on KIRX Kirksville, Mo.'s **Homemaker** show belongs to Lee Jones, station's program and farm director. Quarter-
hour morning program, start-

ning today, is sponsored by Gooch Mill & Elevator Co., Lincoln, Neb., and has been broadcast on Sundays for 17 weeks through Ayers & Assocs. Inc., Gooch agency. Mr. "Homem-
aker" gives his man's view-
point to bills and other house-
hold items, and praises the outstanding woman of the week for Northern Missouri. **BROADCASTING * Telecasting**
Another WBAL Success Story—

THAT PROVES IT PAYS OFF
WHEN YOU BUY RADIO WISELY

1. Baltimore’s Foremost Food Salesman
   “We sincerely believe Kitchen Karnival is the biggest $$$ worth of advertising anyone can buy today.”

2. Results Measured and Documented
   “Our organization came out on top of all the food brokers in the country.”

3. All-Out Merchandising
   “Credit for this increase goes to Brent Guns, Joe Croghan, Don Redding and Bill Mason for acquainting your listening and participating audience with Gorton’s quality products.”

4. New Products Introduced
   “This program was instrumental in establishing a new item, Gorton’s Salt Codfish, Already Cooked. Grocers are having requests for this new item due to Kitchen Karnival.”

5. Sponsor Completely Happy
   “Refer to us anytime as a satisfied customer. We’ll be back with you in the fall.”

This success story didn’t “just happen.” It was built of these ingredients:

- Baltimore’s big radio station, 50,000-watt WBAL, whose half a million families in more than 35,000 square miles make a habit of tuning for the best in radio.
- A food program—Kitchen Karnival presented from 12:30 to 1 P.M. Monday thru Friday—to tickle the palates of housewives all over Maryland.
- A weekly broadcast-luncheon, with more than 1,000 women seeing, hearing, sampling and talking about our sponsors’ products.
- Merchandising, by an expert staff, that works every day with dealer and store contacts, places point-of-sale displays, gets merchants to push our sponsors’ products.
- Constant program promotion, over the air and in Maryland and Virginia newspapers.
- A big “extra”—product display and still more program promotion over WBAL-TV.

If you sell food in Maryland, your strongest, straightest line to customers, your closest link to your dealers, is over Kitchen Karnival on WBAL.

Radio Baltimore

WBAL

NBC in Maryland

NATIONALLY REPRESENTED BY
EDWARD PETRY & CO., INC.
ANNUCLING

the formation of

Radio & Television Sales Inc.

Broadcasting Station Sales Representatives

A. A. McDermott, General Manager

MONTREAL

Windor Hotel

University 6-9386

TORONTO

10 Adelaide St. E.

Plaza 5944

REPRESENTING

Radio Station CKVL, Verdun-Montreal

AND

The French Radio Associates Group Network

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BROADCASTING • TELECASTING

OATIS DETENTION

Protested by Congress

A STORM of protests over the detention of AP Correspondent William Oatis in a Communist prison in Czechoslovakia rocked Capitol Hill last week as a host of Senators and Congressmen demanded forthright and immediate action by the State Dept. Mr. Oatis was convicted on charges of spying after a "trial."

The furore took the form of a number of floor speeches and a series of resolutions angrily demanding that the State Dept. prohibit any future visits of the Communist press from gathering news in the U.S. Other reprimands also were urged. Secretary of State Dean Acheson said the U.S. had filed another appeal for Mr. Oatis' release.

Temper of some legislators was tyfipied by Sen. William Jenner (R-Ind.) who said that "If the UN doesn't act in such a flagrant violation of freedom of the press, we should send all the Iron Curtain members back home and then act without them."

COPYRIGHT SERIES

Institute Starts in N. Y.

CREATION of a Copyright Institute which will sponsor a series of copyright lectures in New York this fall was announced last week by Theodore R. Kupferman, a member of NBC's legal department and chairman of the committee of the Federal Bar Assn.

Lecturers will include: Joseph A. McDonald, ABC vice president and general attorney, on "The Law of Broadcasting"; Robert J. Burton, BMI vice president and counsel, on "Business Practices in the Copyright Field"; Herman Finkelstein, ASCAP general attorney, on "Public Performance Rights in Music and Performance Rights Societies"; Samuel J. Tannenbaum, copyright counsel to the amusement industry including broadcasters and motion picture producers, on "Practical Problems in Copyright."

Sydney M. Kaye, of Rosenman, Goldmark, Colin & Kaye, and also BMI's vice president and general counsel, will conduct a forum discussion in connection with the lectures, which are slated Oct. 15, 22 and 29, Nov. 19 and 26, and Dec. 3.

KRVH Featured

FULL FEATURE in Collier's, entitled "Friendly Voice in the Rockies," describes the history and operation of KRVH Salida, Col., operated by Vir N. James.

Page spread is devoted to photographs in color, depicting Mr. and Mrs. James on their studio-ranch, interview of a student track meet, and the staff in action. Stress in the article is on its community service. Article appeared in Collier's June 30 issue.
Ever hear of a bank that gave money away?

Every day, a bank gives away tens of thousands of dollars in exchange for checks drawn on other banks. These checks are worthless pieces of paper until they're cleared at a central clearing house. Until that time, the bank has literally given its money away!

It's vital for a bank to keep its books balanced by clearing these checks in the shortest possible time.

Yet their central clearing houses are hundreds of miles away from many banks!

What do they do?

They make a wise investment! They ship their checks the fastest possible way — by Air Express!

Whether your business is banking or ball-bearings, here are the unique advantages you can enjoy with regular use of Air Express:

IT'S FASTEST — Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, at no extra cost.

IT'S MORE CONVENIENT — One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE — Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.
America is SOLD on ABC
A network is known by the company it keeps

On this page are some of the many advertisers who send their goods to market via ABC Radio and Television. They choose ABC because...

IN RADIO... ABC-Radio can reach over one hundred million people. But more important, ABC exerts more influence, more pressure than any other advertising medium in one out of every six homes in America.

IN TELEVISION... ABC-Television is the only network that owns and operates television stations in 5 of the nation's 7 top retail markets. Also, ABC has gigantic Television Centers in both New York and Hollywood: facilities that no other network can match.
CBS PUTS RADIO NO. 1

Affiliates Told

have steadily expanded Columbia's facilities—adding stations, improving radio's image. ... And the end result has been that, by every significant yardstick, CBS has become a decisive leader in network radio.

Citing examples, the CBS executive also asserted that "no other network has made the concerted effort to explain the real impact of radio," and "no other network has sought so many different ways to dramatize radio's values."

He continued: "We're not satisfied. We never are.

"However, as many trade papers and the managements of competing networks have generously testified, thus far it is CBS that has taken the most aggressive stance for radio.

"We have done substantially what independent broadcasters are now asking the whole industry to do, and I'm confident that the hope that other networks will accelerate their own support for radio."

Cites Progress

Mr. Stanton said Columbia's "progress over the past five years is actually the result of a steady interaction between expanding network leadership and alert promotion that capitalized on each wave of joint wholehearted action." He cited CBS's development of new programs and acquisition of others, with the result, he said, that during the past season "CBS has averaged 15 out of the top 20 [ratings] at night and 10 of the top 10 in the daytime."

"I think you'll agree that this record, right up to 1951, is not the record of a network that is selling radio and the radio itself.

"In addition to program development, it continued: "We (and you)

PUBLISHING

NEwsPAPER publishers are quietly campaigning on Capitol Hill to have the Communications Act amended so as to restrict FCC from arbitrarily selecting a non-newspaper applicant over the newspaper applicant for a radio or TV license.

Evidence which points to such a Hill drive has been made known to BROADCASTING • Telecasting.

Hill sources disclose that inquiries have been made of House Interstate Commerce Committee staff members, who are engaged in study of the Senate-passed McFarland Bill (S 658) which would streamline FCC procedures.

To date, it is understood, have been coming from members of the House committee. They ask if it is possible to write into the Mc- Farland Bill a provision that would bar the Commission from "discriminating" against newspaper applicants.

There is no definite answer to this question, it was said, but it has been bandied about for years on Capitol Hill. Staff members are answering the members by presenting full history of the situation.

On the surface, these inquiries have not stirred any problems for the staff, who have been telling Congressmen that such a move would run into a bottleneck. However, it is pointed out that if Congressmen persist and ask for a McFarland Bill as a whole, the Hill might well remember its House nook in a non-activated state.

Hill Campaign

Publishers Object to 'Discrimination'

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How to tax ourselves into a gasoline shortage

1. If this country continues to grow in the next 10 years as it has since 1940, the American people are going to require 6 gallons of petroleum products in 1960 for every 5 gallons they use today.

2. In addition to this 23% increase in the amount of petroleum products, the people in Union Oil's marketing territory will need a different proportion of petroleum products in 1960—principally less fuel oil and more gasoline. That means Union Oil is going to have to build additional refining facilities.

3. With our present facilities, we can’t get a 46% yield of gasoline from each barrel of crude we process (see chart). If we were forced to process enough crude today to meet the public's 1960 need for gasoline, we’d have a tremendous surplus of fuel oil.

4. The reason for this is that you can’t turn the products of a refinery on and off with a spigot. For every barrel of gasoline you make with a given set of facilities, you get a certain amount of fuel oil and other products along with it.

5. Consequently, we have laid out a $60,000,000 refinery improvement program that will increase our yield of gasoline to a point where it will meet your 1960 requirements. Construction on the first stage began in March. Hopefully, we’ll have the new facilities completed by 1955. But whether we can or not depends on how much money we can retain after paying taxes.

6. Traditionally, about 80% of our American oil companies' expansion has been financed out of profits. As long as corporation taxes don't get completely confiscatory this expansion can continue. But if we tax away substantially all profits it will have to stop. That's why we say it is literally possible for this country to tax itself into a gasoline shortage.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1900
This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send us any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil.

July 23, 1951 * Page 35
Cleveland Indians' baseball stars Al Rosen and Bob Lemon sign as disc jockeys for WJW Cleveland Mon.-Fri. show, "Fitchin' Platters," 5:30-6 p.m. L to r: Standing, Lenny Axelband, Axelband & Brown & Gardner, agency; Bill Pugel, sls. mgr., Tecco Distributing Co., Raytheon TV outlet, sponsor; seated, Bill Lemmon, WJW v.p. and gen. mgr.; Mr. Rosen, Mike Tecco, pres., Tecco Distributing, and Mr. Lemon.

DISCUSSING contract details of Juice Industries Div. of Clinton Foods Inc.'s commercials to be used on WRVA Richmond's Housewives Protective League are L to r: Richard L. Brown, L. W. Ramsey Ad' Agency, Chicago; Mark Evans, HPL announcer, and H. P. McMullin, H. C. Kersten Co., Richmond, brokers for Clinton Foods' Tou-Cans Orange Juice. Firm signed for 13 weeks.

EDITOR:...Why doesn't someone in your department and the FCC wake up? There is a simple answer to how to fill up those "several thousand" FM channels. Instead of further crowding the AM band, how about FCC telling all new AM applicants "FM or nothing"?...As pointed out in a previous letter to you, except for GE and Zenith, FM has not been promoted. Why? I can give you the answer to that. Simple. FM was invented by an individual instead of by a large corporation. . . .

L. Edwin Rybak
Chief Engineer
WGMS-AM-FM Bethlehem, Pa.

EDITOR:...It is a truth, a provable truth, that FM is a better system than the antiquated AM system which we labored so many years to establish....

Chet Peterson
Hollywood Assoc. Producers Hollywood

EDITOR:...Let us see who is the biggest ether hog. Certainly not FM with its 20 mc but TV which requires 72 mc for its 12 channels. In addition, TV has a nice new [proposed] TV band of 70 channels or 420 mc in the 500 to 900 mc region. . . .By now the answer to the dilemma should be apparent. Move all TV stations into the new spectrum. Turn the frequencies below 88 mc over to the public safety services. Turn those between 174 mc and 216 mc over to common carrier and to the aircraft services who depend upon radio for safety of life and who also need more channels. . . .

And don't tell me that VHF TV is no good. Just read page 88 of Broadcasting for July 9 for the answer to that one.

Robert E. Brooking
Chief Engineer
KFMV (FM) Los Angeles

EDITOR:...Your recent editorial (July 9) concerning FM was deplorable. Perhaps the FM band is greater

(Continued on page 88)
PROGRESS KEYNOTE OF 1951 COAL SHOW.
The 1951 Coal Show of the American Mining Congress recently held in Cleveland clearly demonstrated that America's coal industry is alive with new ideas. Six million dollars' worth of the latest mining equipment was on display—everything from a tiny roller bearing to a gigantic fifty-ton haulage unit. There were continuous mining machines and conveyor systems—equipment for sale ranging from a three-cent tooth to a million-and-a-quarter-dollar power shovel. Those who saw the show couldn't fail to be impressed with the coal industry's vigor and progressiveness.

GOVERNMENT ORDER EMPHASIZES DEPENDABILITY OF COAL.
A recent OPS order increasing the ceiling price of residual fuel oils will further step up the demand for coal—especially along the Atlantic Seaboard. The price increase was made purposely to conserve the uncertain supply of oil by encouraging the burning of coal—a direct recognition of coal's dependability and abundance. Because America has such immense reserves of coal—nearly half of the world's known supply—coal has become the favored fuel of most industries in their planning for the future.

COAL'S FUTURE BRIGHTER THAN EVER!
It is taking more and more coal to supply the heat, light and power America needs—300 million more tons of coal each year than were used 50 years ago. Through industrial expansion and the growth of the electrical industry, coal's markets are steadily increasing—and the coal industry is modernizing its plant to meet these growing needs. The new mines opened or placed in development in America during the past five years have a productive capacity of more than one-half as much as all the mines of Soviet Russia.

MECHANIZED MINES CAN EXPAND PRODUCTION RAPIDLY.
By using the same facilities that are now producing coal at the rate of 530 million tons a year, America's mines can expand their production at will by more than 100 million tons. This is possible because of the high degree of mechanization throughout the coal industry. 98% of America's coal is now mined by machine—raising the productivity of the American miner to the highest level in history—30% higher than it was just 10 years ago. Keen competition among America's 6,000 independent mine operators has resulted in one of the greatest efficiency gains made by any American industry.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.
President Madison Slipped Here

If the War of 1812 proved anything, it is that it's difficult to get Americans and their Canadian neighbors shooting-mad at one another. Of course, President Madison's hunch that the British colony in Ontario might someday be worth having was a sound one. No doubt his Chiefs of Staff thought so too. But it was cold fighting.

And setting fire to York (now Toronto, which is an Indian word meaning "How-to-make-a-fast-buck") didn't warm things up for long. Finally, President Madison gave up the venture and concentrated on driving the foreigners out of Florida.

Of course, President Madison never dreamed that one day the Province of Ontario would be Canada's wealthiest, fastest-growing marketing area. And having backed off from the smoldering ruins of York, even a General with vision could not visualize present-day Toronto, Ontario's capital city, and the pivotal point of Canadian industry and commerce.

Modern business Chiefs of Staff, bent on invading the booming Ontario market, would now be able to pass on the following intelligence to their sales generals:

1. $3,513,653,600—that's Ontario's retail sales figure, as estimated by the Dominion Bureau of Statistics!
2. Radio is still the best way to reach Ontario consumers.
3. There are 1,132,900 radio homes in Ontario. That's only the most recent available figure—it's increasing daily, because Ontario's population is growing rapidly, and radio is Ontario's favorite medium.
4. If you're selling in Canada, Ontario is your richest market. And radio is your medium. In Canada, you sell 'em when you tell 'em!

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS
103 Sparks St. 37 Bloor St. West.
Ottawa. Toronto.

Open Mike
(Continued from page 28)
in size than it ought to be—now. But why not look to the future? The AM band was once too small, and 10 more channels had to be added to it. The situation may some day be the same with FM....

Then again, perhaps the FM broadcasters shouldn't place too much of their blame on their AM brothers. The FM broadcasters must get off their rumps and promote—sell sets, advertisers and their stations....

George W. Hamilton
FM Promotion
Maplesound, N. J.

EDITOR: .... Your editorial contained two glaring misstatements of fact. The July 9 editorial contained the following: "Simply stated, the FCC is permitting what it should do about the vast expanse of spectrum space assigned to but not being used by FM." That has now been denied by the chairman of the Commission as reported in your last issue...

The second misstatement (June 11) was that "substantial engineering opinion supports the view that the fewer than 700 FM stations might well be allocated into 2 or 10 channels."...

Edwin H. Armstrong
Columbia U.
New York

EDITOR: .... It would seem to me that enough has been done to handicap FM without sharing its present allocation with TV. Surveys indicate that 35% of the homes in this area are now equipped with FM, and we feel that definite progress is being made in increasing this ratio...

Zora E. Guenard
Program Director
WEAU-FM Eau Claire.
Wis.

EDITOR: .... Be informed that allocation of any radio service is determined by the needs of the large cities, and in such the FM band is being very well used. Should you desire to rearrange the allocations, suggest you first move the few frequency hogs (TV channels) out of the 30 to 80 mc range and make way for police and fire, etc., who need channels badly.

Ray Torian
Acting Manager
KNOB (FM) Long Beach.
Calif.

EDITOR: .... I would like to propose, if you allow me the space, that all interested broadcasters contact me at their earliest convenience for the purpose or arranging a meeting of the "true FMers" at an early date.... Despite the damage you have willfully injected into the industry, I feel that it will come to a good end as it has aroused the ire of many and made it clear we need an organization to protect us from such unscrupulous attacks. ....

Robert E. Williams
Station Manager
WFMF (FM) Washington, Ind.

EDITOR: .... Isn't it incumbent on you to apologize to FM operators for getting them into an unnecessary dither?...

Sol Chain
General Manager
WBIB (FM) New Haven.
Conn.

[EDITOR'S NOTE: Use 6.]

Night and Day
EDITOR: I have just read your editorial, "Prudence and the Freeze," in the June 25 issue. It is most ridiculous that you suggest that no more AM or FM stations be granted and suggest a moratorium until the vast material situation ameliorates. Why not let TV leave the Commission alone and let them make a clear cut decision of the "freeze" of clear channels. I cannot see for the life of hundreds of other broadcasters, with daytime stations, why millions of dollars worth of the broadcast equipment should be lying idle from sundown to sunup. Let's give those "white areas" nighttime service.

Nathan Frank
Manager
WHNC Henderson, N. C.

[EDITOR'S NOTE: Giving the "white areas" nighttime service was exactly the point we made. Our suggested moratorium was only to those communities where FM and AM service is now satisfactory.]

EDITOR: In spite of fearsome-looking competition, this station is operating nicely in the black. The formula [is] simple: (1) Program local events, local news. (2) Get your sales force out on the street and sell.

Kenneth Leslie
Sales Manager
WCTC New Brunswick, N. J.

The Provinces
EDITOR: Thanks so much for such a nice article in this week's BROADCASTING [ON ALL ACCOUNTS, July 16]...

First thing this morning I received a wire from an old Michigan State classmate who spotted the story clear up in Albany. What coverage that BROADCASTING has!

Richard H. Hurley
Compton Adv. Inc.
New York

[EDITOR'S NOTE: Gad, next thing we'll be read as far west as Buffalo.]
ABA MEET
Little Rock Host Aug. 5
WILLIAM B. RYAN, BAR president, will be among featured speakers at the Arkansas Broadcasters Assn. sales clinic to be held Aug. 5 in Hot Springs at the Jack Tar Courts.

Stated purpose of the clinic is to "provide sales managers and salesmen with an outstanding opportunity to measure their own planning against authoritative leadership and to help them project into their own enterprise the thinking and experience of others."

There is a registration fee of $2.50 which includes luncheon. The program follows:

Morning Sessions:

Afternoon Session:

WHHM MEMPHIS
independent—but not aloof—is pleased to announce the appointment of FORJEO & COMPANY as exclusive national representatives EFFECTIVE IMMEDIATELY

BROADCASTING • Telecasting
July 23, 1951 • Page 39
Advertising To Be Introduced

Advertising will be introduced into Japanese radio the first of next year, when some 16 stations which have been experimentally licensed for commercial operation will join the more than 120 stations comprising Japan's two-network national radio system that has functioned as a sponsor-less, tax-assisted operation.

The impending impingement of sponsored radio in the American manner on what has been traditionally a BBC type of broadcast system was revealed Monday by Tetsuro Furukaki, president of the Broadcasting Corp. of Japan, in an interview with Broadcasting - Telecasting.

Mr. Furukaki, accompanied by Sukezo Tochizawa, chief of the U.S. general affairs division, and Yoshikazi Kasuga, head of the BBC program department, had just completed a two-week visit to the United States, mainly New York and Washington with brief stopovers in San Francisco and Chicago, to take a look at American radio and television. Immediately after the interview the group left for London at the invitation of the BBC. They plan to visit a number of European capitals before returning to Japan.

BCJ, Mr. Furukaki explained, was established in 1924 as a public utility company operating under the control of the Ministry of Communication, a set-up very similar to that of the BBC which is also a non-Governmental corporation operating under close governmental supervision. Also like the BBC, BCJ is supported by taxes paid by listeners, each of the 110 million set-owning Japanese families paying a monthly fee of 50 yen (about 15 cents), raised in April from the former fee of 35 yen a month. With these fees, BCJ has a staff of some 8,000 persons who operate the two-network system, providing dual program service to the Japanese people from 5:30 a.m. to 11 p.m.

News Is Tops

Indicating that human nature and taste in radio fare are pretty much the same the world around, Mr. Furukaki said that news programs are as a class the most popular type of program with the Japanese public, who, he said, have learned that they can depend on what they hear on the air. Most popular program, he reported, is 20 Questions, closely followed by Sunday Serenade, a variety show, and by a Sunday noon amateur hour whose successful contestants win no money or merchandise prizes but are assured of employment in theatres throughout the country.

Baseball broadcasts are very popular with male listeners, Mr. Furukaki said. He noted, however, that in accordance with its quasi-governmental set-up, BCJ's programming devotes most of its time (55%) to news and cultural programs, only 45% to programs of pure entertainment.

Reporting that BCJ was doing some experimental research work on television, Mr. Furukaki said that after seeing the colorcasts of both CBS and RCA, which he called "amazingly fine," he hoped that his country might begin its TV programming on a color basis. This is a far-fetched wish, he added, as Japan is a poor country and will be hard put to support a black-and-white TV system, let alone one in color, for many years to come.

