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TV Power Increases

ill Expand Audience
Page 23

NBC-TV Sold Out
Few AM Segments
Page 23

Local Spot Up
14.1% in Year
Page 25

Frank Radio Proves
Self in Hartford
Page 29

TELECASTING
Begins on Page 49

20th
The Newsweekly
of Radio and
Television.

$7.00 Annually
25 cents weekly

IN THIS ISSUE:

good gracious—
ain't you got no curiosity?

DO YOU NEVER want to LEARN anything? Do you just want to sit still and let the
wisteria climb up you and ignore the brass facts of what WOR-tv, in New York, has
done — and is doing — for many, many advertisers?

Look — and this is not just glib, verbal patter:

A man came into WOR-tv and bought time on Buster Crabbe's show. In one week
he sold $2,289.00 worth of records.

Another man sold 285 mixing machines at — hold your breath — $29.95 each as the
result of making one WOR-tv offer. The same man came back the following week
and sold 376 more. In all WOR-tv sold more than $19,500 worth of this man's goods.

You get what we mean, don't you?

get in touch with
WOR-tv
channel 9
in New York.
The address is 1440 Broadway
Queen Elizabeth stopped here

Virginia House typifies the happy blending of history and progress in Richmond. Ancient Warwick Priory, built in England in 1565 and visited by Queen Elizabeth, provided its stone and timbers. Old Dominion ingenuity and wealth transplanted it in the New World.

Modern Richmond loves its traditions, but never lets them interfere with its progress. WTVR, the first television station in the whole South is rooted in Richmond. Radio, both WMBG and WCOD (FM) pioneered here, too. This is part of the personal history of Havens and Martin Stations, First Stations of Virginia.

WMBG AM WCOD FM WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA
DOMINANT

in the world's richest farm area...

Day after day, more Central California radios are tuned to KFRE than any other station in the area...more than to the second network...more than to all five of the third and fourth network stations combined.

Get the full story from Avery-Knodel.

KFRE

940 KILOCYCLES
★ CBS
50,000 WATTS
FRESNO, CALIFORNIA

PAUL BARTLETT
President
BROADCASTING

Upcoming

July 31: BMI Clinic, Los Angeles.
Aug. 5: Arkansas Broadcasters Assn., First Annual Sales Clinic, Hot Springs, Ark.

(Continue on page 78)

BULLETS

RECEIVING tube sales for first half of 1951 were up nearly 25% over same period last year. RTMA reported Friday that more than 26 million tubes sold in first six months this year while 170,375,921 were sold in that period last year.

ANOTHER 5% reduction in TV set production ordered Friday by Defense Production Administrator Manley Fleishmann for fourth quarter of this year. With new restriction, total cut-backs in set production below pre-Korea levels will reach 35%.

SET PRODUCTION UP FOR BOTH RADIO, TV

ALTHOUGH lagging in second quarter because of materials shortages and defense requirements, radio and TV set production in first half of 1951 was bigger than that in same period of 1950, Radio-Television Mfrs. Assn. reported Friday. Total radios this year: 8,027,306; last year: 7,355,600. Total TV sets this year: 3,334,505; last year: 3,136,300.

Second quarter production fell behind first three months of 1951—3,792,338 to 4,235,597 for radios and 1,184,936 to 2,199,669 for TV. Of total radio sets built in first six months of year, 4,212,222 were home sets, 845,309 portables and 2,699,078 automobiles. About 17%—693,038—of radios contained FM, and 240,552 TV receivers had FM audio circuits. RTMA estimates covered production by entire industry, including non-members.

'S1 VOICE OF DEMOCRACY

OFFICIAL announcements of '51 Voice of Democracy contest and selection of judges will be made jointly by NARTB, Radio-Television Mfrs. Assn. and U. S. Chamber of Commerce this week. NARTB is mailing out manuals of rules to Jaycees chapters, high school principals and broadcasters.

$2 MILLION TO MUTUAL

STERLING DRUG INC. (Bayer Aspirin and other products) to sponsor Ladies Fair on Mutual (Mon. through Fri., 11-11:25 a.m.) starting Oct. 1. Contract, representing almost $2 million in gross billings, marks Sterling's first use of Mutual morning time and sweeps ranks of MBS major morning sponsors. Sterling agency: Dancer-Fitzgerald-Sample, New York.

BUSINESS BRIEFLY

WISE TO USE RADIO • Wise Potato chips through Lynn Fieldhouse, Wilkes-Barre, Pa., early in August planning radio campaign using its own quarter-hour show, featuring Jimmy Carol, on Tuesdays and Thursdays in 30 eastern markets.


NOON SEGMENT SERIAL • Whitehall Pharmacal Co., New York, preparing daytime serial, '52 segments to be presented in 12-15-30 p.m. on CBS-TV effective Sept. 24, five times weekly. Bloo Co., New York, handling production.

15 TV OUTLETS FILE FOR BOOSTS IN POWER

TOTAL OF 15 existing TV outlets had filed for power boosts by end of business Friday pursuant to FCC's partial thaw of three-year freeze on new boost requests (see story page 23). Initial FCC grants for increased coverage possible this week, one Commission source indicated.

Commission unofficially estimated 40 to 50 of total outlets now on air may be eligible to increase transmitter power to full rated value. Some may be able to move to new sites with higher antennas.

Bids for special temporary authority to boost transmitter power to full rated value (both visual and aural), in turn boosting effective radiated power, filed by:

WTVJ (TV) Miami, seeking boost from per power from 3,545 kw to 8,274 kw (trans. power from 3,545 kw to 9 kw and ERP now 15 kw).

KRLD-TV Dallas boost ERP from 27.3 kw to 37.3 kw (trans. power now 27.8 kw and ERP now 37.7 kw).

WHTM-TV Rochester boost power from 3.5 kw to 5 kw (trans. power now 3.5 kw and ERP now 15 kw.

WGN-TV Chicago boost ERP from 11.3 kw to 23 kw (trans. power now 1,985 kw)

WWKB (TV) Chicago boost power to 2.3 kw to 2.9 kw

WHB-TV Nashville boost power from 1,045 kw to 1,095 kw (trans. power now 1,045 kw and ERP now 350 kw)

WJAC (TV) Johnstown, boost power from 1.9 kw to 3 kw (trans. power now 1.9 kw and ERP now 350 kw)

WJZ (TV) Baltimore, boost power from 5 kw to 6 kw (trans. power now 5 kw and ERP now 7 kw).
COMPARATIVE ANALYSIS
Based upon Official Published Reports-BMB-Study No. 2.
For three subscribing Savannah, Georgia stations:

<table>
<thead>
<tr>
<th>Subscribing Station</th>
<th>Total BMB Radio Homes:</th>
<th>Total Weekly Audience Families:</th>
<th>Average Daily Audience Families:</th>
<th>Number Counties:</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSAV</td>
<td>D 143,670 N 109,100</td>
<td>D 82,080 N 53,850</td>
<td>D 57,009 N 33,786</td>
<td>D 42 N 29</td>
</tr>
<tr>
<td>Savannah Station &quot;B&quot;</td>
<td>D 106,860 N 83,320</td>
<td>D 65,810 N 46,070</td>
<td>D 46,163 N 31,578</td>
<td>D 28 N 20</td>
</tr>
<tr>
<td>Savannah Station &quot;A&quot;</td>
<td>D 51,880 N 44,800</td>
<td>D 30,470 N 28,430</td>
<td>D 19,323 N 16,996</td>
<td>D 7 N 3</td>
</tr>
</tbody>
</table>

Total Weekly Audience Families in Station "B" Counties, alone, eliminating all counties exclusive to WSAV: WSAV D 73,540 N 46,630

Total Weekly Audience Families in Station "A" Counties, alone, eliminating all counties exclusive to WSAV: WSAV D 39,940 N 22,260

It's 630 in Savannah WSAV 630 kc. 5,000 watts Full Time

Represented by Hollingbery
"BOSTON BLACKIE" Wins Acclaim

the half-hour adventure detective show that

NORTH—"Now we know how good BOSTON BLACKIE really is. His 16.5 rating in Minneapolis for higher than we thought we had any right to expect." Says Tidewater Oil Co.