Japan has been out of the international broadcasting field since the end of the war, Mr. Furukaki said, but it may soon resume this activity. Both the Diet and the American military authorities have approved the reinstatement of international broadcasting, he reported, and the matter is now before the proper interministerial body in charge of assigning shortwave channels for international use.

Erwin Resignation

STANDING Committee on Correspondents on Capitol Hill has given notice that Robert A. Erwin's resignation has been solicited and accepted. Erwin, a member of the congressional press galleries as president of Erwin News Service, denied his resignation was requested, saying he had resigned to devote his time to the Krock-Erwin Assoc. Inc. firm of which the committee noted Mr. Erwin was executive vice president. Firm was described as "public relations counselors and Washington business representatives." The committee also listed its rules that require a member of the galleries to obtain principal income from news correspondence and not engage in "any lobbying activity, publicity or promotion work."

WOR Gets RFE Contract

RADIO FREE EUROPE has named WOR Recording Studios to handle the bulk of tape-recording programs in Albanian, Bulgarian, Czechoslovakian, Hungarian, Polish and Rumanian for broadcast by RFE transmitters in Germany to listeners behind the Iron Curtain. WOR contract is estimated at $150,000 annually.
A SALUTE to the new $5 million plant of Plough Inc. (parent company of WMPS Memphis, Tenn.) was the occasion for this gathering of Senatorial, radio and newspaper representatives in Memphis last month. To salute the new plant, Goldsmith’s, local department store, arranged for special origination of ABC Town Meeting of the Air from Memphis. Indulging in pre-broadcast discussion are (1 to r): Sen. George W. Malone (R-Miss); Rep. Harold R. Keel; WMPS vice president and general manager; Sen. Estes Kefauver (D-Tenn.); member and former chairman, Senate Crime Investigating Committee; Frank Ahlgren, editor, Memphis Commercial Appeal; and Edmund Orgill, board member of the Atlantic Union, a political organization. Sens. Malone and Kefauver and Messrs. Ahlgren and Orgill debated “What is Europe’s Best Defense Against Communism?” with George V. Denny Jr., serving as moderator. Special Town Meeting radio promotion was handled by Matty Brescic, Matty Brescia Enterprises.

ABC BUILDS

Starts S. F. Expansion

ABC last week announced a million dollar expansion program in San Francisco that will more than double facilities and space of its KGO-AM-TV.

First step in the program was purchase of the four-story Eagles Bldg. and an adjacent lot on Golden Gate Ave. near San Francisco’s Civic Center. Purchase price of the building was not disclosed but it was known to amount to several hundred thousand dollars. Gayle Grubb, KGO-AM-TV general manager, announced that an additional sum of nearly $1 million will be spent remodeling and equipping the property for radio and television.

The building will house most of the production facilities for both KGO and KGO-TV (KGO now leases radio production space from NBC at the latter’s Radio City property). KGO-TV will retain its transmitter site at ABC Television Center at Sutro Mansion on Mt. Sutro. Executive offices, now located in a building on Montgomery St. in San Francisco’s financial district, will be moved to the new building.

Tentative plans call for one main floor studio 70 by 100 feet with a 30-foot ceiling and accommodations for a studio audience up to 750 persons. This studio will be permanently equipped to handle a minimum of four cameras with provisions for additional cameras when needed.

On another floor will be three smaller television studios, aproximately 30 by 40 feet and with facilities for two or three camera productions. These studios will also be equipped for radio production. Each studio will have independent control room facilities for either radio, television or simulcast production. In addition there will be three other small studios equipped for radio production exclusively.

There will be a master control and a microwave system to feed television origination to the KGO-TV transmitter at the Mt. Sutro property.

Purchase of an unoccupied lot adjacent to the building will provide space for a huge freight elevator for moving sets and scenery to various studios and to the basement, where the station’s art department and set building and storage facilities will be located.

Pereira & Lackman, Hollywood architects who have specialized in radio and television studio design in Southern California, are directing remodeling of the new KGO building.

Wham Bam, Suh!

THE CIVIL WAR (or the War Between the States if you’re from the South), was partially relived by WNOR Norfolk, Va.’s listeners when the station broadcast directly from the scene of a second “battle of the ironclads”—a re-enactment of the historic sea battle between the Monitor and Merrimac, scheduled as part of the 61st and final reunion of the United Confederate Veterans.

I’LL be rough without you for two weeks. Especially when The Man has to scratch around in the files. Tell him, when he needs some examples of radio’s pulling power, to look under Iowa—WMT. Take the case of the Bowman Cattle Company. They considered cancelling their noon hour sale announcement on WMT. “Looky,” said WMT. “Next time you have a sale, ask your buyers how many of them heard about it on WMT.” Bowman did. 90% had. Bowman reconsidered. Remind him about Tait Cummin’s WMT Sports Contest last March to guess the championship team and score of the title game in the boys’ state basketball tournament. Prizes were 3 one-week all-expense vacations to Mid-West resorts. Results: 49,363 entries in ten days.

Tell him, when he needs some examples of radio coverage, to check BMB’s Study No. 2 for WMT, where total weekly radio family listening is 338,480 (in 87 counties) daytime, 303,880 (in 71 counties) nights. Incidentally, where are you going on your vacation? Iowa’s Okoboji and Clear Lake and Spirit Lake are great spots for relaxing; Iowa’s young men are real stem-winders—tall, sun-bronzed and . . . interesting. The air is clear—the only pall on the horizon is a bit of smoke from traditional burning ceremonies for the few remaining mortgages, just paid off.

Have a nice time, honey. Everything will be okay. Just leave several blank schedules behind—with WMT filled in the strategic places.

5000 WATTS

600 KC

Day & Night

BASIC COLUMBIA NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY

July 23, 1951 • Page 41
The Railroad Hour
(Continued from page 18)
13,127 requests that could be posi-
tively identified:
- 88.4% of identifiable requests
  represented students and teachers,
  from primary grades through col-
 lege.
- Professional people included
  194 clergy, 275 doctors, 39 nurses,
  17 lawyers, 14 editors and radio-
  newspaper commentators as well
  as 445 businessmen and 44 organi-
  zations--8% of the identifiable re-
  quests in these categories. In ad-
  dition there were 436 railroad em-
  ployees, 39 public officials (two U. S.
  Senators and one governor), 258
  service personnel.

Those, in summary form, are the
principal points demonstrated by the
third annual offer of the AAR. The
total of 120,457 individual re-
quests almost equals response from
the first two Railroad Hour years
combined, despite the fact that the
1951 offer was made at a period of
seasonably declining audience.
On the other hand, the offer of
a devotee booklet, with program
stories and cast photos, was be-
lieved to have a wider appeal than
the quiz booklet offered the first
two years. AAR recognizes this
as an element that must be con-
sidered in comparing the three-
year results.
The 131 member railroads (sys-
tem lines) of the AAR have some
very definite goals as they devote
$1,258,000 of their funds (1951) to
the Railroad Hour. Serving all
48 states, the members are now
convinced that they have an im-
portant and influential contact with
the public in their popular musical
broadcast. The mail analysis shows
that the program thoroughly covers
all 48 states.

Those who would contend in a
thoughtless moment that television
is an effective method to
well spend some time studying
AAR's detailed analysis of its
mailed requests and their source.
They would discover that in tele-
vision's home base, New York State,
the Railroad Hour offer pulled
13.97% of its mail in 1950-51 com-
pared to 14.76% in 1949-50.
On the other hand, California
produced 11.26% of the mail in 1950-
51 compared to 8.24% in 1949-50.

TV Does Not
Lower Show's Rating

The program retained its Nielsen
level during a 12-month period in
which the number of TV sets in the
hands of the public increased from
5,510,167, in April, 1950, to 11,-
818,000 in April, 1951.
Flanked by their advertising
agency, Benton & Bowles, the AAR
officials who direct this radio might
contact with the public have a
number of serious problems to dis-
cuss with their listener friends.

Emphasis is placed on the es-
sentiality of railroads to the na-
ton's industrial and commercial
welfare as weekly commercials are
prepared. AAR likes to tell the
public that no other method of
transportation can perform the vast
job of moving America's goods and
people so efficiently and at such
low average cost.

They're proud of the fact that
they have a million small stock-
holders and 1 1/2 million employees.
This obliges them to be ever con-
scious that a $14 billion expansion pro-
gram is under way this year in-
cluding 10,000 new freight cars a
month to keep America's mobiliza-
tion moving along at full speed.

All these facts, and many more,
the railroads are telling the nation.
Results from this institutional
type of promotion aren't measured
like sales of 53.95 fitted nylon slips
at Macy's. But railroad official
point out that there is a better pub-
lic understanding and a more
friendly public attitude in contrast
to the hostility that prevailed 15
or 20 years ago.

Right now the railroads are
working hard to move war goods
as well as civilian freight. A sub-
stantial increase in traffic has come
with the Korean crisis and the re-
amment program, but rising cost
of materials and wage boosts are
making it difficult for carriers to
meet expenses, pay a dividend to
stockholders who own the facilities
and finance improvements.

Uses Sales Pitch
For Vacations
While most of the Railroad Hour
messages deal on an institutional
basis with problems of this sort,
the AAR inches into the sales field
during the summer months by urg-
ing the public to take vacation
trips by rail.
One of the important factors in
selling over the radio is the pro-
motion put behind it. Benton & Bowles
handles much of the basic promotion.
NBC is putting a lot of promotional effort
behind the series. Finally, the
carrier members of AAR utilize their
employe magazines, bulletin
boards and similar facilities to re-
mind workers and riders alike that
the Railroad Hour is heard on NBC
at 5 p.m. every Monday.

A new element has appeared in
the latest mail offer by AAR. This
is an increased proportion of women
who wrote for the free booklet.
The net mail consisted of
63.3% women, 22.9% men, 12.6%
children and 1.2% unidentified.
In 1950, on the other hand, the ratio
was 61.4% men, 32.3% women,
5.8% children and 41% unidenti-
fied.

AAR does not see in this ratio
a change in the composition of its
audience. It recognizes that the
converge book and talent material,
may have special appeal to women.
Anyhow, AAR is glad to know its advertising
is appealing to women, supporting
its other public advertising mes-sages.
Thus a new avenue to the feminine audience has appeared.

There's another angle to the
AAR mailbag that encourages those
who own railroad and story to the public. That's the
problem listeners go to as they vol-
unteer comment on the program.
No letter written by AAR to solicits comments, yet
29,384, or one out of four requests, in-
cluded commentaries. Last year
18% commented with 15% volun-
teering opinions the year before.
Of the 29,384 comments, only
seven were "unfavorable" with another
32 "mixed."

Only 706 Requests
Sent Incorrectly
Perhaps the most startling discov-
ery of all the facts turned up in
AAR's analysis was the small
number of requests sent incorrectly
to radio stations. The combined
total of requests sent to radio sta-
tions and those received by tele-
phone was only 706.
AAR is watching closely its cur-
rent summer experiment in which
original vacation stories and favorite
tales are narrated with musical
background, a departure from the
operetta-musical comedy format
that has filled the fall-winter-spring season.
Should the idea click, similar pro-
grams may be dovetailed into the
five-month series opening in Sep-
tember.

In any case, AAR can be de-
pend on to stick to its highly
successful format based on the ap-
pealing tales and tuneful scores
of light operas and lighter musical
shows of the two previous years.
When the Railroad Hour has started off
NBC's Monday evening musical
schedule and now the third NBC
season is about to start.

In precious mail value, 131
railroads with $30 billion in equip-
ment and property will continue to
create better understanding of their
problems as they meet each Mon-
tday evening with millions of
four million friendly families.

MACK D. MORTON, Atlanta, Ga.,
has been named "Stockholder of the Year"
by Motorola Inc., Chicago.
BROADCASTING

HANDS ACROSS THE sea were raised in appreciation of the occasion on which Sir William J. Haley, director-general of the British Broadcasting Corp., was invited to speak at the annual banquet of the American Public Relations Assn., held at the Willard Hotel in Washington last Monday.

A panel of broadcast experts, including Ralph Hardy, NARTB government relations director, in a discussion period which included Joseph C. Harsch, Christian Science Monitor, and Dr. Paul Douglass, president, American U. States Dept. of State, were among the guests. Your colleagues in Great Britain wish you continued success in the service of broadcasting.

APRA WORKSHOP

'Sell America' is Theme

SELLING American public relations on an international scale through use of radio, films, pamphlets and other media keynotes a one-day summer workshop session of the American Public Relations Assn., held at the Willard Hotel in Washington last Monday.

A panel of broadcast experts, including Ralph Hardy, NARTB government relations director, in a discussion period which included Joseph C. Harsch, Christian Science Monitor, and Dr. Paul Douglass, president, American U. States Dept. of State, were among the guests. Your colleagues in Great Britain wish you continued success in the service of broadcasting.

BARNARD NAMED

Gets Hulten's Voice Post

APPOINTMENT of Thurman L. Barnard, former advertising agency executive, as acting general manager of the International Information & Educational Exchange program, succeeding Charles M. Hulten, was announced by the Dept. of State last Monday.

Mr. Hulten, who has administered the Voice of America and other U. S. activities since Jan. 4, 1950, was named chief European representative for the information and educational program. Headquarters in Paris, he will concentrate on the initiation of new operations in Europe.

Mr. Barnard formerly was executive vice president of Compton Advertising Inc., New York, and also director of the agency's plans board and a member of its board of directors. Since March 19, he has been serving as special projects deputy to Edward W. Barrett, Assistant Secretary of State for Public Affairs.

Both Messrs. Barnard and Hulten held directorates in the Office of War Information during World War II. Mr. Barnard was executive director of OWI's overseas branch, while Mr. Hulten held the post of assistant director. Later, Mr. Hulten served as assistant and deputy director of the State Dept.'s Office of International Information.

Mr. Barnard joined N. W. Ayer & Son in 1926, remaining with the agency until 1943 as vice president and manager of its Detroit office. Mr. Hulten began his government career in 1942 after service as a foreign correspondent for western newspapers and teaching journalism at Oregon and Stanford universities.

PULSE RATINGS

Benny Leads Top 25 Shows

JACK BENNY, with an average rating of 13.9, led the top 25 network radio programs in the January-June multi-market radio Pulse survey released last week.

Following are the Pulse ratings for the 25 programs during the 6-month period:

<table>
<thead>
<tr>
<th>Name</th>
<th>Average Rating</th>
</tr>
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<tbody>
<tr>
<td>Jack Benny</td>
<td>13.9</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>12.1</td>
</tr>
<tr>
<td>Amos 'n' Andy</td>
<td>11.2</td>
</tr>
<tr>
<td>Edgar Bergen</td>
<td>11.2</td>
</tr>
<tr>
<td>Mr. Keen</td>
<td>10.6</td>
</tr>
<tr>
<td>Mr. Keen's Inn</td>
<td>10.0</td>
</tr>
<tr>
<td>Arthur Godfrey (M-F)</td>
<td>9.4</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>9.3</td>
</tr>
<tr>
<td>Godfrey's Talent Scouts</td>
<td>9.3</td>
</tr>
<tr>
<td>You Bet Your Life</td>
<td>9.3</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>9.2</td>
</tr>
<tr>
<td>George Burns</td>
<td>8.8</td>
</tr>
<tr>
<td>Big Town</td>
<td>8.4</td>
</tr>
<tr>
<td>181 in Flat (NFC)</td>
<td>8.4</td>
</tr>
<tr>
<td>Hallmark House</td>
<td>8.4</td>
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<tr>
<td>Red Skelton</td>
<td>8.4</td>
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<tr>
<td>Life with Luigi</td>
<td>8.2</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td>8.2</td>
</tr>
<tr>
<td>Mr. and Mrs. North</td>
<td>8.1</td>
</tr>
<tr>
<td>Honeymoon Theatre</td>
<td>8.1</td>
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<td>Big Story</td>
<td>8.1</td>
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<td>Mr. Keen</td>
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<td>Life of Riley</td>
<td>7.6</td>
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<tr>
<td>Mr. Chumpston</td>
<td>7.6</td>
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</table>

RCA Tube Distributors are conveniently located in all principal cities of the U.S. and are the top distributors in their territories. Look to your local RCA Tube Distributors for efficient service on your broadcast tube requirements.

**RCA TYPES 857-B, 869-B, 575-A, 673, 872-A, 8008, 866-A, and 816, mercury-vapor rectifiers are built for continuous-duty service. Low-cost operation and long trouble-free service are basic features of all RCA mercury-vapor rectifiers.**
ROBERT F. ALBRIGHT, part owner and general manager WKBV Richmond, Ind., appointed general manager WNAO Raleigh, N. C. Mr. Albright was with WKBV for seven years, and prior to that with WIRE for eight years.

LIONEL F. BAXTER, manager of operations and program director Voice of Alabama Inc. (WAPI, WAFP (FM) and WAFM (TV) Birmingham), appointed director of sales, programming and operations for WAPI and WAFM (FM). C. P. PERSONS Jr, sales manager for the three stations, to handle sales for WAFM (TV).

Changes were announced by THAD HOLT, president, treasurer and general manager of Voice of Alabama.

HERBERT SCOTT, commercial manager WARD Johnstown, Pa., to WPZ Pottstown, Pa., as co-owner and general manager.

DOUGLAS FLEMING, merchandising manager WOAI-AM-TV San Antonio, transferred to radio sales department. PAUL ADAMS Jr., sales service staff, succeeds Mr. Fleming as merchandising manager.

HIL F. BEST, Detroit, appointed national representative for WVCG Coral Gables, Fla.

ROBERT C. HITCHINS, public relations director National Industrial Advertisers Assn., to network radio advertising and promotion dept. NBC as sales presentation writer. He was with WNAO Raleigh, N. C., and WEEK Peoria, Ill.

J. DAVID RUTLEDGE, Lannan & Sanders, Dallas advertising agency, to Dallas sales staff Katz Agency, station representative firm.

**Personal -**

PAUL W. MORENCY, vice president and general manager WTIC Hartford, appointed to State Civil Defense Advisory Council... RICHARD K. BLACKBURN, assistant manager and technical engineer WTTI Hartford, Conn., appointed to Civil Defense Aviation Advisory Council... TOM COMPERE, attorney NBC Chicago, is on active duty for two weeks with U. S. Army Reserve at Camp McCoy, Wis. A lieutenant colonel, Mr. Comphere commands 327th infantry regiment of 86th division and is in charge of all recruit training...

ERNST FELIX, acting general manager ABC Western Division, elected to board of directors Hollywood Chamber of Commerce. Also on board are: JEAN HERSHOLT, radio-screen star; SIDNEY N. STROTZ, former NBC Western Division vice president; FRANK SAMUELS, former ABC Western Division vice president and now West Coast radio-TV director William Morris Agency; RAYMOND R. MORGAN, president Raymond R. Morgan Co.; JOHN K. WEST, NBC Western Division vice president. ROBERT J. McANDREWS, managing director, Southern California Broadcasters Assn., and president, Hollywood Ad Club, is an ex-officio director... HOWARD I. EMICH, commercial manager WMAM Marinette, Wis., father of boy, June 21.

FRANK MARTINO, account executive WMTR Morristown, N. J., father of boy... LLOYD E. YODER, general manager KNBC San Francisco, named member of San Francisco Citizens' Committee for annual meeting of American Public Health Assn. to be held in San Francisco in October...

THAD SANDBERG, general manager KEEK Pittsburg, Kan., elected to board of directors Chamber of Commerce... MAX M. SAVITT, vice president WCCF Hartford, father of boy, David Harrison... LLOYD E. LENARD, radio sales manager KNOE Monroe, La., elected president Monroe-West Monroe Junior Chamber of Commerce... LOYD SIGMON, vice president and assistant general manager KMPC Hollywood, awarded honorary degree by Milwaukee School of Engineering. Mr. Sigmon addressed the commencement ceremonies.

**House Coverage -**

RADIO-TV coverage of House debates is urged in a new request (H Res 326) introduced in the lower chamber July 13 by Rep. John Jarman (D-Okla.). His House resolution would permit broadcasts and telecasts of proceedings by amending a House rule. It would also set up a special gallery in the House to accommodate radio-TV reporters engaged in this coverage. A standing committee "of Television and Radio Reports," directed and controlled by the House Speaker would supervise the gallery.

**Advertising -**

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA

In Employment
GREENVILLE 45,964
Columbia 26,634
Charleston 23,217

5. C. Emp. Sec. Com., 1950

WFBC 5000 Watts

NBO For the Greenville-Anderson-Spartanburg Markets

Represented by Avery-Volodol

Broadcasting • Telecasting
TO CITE WOMEN BROADCASTERS

'McCall's' Announces Public Service Awards

PUBLIC SERVICE achievements of women in American broadcasting—radio and television—will be recognized by a new series of annual awards announced last week by McCall's magazine.

Seven awards will be presented each year: Three to women broadcasters, who are defined as women "who appear before camera and microphone"; three to women executives, "who conceive, prepare and are instrumental in presenting public service programs or projects," and one special award for outstanding public service of any nature which may be won by either a broadcaster or executive.

McCall's also will present citations to the stations or networks represented by the winners of the executives' awards for making the work of these women executives possible.

"All awards," McCall's stated, "will be made on the basis of public service by a woman to her community or nation, regardless of station or community size." The awards will be made on the worth of the woman's idea and its value to her community, not on the caliber of performance or technical perfection.

Awards to women appearing on the air will be made for outstanding public service to a community based on a subject of general community importance; for outstanding public service to women and for outstanding public service to children. Three similar awards will be made to women broadcasting executives. The seventh award for the best public service job of any category may be presented to either a broadcaster or an executive.

Awards will be based on evidence of performance submitted by or on behalf of the women entering the contest. Original awards covering programs or projects broadcast between Sept. 1, 1950, and Aug. 31, 1951, will be announced in McCall's and presented at the 1952 AWART convention. Contest information and entry blanks may be obtained from Frank Hogan, charge of media relations, McCall's 230 Park Ave., New York 17, N. Y.

On All Accounts

(Continued from page 10)

Skiilsaw. A specialist in cataloging, he later "classified everything in the Navy" as a lieutenant in the supply corps. He served two years, and after his return to the agency in 1946 worked in the new business department, shepherded Encyclopedia Britannica and Britannica Films and somehow wangled the task of putting the company's pension plan into effect.

His Accounts

He now supervises Manor House coffee and Stopette, both large users of broadcast media. Stopette buys What's My Line? on CBS-TV and Manor House has Stud's Place, an ABC co-op, on WENR-TV Chicago and Who Said That?, an NBC co-op, in five markets.