EAST—"BOSTON BLACKIE, consistently good." In New York City, the highest rated show—

SAYS: R & H Brewing Company

SOUTH—"BOSTON BLACKIE has the most loyal listening audience of any show we've ever had on the air and is Lake Charles' most outstanding mystery program." Says: Station KLOU, Lake Charles, La.

WEST—"BOSTON BLACKIE's 19.1 rating the highest rated show ever on Sunday afternoon in Kansas City." Says: KZST and Smith Agency For Long Hall Laundry

And you'll praise him too!

Your client will be quick to acclaim the tremendous sales results chalked up for him by BOSTON BLACKIE—radio's greatest painting-dollar buy!

For details, write, wire or phone
In Washington more people listen to WTOP than to any other station 60% more than the second station.

* May–June Pulse

WTOP CBS
THE WASHINGTON POST—CBS STATION
Represented by Radio Sales
<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program Name</th>
<th>Network</th>
<th>Channel</th>
<th>Program Name</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>ABC</td>
<td>Drowsy Pearson (1937-48)</td>
<td>CBS</td>
<td>NBC</td>
<td>Grote</td>
<td>Orchestra</td>
</tr>
<tr>
<td>6:45</td>
<td>ABC</td>
<td>Album's Playhouse</td>
<td>CBS</td>
<td>NBC</td>
<td>You and the World</td>
<td>CBS</td>
</tr>
<tr>
<td>7:00</td>
<td>ABC</td>
<td>Album's Playhouse</td>
<td>CBS</td>
<td>NBC</td>
<td>You and the World</td>
<td>CBS</td>
</tr>
<tr>
<td>7:15</td>
<td>ABC</td>
<td>Album's Playhouse</td>
<td>CBS</td>
<td>NBC</td>
<td>You and the World</td>
<td>CBS</td>
</tr>
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<td>7:30</td>
<td>ABC</td>
<td>Album's Playhouse</td>
<td>CBS</td>
<td>NBC</td>
<td>You and the World</td>
<td>CBS</td>
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<td>CBS</td>
<td>NBC</td>
<td>You and the World</td>
<td>CBS</td>
</tr>
<tr>
<td>8:00</td>
<td>ABC</td>
<td>Album's Playhouse</td>
<td>CBS</td>
<td>NBC</td>
<td>You and the World</td>
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<td>NBC</td>
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</tr>
<tr>
<td>9:00</td>
<td>ABC</td>
<td>Album's Playhouse</td>
<td>CBS</td>
<td>NBC</td>
<td>You and the World</td>
<td>CBS</td>
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<td>Album's Playhouse</td>
<td>CBS</td>
<td>NBC</td>
<td>You and the World</td>
<td>CBS</td>
</tr>
<tr>
<td>10:00</td>
<td>ABC</td>
<td>Album's Playhouse</td>
<td>CBS</td>
<td>NBC</td>
<td>You and the World</td>
<td>CBS</td>
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<td>10:30</td>
<td>ABC</td>
<td>Album's Playhouse</td>
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<td>You and the World</td>
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</tr>
<tr>
<td>11:00</td>
<td>ABC</td>
<td>Album's Playhouse</td>
<td>CBS</td>
<td>NBC</td>
<td>You and the World</td>
<td>CBS</td>
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<td>Album's Playhouse</td>
<td>CBS</td>
<td>NBC</td>
<td>You and the World</td>
<td>CBS</td>
</tr>
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</table>

**SUNDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program Name</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>ABC</td>
<td>John Bonaventura (1948-50)</td>
<td>CBS</td>
</tr>
<tr>
<td>12:15</td>
<td>ABC</td>
<td>John Bonaventura (1948-50)</td>
<td>CBS</td>
</tr>
<tr>
<td>12:30</td>
<td>ABC</td>
<td>John Bonaventura (1948-50)</td>
<td>CBS</td>
</tr>
<tr>
<td>12:45</td>
<td>ABC</td>
<td>John Bonaventura (1948-50)</td>
<td>CBS</td>
</tr>
<tr>
<td>1:00</td>
<td>ABC</td>
<td>John Bonaventura (1948-50)</td>
<td>CBS</td>
</tr>
<tr>
<td>1:15</td>
<td>ABC</td>
<td>John Bonaventura (1948-50)</td>
<td>CBS</td>
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</table>

**MONDAY - FRIDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program Name</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>ABC</td>
<td>Johnny Carson (1950-51)</td>
<td>CBS</td>
</tr>
<tr>
<td>12:15</td>
<td>ABC</td>
<td>Johnny Carson (1950-51)</td>
<td>CBS</td>
</tr>
<tr>
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<td>ABC</td>
<td>Johnny Carson (1950-51)</td>
<td>CBS</td>
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<tr>
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<td>ABC</td>
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<td>CBS</td>
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<td>CBS</td>
</tr>
<tr>
<td>1:15</td>
<td>ABC</td>
<td>Johnny Carson (1950-51)</td>
<td>CBS</td>
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</table>

**SATURDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program Name</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 PM</td>
<td>ABC</td>
<td>Johnny Carson (1950-51)</td>
<td>CBS</td>
</tr>
<tr>
<td>1:45</td>
<td>ABC</td>
<td>Johnny Carson (1950-51)</td>
<td>CBS</td>
</tr>
<tr>
<td>2:00</td>
<td>ABC</td>
<td>Johnny Carson (1950-51)</td>
<td>CBS</td>
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<tr>
<td>2:15</td>
<td>ABC</td>
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<td>CBS</td>
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<td>4:45</td>
<td>ABC</td>
<td>Johnny Carson (1950-51)</td>
<td>CBS</td>
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<tr>
<td>5:00</td>
<td>ABC</td>
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<td>ABC</td>
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<td>CBS</td>
</tr>
<tr>
<td>5:45 PM</td>
<td>ABC</td>
<td>Johnny Carson (1950-51)</td>
<td>CBS</td>
</tr>
</tbody>
</table>
television is moving in the Carolinas — with sets quintupled in the past 12 months.

WBT is jumping! Take Sunday night for instance. In the 8 half-hour periods between 6 PM and 10 PM, WBT ratings are up in 6, even in 1, slightly down in 1. Average rating for the four-hour period is up 3 rating points. To advertise and sell effectively in the Carolinas, first get the facts from WBT or Radio Sales.

WBT CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY
Represented Nationally By Radio Sales
Open Mike

Talking Machine

EDITOR:
We have one man on our staff of whom we're very proud because of his firsts in radio. He is Jim Sullivan. . . Recently he described the annual swimming meet at Gull Lake at Gravenhurst, about 25 miles north of Orillia. Without any assistance he talked for two and a half hours non-stop, describing the events, reading spots, interviewing guests and participants and giving results. This, we believe, is the longest straight talk without interruption in radio.

Russ Waters
CPOR Orillia, Ont.

Free Ride

EDITOR:
The Congress is debating an increase in postal rates; the public will pay about $127 million more per year. But the newspapers will continue to receive a subsidy of about $100 million per year, largely in the form of free postage.

The fact that newspapers pay no postage within the county of publication is such a closely guarded secret that many broadcasters, and even most Congressmen are unaware of this fact. Because of the powerful newspaper lobbies it will be unlikely that radio can compel them to pay their fair share of postage, but we should be able to force each paper mailed free to carry a printed statement of this fact, in place of the "entered as second class mail" statement now used.