The McKinneys (she is the former Katherine Hughes of Oak Park, Ill.) and their youngsters, Jane Margaret, 9, and William Montgomery, 7%, live in suburban Winnetka. Mr. McKinney, who is chairman of the Community Chest drive there, has just finished building an office in his basement, and is concentrating now on handing a blue stone terrace.

A Big Boost For Smitty!

Stepped into Smith's Department Store the other noon and saw the strangest thing. "Sis" Davis was coming up the stairs from the basement with a bundle of wash.

"Is Smitty taking in washing these days?" I asked. "Not quite," she says. "He's just put in a new automatic washing machine, so the girls who work here can get their laundry done while they're eating lunch. Means more time to relax at night and on weekends."

I thought what a swell boss Smitty must be. "All relations between the boss and employees have certainly taken a big step forward during my lifetime."

From where I sit, people seem to be doing a better job of seeing our neighbor's viewpoint these days. Though his ideas and tastes may not be ours, we can understand his preference for a certain breakfast cereal, a favorite movie star, or for a temperate glass of beer or ale. That's the way it should be in a free country.
BUILDING AND LOAN ASSOCIATIONS
- FORWARD AMERICA - Home Builders & Loan Assoc. - Globe Homes Inc., New Orleans, La. WDSU
- LYN MURRAY SHOW - Hazleton Savings & Loan Company, Hazleton, Pa. WAZL
- RAY BLOCH SHOW - Zanesville Savings & Loan, Zanesville, Ohio WHIZ
- FORWARD AMERICA - Riverbend Mortgage Co., St. Joseph, Mo. WIOD

SHOE STORES
- DAVID ROSE SHOW - Estabrooks Shoes, Chehalis, Wash. WBRN
- HOMEMAKER HARMONIES - Baker Shoes, Stores, San Francisco, California KSFO
- LYN MURRAY SHOW - Hitchcock Shoe Store, Rochester, N.Y. CKCK
- WEATHER JINGLES - Wausau Shoe Store, Cedar City, Utah. WCKC

FARM EQUIPMENT and PRODUCTS
- RAY BLOCH SHOW - Alabama Farm Equipment Co., Montgomery, Ala. WAFF
- STEAMBOAT JAMBOREE - Ohio Farm Equipment Co., Columbus, Ohio KOSR
- FORWARD AMERICA - North Dakota Mill & Elevator Co., Grand Forks, N. D. KNOK

APPLIANCE STORES
- FATHER'S DAY CAMPAIGN - O'Neill Appliance Co., North Platte, Neb. KYOD
- STEAMBOAT JAMBOREE - Gay Appliance Co., Colmar, Pennsylvania KZOP

DEPARTMENT STORES
- DICK HAYES SHOW - Sears' Cape, Cape, York, Pa. WIBA
- FREEDOM IS OUR BUSINESS - Collins Bros. Dept. Store, Marion, Va. WMVE
- FORWARD AMERICA - Land-Grant Dept. Store, Pittsburgh, Pa. KMOX
- HOMEMAKER HARMONIES - Sikes, Hanes & Co., New Brunswick, N. J. WVTC
- GIFT OCCASION CAMPAIGN - Miller's Dept. Store, Olympia, Washington KYG

AUTOGRAPH STORES
- STEAMBOAT JAMBOREE - Tennessee Hulick Company, St. Louis, Mo. KSD
- FORWARD AMERICA - Kingsway Moving Company, Wilkes Barre, Pa. WERE
- FREEDOM IS OUR BUSINESS - Earl Hages Chevrolet Co., Dalton, Georgia. KIXL
- EDDY HOWARD SHOW - Oklahoma Center, Joplin, Mo. WRTA

BANKS
- FORWARD AMERICA - Citizens State Bank, Nacogdoches, Texas. KXON
- FREEDOM IS OUR BUSINESS - Utica County Savings Institution, Utica, N. Y. WNSH
- HOMEMAKER HARMONIES - First National Bank & Trust Co., Monroe, N. C. WMAP
- TIME SIGNAL JINGLES - Fragomen's Bank & Trust Co., Vineland, N. J. WWVZ

APPLIANCE DEALERS
- HOME IMPROVEMENT CAMPAIGN - Reid Hardware & Electric Co., Anchorage, Alaska. KVIC
- HOMEMAKER HARMONIES - Wineland Appliance Store, Meadville, Pa. WPGW
- FORWARD AMERICA - Bell-Jones Co., Statesboro, Ga. KYES

FLORISTS
- FLOWER JINGLES - Orange Flower Store, Barstow, Calif. WCKX
- MUSIC IN THE MORGAN MANNER - Florist Association, Binghamton, N. Y. WKOP
- GIFT OCCASION CAMPAIGN - Frank W. Page, Inc., Florists, Springfield, Mass. WHDI
- STEAMBOAT JAMBOREE - Clumming Bros., Farmingdale, Va. WDRJ
- FORWARD AMERICA - Statesboro Floral Shop, Statesboro, Ga. WJNS

FURNITURE STORES
- HOMEMAKER HARMONIES - Showroom Furniture Co., Bath, Maine KAYS
- FREEDOM IS OUR BUSINESS - Furniture City of Murfreesboro, Tn. KTOB

ORGANIZATIONS and INDUSTRIES
- FORWARD AMERICA - American Independent Medical & Health Association, San Diego, Calif. WJSA
- STEAMBOAT JAMBOREE - Jackson Pike Co., Jackson, Miss. KWSL
- HOME IMPROVEMENT CAMPAIGN - P. A. Glaser & Paint Co., Fargo, N. D. WJAP

PEOPLE
- DAV Conner HOMEMAKER HA STORES, Ontario, Ohio WMUR
- RAY BLOCH MFG. CO., Manchester, N. H. WHIZ
- REGINA, SASK., Shower Co., Regina, Sask., Canada. CKCK
- WEATHER JINGLES - Weather Jingles, Cedar City, Utah. WCKC

HUNDREDS MORE!
- SALE Rent-a-Center - Rent-a-Center, New Orleans, La. WDSU
- WEATHER JINGLES - Weather Jingles, New Orleans, La. WHIZ
- FORWARD AMERICA - Home Builders & Loan Assoc., New Orleans, La. WDSU
- LYN MURRAY SHOW - Hazleton Savings & Loan Company, Hazleton, Pa. WAZL
- RAY BLOCH SHOW - Zanesville Savings & Loan, Zanesville, Ohio WHIZ
- FORWARD AMERICA - Riverbend Mortgage Co., St. Joseph, Mo. WIOD

... and hundreds more!
Week After Week
World-Affiliates
Report Long-Term
Money-Making
Contracts With
WORLD's
Ever-Growing
Features and
Over 42 Special
Campaigns...
Backed by Powerful
World-Planned
Sales Helps!

Time-Buyers!
Your WORLD-Affiliate station is
your key to top quality shows locally. Check your WORLD station
for the new Robert Montgomery
show, "FREEDOM IS OUR BUSI-
NESS," Steamboat Jamboree," the
"Dick Haymes Show," "Forward
America" and the "Lyn Murray
Show." WORLD Commercial Jingle
series, another WBS special feature,
include time and weather attention
getters and all manner of arrest-
sing sponsor-identification for jew-
ellers, furriers, automobile dealers,
furniture stores, apparel shops and
many more.

World Stations Have the
Shows, the Ratings, the
Know-How!
Levelling on Local

A BROADCASTING Trends reported in this issue, shows that local advertisers are increasing their spending on radio stations of all sizes in markets with TV.

We think that is the healthiest sign we've recently seen in radio. If anybody knows the sales-producing value of a medium, it is the local retailer who can count the customers that his advertising brings to his door.

In view of the increased spending in radio by local businessmen, it is hard to understand why, according to our survey, some national advertisers seem to be cautious about investing in radio, particularly in TV cities.

Their caution is even harder to explain when one of them, the Assn. of American Railroads, reports that it is having more measurable success with its radio program this year than it did when the TV audience was less than half its present size. A full report of this success is also in this issue.

Maybe the national advertisers who are hanging back, waiting for radio to go away, haven't been in touch with the local merchants who sell their products. The local merchants don't seem to think it has gone away, or if it has, it must be delivering all those customers by some sort of spiritualism.

Port in the FM Storm

THE AVERAGE reader of this journal is aware of the storm of violent intensity brewing over the future of FM. We do not claim to have predicted this FM Man's Day! When we ran two editorials expounding on unused spectrum space allotted to FM.

The widespread reaction gives encouragement that the old FM enthusiasm, quiescent in recent months, has reasserted itself. For more than a month, our OPEN Mike department has rung with the opposition of FM zealots. In this issue we have a story summarizing some of the comments in this vein.

Chairman Coy was even called upon. He made an announcement "by direction of the Commission" denying that it was considering the abandonment of the FM band to TV or any other services. This statement is quite correct as far as formal Commission consideration is concerned, but it was silent on the matter of informal discussions among Commissioners and staff.

Whatever the motivation, this revival of interest should not be permitted to peter out. FM partisans express lively hopes for the future. The mere expression of this optimism is not enough. Something has to be added: In this case, exploitation, action and selling. Some FM broadcasters contend there are not enough sets being manufactured. The manufacturers urge there is a surplus in the warehouses. Manufacturers aren't disposed to ignore a "ready market", if they know it exists. It's up to the FMers to help create it.

If they served no other purpose, our editorials put a lot ofFM sets into a fighting mood. Exactly that mood is needed to kick off an invigorated campaign. But there must be a plan. There must be scope and direction.

Most FM broadcasters are weary of special committees and organizations. They have had enough, which just fad ed away because of lack of interest and financial support.

We suggest that the all-out FM broadcasters channel their energies in the direction of the reorganized NARTB, which within the last month used its good offices in the direction of coping with the FM set situation. To get a result, however, enough FM operators must back their enthusiasm with decisive spending of some modicum of money. The organization is there to serve all the broadcast media.

If the determination and aggressiveness evidenced in the letter to the editor were fused into a movement to get the NARTB really rolling in FM, we think a positive program for FM development could be created and carried to fruition.

Public Service Saga

BROADCASTERS along the routes of the churning Missouri, Kaw and Mississippi rivers were busy last week. They were too busy to tell the story of their role in combatting one of the most devastating floods in Midwest history. They were busy working around the clock with relief authorities and in keeping transmitters on the air to instruct the public and workers alike in giving aid to the homeless, saving lives and salvaging property.

Later, when the floodwaters have subsided, the story of radio's newest saga of public service will be told. It will be a story reminiscent of the Spring of 1957 when radio came to the rescue in the Ohio-Mississippi flood areas. It will be a story of radio better equipped for the task, with auxiliary power supplies and mobile units, with transit radio and television.

There will be reports of heroism, danger and personal privation. Some as reported in this issue already are filtering through.

Radio knew its role. The Civil Defense planning of recent months did not envisage the Mid-West-Kansas City-Synod floods. Something more even more sinister motivates that planning. But the lessons learned were useful. Civil Defense Director Ray Moulton of Kansas City is authority for the statement that radio alone is responsible for forestalling an even greater tragedy.

In those 30 years that have elapsed since radio's birth it has established one great tradition above all others. That is its magnificent performance in time of human need.

DuMont: Matchmaker

IT MADE a lot of sense for eight TV set manufacturers to split the tab for the DuMont telecast of the Charles-Walcott fight last Wednesday.

Certainly no element of the telecasting industry has a bigger stake in restoring big-time boxing to broadcast television than the people who make the sets which the public has been buying in the expectation of seeing popular sports in its homes.

Obviously the eight manufacturers were persuaded to cooperate in sponsoring this event because theatrical TV was beginning to show signs of wishing to monopolize big events. We believe that the price of a receiving set ought to be the total admission charge and to that extent the sports events are a help to manufacturers for outbidding the theatres in this instance.

It's the kind of thing that ought to extend into all types of TV programming. For it is programming that sells television sets, just as it is good programming that builds audiences for advertisers. The opportunity for close cooperation between manufacturers and telecasters must not be ignored. After all, they're in the same business.
The habit of listening is a natural outlet for the women of the Southwest. More than a million of them tune in Gloria Swanson, Julie Benell and Mary Margaret McBride before making out their shopping lists!

A sales message on foods, cleaning products or toiletries falls on an attentive ear if heard while the listener is doing her housework or giving herself a facial!

When the top-three homemaking commentators in radio tell it they sell it on WFAA!
CIVIL DEFENSE ROLE

THE ROLE of broadcasting stations in the operating procedure of civil defense control centers is touched on in a manual prepared by the Federal Civil Defense Administration for the guidance of state authorities. A model layout suggests that each control center transmitter be supplemented with special receiving equipment to receive possible radio attack warnings piped through regular broadcast stations. A second function would be to monitor the transmissions of local stations.

"It is expected that broadcasting stations will be grouped and transmit the same program, so the radio audience will be relatively simple," FCDA observed. Simultaneous transmission of the same program, involving a number of stations, is part of the Joint FCC-Federal Civil Defense Administration plan detailed to broadcasters earlier this year [Broadcasting • Telecasting, April 23, March 26].

Under the proposal drafted by

FIDELITY SYSTEM

Expansion Announced

EXPANSION of the Fidelity Broadcasting System has been announced. FBS, which began operation last February, now numbers 30 stations in Florida and Georgia.

The network, a regional system of home-town stations, is under the direction of Executive Vice President Ralph Houston, longtime radio sales executive. Home offices and studios are in the FBS Bldg., Jacksonville, Fla.

President of the corporation is Harlow Barnett Jr., of Florida's Barnett banking family. An investigating study of market areas in Florida, Georgia and Alabama is being made by the Crisp & Harrison Ad Agency of Jacksonville, with the aim of broadening coverage of the home-town radio network throughout the south.

Programming is on a 18-hour basis. Rate Card No. 1 (revised) lists one hour, one time, as Class A (6-10:30 p.m.), $1,650; Class B (7 a.m. to 6 p.m.), $1,500, and Class C (6-7 a.m.) $1,350. These rates became effective July 1.

Affiliates of FBS are listed (all Florida unless otherwise designated): WRIC and WIVY Jacksonvile; WBS Jacksonvile Beach; WWFF Palatka; WGGG Gainesville; WFOY St. Augustine; WDSR Lake City; CNXR Live Oak; WIPQ Lake Wales; WRO Dayton; WCNH Quincy; WFFF Key West; WEAR Pensacola; WINZ Miami; WEAT Lake Worth; WINT Tallahassee; WLOX Gulfport; WLBW Leesburg; WALT Tampa; WSFB Sarasota; WLAK Lakeland; WCLE Clearwater; WMMJ Melbourne; WIKK W. Palm Beach; WPLA Plant City; WSR Winter Haven; WPBF Panama City; WJOM Sebring; WAYX Waycross, Ga.; and WMOG, Brunswick, Ga.

FCDA Describes Radio’s Function

Advertising is bought by the group of executives who plan marketing strategy and tactics.

Printers’ Ink is read by the whole marketing group of advertising, management, sales and agency executives who are the leading buyers of advertising.

Respects

(Continued from page 48)

and newspapers in 1949, Mr. Bratton was elected vice president and general manager of WKTY at the time of its purchase by the La Crosse Tribune two years ago.

During the two years the station has been under his management, Mr. Bratton has eliminated much of the overwhelming hill-billy flavor which once characterized its program structure.

A firm exponent of block or "patterned" programming and detailed promotional and merchandising services to advertisers, Mr. Bratton substantiates his beliefs by pointing to the 205% audience gain for his station in less than two years.

Stresses Local Service

"We’re gone in heavily for community service, too," Mr. Bratton says. "Not just in La Crosse, but in towns and villages throughout our basic coverage area. And out (1 kHz), a station has lots of basic coverage."

WKTY special events crews scour the area with portable tape recorders, gathering material flavored for a community appeal.

"It’s community service on this level that brings in new listeners and secures the loyalty of regulars," Mr. Bratton says. "It’s no wonder that town and rural authorities throughout our area telephone our station when winter blizzards close classrooms. We get such emergency information on the air ‘right now’ and often, and it pays off well in listener loyalty that gives radio real responsibility . . . and something solid to sell."

Although Mr. Bratton is quite happy in the management end of broadcasting, there is still a touch of show business nostalgia in his heart. He is an amateur song writer, and can still draw a passable tune from a piano, guitar, banjo, mandolin, clarinet and vibraphone.

That side now, however, only shows itself socially, and frequently at his home. Mr. Bratton married his hometown sweetheart, the former Esther Kuhn, 17 years ago. With her, he shares an intense interest in home movies.

He is an active Kiwanian, a member of the Elks, Phi Mu Alpha and still finds time to take part in civic affairs.

To self-appointed critics prone to the idea that radio programs supposedly occupying the air these days, Mr. Bratton offers this comment: “A ‘lousy’ program is in today’s world not like. It may conceivably bring a bit of added pleasure into the lives of many of its listeners; and if it does, it can’t be all bad. We have a banjo, mandolin, guitar, vibraphone, a touch of opera singers!"

"If broadcasting can accomplish more no to help dispel some of our everyday worries, it would be well worth every bit of effort."

CRIME PROBES

Radio-TV Coverage Planned

RADIO-TV probably will be carrying the Senate Crime Investigating Committee hearings periodically until the unit expires Sept. 30 with periodic one week series of "spectacular" sessions held in New York City soon after Aug. 1, it was indicated in Washington last week.

The coverage plans were underway as the committee opened a hearing in Washington Thursday with a shift to Atlantic City scheduled later in the week. The committee was to hold another hearing in the nation’s capital today (Monday).

It was said the New York hearings would dig into links between the criminal world and politics again, thus assuring radio-TV audiences, if hearings are carried, a replication of the fare which made the Chicago Tweed and a household topic in the nation last March.

Policy, since the committee has been under the chairmanship of Sen. Herbert O’Connor (D-Md.), is to make out commercial sponsorship of the hearings. There has been no indication of any commitment turnabout on this point.

As result of its recent all-out membership drive, Academy of Television Arts & Sciences, Los Angeles, has announced that 974 new members representing several phases of the television industry have joined organization.
TO
ALL
ADVERTISERS

The thirteen Petry TV stations are your ideal package. Spread from one Coast to the other, from New England to the heart of Texas—they let you use TV in almost every section of the country under different conditions.

And all of these stations do an outstanding job of programming locally for local televiewing tastes.

They all have availabilities suited to your particular product and marketing problem.

WSB-TV ............Atlanta
WBAL-TV ............Baltimore
WNAC-TV ............Boston
WFAA-TV ............Dallas
KPRC-TV ............Houston
KFI-TV ............Los Angeles
WHAS-TV .............Louisville
KSTP-TV ..........M'p'l's-St. Paul
WSM-TV .............Nashville
WTAR-TV ...........Norfolk
KPHO-TV ............Phoenix
WOAI-TV ..........San Antonio
KOTV ..............Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
"about Peter Platypus..."

With this and many other fascinating stories of childhood, Mrs. Paul Bowermaster of the Lancaster Free Public Library thrills thousands of children Thursday afternoons at 5:15. During this show, the library-book stories are enlivened by slides of illustrations taken from the books. Frequently, too, Librarian Ernest Doershuch appears on the show to explain to children and adults how the Public Library can be used and enjoyed. The mail pull has been gratifying. In addition, another result has been the greatly increased attendance at the Library storytelling hour every Saturday morning, since the inception of the program. With this, and other community service programs, WGAL-TV strives to broaden, enrich and enliven the daily lives of the people who live in the communities it serves.
FOLLOWING is the order of testimony in the event oral hearing is held on FCC’s city-by-city TV allocation proposals [Broadcasting • Telecasting, July 16].

If the oral hearing should be set aside in favor of a “paper” presentation, FCC officials last week pointed out the list will serve as a guide for the preparation and presentation of the city-by-city cases in affidavit form.

The oral hearing is scheduled to commence July 30 if the Commission’s proposal for a shortened procedure involving the “paper” presentation in lieu of oral testimony — should not be adopted as a result of the pre-hearing conference last Friday (see story at DEADLINE).

The Commission’s notice, made public on Tuesday, specified that the first party to be heard will be Allen B. DuMont Labs., which has proposed an alternative proposal to FCC. Following DuMont’s evidence will be the parties who have filed opposition to the DuMont comments.

Thereafter FCC will hear evidence from the general group in the order given below. Grouping is by location of the comments of the respective parties, which in many cases is not the location of the party itself.

Comments of some parties will be listed in more than one group or state.

First listed within each group are those parties who have filed counter-proposals to the FCC’s table of city-by-city channel assignments contained in Appendix C of the Notice of Further Rule Making (revised allocation plan) issued in late March [Broadcasting • Telecasting, March 26 et seq.].

A number has been designated for each party. If the same party appears more than once in the group the same number is used, a FCC explained a party in a group will be permitted to make its presentation at any time even though his name appears more than once. However, where a party is listed in more than one group, testimony will be heard on matters relating to a separate group at different times, the notice said.

Those parties that have filed oppositions to counter-proposals of certain parties have filed directly following the name of the party against whose counter-proposal the opposition is directed. Rules of the FCC precede and identifies each opposition. It identifies all oppositions excepting those pertaining to educational reservation, while KE pertains solely to the party identified.

After each counter-proposal and opposition thereto are listed those comments which the support of the assignment table proposed by FCC.

At the end of this large listing will be found a separate listing of the oppositions to counter-proposals, given in order by respective code identification.

GEOGRAPHICAL GROUPS

Counter-Proposals and Oppositions Thereto, Plus Support & Opposition to PTC Table

GROUP A

COUNTER PROPOSALS

Leawood, Me.


5. CBS, Boston — K325 Hampden-Hampshire Corp.

GROUP B

COUNTER PROPOSALS

Boston, Springfield, Worcester, New Bedford, Brockton, Fall River, Providence, R. I.

1. Matheson Radio, Boston — K117 WTAG; K126 Outlet Co.; K325 Hampden-Hampshire Corp.


GROUP C

COUNTER PROPOSALS

Burlington, Vt.

1. U. of V. & State Agricultural College.

GROUP D

COUNTER PROPOSALS

Boston, Springfield, Worcester, New Bedford, Brockton, Fall River, Providence, R. I.

1. Matheson Radio, Boston — K117 WTAG; K126 Outlet Co.; K325 Hampden-Hampshire Corp.


GROUP E

COUNTER PROPOSALS

Leawood, Me.


GROUP F

COUNTER PROPOSALS

Burlington, Vt.

1. U. of V. & State Agricultural College.

GROUP G

COUNTER PROPOSALS

Boston, Springfield, Worcester, New Bedford, Brockton, Fall River, Providence, R. I.

1. Matheson Radio, Boston — K117 WTAG; K126 Outlet Co.; K325 Hampden-Hampshire Corp.


GROUP H

COUNTER PROPOSALS

Leawood, Me.


GROUP I

COUNTER PROPOSALS

Burlington, Vt.

1. U. of V. & State Agricultural College.
Maumee Valley Board, Toledo; K 115 44th Ind., Lansing, Mich.

2. WGRD Grand Rapids—K 8 Green Bay Board of Edu., K 18 Green Bay, Wis.

3. WIIC Cincinnati Board, K 121 Cincinnati, Ohio

4. WQWA Moline, Ill.—K 197 Hartford Board, K 297 The Journal, Conn.


9. Milwaukee Board—K 6 WMJ; K 8 Green Bay Board, Green Bay, Wis.

10. WQWA Milwaukee, K 6 WMJ, K 8 Green Bay Board, Green Bay, Wis.


12. K 311 Eastern Board, Des Moines, Iowa

13. K 311 Eastern Board, Des Moines, Iowa

14. K 311 Eastern Board, Des Moines, Iowa

15. K 311 Eastern Board, Des Moines, Iowa

16. WGBB Des Moines, Iowa


20. Public Schools, City—K 133 Booth Radio & TV Stations.


34. WGRD Grand Rapids, K 225 Picture Waves, Columbus, K 225 Music Board, Grand Rapids, K 225 Music Board, Grand Rapids.


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Monterey, Calif.
Inc.


SUPPORTS F.C.C.


COUNTER PROPOSALS


SUPPORTS F.C.C.


COUNTER PROPOSALS

Yuba City 14. Yuba City Mills, Yuba City.

GROUP DD

COUNTER PROPOSALS

San Diego 7. KTBH and Shamrock Bstg., Houston—K 29 Houston Post Co.; K 5 Lufkin Amusement Co.; K 205 KTBH; K 190 Trinity Bstg.

SUPPORTS F.C.C.

College Station, Tex. 11. A. & M. College of Tex. 12. U. of Texas.

COUNTER PROPOSALS

San Antonio 3. Lack's Stores, Victoria, Tex.—K 302 Howard W. Davis-Walma Co.; K 204 Texas State Network, Fort Worth, Tex.

SUPPORTS F.C.C.

Victoria, Texas 5. Lack's Stores, Victoria, Tex.—K 302 Howard W. Davis-Walma Co.; K 204 Texas State Network, Fort Worth, Tex.; K 396 Frederick, Tex.

Karnes City, Tex. 3. Lack's Stores, Houston, Bstg.—K 29 Houston Post Co.; K 5 Lufkin Amusement Co.; K 205 KTBH; K 190 Trinity Bstg.

Temple, Tex. 4. Bell Radio, Temple, Tex.

SUPPORTS F.C.C.


COUNTER PROPOSALS


SUPPORTS F.C.C.

San Angelo, Tex. 12. City of San Angelo

Sherman, Tex. 3. Red River Valley Pub.—K 29 Houston Post Co.; K 5 Lufkin Amusement Co.; K 205 KTBH; K 190 Trinity Bstg.

SUPPORTS F.C.C.


COUNTER PROPOSALS

Fort Worth, Tex. 4. KTRH and Shamrock Bstg., Houston—K 29 Houston Post Co.; K 5 Lufkin Amusement Co.; K 205 KTBH; K 190 Trinity Bstg.

SUPPORTS F.C.C.

Dallas 4. KTRH and Shamrock Bstg., Houston—K 29 Houston Post Co.; K 5 Lufkin Amusement Co.; K 205 KTBH; K 190 Trinity Bstg.

SUPPORTS F.C.C.

Waco 15. KTKW; 16. Baylor U. (Continued on page 80)
NOW AVAILABLE...

5 KW OAK TRANSMITTER

Backed by five years of thorough field experience in air-cooled transmitters, serving both high or low band broadcast operation at maximum operating efficiency.

Illustrated is a model of the 5 KW Oak Transmitter for high band operation in commercial use over eighteen months. THERE HAS BEEN NO FINAL AMPLIFIER TUBE REPLACEMENT EXPENSE DURING THIS PERIOD.

START SMALL... GROW BIGGER

ACORN

5 KW OAK TRANSMITTER

100/200 KW ERP
in low-cost television broadcast operation:

LOW INITIAL COST
LOW INSTALLATION COST
LOW COST TUBE COMPLEMENTS
LOW OPERATING COSTS

With a reasonable financial investment you can now get on the air and retain the option of increasing power at any time in the future without sacrificing your original investment.

For efficiency as well as economy, and backed by five years of proven field use, DUMONT has available the 5 KW Oak Transmitter. Representing an achievement in the field of transmitter design and quality manufacturing, the Oak Series has been engineered to produce the finest transmitting operation at the lowest overall cost. It is completely air-cooled and designed for high or low band operation. The units comprising the series have been especially packaged to adequately equip the majority of television stations across the nation.

Built-in Band-Pass Indicator.
Built-in Wobbulator.
Air-Cooled throughout.
No external side-band systems required.

For further information on the 5 KW OAK TRANSMITTER contact your DUMONT representative or write for Bulletin No. 3TO-T102.

ALLEN B. DUMONT LABORATORIES, INC.
TELEVISION TRANSMITTER DIVISION
Clifton • New Jersey

A wise buyer knows when to act ... the informed buyer knows where to buy
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K114 Wood TV Co., Chappaqua, N. Y.-New York, N. Y.
In the rich Central Ohio area, WTVN has consistently pulled greater mail-order counts than many for larger stations in four major markets. To date, over $200,000,000 is drawn from the first show on grave markers and monuments.

Even before the ratings are published, smart businessmen are reserving their time on WTVN, WBY. WTVN delivers the audience! Nine out of ten mail order deals in Central Ohio are tested first, and THEY'RE TESTED HERE! Our national advertisers KNOW! If you buy RATINGs...

Look at this. WTVN's "LATE SHOW"; a seven-night-a-week feature film, is one of three local airing the top ten in the Top Ten multi-weekly shows (PULSE). Our audience rating Monday through Friday is 1.45. (Against strong competition, too.)

WTVN - 6 COLUMBUS, OHIO

Edward Lamb, Pres.  Closed off air with WCIC, Eric and WOTD, Toledo
HEADLEY NEED ABC-DUM

Hearing Appearances
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K180 Chronicle Pub. Co., San
Francisco-HECO.
K181 Kenneth H. Giddens & T. J.
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K183 WAGL Lancaster, Pa.—Peoples
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K190 Trinity Bestg., Dallas—A. H.
Bell Co., Inc.—KAY.
K191 Memorial Radio, Shamrock, So. Tex. —
Valleypoint Bestg., San Antonio, Tex.
K192 Ohio Valley Bestg., Clarksburg,
W. Va.—SE Ohio, Shenandoah, Ohio—
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K193 Davenport Bestg. Co., Davenport,
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K195 WJNO West Palm Beach, Fla. —
FCE Industries.
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Hampton Roads, WPTA—DuMont.
K197 WOGE Dayton Valley Television
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Chicago—DuMont.
K198 Cameron Television, Tulsa—
Mutual.
K199 Elm City Bestg., New Haven,
Conn.—ABC and Gen. TeleRadio
Dupont. (Continued on page 62)

PULL!

Teletaching • Broadcasting
quiz for
economy-minded
advertisers:

All of these shows on television last season had lots in common. All were done on film. All had multi-market distribution. But three of them (1, 3 and 4) were Spot program campaigns.

This test ought to convince you there’s nothing on the viewing screen that labels a show a “Spot program.” Spot programs come live and film... come in practically every entertainment category... in every time segment. The viewer just can’t tell the difference.

But your treasurer can tell the difference—because he saves money in television with Spot programs. Saves on facilities charges. Saves enough to pay for the extra film prints involved and their distribution. For Spot program rates are generally lower than network rates for the same period... over the same stations.

And your sales manager knows the difference. Because with a Spot program television campaign he can pick and choose the very markets he wants. In Spot program advertising there are no “must” stations... no minimum station requirements.

And your advertising manager knows. He’s a more profitable customer to the station. So he gets wholehearted station cooperation... finds that stations clear time more readily.

Now you know, too. If you'd like to know more, simply call a Katz representative for the full story on Spot program advertising. Ask him how much money you can save. You’ll see that...

you can do better with Spot. Much better.

The Katz Agency, Inc.

New York • Chicago • Detroit • Los Angeles • San Francisco • Atlanta • Dallas • Kansas City
After nearly two years of trying to work out satisfactory terms for the use of ASCAP music on television, the All-Industry TV Per Program Committee and ASCAP last week admitted their failure and turned to the Federal District Court in New York for a solution.

On Wednesday, Judge Simon H. Rifkind, former general attorney of ASCAP, who has been exploring every type of fees formula with Herman Finkelstein, representing ASCAP, to avoid litigation even after the committees had given up hope, resigned themselves to the inevitable and filed a suit in the United States District Court for the Southern District of New York.

They asked the court to fix reasonable terms and conditions for local station and network licenses.

The petition was filed in the name of 56 individual TV stations which retained Messrs. Rifkind and Sprague to represent them in negotiations with ASCAP and authorized their counsel to proceed with court action if necessary. The document points out that for many months these stations, except WBBR-TV, Baltimore, and the DuMont stations—WABD (TV) New York, WTTG (TV) Washington, WDTV (TV) Pittsburgh—have been using ASCAP music under an interim agreement whose last extension terminated Wednesday.

Asks Three Decisions

The stations asked the court "(a) for a determination of a reasonable fee for the proposed licenses and (b) for the fixing of an interim fee for such licenses pending final determination of what constitutes a reasonable fee and (c) for such other and further relief as the court may deem just and proper."

Wednesday's break-off of ASCAP telecaster relations came after nearly two years of discussions between the society and the TV station operators, their committee and its counsel. In the fall of 1948, after a former committee made up chiefly of network representatives had worked out terms for a blanket TV license, which ABC, CBS and NBC accepted for their networks and their owned-and-operated TV stations, a new committee headed by Dwight W. Martin, WLWT (TV) Cincinnati, set out to negotiate a per program license for television.

Last December, the TV representatives refused to agree to ASCAP's demands that fees be paid for commercial announcements adjacent to programs containing ASCAP music as well as for those programs. The society broke off negotiations and notified all TV stations that ASCAP would shortly issue a license on its own terms. Following an industry meeting in Chicago, Jan. 18, Mr. Martin asked for another meeting, which ASCAP granted, but again no agreement was reached.

In March, ASCAP issued its own per program license, which did not ask for payment for adjacencies but which set fees for programs containing ASCAP music at more than double the scale called for in radio per program licenses, in contrast to the TV blanket license formula of "radio plus 10%." This was completely unacceptable to the broadcasters and, at the suggestion of Mr. Sprague who had been serving as committee counsel, former Federal Judge Simon Rifkind was engaged as special counsel.

Stations were asked to contribute to support whatever action should become necessary and first quarter payments in excess of $25,000 have been received.

Tried Peace Talks

Before proceeding with litigation, however, counsel for the committees continued negotiations to work out a deal through negotiations and for a while it appeared as if they might be successful.

The per program committee met with ASCAP officials in June and following that meeting committee counsel continued their discussions with Herman Finkelstein, general attorney of ASCAP. By last week, however, it became evident that there was no hope of getting together on the proper price of the use of ASCAP music on television, so the appeal to the court was initiated, under the terms of the government consent decree entered by ASCAP 10 years ago, which provides for terms to be set by the court if the parties cannot agree among themselves.

Study Partial Thaw

FCC May Act Soon

Partial lifting of the three-year-old television freeze is again under consideration by FCC now that the Commission has reaffirmed the opinion of its fixed allocation plan is lawful, it was learned by Broadcasting • Telecasting at deadline last Thursday.

On the eve of the formal prehearing conference to consider support and opposition of the Commission's proposed procedure to substitute a "paper" presentation for the forthcoming oral hearing on city-by-city allocation proposals (see late story AT DEADLINE), it was understood in several quarters Thursday that the Commission may act on the partial freeze lift plan within the next few weeks.

It appears likely that FCC may give the go-ahead to new market construction in the territories of the U.S. and grant power boosts and improved facilities for certain existing stations within the U.S.

Since many comments have been filed which affect the allocation of both VHF and UHF channels across the country, it appears not likely that the Commission can include new UHF station grants for the U.S. in the partial freeze lift, although it had also proposed to do so, conditionally, in its earlier "Third Notice" announcing the revised allocation plan [Broadcasting • Telecasting; March 26].

As of late Thursday many observers felt there will be favorable action on the proposed plan to expedite the overall lifting of the freeze by boiling down the city-by-city hearing into a compact paper presentation.

DuMont Request

Allen B. DuMont Labs was reported planning to request an oral hearing on its alternate allocation plan for the U.S., however, while Daily News Television Co., Philadelphia, applicant, also was understood to be planning to seek oral hearing.

The Joint Committee on Education, which earlier was thought inclined toward favoring only an oral hearing, last Thursday informed FCC by written statement that it was willing to "dispense with lengthy oral hearings" in favor of paper presentation.

FCC felt, nevertheless, that it would follow the schedule it suggested 30-day period to prepare cases for the 200 some communities in which educational reservations have been proposed by the Commission.

Friday's pre-hearing conference had been called by the Commission just a week earlier (July 13) when FCC adopted in essence the suggestion of the NARTB for a paper hearing short-cut [Broadcasting • Telecasting, July 16, 9].

On the same date the Commission had reaffirmed its opinion of the statutory lawfulness of its fixed allocation plan and educational reservations. FCC also con-

(Continued on page 76)
GLOBAL VIDEO

By JOHN OSBON

Mundt Pushes Plan for NATO

THE MULTI-MILLION dollar electronics industry may be tapped to its boundless limits for manpower, equipment and technical know-how in the foreseeable future to lay the groundwork for a vast TV network of relay stations in the North Atlantic Treaty nations.

Prime mover behind this gigantic, global undertaking, now in the blueprint stage, is Sen. Karl E. Mundt (R-S.D.), co-author of the Smith-Mundt Act and progenitor of the proposed "Vision for America."
The project, a forerunner of television as a supplement to the U.S. shortwave radio arm overseas for European transmission of educational and cultural programs.

In an exclusive interview with Broadcasting • Telecasting, Sen. Mundt last week disclosed details of his long range plan, following a series of conferences with TV technicians and consultants of the commercial TV industry and officials of the Dept. of State.

Under the Mundt proposal, creation of video outlets in Turkey— and later in other European countries outside of the Soviet orbit—would be financed through Congressional allocation of funds to the State Dept.—as part of the information program or under funds set aside for the Economic Cooperation Administration. The initial phase of the project could be launched next year, Sen. Mundt believes, for between $3 million and $4 million including installation of transmitter and receiving equipment.

Sen. Mundt also envisions, in the foreseeable future, provision for AM and FM broadcast facilities (and eventually facsimile) throughout the structure of NATO (North Atlantic Treaty Organization) to supplement the Voice of America.

The entire project can be completed for between $30 million and $40 million, according to the best estimates supplied to the South Dakota Republican by private industry officials. The relay network would blanket NATO countries. Turkey is tapped for membership.

Who would finance this excursion into foreign educational and cultural programming?

The Senator said there are a number of approaches, but stressed two in particular—one involving the taxpayer through the State Dept., the other through a proposed American advertising foundation comprising manufacturers with a stake in selling their products abroad.

Under the latter plan, which Sen. Mundt said he had discussed with unidentified advertising officials in New York, manufacturers of goods would band together under the foundation and buy time on overseas TV stations to merchandize their wares.

Obviously, the latter proposal could not be put into effect, however, until the proposed relay networks become a reality in at least one country.

"These advertisers," Sen. Mundt commented, "would receive their money back in sales revenue. This opens up an entirely new approach to advertising on an international scale." In that, he noted, TV broadcasters would have a considerable stake.

Funds Project

With respect to Congressional approval of funds, the Senator felt that the State Dept. would find it "easier to obtain $30 million from Congress for this overall project than it would have in getting some $16 million for TV transmitters as part of its information program—and receive five to ten times greater value for their money. A picture is worth 1,000 words in impact."

The Mundt plan calls for installation of TV transmitter and community-type projection receiver equipment in certain communities in Turkey—with the U.S. sustaining complete cost and Turkish authorities managing program operations for a specified amount of hours each day. The U.S., in return, would be permitted to utilize the normal number of programming hours.

The emphasis would be on educational and cultural shows, though Sen. Mundt felt that the "possibilities are almost unlimited." The sets would be installed in school rooms, auditoriums and at other points.

The Senator conceded that the economic aspect of the proposal poses a serious hurdle, as do other problems including the services of technical specialists. For that reason, he said, use of individual-type receivers was found to be impractical. He feels that the answer lies chiefly in the grant of government priorities.

As to the use of critical materials for commercial telecast equipment in the current defense emergency, Sen. Mundt felt that limiting the project to Turkey at the outset would not require any appreciable

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SNOW CROP

Returns to Evening 'Revue'

SNOW CROP Marketers Div., of Clinton Foods, New York (maker of Frozen Fooods), effective Sept. 8 returns to evening network television sponsorship after a fling with a weekly daytime half-hour show placed in 53 markets on a spot basis.

Snow Crop will participate in sponsorship of the All Star Revue which features four comics on a rotating basis, Saturday, 8-9 p.m. on NBC-TV. Comedians are Jimmy Durante, Ed Wynn, Jack Carson and Danny Thomas.

Company had sponsored Snow Crop Matinee Theatre twice weekly in 53 cities since last March. Previous to that, Snow Crop was the first commercial advertiser to underwrite Your Show of Shows, Saturday on NBC-TV.

Firm was interested in paying $30,000 weekly for the Imogene Coca-Sid Caesar show but dropped the program after a full year to undertake the other daytime show because of increase in talent prices last March. Mason Adv., New York, is the agency for Snow Crop.

SHAKING hands are (1 to r) Joseph H. McConnell, NBC president; Nat B. Barclay, president, Snow Crop Marketers Div. of Clinton Foods Inc., and Tyler Davis, account supervisor of Mason Inc., ad agency. Occasion marked Snow Crop's participation sponsorship of NBC-TV's All Star Revue, to begin Sept. 8, 8-9 p.m. Show will spotlight Jimmy Durante, Ed Wynn, Jack Carson and Danny Thomas.

The emphasis would be on educational and cultural shows, though Sen. Mundt felt that the "possibilities are almost unlimited." The sets would be installed in school rooms, auditoriums and at other points.

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Cooperation Is Best

Education is a vital part of our society. It prepares individuals for responsible citizenship and enables them to contribute to the progress and well-being of their communities.

However, education cannot thrive in isolation. It requires cooperation and collaboration among all sectors of society, including government, business, and the media. By working together, we can create a more effective and efficient education system.

One example of this cooperation is the partnership between our university and local businesses. Our university has a strong tradition of ties with the business community, and we are committed to developing mutually beneficial relationships.

We have several programs that encourage collaboration between students and local businesses. For example, we offer internships and co-op opportunities that allow students to gain valuable work experience and connect with potential employers.

In addition, we have established a number of partnerships with local businesses to provide scholarships and fellowships for our students. These programs not only benefit our students, but also strengthen ties between our university and the local community.

Another area where cooperation is essential is in the realm of research. Our university is home to a number of research centers and institutes that are dedicated to advancing knowledge in a variety of fields. By partnering with local businesses and other organizations, we can fund and support these research efforts,

Overall, the key to successful cooperation is communication. We must work together to identify mutual goals and develop strategies that benefit everyone. By doing so, we can create a more dynamic and successful educational environment for all.

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MORAL STANDARD

PREPARATION of a set of standards and "TV necktie" is to keep the moral of the television network in line with social requirements will will be disseminated. The first meeting of the NARTB Television Standards Committee will be held at that date at National Basketball, Five East, Washington, Washington, D.C. The meeting is sponsored by the National School of Broadcasting. The agenda for the meeting will be announced by NARTB President, 14 East, 15th Street, New York City, 22 June 26. NARTB President, 14 East, 15th Street, New York City, 22 June 26.

NARTB To Prepare Code

NARTB To Prepare Code

WALCOTT FIGHT

IBC Praises Home TV; Will Up Rights Price

ALL HANDS appeared pleased with broadcast television's answer to threat of TV last week-sponsorship of the Ezzard Charles-Joe Walcott heavyweight bout. So pleased was the International Boxing Club, which staged the fight, that its officials were quoted as saying, "We're going to keep on doing this."

An Associated Press poll of set makers who participated in the group sponsorship of the Walcott-Charles fight over the DuMont Television Network found a preponderance of satisfaction with the venture. Many who have previously expressed misgivings about TV said they were interested in continuing the practice in the case of other worthy sports events which find no single sponsor.

Chris J. Witting, director of the DuMont network, which negotiated last week's deal with IBC, said there "most certainly" will be bids entered for broadcast TV rights to the Walcott-Charles return and also for the Sugar Ray Robinson-Randolph Turpin return match. It was for radio-TV rights to these that IBC officials indicated a minimum of $250, 000 asking price.

The Associated Press poll quoted V. C. Havens, assistant general sales manager of AVO's Crosley Division, as saying, "Crosley will be interested in joining other lead manufacturers to get a similar type of sponsorship." Howard Lesser, president of the Columbia Broadcasting System, said he would be interested in "any arrangement which would be to the interest of radio and TV." A spokesman for Philco expressed the view that TV manufacturers will be vitally interested in continuing this type of sponsorship, and emphasized that it not only was a spur to set sales but that the set-makers also felt obligated to the owners of sets they've already sold.

Max Balcom, board chairman of Sylvania, took a somewhat more cautious attitude. Before undertaking a long-range project of group sponsorship, he felt manufacturers would want to make a survey and study the results.

Other Fight Sponsors

Other sponsors of the fight—organized by the largest TV network ever put together for a bout and was available to the largest audience, according to DuMont, were DuMont Labs., Motorola, RCA, and Westinghouse.

General Electric had been scheduled to participate but dropped out. DuMont said the fight was carried "live" on 59 stations in 46 cities (two in Birmingham), via AT&T facilities. The union spokesmen said, it was available to 80 million viewers in 65% of the nation's TV homes. As a "gate"-protective measure, it was not carried live in Pittsburgh, where it was staged, but kinescopes were to be shown there later.

Radio blow-by-blow description of the bout was sponsored on CBS by Pabst Sales Co. Of the 160,000 radio listeners, $100,000 was for television and $60,000 for radio.