If every broadcaster would encourage the news services to give full publicity to this free mailing privilege and inform the public, it might help radio shed the old stigma of government support. The NARTB has done much work along this line and I am sure they will be glad to send information to all interested stations.

Thomas R. Kelley
Manager
WRCO Richland Center,
Wis.

No Hitchhikers

EDITOR:
It would appear that we're still having trouble with the new name of our trade association—The National Assn. of Radio & Television Broadcasters. In the story on page 4 in the [July 16] issue of Broadcasting * Telecasting, referring to the Commission acting to speed up new TV allocations, the association is referred to in a couple of places as NARTB-TV. It appears to me that this "hitchhike" of TV at the end is superfluous. . . .

H. P. Bellow
V. P.-Gen. Mgr.
WSJS Winston-Salem, N. C.

[EDITOR'S NOTE: NARTB itself occasionally has used "NARTB-TV" to designate strictly television activities of the association. But from now on, it's simply "NARTB" in Broadcasting * Telecasting.]

Attention: FCC

EDITOR:
Please discontinue my subscription at its expiration. The lifting of the "freeze" has taken so long that I have gone into a different field of endeavor.

H. P. Bellow
Rutledge, Del.

Invaluable

EDITOR:
Broadcasting * Telecasting magazine is tops for me, and is invaluable in the wholesale radio-television field. Through your magazine, I'm able to keep our salesmen and dealers up to date with the latest TV-radio news.

Benedict A. Aron
Sales Manager
Schultz Distributing Co.
Norfolk, Va.

Goodbye, Mule Train

EDITOR:
This is to inform you that WSGW [has issued] a directive to its disc jockeys banning the playing of all Frankie Laine records, . . .

Bob Elliot
Program Director
WSGW Saginaw, Mich.

NOW...Exclusive NBC Affiliates in ALASKA

Proof once again that the powerful KFAR-KENI combination is the most potent sales force in all Alaska!

Now exclusive Alaska Affiliates for:

N BC - ABC - MUTUAL

DON LEE

MIDNIGHT SUN BROADCASTING CO.

KFAR/Fairbanks

Keni/Anchorage

10,000 Watts, 660 KC

5,000 Watts, 550 KC

| Sold Separately—or in Combination at 20% Discount |


5346 White-Henry-Stuart Bldg., Seattle

New York * Chicago
“THE NEEDLE!”

This timely newsletter goes to APS subscribers each month, bringing them up-to-the-minute information and suggestions which station managers, programming and sales personnel can use productively in building more business. Written by a sales expert, it offers a wealth of ideas and facts unobtainable elsewhere.

We received the copies of “THE NEEDLE!” and they will be put to good use. I have every reason to believe they will result in additional business for us.

PAUL ELLIOTT, KRNT, Des Moines

Thanks for my first copy of “THE NEEDLE!” and very smart piece of work ... and a mighty valuable one for my department. I can see many, many sales campaigns coming up in '51.

NORM WILLIAMS, CJOB, Winnipeg, Can.

I would appreciate it very much if you could put us on the mailing list for three copies of “THE NEEDLE!” It is very helpful and I would like to have a copy for each salesman.

EDWARD A. WHEELER, PRES., WEAW-FM, Evanston, Ill.

If it is permissible to have more than one copy of “THE NEEDLE!”, will you please send them to us? We think this new Associated Service will be of tremendous help in our sales approach. Thank you very much.

IRVING ZEIDMAN, PD, KNOE, Monroe, La.

“THE NEEDLE!” improves all the time. So much so in fact that we are examining them for better usage by our folks. If possible, we would like to request that copies be mailed directly to each of our salesmen here so that they may take a more personal interest in reading it.

STEVE RYDER, MGR., WENE, Endicott, N. Y.