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CBS COLOR

Showings in Cincinnati

WKRC-TV Cincinnati was added to the CBS color television network last Friday for a nine-day demonstration—Cincinnati's first in the color medium.

In addition to showings by WKRC-TV, which will carry the network's regular color schedule through July 28, the Kroger Co., which sponsors the Alco Young Show on CBS-TV, was slated to rotate a color receiver among Cincinnati supermarkets to permit color viewing by as many of the public as possible.

Heretofore the color programs have been either CBS-WSB-TV New York to WNAC-TV Boston, WCAU-TV Philadelphia, WMAR-TV Baltimore, and WTOP-TV Washington. The current color schedule is to remain in effect daily, Monday through Friday, and Saturday horse races for an hour.

TVA Negro Policy

STATEMENT of policy dealing with opportunities for Negro artists in television programs has been announced by the Televisory Authority (AFL) following a series of conferences with officials of the four major TV networks, ABC, CBS, DuMont and NBC. TVA said its purpose is to "secure representation of Negroes" on TV programs, providing for their employment among members of the three TV unions called the attention of its writers, producers and directors to the policy statement and asked them to employ Negro specialty and dramatic acts, integrate singers and dancers in choral groups and to create new program ideas designed to achieve TV policy objectives.
Uncle Archie’s *Komedy Klub*

**CREATE TOP NOTCH SALES FOR PRODUCTS WITH KID APPEAL!**

It’s a fact—75% of all Los Angeles families with children now own television sets!

And to sell your product to this huge eager market of more than 2,000,000 families, one of your best bets is Uncle Archie’s *Komedy Klub* on KNBH!

Thousands upon thousands of Los Angeles youngsters now hold membership cards in this club. And proof of Uncle Archie’s popularity is his huge fan mail—top mail count on KNBH!

Spots are still available on this exciting kid show with a tremendous popular following in the great Los Angeles market. Contact KNBH, Hollywood, or your nearest NBC Spot Sales Office for complete information on *Komedy Klub*.

**TO SELL THE BUYING MILLIONS IN**

**AMERICA’S 2ND LARGEST TV MARKET**
BLATZ STAGES A $250,000 LAUNCHING

BLATZ BEER, currently fifth in the battle of the brewers, has uncorked a bid for leadership with a promotion and merchandising buildup for its new Amos 'n' Andy TV show that rivals previous efforts in radio and TV.

Blatz, a subsidiary of Schenley Industries Inc., is fighting fire with fireworks. Besides the $2 million to be spent on the CBS television program, the firm is investing a half-million in radio on four five-minute newscasts a day on ABC plus an hour and a half weekly of news on Mutual. But notwithstanding the formidability of this programming lineup, it is really the pyrotechnical heralding of it that distinguishes the Blatz campaign from that of its brothers.

It included, first, an unprecedented sky tour of the nation by top executives of Blatz and its advertising agency spreading the word of the new video show and the support of it by the 100-year-old company in its drive for sales leadership. Frank C. Verbest, president of the Blatz Brewing Co.; Edward T. Donahue, sales director, and Val A. Schmitz, its director of advertising, headed the company contingent. William H. Weintraub, president of the advertising agency bearing his name, led the agency group.

The group flew in a special airliner equipped with desks, plane-to-ground telephone, movie equipment and a preview film of the Amos 'n' Andy show. They called at a dozen cities to address mass rallies of wholesalers, salesmen, local promotion and contact men and the regional staff of Blatz.

The flying squad of executives outlined the full plans for sales promotion and the means of converting the impact of the Amos 'n' Andy entertainment into a sharply rising curve on the sales chart.

The promotion plan included, moreover, a sparkling pre-show campaign in national magazines, trade publications and newspapers. Full-page ads have appeared in Look and American Weekly, as well as two-page spread in Life, TV Guide, Ebony, Color, Our World and Tab Confessions. Fifteen leading trade publications have been enlisted. The newspaper campaign was one of the most ambitious ever undertaken to introduce a TV show and included use of practically every daily newspaper in the country.

Point-of-Sale Drive Uses Varied Kit

The third element in the explosive promotion included a point-of-sale campaign wherein Blatz and its agency prepared an expensive and varied kit of selling aids including giant post cards, day-glo windows, counter cards and truck banners.

And to make sure that the material is displayed to its best advantage Blatz has hired 250 to 300 trained and experienced specialty salesmen. These salesmen have the job of installing the demonstration material and seeing that they are given prominent placement.

The total cost of the launching venture was $250,000.

The details surrounding the show itself are perhaps equally impressive. The commercials, made by Screen Gems (division of Columbia Pictures) under the supervision of Ralph Coln (president of Screen Gems) and in cooperation with the agency, William H. Weintraub, are among the most expensive on television. The cost for each commercial is said to be in the neighborhood of approximately $10,000. Each one is, of course, repeated frequently during the series. The program uses a heavy commercial in the first 10 minutes of the show, followed by a lighter one at the denouement break.

Filming of Series Is Unique

The mechanics behind the filming of the actual show are outstanding too. The original film, made by the Hal Roach Studios in Hollywood, is run on 18 stations. Then prints, which are made by Consolidated Film Industries, Hollywood, are carried on a total of 48 stations. At least 20 prints are made of each episode, at a cost of $50 per print, totaling about $1,000 for prints alone per week.

Although Schenley Industries acquired the Blatz Brewing Co. just six years ago, the firm itself is celebrating its centennial this year. It already has established Blatz Beer as the No. 1 seller in Milwaukee and throughout Wisconsin. The premium brew is now

**At a Hollywood studio conference (l to r): William H. Weintraub, head of the agency bearing his name which handles the Blatz account; Frank C. Verbest, president, Blatz Brewing Co.; Freeman Gosden, co-creator of Amos 'n' Andy and co-producer of the TV series; Alvin Childress, Amos, and Spencer Williams, Andy.**
available in every state in the nation and in 43 foreign countries.

In buying the Amos 'n' Andy show at a cost of approximately $40,000 per week, the company has availed itself of a vehicle with a long and impressive record of achievement. The first Amos 'n' Andy program went on the air Jan. 12, 1926, on WGN Chicago. Its title was Sam 'n' Henry. The first program under the title of Amos 'n' Andy was broadcast March 19, 1928, on WMAQ Chicago.

Change of Station Brings New Name

The show was broadcast as Sam 'n' Henry for nearly two years, when Freeman Gosden and Charles Correll, who played the principal characters on the radio show, went on tour, then returned to the air on WMAQ and had to change the title because the other was owned by WGN. However, the show and the characters remained the same. It was the first quarter-hour network series to have a re-broadcast. The six times quarter-hour weekly series on the coast-to-coast network started on Aug. 19, 1929. In 1943 it switched to a weekly half-hour broadcast.

Over the years the team of Gosden and Correll created more than 190 characters on the program. Mr. Gosden played Amos, the Kingfish, and Lightnin', among others; Mr. Correll played Andy and Henry Van Porter.

Big TV Job Was Casting

The team had television in mind for at least a decade. The big job, once it was started, was to find actors to play the principal roles. They eliminated themselves from consideration for the obvious reason that the characters were different in size and personality. They finally found their men—Alvin Childress, as Amos, Spencer Williams as Andy, and Tim Moore as Kingfish—after four full years during which they covered 25,000 miles, interviewed and auditioned 800 persons and made some 50 individual screen tests.

Gosden and Correll supervise the costuming of the characters and the designing of the sets. The scene, as in the radio series, is set in Harlem. Much of the action transpires in the lodge hall of the Mystic Knights of the Sea, of which Kingfish is the head, or in Kingfish's home. However, there are scenes in Harlem streets, shops, offices, courtrooms, etc. Amos drives a 1938 taxi and plays the same role as in the radio series, always tipping the balance against the Kingfish's guile and Andy's naiveté. Andy is the gay, romantic Andy of the radio program, too, always falling for the Kingfish's schemes but always, too, giving him the come-uppance in the end.

The overall program is owned and packaged by CBS-TV. Blatz Brewing Co. bought the show from the network on March 6, 1951, and launched it on June 28.

Blatz Answers NAACP Protest

That week the National Assn. for Advancement of Colored People protested the sponsorship of the TV show as "a gross libel on the Negroes and distortion of the truth" [BROADCASTING * TELECASTING, July 18, 9]. In answer Blatz Beer wired Walter White, secretary of NAACP, that it understood discussion was in progress between the producers, CBS, and the association and that they were "confident" that a "better understanding" would result.

The wire also said: "Knowing the policy of our company as you do, we are sure you realize our genuine interest in guiding all our activities by the democratic principles of decency and fair play. We have always taken pride in the public confidence and in our good will and we shall act so as to merit that confidence."
TV SKT MAKERS will produce color receivers, adapters and converters whenever public demand arises, Glen McDaniel, Radio-Television Equipment Inc.'s president, said Wednesday in addressing the Chicago convention of the National Assn. of Music Merchants.

Mr. McDaniel termed as "nonsensical the intimations that manufacture will refuse to make and sell color TV receiving equipment because the FCC rejected their advice in approving the CBS system. They may produce as many as 50,000 color sets this year, he suggested, depending on demand and possible technical improvements in color telecasting.

RTMA's president said FCC Chairman Wayne Coy was right when he described the manufacturing industry as perhaps "the most competitive of all industries." The industry, said Mr. McDaniel, "is composed of independent fellows who hold every shade of opinion. If there is a dollar to be made by manufacturing and selling color equipment, you can be sure that television manufacturers will be out to make that dollar."

50,000 Sets This Year
Despite his guess that 50,000 color sets may be made this year—25,000 by CBS-Columbia—Mr. McDaniel said the production outlook is "difficult to judge." To create a demand, color broadcasts have to give genuine entertainment value, apart from the mere novelty of color," he said.

Color TV is one of four factors which he sees as strong influences on production in the second half of the year. Others are Regulation W, the defense program and critical material shortages, and the possible freeze lift on new TV sets completed by erection of new UHF stations.

Predicting that business will improve this fall and winter, Mr. McDaniel said, "We're at the bedrock now and there's no place to go but up."

Regarding Regulation W, which requires a down payment of 25% on TV sets and 15% on other household furnishings, he predicted "when the deliberations of Congress are finished we will have a law requiring the (Federal Reserve) Board to reduce the down payment to 15%"

Quality Maintained
Reassuring that quality of sets and parts has been maintained despite shortages and defense requirements, he said shortages of critical materials "have not been responsible for failure to make or deliver a single item of military or civilian electronics equipment,"

UHF will "in no sense" make VHF sets obsolete, as VHF will not be curtailed and UHF stations will "be few and slow to arrive," he declared.

In tracing the low volume of manufacturing in the first half of 1951, Mr. McDaniel pointed out that TV set production for the week ending Nov. 3, 1950 was 218,000, and for that ended July 6 of this year, 13,000. Factory inventories on the November date were 55,000, for the latter date, 740,000. "Inflation, high taxes and credit controls have kept people out of the stores," he said, pointing out that disposable income is less than 80% of the level a year ago.

CBS, cooperating with Columbia records and CBS-Columbia Inc., conducted color demonstrations for convention members. Delegates saw the new dual TV sets which receive color as well as black-and-white.


New Quiz Show

NBC-TV has signed Art Ford, the disc jockey and television personality, to be featured in a novel musical quiz program starting Saturday, July 28, at 7:30 p.m. Show will have a varying panel of nationally known disc jockeys, a series of name vocalists and an instrumental group. Mr. Ford had for the past nine years presided over the WNEW New York all-night Milkman's Matinee.

IN EIDOPHOR Pact

THEATRE Color

RIGHTS to use the CBS color television process in its Eidophor largescreen theatre TV system were acquired Thursday by 20th Century-Fox Film Corp., which said it planned to present the first Eidophor-CBS theatre color TV demonstration in early fall.

The deal was described as a straightforward patent-licensing agreement.

The firm's theatre color TV plans were said to include special events, boxing, football and other sports, and stage shows, completed by symphony and the like. Equipment will be made available to any theatre that wants it.

Acquisition of rights from CBS was announced by 20th Century President Sypros P. Skouras. "This joins two of the strongest forces of communications and public service in a common effort to bring the latest miracle of entertainment in color to America's motion-picture audiences," he said.

Adrian Murphy, president of the new CBS Labs Division, said Columbia engineers will work closely with those of the film company on plans for the premiere showing and for installation of equipment.

Dr. Peter C. Goldmark, vice president of CBS Labs Division and inventor of the CBS color system, said Columbia was especially happy to make the agreement because the Eidophor system is "by far the most advanced for theatre audiences and best suited to bring them color."

The motion picture company acquired the Eidophor system a short time ago after its development at the Federal Institute of Technology at Zurich, Switzerland. 20th Century will produce the theatre-TV equipment.

CBS Eidophor Arrangements were completed by Board Chairman William S. Paley, President Frank Stanton, and Messrs. Murphy and Goldmark on behalf of CBS; President Skouras, Executive Vice President W. C. Michel, and Research Director Early Sponable on behalf of 20th Century-Fox.

It is not contemplated that the theatre TV programs will be shown on a daily basis. Rather they will be presented as special attractions, probably at regular or slightly increased prices.

Program Plans

Discussing program plans, Mr. Skouras said the arrangement will bring "Broadway to Wichita," permitting live entertainment otherwise unavailable to the nation at large and many times costlier than motion picture admissions even where it is available—to be carried to movie audiences in their own local communities. One of the features for which negotiations are now in progress, it was reported, is "South Pacific."
WANT TV RESPONSE
IN BOSTON?

Put your program on WBZ-TV... New England’s first and mightiest television station! Mail-count on WBZ-TV shows keeps going up, up, up. A single Sunday program for Community Opticians has developed as many as 15,358 pieces of mail, according to the agency (Lasker-Riseman, Boston.)

The Boston metropolitan market represents a terrific sales potential for drugs, foods, apparel, hardware and practically every other type of merchandise. WBZ-TV can help you get more than your share. Availabilities are limited, but the man from WBZ-TV or NBC Spot Sales may have exactly what you want!

WBZ-TV
BOSTON
CHANNEL 4
Represented by
NBC Spot Sales

Westinghouse Radio Stations Inc
Serving 25 million

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

Sales Representatives for the radio stations, Free & Peters
Global Video

(continued from page 65)

drain on the nation’s resources. The NATO plan, he noted, is long-range.

Sen. Mundt envisioned his plan as part of the government’s blue-print for a “comprehensive” strategy abroad and, as such, felt that priorities could be authorized through the Joint Chiefs of Staff.

The Senator seemed to “crystallize support” for his project from industry, department and Congressional quarters on the basis of informal discussions with individuals and agencies of fact-finding studies conducted by industry technicians and the State Dept. Once Congress realizes the value of TV, it will have no misgivings about voting funds, he believes.

The proposed blueprint for the North Atlantic Treaty plan was to have been submitted to Ed- ward B. Egbert, Assistant Secretary of State for Public Affairs, at a meeting requested by Sen. Mundt last week. The project already has stirred the interest of the Turkish government whose American ambassador has been authorized to invite full discussion.

Sen. Mundt is the author of a Senate bill (S 731) to establish a Commission on Cooperative International Relations, which is the legislative basis for his newest plan. Under the proposal, now lying dormant within the Senate Foreign Relations Committee, the commission would comprise six members, three each from private, public and governmental fields, each from the Senate and House and two from the executive branch of the government.

Television Utilization

The body would be created to “encourage existing governmental departments and agencies to imme-

You can CALL YOUR SHOTS in this
MULTI-MILLION DOLLAR MARKET

When you use KOTV you get an exclusive shot at over $5,000

Channel 6 FIRST IN TULSA

KOTV CAMERON TELEVISION, INC.
382 South Franklin
Tulsa 3, Oklahoma

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Liability and Slander

Invasion of Privacy

Plagiarism-Copyright-Piracy

Insurance

For the wise Broadcaster

OUR UNIQUE POLICY

Provides adequate protection.

Superior services carried nationwide

For details & quotations write

Employers

Reinsurance Corporation

Insurance Exchange Bldg.

Kansas City, Missouri

Telecasting * Broadcasting
CABLE TELEVISION FOR 3 MILLION CAROLINIANS

ANDERSON, SOUTH CAROLINA
Sensation-city of the South Carolina Piedmont, Anderson's industrial payroll has grown from 7 million to 44 million annually since 1940. The 230,000 people in Anderson's trading area receive television service from three stations but 89% "tune most" to WBTV, Charlotte.
**Film Report...**

TV ADS Inc., Los Angeles, has completed five one-minute commercials for B. F. McDaniell Mfg. Co., promoting snake-bite kits, safety helmets, gogles and dust respirators. Philip J. Meany Co., Los Angeles, is agency.

DuMont Television has purchased second run TV rights to 26 British feature films through Rene Williams, Williams Productions, Los Angeles.

**TELEPIX** Corp., Hollywood, has completed tow film commercials each for Piqua Wine and 42 Products Inc. 

**PROCTOR & GAMBLE** Productions, Los Angeles, begins production on next six *Fireside Theatre* programs about Aug. 11, following completion of six films for fall which go on air Aug. 21. The summer programs started on KNBH (TV) Hollywood July 16, making a total of 25 stations scheduled to telecast the eight-series.

**JERRY FAIRBANKS** Productions, Hollywood, has completed commercial series for Willys Overland, Coldgate, Fairstaff beer, FAB and Simoniz.

**Studies Partial Thaw**

(Continued from page 64) 

continued the city-by-city hearing, previously scheduled to commence today (Monday), and re-scheduled the hearing for July 30 in the event the shortcut plan is not adopted and oral testimony will be received.

Although Commission spokesmen on Thursday would not guess when a final decision on the shortcut plan would be reported, it was generally agreed the decision probably would be made early this week.

NARTB suggested that in lieu of other communities, the telecasting accept sworn statements of evidence respecting the city-by-city allocations. NARTB's petition suggests a 30-day period be allowed for the filing of direct evidence and another 30-day period for submission of replies. It was suggested that oral hearing be considered by the Commission on a case-to-case basis where specific needs were shown.

FCC's proposed procedure did not give any specific time for filing of initial testimony or replies.

Meanwhile, the Commission last week dismissed the WERC petition, which is based on TV station WICI (TV) Erie, Pa., to strike the allocation comment file by WERC there, TV applicant. The WERC comment proposed that VHF Channel 32, presently used by WICI, be reserved for noncommercial educational use and that UHF Channel 9 be reserved to be made available commercially. WERC argued that with all commercial stations in Erie assigned in the UHF a more desirable competitive situation would ensue.

WICI, in moving that the WERC comment be stricken, held the proposal was illegal since a show-case proceeding is required to remove a station from its frequency to another channel.

FCC explained, in denying the motion to strike, it was not its purpose "at this time to discuss the merits" of the argument, but indicated the WERC comment is proper as such.

We are of the opinion that a comment urging that a VHF channel, now in commercial operation, be made available instead for non-commercial educational use is proper and within the meaning of the Third Notice," the Commission said.

In its written statement, J CET noted that it earlier had informed the Commission of its intention "to appear as a party of record in the hearings with respect to each community for which a noncommercial educational channel has not been adopted and for which oral testimony would be received."

It continued: "In addition, the J CET and various members of its constituent organizations have filed comments requesting certain reservations in addition to those proposed in Appendix C. Accordingly, J CET is interested as a party of record in the allocations proposed by the Commission with respect to more than 200 different communities. These educational institutions located in these communities number in the thousands. It will be impossible ... to prepare and file, within 30 days, the sworn statements and exhibits from all these communities."

J CET 'Summer Trouble'

"The difficulties which the J CET confronts in this respect are aggravated by the fact that the said 30-day period would presumably span the summer months when numerous officials and representatives of educational institutions will not be as readily available as would be the case during the academic season." 

J CET asked that 60 days be allowed for initial presentation and 45 days for replies.

Noting FCC proposed to allow only oral presentation of objections in certain cases and did not mention possible oral direct testimony where needs were shown, J CET asked that this latter provision be included.

Pointing up the importance of the educational reservation issue, J CET continued:

"Three of the members of the Commission dissented in part from the Commission's Notice of Further Rule Making and two more Commissioners made separate or additional statements of their views. Chairman Coy, in his additional views, stated that there is "a startling lack of data concerning willingness and readiness of educational institutions to use television as an educational tool."

Chairman Coy further stated that he concurred in the educational reservation proposed in Appendix C with the hope that the evidence in the ensuing proceedings will give the Commission further and more certain information than it now has as to which we may expect with respect to the utilization of the frequencies proposed to be reserved for educational stations."

Comr. Webster, dissenting in part, stated that the record so far made in these proceedings does not support educational reservations, but that "such a showing can be made on a community-by-community basis in the hearing which is being held with respect to specific assignments contained in Appendix C." He further stated that: "If a sufficient showing is made at such a hearing, it would be in the interest of making reservations for educational institutions in those communities as to which such a showing is made."

Comr. Sterling dissented from the reservation of VHF channels for educational institutions.

It is apparent, therefore, that several members of the Commission have been counting upon the further hearings proposed in the Third Notice ... to assist them in determining whether the number of channels proposed to be reserved for educational existence in Appendix C should be increased or reduced. This hearing will be the fundamental issue which concerns the J CET. It is an issue which can only be satisfactorily considered and disposed of by written statements and oral proceedings.

The conflicting considerations which are apparently in the minds of several of the Commissioners will not in all cases resolve themselves into one or a "factual issue."

Obviously, some or all members of the Commission will be concerned with the seriousness and substability of the position of educational institutions to utilize the reserved channels. For the manifestation and analysis of such intent, oral proceedings will, in some instances, be a more suitable procedural vehicle than written statements."

J CET told FCC it did not think oral hearings would be necessary on more than a dozen communities with prospects this number might be reduced to a few, "if the issues are limited by stipulation with such parties as may wish to oppose reservations."

**KEARNEY TO ABC**

New TV Spot Sales Manager

DON L. KEARNEY, television program manager of the Katz Agency, New York, has been named television spot sales manager for ABC, it was learned last week.

He is slated to assume his new duties Aug. 13, succeeding Ralph Denis.

Mr. Kearney was advanced to his present position with the Katz station representative firm in June [Broadcasting • Telecasting, June 18], and had been assistant TV sales manager of the company since 1949. He formerly headed the cooperative program sales department of Mutual.

**HOTTEST NEWS OF THE SUMMER IN RADIO AND TV ADVERTISING!**

**TV FILMS THAT EXCEL**

in TV's VP

**TELEFILM, INC.**

COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS

All Production Steps

In One Organization


HOLLYWOOD 8-7009

**WDRC**

HARTFORD & CONNECTICUT

3rd 75-foot

The 3 Fs - Results, Rates, Results, made WDRC the Hartford market. Write Wm. Holo, Commercial Manager, for availabilities.

Represented by Ramberg

**Sunburst**

**Hottest**

**News of the Summer in Radio and TV Advertising!**

**WLW**

**WLW-TELEVISION**
THERE'S NOTHING WRONG WITH TV SALES that UHF won't cure—and Zenith has provision for it!

Simply place this strip into this Turret Tuner

This Turret Tuner is built into all Zenith TV sets

...and tune in the new UHF station!

Remember...

with UHF on the way, the goodwill of your customers is at stake.
The sets you sell today, they'll expect to use tomorrow.

More TV stations...more TV programs...and better-than-ever television entertainment! With all this on the way—and TV inventories at an all-time high—you've plenty of reason to put UHF to work making sales for you.

And Zenith alone guarantees that every television set it has ever built and sold to the public has built-in provision for tuner strips to receive the new UHF channels without a converter.

Tie-in with this sales-making bonus! And start boosting this coming new era of television entertainment today...using Zenith's provision for UHF to build more sales, greater profits for you—now, and in the days ahead!

Learn the facts on UHF by writing today, now, for your free copy of Zenith's easy-to-read booklet titled "UHF Television—What It Is—What It Means To You." Mail this coupon now!

Zenith Radio Corporation
6001 West Dickens Avenue, Chicago 39, Illinois

Please send your free booklet "UHF Television—What It Is...What It Means To You".

Name of Dealer: ________________________________________________________________
Address: ________________________________________________________________________
City & State: _________________________________________________________________
Your Name: _________________________________________________________________

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NO TV
Stations within
60 miles of
YOUNGSTOWN, 0.
Ohio’s 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC
Station Serving
This Market
5000
All programs duplicated on
WFMJ - FM
50,000 Watts on 105.1 Meg.
WATTS
CALL
Headley-Reed Co.,
National Representatives

KCBD CHANGES
Bryant Gets Control

CHANGES in officers of KCBD
Lubbock, Tex., following approval
of stock transfers by FCC have been
announced by the station, now
owned 95% by personnel who oper-
ate the 1 kw fulltime outlet on 1580 kc [BROADCASTING • TELECASTING, June 4].

Joe H. Bryant, president of Cap-
rock Broadcasting Co., licensee,
se since its founding in 1946, has ac-
quired controlling interest through
purchases of stock from nine other
persons. Part of this acquisition
has been re-sold, with minor in-
terests going to Robert L. Snyder,
assistant manager; George Tarter,
commercial manager, and Frank
Lee, chief engineer.

Mr. Tarter has been elected vice
president and director and Mr. Lee
has been elected secretary of
KCBD. Mr. Snyder is vice presi-
dent and treasurer.

‘VOICE’ AUDIENCE
Growing Rapidly

WORLDWIDE audience to the
Voice of America overseas pro-
gramming has grown by leaps and
bounds in recent months on the
basis of letters received from lis-
teners, many of them behind the
Iron Curtain, according to the
Dept. of State.

At the same time, the U. S. Cam-
paign of Truth has been stepped up
appreciably, with increases in VOA
programming hours, language out-
put and number of transmitters.
These gains were accomplished de-
spite the ‘difficulty in hiring
trained, top level personnel,’ the
State Dept. pointed out.

With respect to listeners’ com-
munications, the department said
total number of letters from over-
seas audiences received during
March 1951 surpassed that for any
previous month, reaching nearly
40,000.

ABC resuming its capital news sum-
mary, White House Report, 8:55-a.m.,
Mon.-Fri., beginning July 23.

A 32-YEAR WAIT
Gluck Finds His Answer

IT TOOK 32 years and a copy of
BROADCASTING • TELECASTING to
settle a long standing question in
the mind of E. J. Gluck, president
and general manager of WSOC
Charlotte, N.C.

Back in 1919 at Brest Harbor,
France, when Mr. Gluck was serv-
ing as a radio operator aboard a
Naval transport, he heard music
being played over the wireless.
Al-
though he had been a ‘ham’ oper-
ator since 1912, this was the first
time he had ever heard music
played on the air. In great excite-
ment, Mr. Gluck took the call-
manding officer to witness the
event. The officer, somewhat
astounded himself, doubted the au-
thenticity of the broadcast and
guessed something about ‘radio
operators all being crazy.’

So after these many years, Mr.
Gluck picked up his July 2 issue of
BROADCASTING • TELECASTING and
saw the answer. In the ON ALL
ACCOUNTS sketch about Phil White,
manager of the Chicago office of
Calkins & Smith, Carlock, Mc-
Clintock & Smith, it was reported
that Mr. White was the young
operator who was back of the first
musical program Mr. Gluck heard.

RADIO’S RIGHT
Congress Hears About It

RADIO’S freedom to editorialize is
desirable, Rep. Clinton D. McKin-
non (D-Calif.) said last week.

The Congressman, pointing out
KFMB San Diego’s ‘editorial page,’
commented ‘the question of whether
radio station should be free to edi-
torialize has been a moot ques-
tion before FCC for many years.
Radio stations are now free to use
their facilities for editorial com-
ments — Now that most
communities have only one news-
paper, freedom of editorial com-
ment by radio stations seems most
desirable.

According to Rep. McKinnon,
‘KFMB’s intelligent utilisation of
that freedom has met with instan-
taneous approval from the citizens
of San Diego.’ Script was put in
Congressional Record.
RADIO STILL TOP
NATIONAL Council of Churches sending brochure to trade headed "Is radio dying? . . . " on aqua cover with white TV antennas in background. Insiders continue "Not if you judge by religious broadcasts! Every 38 seconds, day and night, seven days a week, someone is writing of the tremendous network radio programs presented by the National Council of Churches." It continues, "Radio brings our message into people's homes! Radio is a great moving force. We are planning better, bigger things for radio . . . " On back is list of shows presented by Council on networks.

SHOW PAYS OFF
WPEN Philadelphia's Steve Allison, nighttime disc jockey, invited head of city's narcotic squad to inform audience of narcotic dangers. Police official told of police department's work to stop supply of drugs going to addicts. Station reports telephone lines were kept busy for first three hours of broadcast while official was on air. Police official received many leads and tips from anonymous callers. Some of these were already known and rest were of great help to police.

SPORTSCAST FROM HOSPITAL
KENT Shreepore in cooperation with Veterans Administration Special Services and B'nai B'rith entertainment committee presented special baseball broadcast direct from recreation lounge of new VA Hospital in city. Using leased Western Union wire, station carried game broadcast from Beaumont, Texas, and gave color and statictics from new medical center.

NEW VARIETY SHOW
RADIOZARK Enterprises, Springfield, Mo, sending advertisers and trade small corn cob pipe in announcing new Smiley Burnette Show. Copy gives all facts on show, selling power and extras it offers. It also has roundup of Mr. Burnette's accomplishments as motion picture star and song writer. Container pipe is inclosed in is headed "Let Up! Lite Up! and Listen!"

CITIZES AWARD WINNER
WBMP Chicago distributing two-color promotion folder headlined "Again the Nation's Most Honored and . . . Always Chicago's Most Sponsored," spotlighting its award winning series The Quiet Answer."

PUSHING TV SETS
WFMY-TV Greensboro sending trade tear sheet of four ads in two local papers plugging television set buying. Under head "We're telling 'em! Hope you're telling 'em!" ads tell of pleasures to be had from TV set and station programs.

INSIDE VIEW
B. F. GOODRICH Co., Akron, July 22 gave viewers of its Celebrity Time on CBS-TV Sun., 10-10:30 p.m., a director's eye-view of production. Sponsor sent copies of several pages from script to selected retail customers from coast-to-coast, accompanied by glossary explaining the technical language; a letter from starburst Conrad Nagel tightened promotion tie-in by giving each recipient name of retail dealer who supplied his name for mailing list.

PLUGGING NEW SHOW
KTCL (TV) Los Angeles sending trade and advertisers series of small tear sheets about new Wonderful Town program. Show features Faye Emerson, who focuses program in cities and towns. Piece has short memo attached explaining the increased viewers in area.

GETS GOOD RESULTS
MBS is distributing promotion piece, "Sum Fun with the Add Man," which claims that there were 297,685,000 more family hours of listening to Mutual in 1950 than 1949; that "On Sunday afternoons mutual clients are getting the largest audiences in all network radio," and that Mutual's "Kid Strip (5-6 p.m.) tops the field in ratings and audience and homes per dollar."

NAME CALL LETTERS
KFBM San Diego recently held contest asking listeners to figure out what call letters stood for. Station received many correct responses and selected four winners. Neither present station owners nor previous owners knew why those call letters were assigned. The first prize winner's definition was "Keysnotes Full-Measure Broadcasting."

COUNTING THE WORD
DISC Jockey Allan Curtis of WFGM Fitchburg, Mass., conducting contest on his early morning show, asking listeners to count "Go" in new MGM recording Go, Go, Go, Go. He reports that mail in contest has been heavy. Person coming closest to figure (196 times), will receive non-breakable words.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

LANG-WORTH PROGRAMS
SELL BEER & WINE!

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!!

BROADCASTING • Telecasting

HOWARD J. MCCOLLISTER COMPANY

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

Paul W. McCollister, General Manager

Broadcasting Magazine

July 23, 1951 • Page 79
JULY 12 THROUGH JULY 19

JULY 12 Applications . . .

ACCEPTED FOR FILING

License for CP

KWKN Denver, Colo.—License for CP to change frequency to 1520 kc.

WPCI Lake Wales, Fla.—License for CP new AM station.

KMIF Miami, Fla.—License for CP new FM station.

KWBN-FM Hutchinson, Kan.—License for CP new AM station.

License Renewal

KLIF Oak Cliff, Tex.—License for CP to change main studio locations from Oak Cliff to Dallas.

License Modification

KLIF-FM Texarkana, Tex.—Change of CP location.

KVOO-FM Springfield, Mo.—License for CP new FM station.

July 13 Applications . . .

ACCEPTED FOR FILING

License for CP

WFUJ Fulton, Ky.—License for CP new AM station.

KXKJ Roswell, N. Mex.—License for CP to change frequency to 1230 kc.

KQOAM Kansas City, Mo.—License for CP new FM station.

KALE-FM Battle Creek, Mich.—License for CP new FM station.

KEPO El Paso, Tex.—License for CP new FM station.

License Renewal

KXKJ Roswell, N. Mex.—License for new AM station.

KWAG-FM Atlanta, Ga.—License for new FM station.

July 17 Decisions . . .

BY THE SECRETARY

WHLI Hemstead, N. Y.—Granted license to install new trans, as aux. trans.

WJGF Jacksonville, Fla.—License for AM station.

WACQ Lowell, Mass.—License for AM station.

WPAF Ponce, P. R.—Granted license for change of facilities and for changes in presently licensed vertical and ground system on 560 kc 5 kw-LS 1 kw.

WJIM Inc., Detroit, Mich.—Grant license for TV inter-city relay.

WAGA-TV Atlanta, Ga.—License for CP to install aux. trans at main trans. site.

Atlanta Newspapers, Inc., Area of Atlanta, Ga.—Granted CP for new TV station.

KUED McAllen, Tex.—Granted CP for change of antenna system.

KFKE Minden, La.—Granted license for CP for approval of antenna, trans., and studio location.

WKVM Arecibo, P. R.—Granted CP for extension of completion date to 10-15-51.

WSKL Iowa City, Iowa.—Granted authority to reduce operating hours from unil to a minimum of 6 hours daily from July 14 through Sept. 15 in order to observe fall vacation period, only.

WILM Delaware Broadcasting Co., Wilmington, Del.—Granted license to install old main trans, as an aux, at present location of main trans.

White Rose Broadcasting Co., York, Pa.—Granted new license for dual trans and deletes remote pick-ups.

KAGA-AM, KAGA-FM Stanton, Del.—Grant CP to install new trans.

WJLL Sparta, Wis.—Granted CP for change of type trans. and studio.

WHPM Harrisburg, Pa.—Granted CP for extension of completion date to 10-26-51.

WJPL Grand Rapids, Mich.—Granted CP. CP to remain as CP.

WNHC New Haven, Conn.—Granted license to change trans. location and ant. and ground trans. and install new trans. and change license to change frequency, power, in-still new trans. and change location, location for 620 kc 500 w-1 kw.

WPBS Pittsfield, Mass.—Granted license for CP new AM station.

WKBW Buffalo, N. Y.—Granted new license for FM station.

WILL New York.—Granted CP for extension of completion date to 10-26-51.

KBNR-FM San Francisco, Calif.—Granted license for CP for station.

Granby, Conn.—Denied license for CP for station.

KABC-TV Los Angeles, Calif.—Granted license for new FM station.

July 12 Through July 19

CP-construction permit

DA-directional antenna

ERP-effective radiated power

STL-studio transmitter link

synchron. amp.-asynchronous 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.

APPLICATION DISMISSED

WJOC Jamestown, N. Y.—DISMISSED application for mod., CP to change frequency etc. for extension of completion date.

July 12 Through July 19

JULY 12 THROUGH JULY 19

FCC actions

First Choice of Engineers

Fits Every Purpose—Every Purse!

PORTABLE—LIGHTWEIGHT—SLIDE-AWAY BASE—Are all features you require in a price you want to pay.

Only Magneto-ride offers all the flexibility, high fidelity and features you require at a price you want to pay.

Quickly Mapped Ready scalers

Wavemeter's are compact

Control of Crystal Oscillators

Construction of a quality

Radio shack is complete

For New Customers—Write

For New Customers—Write

MAGNECRAFT, INC.

320 N. Michigan Ave., Chicago 1, III.

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

Sterling 3626

BAROCASTING • Telecasting

SERVICE DIRECTORY

Commercial Radio Monitoring Company

Precision Frequency Measurements

"Reliable Service for 25 Years"

For immediate service phone

JACKSON 5302

P. O. Box 7027
Kensington, Md.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
JACKSON 2414
Member AFCCE*

COMMERCIAL RADIO EQUIP. CO.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
1219 Washington, D. C.
P. O. BOX 7037
KANSAS CITY, MO.

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1025
Member AFCCE*

MUNSEY BUILDING DISTRICT 9215
WASHINGTON 4, D. C.
Member AFCCE*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

LYNCE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX 8073
Washington 5, D. C.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

Gautney & Ray
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas—Seattle, Wash.
6212 S. Buckner Blvd. 4742 W. Burbank
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 44, TX.
JUSTIN 6108

SILLMAN & BARCLAY
1011 New Hampshire Ave.
Republic 6646
Washington, D. C.

LYNCE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
WASHINGTON, D. C.

GEORGE P. HUDAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Electronics-Communications
1611 M St., N. W. Wash., D. C.
Member AFCCE*

Cunningham, Mar. 29, 1949.

FM TRANSMITTERS, RECEIVERS, CIRCUITS, SYSTEMS, STATIONS.

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CONRAD 2414

CONRAD 2414

CONRAD 2414

CONRAD 2414

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
Member AFCCE*

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One Long Lane, New Rochelle, N. Y.
New Rochelle 6-1820

By Hearing Examiner H. B. Hutchinson
Brazosport Broadcasting Co., Freeport, Tex. — Granted petition for further hearing in proceeding upon its application and that of KVSM San Marcos, Calif. from July 17 to Sept. 16 in Washington.

By Hearing Examiner Leo Knecht
Western Broadcasting Associates Mo- deso, Calif., West Radio Tracy, Calif. — Ordered further hearing in this proceeding is hereby scheduled for July 24 in Washington.

By Commissioner Walker
KCI New Orleans, La. — Granted petition for continuance of hearing in proceeding for assignment of CP of KCI and license to cover CP from July 23 (Continued on page 87)

July 23, 1951 • Page 81

JIM R. BURCHELL
6515 L St., N. W.
WASHINGTON 15, D. C.
Member AFCCE*

KMAR Bakersfield, Calif.—Granted license for FM station, Ch. 223 (92.5 mc), 67 kw a.m. 640 ft.

KFAS Malvern, Ark.—Granted mod. CP for approval of ant., trans., location, specify main studio location, and make changes in trans. equipment.

KONO-FM San Antonio, Tex.—Granted mod. CP for extension of completion date to 9-28-59.

KFTU-FM Clayton, Mo.—Granted mod. CP for extension of completion date to 9-1-51.

ACTION ON MOTIONS
By Commissioner Paul A. Walker

KCT Us Austin, Minn. — Granted petition requesting dismissal without prejudice of application for CP.

City Broadcasting Corp., Nashua, N. H. — Granted petition for leave to amend application with respect to officers, directors and stockholders so as to show substitution of Claude E. Nichols for said Stanley Leucus, deceased, and to show business and financial interests of Nichols.

KCOG Centerville, Iowa — Granted petition to take depositions in proceedings upon application.

Western Union Telegraph Co. — Granted motion for extension of time to Aug. 20 for filing exceptions to initial decision, released June 27 in Doek- et 2922.

Central Ohio Broadcasting Co., Gal- ioni, Ohio—Granted petition insofar as it requests dismissal of application and denied insofar as it requests dismissal to be without prejudice; petition for review of hearing examiner’s adverse ruling filed on May 1, 1951 by Central Ohio dismissed.

By Hearing Examiner Cammy N. V. Vidalia, Ga. — Granted petition to dismiss pending petition for waiver of hearing in proceeding upon application; hearing is scheduled for Sept. 15 in Washington.

By Hearing Examiner Basil P. Cooper
KTHS Hot Springs, Ark.—Ordered that exhibit marked Exhibit No. 22 in proceeding upon application of KTHS for renewal of license and for CP be received in evidence and record closed as of July 12.
Help Wanted

Managerial

Sales promotion manager needed by outstanding midwest, regional network affiliate. Must be creative with thorough know-how and be able to originate and write public. Inexperienced promotions manager who knows radio and is ambitious. Includes full letter application salary expectations and a recent photograph with sales of publicity writing, newspaper ad layouts, brochures and other examples of performance. Address Box 314K, BROADCASTING.

Want sales manager with proven record. Company is ready for promotion. Community minded clean individual with integrity and liberalism. Must be competitive. Ex. opportunity money- wise in fine midwest community. Apply with complete resume. W. Full time affiliate. Don't delay. Box 299K, BROADCASTING.

Salesman


Sales engineer. Prominent sales organization (New York) wants man who can sell networks. Assist in handling broadcasters, recording companies and advertisers. Write with resumes. Box 333K, BROADCASTING.


If you have had one or more, or experience in any phase of radio and want to better yourself by joining the sales department of a fine radio station on the Atlantic coast in a metropolitan market, get in touch with Harrol R. Braum, WNRR, Northfield, Massachusetts. Imme. diately. If selected you will receive a job interview. Don't miss this opportunity.

Announcers

Wanted by upper midwest station, announcer interested inscript and traffic. Close, clean voice. Write immediately.

Opening in near future for good announcer-engineer in Minnesota station. Send details Box 271K, BROADCASTING.

Announcer-engineer for western Penn- sylvania station. $1.75 per hour. Must be good staff announcer. Advise experience, complete details. Box 291K, BROADCASTING.


Experienced combo announcer-engineer with first at upper midwest Liberty affiliate. Opportunity for an announcer-engineer with a month during production and announcing a immediate position. Write or wire Box 349K, BROADCASTING.

Sports announcer: Qualified to do playby-play football games of large South. Conference teams. Must be able to handle all sports, baseball, basket ball and minor league baseball games regular shift. Send audition and letter of qualification. Box 352K, BROADCASTING.

Wanted for network affiliate in Texas. Prefer disc jockey experi- ence. Must send credentials. Send full particulars including tape recorder and disc. Box 352K, BROADCASTING.

Help Wanted (Cont'd)

Experienced announcer with ticket, Salary $550, Contact J. B. McNutt, KEUD, Big Spring, Texas.

Sports announcer-engineer. Take charge of sports department. Heavy on foot- ball and basketball. Some staff work. KOOL, Oelwein, Iowa. Who knows radio and is ambitious. Includes full letter application salary expectations and a recent photograph with sales of publicity writing, newspaper ad layouts, brochures and other examples of performance. Address Box 341K, BROADCASTING.

Wanted, experienced announcer with first class license. WBIP, Booneville, Missouri.

Wanted, experienced announcer with first class license. WBIP, Booneville, Missouri.

Wanted: experienced announcer by established independent. Must have good voice, smooth ad style. 40-hour week, good working conditions, send tape or disc with full particulars to KOLO, Denver, Colorado. W. Full time affiliate. Don't delay. Box 299K, BROADCASTING.

Announcer-engineer, first phone. WHGB, Tifton, Ga. Phone 51.

Technical

First class engineer. No experience required. station. Box 298K, BROADCASTING.

Minnesota station needs operator with 10 years experience. Send audition and reference data to WGEM, Quincy, Illinois.

Operator with minimum 1000 watts. Box 333K, BROADCASTING.

Transmitter engineer, must be experienced. Will travel. Box 200, Mandan, North Dakota.


Top salary for engineer. Forward de- tails to WJNE, Oelwein, Iowa, attention Ralph Giese.

Immediate opening for combination first class engineer-announcer. Salary ac- cording to experience and qualifications, Tri- State, Good conditions. Immediate start. WDEC, Charleston, W. Va.

Immediate opening: Announcer for football-broadcasting. Apply to WGFL, Tallahassee, Florida. Good conditions.

Announcer-engineer, with first class ticket, at least six months experience. Good working conditions, 200-watt net- work station. Send disc, qualifications and salary requirements. WMUL, Dublin, Georgia.

Engineer announcer for splendidly equipped small town station near At- lon, Georgia. Will travel. Must have experience announcing. Permanent position. Reasonable living conditions. WMOC, Covington, Georgia.

Will pay sixty-five for good combina- tion announcing and DX Skill. Will work regular shift. Will require DX Skill. Do you have the right stuff? WPMF, Smithfield, N. C.

Opening about August 10 for experi- enced announcer, strong in news, special events, news, record shows. Prefer local experience. Work must be able to handle all sports, baseball, base- ball games regular shift. Send audition and letter of qualification. Box 349K, BROADCASTING.

Wanted, announcer for local Mutual station, $55 for 44 hours. Raise $20 if satisfactory. WISP, Paints- ville, Kentucky.

Engineer, immediate opening, experi- ence not necessary, wire or phone for details. Box 352K, BROADCASTING.