I got your copy of “THE NEEDLE!” and it’s darn good stuff. As a matter of fact, if it isn’t presumptuous of me, I would like to have instead of one copy, three or four copies so that I can equip each salesman with one. I find that’s much better than trying to pass one copy around.

SI GOLDMAN, MGR., WJTN, Jamestown, N. Y.

Last fall we told our subscribers how we planned to make APS “the library that pays for itself”.

We promised that we'd make it the best musical library on the market.

We promised to help them train better sales staffs—using radio's own technique—the spoken word.

We promised to keep them abreast of important sales, program and management developments.

We promised to give broadcasters a sensible price scale—and long-term price protection.

Did we succeed? Here—in the words of broadcasters themselves—is the testimony that makes us the proudest library group in the industry! Why not join us ... and learn why ....

There is no substitute for results.

---

TRANSCRIBED SALES MEETINGS

These 30-minute, informal sales meetings on discs (six of them already in use) have been prepared for presentation direct to the station's sales staff. Each is conducted by Maurice B. Mitchell, APS vice president and general manager. The series also features well-known guest speakers discussing various phases of more productive radio selling.

We had our third APS transcribed sales meeting and listened to "THE DEPARTMENT STORE AND RADIO ADVERTISING." We felt the comment contained in this particular program to be basically very sound and applicable to almost every kind of retail outlet even though you keyed it for department store only.

Keep up the good work. We'll be looking for #4 in the near future.

K. RICHARD CREITZ, WEEU, Reading, Pa.
IN-PERSON SALES AND PROGRAM CLINICS

Regional conferences, held throughout the country for APS subscribers, now provide on-the-spot aid and counsel on programming and selling.

Four successful sessions have already been staged and others are scheduled for every region. Besides this, APS representatives regularly visit subscriber stations and often accompany station salesmen on their local selling calls.

This has been the most practical programming and sales meeting I’ve attended... practical for present day radio, that is. DEANE FLETT, KTBS, Shreveport, La.

For the first time, one of the firms with which we do business is doing something helpful for their clients. Your service to radio stations in these meetings as well as the transcribed sales meetings is a real service and should be continued. Nothing like it has ever happened before.

C. L. BELFI, KTSA, San Antonio, Tex.

I appreciate your having this meeting in Atlanta. We had our sales manager and all radio salesmen here from our station. I hope you will continue to hold these meetings. I WOULD BE WILLING TO PAY MY SHARE OF THE COST OF SUCH MEETINGS.

JIM BAILEY, WAGA

Constructive for all segments of station staff. Wish more could attend. Gives overall picture of radio which some lose sight of in day-to-day routine. Particularly appreciate amusing, yet pointed, needles shot at salesmen... waxes sleepers up, hypos hustlers. Many points of tremendous value which merit return engagement, no less than annually, with some station sales stories as result of meetings and et series.

JIM WOODRUFF, JR., WRBC

Your clinic that I attended in New York was too brief. All of us need to be reminded of the fundamentals of good selling practice—your coverage of these known factors of good selling procedure, can be helpful to anyone in our business.

DICK GRAVEL, WTAG

I have noticed an increase in enthusiasm for the art of selling and I hear more of the “facts and figures” type of sales talk being practiced around the office. Incidentally, I have now heard the “talk” four times and have yet to be bored by it. In fact, I think I enjoy it more each time I hear it. We have dubbed it on the wire recorder and each time one of our boys comes in dejected over a refusal, he gets out the wire and plays it again.

Thanks a lot for the cooperation, and we’d like you to know that we are still enthusiastic about the library after using it almost 5 years.

GEORGE W. YAZELL, WCFC, Beckley, West Virginia

Congratulations on your excellent work titled “Some Fundamentals for Radio Salesman.” The manner in which you approached the problem and your prescriptions could not have been more impressive and could not have more suited us if you had made it exclusively for WDNC.