Engineer wanted for maintenance work-experience with tape recorders desirable but not essential. Contact Bryan Blumy, Brown Production ex- perience, Nashville, Tennessee.

Help Wanted (Cont'd)

Engineer with first experience. No ex- perience necessary. 108 Montpelier Ct., Peoria, Illinois.

Production-Programming, Others

Radio and TV writer, script and com- mercials, by medium-sized Pittsburgh agency. Experience desirable. Moderate salary, good opportu- nity for growth in the production field. Send photo, experience outlines, availability date and desired salary to start. Reference Box 269K, BROADCASTING.

MEB station in Iowa seeking draft ex- empt, creative, reliable copy chief. 70% salary for right person position. Write full details and send copy samples. Box 389K, BROADCASTING.

Newsmen. Experienced in all phases, including local reporting; authoritative air personality; sales and service experience, references, salary expected, and attainable snapshot. Confidential. Will pay $50 for résumé of- fers to Roger G. Kerk, WAKR, Akron, Ohio.

Wanted: Program director! Hard worker, with initiative, knowhow and qualifications, Midwest station needs salesman. Box 352K, BROADCASTING. 

Situations Wanted

Managerial

Midwest television station needs man skilled in graphic arts and ad film as well as maintain orderly library, responsible, accurate. Salary, experience and references to Box 264K, BROADCASTING or TELECASTING.

Television

help Wanted, also announcing, wire. Have had experience with ABC. Contact Ralph J. Potter, Inc., Taylor, Texas.

Hereford, Texas.


Position open! Transmitter engineer, No experience necessary.

WDDN, Gainesville, Georgia.

Wanted: First class operator for WYFC, Fayetteville, North Carolina. Install- ing 3 kw transmitter. Immediate open- ing.

Wanted: Experienced first class engineer for transmitter and control room. For in- dustry leader. No phone, telephone to, J. P. Dowdell, WMLT, Somerset, Pa.

Three Ohio stations need engineers and combo men. Send applications WJHE, Gallipolis, Ohio.

Immediate opening for transmitter en- gineer. Full knowledge of equipment necessary. Contact Harold White, WKTY, La- crose, Wisconsin.

Chief engineer: Announcing ability preferred, but not necessary. Permanent position. Salary based on experience. Contact Curtis Liles, WMLS, Sylacauga, Alabama.

Wanted, transmitter operator for local Mutual station, $35 for 44 hours. Raise $20 if satisfactory. WISP, Paints- ville, Kentucky.

Engineer, immediately opening, experi- ence not necessary, wire or phone for details. Box 352K, BROADCASTING.

Sports--staff position, progressive sta- tion. Presently employed. College degree preferred. Box 269K, BROADCASTING.

Announcer, colored, good voice, mass audience ideas. Box 352K, BROADCASTING.

Faith healer—Not Just a good staff and newscaster, some experience, look- ing for something new. For anything in the hand. Any board. Disc. Box 352K, BROADCASTING.
Situations Wanted (Cont'd)

Announcer-program director, 28, exempt, presently employed, 7 years experience. Do your own thing, will travel, tape, photograph available. Box 2842K, BROADCASTING.

Mature announcer, 5 years experience, superior voice and technique, competent and versatile, great enthusiasm, western metropolitan organization. Box 286K, BROADCASTING.

Top commercial announcer, thoroughly experienced, offers good prospects for good in Chicago. Box 316K, BROADCASTING.


Excellent references, dependent family. Experienced, ambitious announcer. Chic. 30, taken off air last winter, desires position on west coast. Box 315K, BROADCASTING.

Experienced, ambitious announcer, Chic. 30, college degree, married, 1½ children. Box 316K, BROADCASTING.

Announcer, strong news, commercials. Employed. Veteran. Married. 31. Three years experience, excellent family references, getting with progressive kw or more network affiliate怕 your Fall -Winter program schedule, promotion and selling campaign. AM-TV combo preferred. Box 342K, BROADCASTING.

Announcing and/or newswriting man, 25, college degree, vet, will travel. Box 345K, BROADCASTING.

Announcer, 8 years. Do good job on news, sales, special events. Also write anything. Family man. Steady. Box 346K, BROADCASTING.

Chief engineer. Two years experience, excellent references, age 28, now employed, desires work in Florida. Any offers? Box 344K, BROADCASTING.

Experienced announcer. 15 years experience as chief combo maintenance, desires position with opportunity for advancement. Available immediately. Box 352K, BROADCASTING.

Chief engineer. Presently employed as chief of 220 watt FM station in larger metropolitan AM station with excellent facilities, desires college degree. Box 348K, BROADCASTING.

Copywriter, experienced with indie and networks. Station with opportunity to advance only. Box 335K, BROADCASTING.

Copywriter, experienced with indie and networks. Station with opportunity to advance only. Box 335K, BROADCASTING.

Female continuity writer. Single, drafted a draft script. Family man, desires position with opportunity to advance only. Box 334K, BROADCASTING.

Television

Outstanding Midwest television station with two TV PERSONALITIES Must be young, intelligent and alert with good professional background. Offers high salary, opportunity to grow. Box 356K, BROADCASTING

For Sale

Equipment, etc.
GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE
Confidential, nation wide service placing experienced managers, commercial managers, program directors, chief engineers and disc jockies. Inquiries invited from employers of every size. Box 393K, BROADCASTING.

Announcer: 10 years experience, married, desires to return to midwest. Single.Better pay, room with off time service and sales. Now living in Los Angeles. Box 388K, BROADCASTING.

Combo man, prefers straight announcing and directing where advancement possible. Available immediately. Write. Box 353K, BROADCASTING.

Chief engineer. Two years experience, excellent references, desires permanent position with progressive station in southwest or Rocky Mountain area as chief or operating engineer. Experienced in station construction, maintenance, operation. Excellent references. Box 334K, BROADCASTING.

Engineer. 4½ years experience AM-MF, prefers position in big city with good airwaves. Desires to work east coast. Now in midwest. Box 354K, BROADCASTING.

Copywriter, experienced with indie and networks. Station with opportunity to advance only. Box 335K, BROADCASTING.

Production-Programming, others

Copywriter, experienced with indie and networks. Station with opportunity to advance only. Box 335K, BROADCASTING.

University degree in radio journalism. Will do radio job in news department, prefers western continental, experience in disc jockey, newswriter, veteran. Holds two degrees. Box 356K, BROADCASTING.

For Sale

One Gates transmitter, 250-A with two sets of new tubes, crystal for 1460 and new spare crystal for 1462. One Gates crystal for General Radio frequency monitor. One 105-foot Witchger tower with 1-A lighting, guys and base blanket. Bonding strip and copper radial wire, new, for your ground system. All perfect condition ready to ship. Best cash offer takes all. WDBC, Escanaba, Michigan.

Model 135-A Hickock cathode ray oscillo- scope, excellent condition. Best offer. WSDC, Dillon, S. C.

Wanted to Buy

Equipment etc.

Towels needed, three, 150-foot towers either guyed or self-supporting. Will take one, two or three from a single owner. Write Box 371K, BROADCASTING.

Wanted: Equipment for 250 wattter including transmitter, monitors, console, antenna, etc. Prefer large area or metropolitan newspaper. Box 348K, BROADCASTING.

Help Wanted

Announcers


Production-Programming, Others

As immediate opening for TOP-FLIGHT COPYWRITER — an experienced man who LIKES to write a good copy, - especially when it’s imaginative and different. Experienced in expanding sales, aspirations, imagination, copywriting techniques. Desires new and varied experience with a progressive company. For this man the starting salary’s higher than you’d normally expect. He knows his product. Boundless opportunities. Send samples and data directly to: LaBoy Arnold WTAC—Ft. 3, Mch.—(NBC)

Local Network station in excellent standard midwestern community — Principal owners desire to sell because of other interests demanding their full time. Excellent opportunity for owner-manager, price — $75,000 cash. Prefer experienced engineer-managers. Box 314K, BROADCASTING.

Situations Wanted

Managerial

A 40-year veteran of sound radio ... not a wild-eyed genius — available in time to help you with your management problems, plus building and supervising your Fall-Winter program schedule, promotion and selling campaign. AM-TV combo preferred. Employed. Family, steady type. All inquiries kept confidential. Box 378K, BROADCASTING.

For Sale

Stations

STATION $15,000. Cash Required FOR SALE

For reasons of health, must sell immediately, Midwestern independent station in 100,000 population market that ranks among the first hundred in the United States. Only one other station. Present showing very high profit. All new equipment, modern building studios, combined operation. Will sell 100% of stock for actual investment. $15,000 cash, will finance balance of $55,000. This price includes $10,000 in quick assets and the fixed assets are now worth more than the total purchase price of station. Must sell in 90 days. Qualified principals only.

Box 108K, BROADCASTING
shy McGilvra, New York radio station representative, where he specialized in the sale of time to Canadian stations. In 1937 he went to the Katz Agency as the organization's first exclusive radio time salesman. Later he became associated with the newly-formed Trans-American Broadcasting & Television Corp.

From 1939 to 1942 Mr. Prouty was with Edward Petry & Co., radio representatives. As a result of his efforts, he sold so much Lydia Pinkham radio time, that he became known in the trade as "Pink Pill Prouty."

In August of 1942 Mr. Prouty went on active duty with the U. S. Naval Reserve as a lieutenant (jg) in air combat intelligence. He was released to inactive duty in December 1945, with the rank of lieutenant commander.

After leaving the Navy he returned to the Petry company before accepting a position with E. Fritchard & Co., Bridgeport, N. J., as vice president in charge of sales and advertising for the food products firm.

Was With ABC

Before assuming his present position in August 1950, he was on the staff of ABC in New York for two years, as an account executive, being active in both radio and television networks.

Mr. Prouty succeeded John E. Surrick, now vice president and general manager of WPBR Baltimore, as radio sales manager of WFIL. During the last year he has been actively interested in the development of the present WFIL program structure, including the Three Hours of Music, aired daily from 3 to 6 p.m., and the shorter Disc Jockey Howard Jones and Bob Horn. He has combined radio and television salesmanship by offering homes of NBC is considering using on the WFIL-TV Mary Jones show to sponsors who buy participating announcements on the Mary Jones radio program.

"The effectiveness and tremendous pulling power of radio continues to be proved," says Mr. Prouty, "by such successful programs as The LeRoy Miller Club on WFIL, which has been almost immediately sold for the past six years. In one week recently, the station was swamped with nearly 5,800 cards and letters as a result of a single announcement by Disc Jockey Miller telling of an offer by the Hudson Pulp & Paper Corp. The message concerned the company's offer of free coupons exchangeable for Hudson napkins."

Sees Swing to Radio

Mr. Prouty is convinced that time will be a very pronounced swing back to radio—particularly in the spot field—not alone because of increasing television time and production costs and limited budgets, but because he feels that the shrewd and successful advertisers who in the past have always bought media on the basis of results per dollar spent, are once again using this time-honored yardstick. When this transition is completed, he believes, radio need no longer be concerned about its rightful share of the advertising dollar.

Although he was born in Webster Groves, Mo. (Oct. 21, 1918), Mr. Prouty considers himself an Easterner, inasmuch as he moved to Scarsdale, N. Y., at the age of eight and attended public schools there.

He is married to the former Eleanor Ryan of Bronxville, N. Y., and he has five children, Norman, John, Patricia, David, and James. At present he is a weekend comedian to his farm outside of Katonah, N. Y., but he plans to settle eventually in a Philadelphia suburb.

Flying Hobby

His hobbies include private flying and amateur dramatics. He is on the board of directors of the Countryside Players, Katonah, and is a member of the Kappa Alpha Society, and the Poor Richard Club.

Milestones

WHAS Louisville is entering its 50th year of operation. Station is owned by the Courier-Journal & Louisville Times. Barry Bingham is president; Victor A. Sholl is vice president and director.

STATION party and issuance of special pins highlighted the 15th anniversary celebration of KERO Bakersfield, Calif., last month. Five-year pins were presented to President Paul Bartlett, Vice President and General Manager Gene DeYoung, Sales Manager Ed Urrner, Salesman Hugh Gordon, Program Director Warren Medd, and News Manager Ken Croee. KERO is an NBC affiliate.

Walter Haase, station manager, WDRC Hartford, this month is observing his 27th anniversary with the station. Mr. Haase joined WDRC in 1924 and has held nearly every job in the organization.

Friendly salute from Nebraska and other states was one of the rewards reaped by George Kister, farm director at KMMJ Grand Island, Neb., on the occasion of his 25th anniversary at that station. Congratulations poured in from Gov. Walter Peterson of Nebraska and a host of his farm colleagues including Chris Mack, WNAX Yankton, S. D.; Frank Cooley, WHAS Louisville; Roy Battles, WLW Cincinnati, and others. Mr. Kister started in radio as farm announcer with KFXF Hastings, Neb., in 1925. He joined KMMJ (then Clay Center) the following year.

Flying Hobby

His hobbies include private flying and amateur dramatics. He is on the board of directors of the Countryside Players, Katonah, and is a member of the Kappa Alpha Society, and the Poor Richard Club.

Feature of Week

(Continued from page 18)

smiling. Her spirits are high because she started the day by listening to the Judy Deane Skow on KNBC. You too (etc.)"

The ladies whose pictures appeared above these statements were as odd in appearance as their testimonial.

And as Mrs. V. O. of Nues Street and Miss O. P. of Palo Alto aired their problems in the press, readers began to want the advertising columns to see what was coming next. The ad campaign created an interest almost equal to that of a continued comic strip.

Draws Listeners

The curious promotion campaign drew many curious new listeners to the Judy Deane Skow. But what these listeners didn't know was that the unlikely looking ladies of the testimonials actually were very real members of the KNBC staff. And they got their pictures in the paper.

Jane Van Arsdale and Mrs. Ida D. Ewing, Wisconsin, and Mrs. R. W. James, Kansas City, carried the KNBC staff artist's dodging and the quick promotional acumen of Dean Moxy, KNBC's new advertising promotion manager.

Mrs. V. O. is actually John Thompson, KNBC's manager of news and public affairs. The dodging artist turned him into a thin faced, veiled lady with a missing tooth and an unfounded fancy that she is beautiful.

Miss Glosstetter, who missed the boat, is a sour and aging feminine transformation of KNBC Announcer John Grover. "Jolly Bill" Steinke, radio and TV personality, provided the basic features for Mrs. A. J., whose husband left and never returned. Miss O. P., a frustrated school teacher, is Bob Lotta, KNBC news analyst.

KNBC singing group to let its listeners in on the gag or just keep them guessing as to the identity and origin of the ladies whose problems were solved and whose lives were brightened by the songs, music and chatter of Judy Deane.

Broadcasting Studio FOR RENT

SUITABLE FOR AM-FM or TELEVISION

Suitable for AM-FM or TELEVISION

40 and 41st. Floors—Fully Set-up for Immediate Use

Modern Studio in the heart of Chicago's Loop

Antenna 604 Feet above Sidewalk

Available October 1, 1951—Nominal Rental

Write, Wire or Phone Elwood G. Glass

BANKERS BUILDING

105 W. Adams St., CHICAGO

FR. 2-2737

Page 86 • July 23, 1951

Broadcasting * Telecasting

The suit, the first such case to be filed by an employee in the Southwest, was requested of the Labor Dept. by Henry N. Fones, who alleged that he worked as a combination engineer and announcer for a $75 a week remuneration but "was not paid overtime after 40 hours each week as the law requires."

Mr. Ward in a statement to Broadcasting & Telecasting last week said the station has approved the case’s entrance in court proceedings since Mr. Ward contends that Mr. Fones was employed "in an executive capacity and was being paid an equal salary." Mr. Ward also stated that Mr. Fones’ duties consisted of "overall management and he was considered an executive." Mr. Fones was released by the station prior to the filing of the suit.

Mr. Ward also said that "to the best of my knowledge" he had abided by all rules and regulations of the government.

RTDG Elections

MAX HUTTO, director of NBC's Fibber McGee & Molly, was elected president of the Radio & Television Directors Guild, Los Angeles, at the election meeting. Also elected to office were Ivan Green, vice president; David Vail, secretary; Daryl McAllister, treasurer. New national board members are Gordon Hughes, past president; John Guedel and Jack Lyman, with Dick Mack elected to serve out his two-year term as international president. In addition, six members were named to the local board, three representing radio and three for television. Radio members are Warren Lewis, Harfield Weedon, Jerome Nelson. Representing TV are Bob Adams, Len Boland, Dick Linkzurr. All terms are for two years.

BILL CEPFELAND, radio-TV director of engineering for Westinghouse Electric, Schenectady, appointed manager of engineering for division. HARRY L. PALMER, engineer in electronics and regulator engineering division, appointed assistant manager of engineering for controls division. ROBERT J. T. COOPER, assistant engineer of electronics and regulator engineering division, appointed assistant, division engineer.

RAY SIMPSON, chairman of board Simpson Electric Co., Chicago, appointed chairman of subpanel on pricing instruments, for panel of components, Research and Development Board, Washington.

LITTLEFUSE Inc., Chicago, announces publication of "TV Fuse Guide" giving all information for fast replacement. It lists brand names, model number and corresponding fuse requirements on all makes and models, starting with first set made and ending with those now on market. It is available through jobbers, by writing direct to Littlefuse Inc.

LOUIS R. SCHORR, controller RCA International Div., elected to membership in Controllers Institute, organization of controllers and finance officers representing all fields of business.

HENRY R. GEYELING, advertising manager Receiver Sales Div., Allen B. DuMont, named to help coordinate various advertising activities of DuMont Labs and to work on its creative phases.


EMERSON Radio and Phonograph Corp., N. Y., last week announced three promotions in its advertising department: WALTER LUERAS, chief television engineer; FRANCIS J. BURGER, chief radio engineer, and L. G. ZUCKER, chief mechanical engineer.

Technical

RICHARD W. STEVENS, maintenance staff KKEA-TV Hollywood, named maintenance supervisor of station. He replaces CHARLES W. TURNER, who drowned recently at Newport Beach, Calif., while attempting to rescue his son. MARVIN HEARDICK, station maintenance division, appointed assistant maintenance supervisor, in charge of audio maintenance for KKEA-TV.

WALTER STILES, maintenance staff, named assistant station engineer, at Mt. Wilson.

HARRY C. BEAN, engineer WTIC Hartford, to Voice of America.

DOUGLAS PETERSON, engineering staff WTAG Worcester, Mass., father of boy, July 5.

FRANK FRUZYNA, transmitter engineer WNBO (TV) Chicago, and Joan Malerich, married June 30.

For some interesting information on radio in Iowa, please see page 27 of this issue.

KSWM

Joplin, Mo.

Nationally Represented by William G. Rambeau Co.

Austin A. Harrison, Pres.

July 23, 1951 • Page 83
Ernest Hartman, production
staff WNEW New York, named
manager.

Jack Sheffrin appointed
program director WMIR Atlantic City. He was
with WOAK Chicago, and KNLC Val-
uary, Los Angeles.

Ray Penner appointed program
director WCAV Norfolk. He was with
WNOR and WLOW Norfolk. Joe
Ann was named announcing staff WCAV.

Dan Russell, program department
KFWB Hollywood, named production
director.

Gloria Morkoff, program staff
KXL Oakland, Calif., appointed as-
istant in charge of sales promotion
and presentations WTOP AM-TV Washing-
ton.

Milli Wilflelord appointed
director of women's activities WDVDA
Denville, N.J., replacing Jacki She-
Rin, resigned.

Jim Silman Jr., announcer WIX
Washington, to WTOP Washington, in
same capacity.

Herman Hutchinson, graduate
Northwest Broadcasting School, Port-
land, Ore., to KCRE Crescent City,
Calif., as announcer-engineer. Glen
Aller, graduate, to WKL Alabama,
Ore., as announcer-engineer. Holi-
Bolly Bishop, graduate, to KWE
Kennewick, Wash. Deanna Dinko
graduate to KXG Orange County, Ore.

Ken Croes, news editor KERO
Bakersfield, Calif., appointed program
director. Rudy von Tobel, KCRA Sac-
ramento, Mel, Yorba, Kela Central,
Wash., and Jim McBride, KBIS Bakersfield,
appointed to an-
ouncing staff KERO.

Jerome Ciswell starts five weak-
ly-quarter hour Ciswell Predicts on
KFWB Hollywood.

Jack LeFlin, sports director WONE
Dayton, to WHKP Hempstead, N. Y.,
Mr. LeFlin was appointed to faculty of School of
Radio Technique, New York.

Eileen Stulb named to sales and
promotion staff WRFC Athens, Ga.
She was with WBBQ Augusta.

Donald J. Marxen to production
department WHBF TV Rock Island,
Ill. He was with WTVN TV Min-
neapolis. Jackie Tatman broad-
casting daily women's programs on
WHBF. She was with WDB Decatur,
III. Janice Burns named to traffic
department WHBF.

Sgt. Lyle Selix, public information
office Ft. Sill, Okla., father of daugh-
ter, Elaine Katherine. Sgt. Selix was
with KGLO Mason City, Iowa.

Bernie Herman appointed to
announcing staff WIRE Indianapolis.
He was with WXLW Indianapolis.

Janet Giles to WRDF Worthing-
ton, Ohio, as receptionist.

Harry L. Timmins Jr., research
director KTV Los Angeles, father of
Mr. Timmins, April 14.

John St. Leger, announcer WOR-
AM TV New York, father of boy,
Robert A., born July 11.

Fellows Names Miller
JUSTIN MILLER, NRTB board
chairman and general counsel, has
been selected as alternate delegate
to the Inter-American Metropoli-
tan Broadcasters by NRTB President
Harold E. Fellows. Gilmore N.
Numm, president WLAG Lexington,
Ky., and vice-president of IAB,
was named NRTB's delegate, rep-
resenting American broadcasters,
to the Inter-American body in June.

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Calif., as announcer-engineer. Glen
Aller, graduate, to WKL Albany,
Ore., as announcer-engineer. Holi-
Bolly Bishop, graduate, to KWE
Kennewick, Wash. Deanna Dinko
graduate to KXG Orange County, Ore.

Ken Croes, news editor KERO
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John St. Leger, announcer WOR-
AM TV New York, father of boy,
Robert A., born July 11.

Mary Biddle, director of women's
programs WIP Philadelphia, appointed
to National Membership Committee
as Eastern Area active member of
American Women in Radio. Miss Bid-
dle at the same time was also ap-
pointed president of southeast Penn-
sylvania section of American Women in Radio and
Television. She also serves in the dual capacity of Chair-
man of the Philadelphia Branch of
AWRT.

Fannie Engle, TV home economist
and formerly food editor of Mac-
Fadden Publications, appointed by Y.
S. Becker Productions, N. Y., to head
its expanding women's and children's
programs.

Bob Kelley, sports announcer, and
Gussie Moran, tennis champion,
start five weekly 10 minute Kelley and
Morris sports program on ENKTV (TV)
Hollywood.

Joseph Bush, to announcing staff
WIP Philadelphia, as summer replace-
ment. He was with New Britain Broad-
casting Co. and WTIC Hartford.

Hans Conried, actor-director,
father of girl, Trilby, July 3.

Fatsy Berry, disc jockey KSAN
San Francisco, awarded cup at recent
Cavalcade of Jazz for being top blues
singing disc jockey in area.

Hugh Broughan announces half-
hour Sunday This Thing Called Life
philosophic series on ABC.

Dell O'Dell, magician, starts
The Dell O'Dell Show audience-participa-
tion program on KECA-TV Los An-
geles. It is a Television Assn. Produc-
tions package, show sponsored by Big
G Chrysler-Plymouth dealers, L. A.
FCC Actions
(Continued from page 81)

Decisions Cont.: for an indefinite period pending action on petition for reconsideration and grant without hearing.

Chief, Broadcast Bureau — Granted motion to reconsider the Commission's order of hearing in matter of reissue of license to WHL in Cadillac, Mich., as corrected in various respects.

July 17 Applications . . . ACCEPTED FOR FILING KRLB, Chico, Calif., for new FM station for completion of extension date.

AM—1600 kc WOOK Silver Spring, Md.—CP to change from 1600 kc to 1600 kw to 1 kw-D 100 w-N and change studio location from 1704 East 23rd St., Silver Spring, Md. AM, AMENDED to change to 1 kw-D and change trans. site from Washington, D. C. to Rockville, Md. and studio location from Tacoma Park to Rockville.

License Renewal WTMH-FM Cullman, Ala.—Request license renewal FM station.

APPLICATION RETURNED KVMN Menahga, Minn.—Returned application for transfer of control.

July 18 Decisions . . . By the Commission En Banc Request Denied WTMW-FM Kansas City, Mo.—Denied request for waiver of Sect. 320 of rules to permit station to operate required at any time from 6 a.m. to midnight on such days as station is not required to transmit under the des- criptions of baseball games played by St. Louis Cardinals.

STA Granted WLTV-FM Lynn, Mass.—Granted STA for period ending Sept. 1 to waive Sect. 3.26 of the rules, permitting station to operate for 8 hours per day as WLYN.

Designated For Hearing Gulf Broadcasting Co., Inc., etc.—Represented licensee, William E. Farrow, to filing of hearing in connection with completed proceeding in Washington on Sept. 4 applications both Requesting 1310 kc 1 kw D.

July 18 Applications . . . ACCEPTED FOR FILING AM—1490 kc WATF Lake Worth, Fla.—CP to change trans. and studio locations from Lake Worth to Palm Beach.

License for CP WARB Grantz, Pascagoula, Miss.—License for CP to change hours etc.

KSOX Harlingen, Tex.—CP to replace expired CP new AM station.

License for CP

WHAT-FM Philadelphia, Pa.—Mod. —CP new FM station for extension of completion date.

WVRC (FM) Urbana, Ill.—Mod. —CP new commercial educational FM station for extension of completion date.

When the BMI Hits You

Another BMI "Pin Up" Hit—Published by Mellin

TELL ME
You Will Love Me Forever


On Transcriptions: Jerry Gray—Standard.

Score Box

SUMMARY THROUGH JULY 19

Summary of Authorizations, Stations on the Air, Pending Applications, License Awarded July 11.

Class On Air Licensed CFS
d Cond's Appts. in
AM Stations 4 2, 282
FM Stations 651 536 125 1 9 5
TV Stations 197 63 28

* On the air.

CALL ASSIGNMENTS: KDKA Montevideo, Minn. (Midwest Bestc, Corp. 1450 kc, 160 w, fulltime); KFAM Portland, Ore. (Bolstra, Oregon Ltd., 1140 kc, 1 kw, daytime, and change studio location from 821 SE 33rd Ave. Portland, Ore. to W. 32nd Ave. Portland, Ore. AM, AMENDED to change to 1 kw-D and change trans. site from Washington, D. C. to Rockville, Md. and studio location from Tacoma Park to Rockville.

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WVRC (FM) Urbana, Ill.—Mod. —CP new commercial educational FM station for extension of completion date.
Senators Hear Coy
(Continued from page 19)
towers, the chairman observed. This factor also would conserve
space.
Commenting on how soon a TV- less city, such as Denver (as Sen.
Johnson suggested), could obtain a channel, Chairman Coy stated that
assuming the freeze ends in late September, Denver would be "lucky" to have a station
on the air by Labor Day of 1962.
Fireworks on educational TV be-
gan with the opening question of
Sen. Kem:
"Why does the FCC reserve a channel
for educational non-commercial pur-
poses in a city where an educational institu-
tion now has or is likely in the foreseeable future, to be
affiliated with one or more broadcasting sta-
tions? What is their estimate that at the time that funds for such
operations would be found and so
FCC went along, he said.
objected to a reservation in the area as "harmful" because if a
larger number of stations were made available for non-
commmercial purposes they could be used then for educational
programs on a part-
time basis.
Reserving TV Channels
If the educators don't want the
channels, there is no reason to hold
them for a valuable resource only
will go to waste, Chairman Coy con-
mmented.
Sen. Johnson brought up his plan
to make every TV licensee reserve
time on the specific channel on
which he operates for educational
programming.
Chairman Coy said he did not
believe FCC had the authority to
fix a percentage of TV time for
each broadcaster to set aside for
educational programs, a proposi-
tion that drew immediate support from
Sen. Benton, who was an
observer at the hearing.
Chairman Coy said he would ask
FCC's general counsel to send an
opinion on the matter to the com-
mittee.
Sen. Benton said Sen. Johnson had
put his "finger on the key" of
educational TV, that had not a
percentage method could be worked
out, there would be "far
less reason for special reserva-
tions."
Sen. Benton and Chairman Coy
tangled on another aspect. The
Senator suggested that FCC change
its specifications from "non-com-
mmercial" to "non-profit" institutions
selecting whom channels would be set
aside.
This suggestion was pertinent,
according to Sen. Benton, because "I
would rather have non-profit TV in
its own interest engaging in some
educational work, than letting the
subject matter get confused, includ-
ing the idea that Sen. Hunt (Lester
S. Hunt, D-Mich.) is proposing,
that is, the sale of educational
programs, much as the universities
charge people to come to their night-
time extension courses. . . ."
Chairman Coy said he could not
agree to that situation, and the inter-
novation. He said educational insti-
tutions should be regarded as "non-
commercial" and come in for allo-
cations to do exactly what they want,
whether asked for non-commercial and
that is what they got, and (2) they have the right to apply for a
commercial license (and thus sell
time) on a competitive basis with
commercial applicants.
"It would be a snare and delusion for an educational institu-
tion to have a channel reserved for it on
a non-commercial basis, and then
they decide they want to use it
commercially, and still have the same
channel," he asserted.
Sen. Benton pointed out the N. Y.
Board of Regents' plan to have a
 statewide educational network.
The Senator said the board had recom-
ended 11 stations as against FCC's proposal of seven reserva-
tions. Chairman Coy said flatly that the board had scaled its re-
uest down to only three.
Mr. Benton agreed with Sen. Benton was taken by surprise for he re-
marked that he had not been aware of
the change.
"Going into the problem of whether the educator has time, and whether he has funds, to get into
television, Chairman Coy re-
marked:
You must have a determination by
the board of directors of the insti-
tution that they must want to do it. I do not think that the educator's
time to be educated as to the
cost of programming.
"As asked by Sen. Homer E. Cape-
hart (R-Ind.) what is meant by the
term, educational program.
Chairman Coy said that under
Commission rules an educational
program is "one that is put on by
an educational institution and has to
do with the improvement of the cul-
tural background and under-
standing of the community."
Hit Educators
Attacking the educators' asser-
tions that radio-TV stations are "morally objectionable," Chairman Coy said:
They ignore what those programs (news, music, discussions) do towards
raising the level of thinking of
people, and their understanding, for instance if you like good
music—and I do not like very much the idea of them saying we
have that all of the radio stations in the country have turned into
to a great big mass, and we are just

Significantly, Sen. Benton, de-
parting from his usual arch-critical
attitude toward commercial broadcast-
ing, agreed, saying "I think they do

Displaying even an inability among Senators to agree on what an
educational program is, Sens.
Coy Aids Stock Market

FCC CHAIRMAN WAYNE COY'S assertion last Wednesday that the long-awaited "harrowing" of the television licensing freeze might come in September (story, page 19) was followed by brisk activity in television and radio on the stock market. On the day of Chairman Coy's statement—a day when stocks generally were referendum—RCA led the market in activity and also gained a quarter point, while, among others, Zenith rose 2%; Admiral 1%; Motorola 1%; Emerson ½; Philco ½; and IT&T ¼.

Benton and Capehart fell apart on what type of program the U. of Chicago Round Table fits. Sen. Benton, who helped originate this show, said it was educational. But Sen. Capehart said he would call it "political."

The celebrated Richards case received little attention for when the subject was introduced by Sen. Johnson, Sen. Coy said he could not discuss its merits because (1) the case is pending before FCC for a decision, and (2) "if I get into a discussion of that case, there, probably somebody is going to come around and disqualify me."

However, Chairman Coy said Ben Cottone, FCC general counsel, had taken the case to the Administrative Procedure Act to file exceptions in the case. He said Mr. Cottone was not under the control of the Commission "with respect to these matters, nor by actions of the Commission except as those actions were required to be taken by laws passed by the Congress."

Chairman Coy told the Senators FCC definitely would render its decision and as Sen. Johnson put it, "resolve any controversy between examiner and chief counsel in due time." Chairman Coy said the latter term meant 30 days.

The case concerned renewal licenses of KMPH Hollywood, WGAR Cleveland and WJR Detroit. G. A. (Dick) Richards, who was charged by FCC with allegedly directing the slanting of news on the air, died May 28, Mr. Richards was chief stockholder of the stations. The hearing became lively with an equally controversial case which involves FCC policies. That is the proposed assignment of WMIE Miami, Fla.'s construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting, Inc., to Sun Coast itself, Arthur McBride is principal stockholder in Sun Coast.

Mr. McBride was named by the Senate Crime Investigation Committee as not being qualified to be a broadcast station licensee despite a finding by FCC Hearing Examiner Leo Rock, who in an initial decision, March 14, granted consent on the CP change.

Also involved is Continental Press, a national racing news wire, owned by Mr. McBride's crime group particularly challenged Mr. Renick's finding that Continental Press has not violated any laws and that no evidence was produced during the hearing respecting Mr. McBride's reputation or past ownership of Continental to disqualify him from being a station stockholder.

Two members of the crime group—Sen. Hunt and Herbert R. O'Conor (D-Md.), now chairman of the Senate investigators—were present Wednesday's hearing.

During their questioning of the FCC chairman, Mr. Coy revealed:

- Mr. Cottone had been authorized to look at Mr. McBride's tax returns [BROADCASTING TELECASTING, June 4].
- Mr. McBride had asked for "two or three" extensions of time before filing exceptions in the case but finally the last extension for time was denied by Motions Commissioner.

Chairman Coy stressed that the FCC examiner could not have proceeded differently since there was no evidence to support the crime committee allegations. The crime unit had labeled Continental Press as being linked with organized gambling.

Sen. Hunt, however, charged that WMIE had been critical of the Senate Crime Commission and of the Senate crime group itself in certain broadcasts. Chairman Coy said such criticism was not enough to put him off the air since there is a right to a difference of opinion.

Sen. O'Conor, however, asserted Charging WMIE with "begging the question" and "evading the issue." No one questions a person's right to disagree, the Senator said. Sen. Hunt asked if there would be reason to reopen the case if broadcast material showed the station "not in harmony with good government."

FCC is bound by evidence, Chairman Coy reminded the Senators, and added that it would re-open the case if it can get evidence by testimony to support the crime committee's findings.

Before the WMIE Miami phase got underway, Sen. Johnson read a written request from Paul M. Segal, member of Segal, Smith & Hennessy, Washington law firm, the attorney for Sun Coast Broadcasting Corp.

Mr. Segal had written the Commerce committee:

- My purpose is rendering the present statement is respectfully to request the committee to make no inquiry into the WMIE case, and not to discuss it with

Chairman Coy.

The reason for this is quite clear that any inquiry by this committee in this matter will have the effect of further aggravating the tragic results of a decision that has already happened in this proceeding.

Sen. Johnson said he did not like the file with the Senate Crime that this committee.

The Senator said he believed that a committee member could ask any question about any case and that there should be no restrictions against the other members agreed.

A brief phase of the hearing concerned discussion of Canada-U. S. and Mexico-U. S. negotiations on the assignment of TV channel 14. Warren G. Magnuson (D-Wash.) was concerned with whether the U. S. was being assured of the most available channels in border areas. Chairman Coy pointed out that there is a difference in TV development in this country and in Canada or Mexico.

**SNADER EXPANDS**

Production Unit Formed

EXPANDING operations to encompass financing and production as well as distribution of films for both television and theaters, Snader Telescriptions productions, Beverly Hills, Calif., has created a new division called Snader Productions. New division will care for "outstanding and additional production, according to Louis D. Snader, president.

Under the new setup, the firm will start immediate production and distribution of films for series for television and also handle the exclusive theatrical and TV distribution of a new group of 13 British films produced within the past two years. This is in addition to the new series of Snader Telecriptions which is currently being shot in color and black-and-white, it was said.

Firm has signed an agreement with Alexander Korda of London for exclusive representation in the United States of nine British films for TV and theaters four for exclusive TV. In line with the new policy, Reub Kaufman, head of Snader's sales organization, has announced a full expansion of sales and really started up. Why Phil? Do you know that you are not the one to pick up the TV-WCHS program schedule, another one will be Steven System that only the highest refrigerated quarters have on the air in Charleston, West Virginia, at that time. How him you beat that? Then just as a dear share of him as you could get ever for a day, you don't forget, they are free radio stati- on Charleston, W. Va., WCHS has 101.5 up to the total audience. That's more than a half times its ratio on regular network station. Looking you like ter gone. Yes.

---

**Sarnoff On 'Time'**

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, is featured in the July 28 issue of "Time," the cover story on the latest development in RCA color television.

Says Time, commenting on the new demonstrations of RCA color in New York City, "It looked as if radio's miracle man had not run out of miracles."

The story is a profile of General Sarnoff who up-from-the-bottom career is described by "Time" as matched by few other business leaders.

**Sponsors TV Detective**

WINE CORP. OF AMERICA, Chicago, for Mogen David wine, will sponsor Charlie Wild, Private Detective on ABC-TV effective Sept. 21, through Weiss & Geller, same city, which will be produced and originally to be aired on NBC-TV, will be telecast opposite Milton Berle, Tuesday, 7 to 8 p.m. (CDT).

**CREIGHTON U., Omaha, sending out booklet "Television and Foreign Policy." Booklet has two-fold purpose, (1) to inform persons on school's communication arts program and (2) to answer many requests for information on school's TV rehearsal equipment and entire TV procedure.

---

**Mr. Phil Rosenman, Young & Rubicam, Inc.**

Chicago, Ill.

Dear Phil:

Here ain't no gamble when you have time on WCHS, cause yer chances we was talking about. Here it is up. Why Phil? Do you know that you are not the one to pick up the TV-WCHS program schedule, another one will be Steven System that only the highest refrigerated quarters have on the air in Charleston, West Virginia, at that time. How him you beat that? Then just as a dear share of him as you could get ever for a day, you don't forget, they are free radio stati- on Charleston, W. Va., WCHS has 101.5 up to the total audience. That's more than a half times its ratio on regular network station. Looking you like ter gone. Yes.
POLICY governing competitive selling of membership by NARTB and Broadcast Advertising Bureau announced jointly Friday after several weeks of negotiation. [Broadcasting • Telecasting, July 9].

NARTB dues schedule includes 30% discount for stations joining association between July 1 and next March 31, since these new members cannot get BAB membership via NARTB. Stations that joined NARTB before July 1 to pay full dues unless they elect not to accept BAB service, in which case they get 30% discount. Plan for separation of BAB Inc. from NARTB next April 1 provided that any NARTB members that joined by April 1, 1951 can elect not to join BAB and get 30% discount on dues. They have this privilege until next April 1.

In joint statement Harold E. Fellows, NARTB president, and William B. Ryan, BAB president, said, "the ability to provide basic services will contribute to a stronger industry and to the individual welfare of the organization members."

LIEBMAN BREWERIES Inc., New York (Rheingold beer), launching contest to find Miss Rheingold 1962, will use radio and television to promote it. Effective Aug. 18, brewery will use 184 spots weekly on seven New York radio stations plus heavy spot radio schedule in Connecticut, Vermont, New Hampshire, Massachusetts, and New York State. Series of 65 five-minute interviews with six candidates for Miss Rheingold 1962 will be telecast over New York stations starting Aug. 3. Since early this year heavy schedule of station-break television spots has been used, featuring famous singers. Footy,cone & Belding, New York, is agency.

NATB-offers TV SEGMENT

NATB has offered alternate Sunday night 9-10 p.m. period, being released by Philco Corp. to American Tobacco Co., for its Robert Montgomery Presents now in alternate Monday, 9-10:30 p.m. New York time. Tobacco firm to decide whether it will switch time early this week. If it does, Monday night alternate-hour would probably be sold in half-hour segments.

NEW ABC PROGRAMS

ABC-TV scheduling Crusade in the Pacific, March of Time documentary sequel to its Crusade in Europe for Fall debut over its five owned and operated TV stations. Series, 26-week one-half-hour, probably will be offered for sponsorship on individual market basis.

Slight Network Radio Dip Shown in PiB Report

GROSS billings for four radio and three TV networks for June 1951-50 and January-June 1951-50 being released by Publishers Information Bureau today (Monday) as follows (DuMont TV Network did not report):

<table>
<thead>
<tr>
<th>Network</th>
<th>June 1951</th>
<th>June 1950</th>
<th>Jan.-June 1951</th>
<th>Jan.-June 1950</th>
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<tbody>
<tr>
<td>ABC</td>
<td>$2,728,268</td>
<td>$2,962,341</td>
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<tr>
<td>CBS</td>
<td>6,250,559</td>
<td>5,877,973</td>
<td>35,285,218</td>
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<tr>
<td>MBS</td>
<td>1,151,481</td>
<td>1,264,654</td>
<td>4,830,308</td>
<td>4,610,644</td>
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<tr>
<td>NBC</td>
<td>4,735,153</td>
<td>5,290,901</td>
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<td>33,104,943</td>
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<tr>
<td>Total</td>
<td>$14,872,111</td>
<td>$15,145,755</td>
<td>$89,585,672</td>
<td>$96,393,129</td>
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Network Television

<table>
<thead>
<tr>
<th>Network</th>
<th>June 1951</th>
<th>June 1950</th>
<th>Jan.-June 1951</th>
<th>Jan.-June 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$1,214,140</td>
<td>$846,286</td>
<td>$2,928,700</td>
<td>$1,906,534</td>
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<tr>
<td>CBS</td>
<td>2,900,782</td>
<td>3,740,374</td>
<td>17,068,328</td>
<td>4,664,296</td>
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<tr>
<td>MBS</td>
<td>817,344,512</td>
<td>721,348,512</td>
<td>8,859,908</td>
<td>39,285,216</td>
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<tr>
<td>NBC</td>
<td>1,098,000</td>
<td>1,089,648</td>
<td>8,228,700</td>
<td>1,926,534</td>
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<tr>
<td>Total</td>
<td>$6,423,562</td>
<td>$5,939,656</td>
<td>$36,207,560</td>
<td>$14,930,162</td>
</tr>
</tbody>
</table>

FCC Drafts Shortcut (Continued from page 4)

revised plan would not be made now, as minori- ty wished, but included with overall package of final allocation decision. A and B pertinent to allocation principles and technical standards.

6. Evidence to be filed respecting Appendices C and D (city-by-city allocation and U. S. border allocations) must be "consistent" with Appendices A and B, except where opposition and alternatives have been filed on A and B, in which case deviations can go no further than latter.

7. If parties have comments already on file which deviate from A and B, they may file further testimony in support of comments as pertains to that deviation, but no new deviation could be suggested.

Report for stagger plan seen in fact FCC staff cannot cope with industry attorneys and engineers which claimed need for more time to prepare evidence. Thus final decision could be ready within couple weeks after final group's consideration.

FCC staff would have to wait until after all comments and replies were filed—at least 120 days on basis of industry needs, it was pointed out—before it could begin processing under non-stagger plan of only one deadline for direct and another deadline for replies.

"I believe we have a ground here to act on the Commission's notice and I believe we shall do so expeditiously." FCC Chairman Wayne Coy commented in concluding conference.

Among those generally supporting shortcut pro- posal for FCC were: Schenfield; Mr. General Counsel (prior to his petition urging paper hearing sparked Commission action), RTFA, ABC, CBS, NBC, Ann. of Federal Communi- cation Consulting Engineers, Joint Committee on Educational Television and Paul Sterneman, spokesman for group of attorneys and engineers who met on problem preceding fight. Informal lunch- eon committee Chairmen Conner and Magnussen worked out compromise proposals and came up with stagger plan included: Paul Dobin (spokesman), Curtis Plummer, Joe Kittell and Cy Braum, all FCC: Mr. General Counsel; Special counsel; Consulting Engineers Stuart Bailey and Karl Culum.

Toni Crime Series

TONI Inc. (division of Lever Bros.) sponsoring new crime series on CBS-TV. Thursdays, 10:10-10:30 p.m. beginning Sept. 27. Agency is Footy, Cone & Belding, Chicago.
the key station of the keystone state ... Harrisburg, Penna.

Known as Mr. 580 in every radio home in Harrisburg and in the many rich, new areas added to its beat, WHP now delivers more sales potential than ever before. Let the station that made Mr. 580 a household word help you sell your product in the highest per-capita retail sales center in the Keystone State.

Call the Bolling Company today.

The CBS station serving the greater South Central Pennsylvania area day and night, including such markets as Harrisburg, York, Lancaster, Lebanon, etc.
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BOSTON
CHICAGO
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SAN FRANCISCO
ATLANTA
HOLLYWOOD