WOODY WOODHOUSE, WDNC, Durham, N. C.

This was the beginning of a new phase in library “merchandising” which has certainly been inspiring and refreshing. Once-a-year meetings like this should be planned. Working out the elementary questions in advance could help save time in the meetings.

FRED L. CORSTAPHNEY, WSLS, Roanoke, Va.

It was a wonderful meeting. The only trouble was that it was too short. We could have asked a thousand more questions.

JIM RYER, WMUJ, Greenville, S. C.

I feel that this meeting was exceptionally interesting, informative, and certainly aided (I believe) in making the relationships between the program department and commercial department a good deal closer than it usually is. As you know, it is not unusual for a clash to exist between these departments. Emphasis on a closely-knit unit to make a radio station a success is always of prime importance. Thoroughly enjoyed the get-together.

PETER EDMAN, WYEC, Hampton, Virginia

This has been a most informative and a well-spent afternoon and I want to say that I certainly do appreciate the time you have spent and the trouble you have gone to to better equip us for more efficient station management and commercial sales.

MARV STEFFINS, WMUU, Greenville, S. C.

I was most impressed with the meeting. I believe it will bring about a more valuable use of our library. On the next meeting you might try and do a little missionary work on cooperation between program and sales departments. We have had it both ways at WTMA and now that the two departments work together, it is much more effective. It is a problem that exists in most stations.

R. J. SHADE, WTMA, Charleston, S. C.
You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

WHEN television first got its start as an entertainment and merchandising medium, a lot of experienced sales executives sat back and watched, just to see what might happen to the brash youngster. That younger grew according to tradition. He pitched on experiments, blinked at profit and loss statements, and every once in a while let out with a healthy protest when he felt he was not getting a square deal.

Today television is more mature, and having reached that stage, the growing fellow is attracting more experienced personnel to his ranks.

One of those who has been attracted is John F. (Jack) Noone, sales director of station WPIX, the New York News station.

Jack Noone is a "shirt-sleeves" salesman. His one antidote for poor business is beating a better path to the clients' and their agencies' doors. Graduate of a business era when "an honest buck" meant just that, the circumstances of his early economic standing were such that he went to work much earlier than he cares to admit, all for the sake of the family larder.

In 28 years, during which time he has run the gamut of merchandising—selling, space buying, promotion and administration—Mr. Noone has learned that manufacturers and agencies want to reach the most people at the lowest possible cost, and no matter how you embellish it, that's all they're after.

This cards-on-the-table approach to modern selling has paid off for him in the past, and still promises to pay off in his current approach to the television medium.

The quick switch from space selling to time selling failed to catch Mr. Noone with his adjectives down, and he has made the transition from "readership"—in the newspaper and magazine field—to "viewership" with a minimum of effort.

When interpreting pulse rates for an independent station such as WPIX, he is more than likely to remember that newspaper space buyers invariably found out the local retailers' preference for a favorite newspaper, in addition to finding out circulation and space rates in the same town.

Digging deeper into the subject, he found justification for this code in the fact that more local fmetropolitan (Continued on page 83)
E. F. HASCALL Jr., elected executive vice president Henri, Hurst & McDonald, Chicago. He was with Young & Rubicam and Campbell-Ewald, same city.

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

BILL GABRIEL Jr. appointed assistant to owner William Glazer Adv., Cleveland. He was with Arco Paint Co., Cleveland.

ARTHUR EHRICH, producer-writer, to Abbott Kimball Co., N. Y., on creative staff of radio-TV department.

LEONARD DAVIS Adv., Worcester, Mass., opens new offices at 107 Front St. GRACE E. ROURKE appointed director of copy department.

LEONARD BRIDGES, Fulton, Morrissey, Chicago, to Cummings, Brand & McPherson, same city, as account executive and copy chief and member of plans board.


LOUIS J. CAROW JR., promotion and publicity director U. S. Treasury Saving Bonds Div., to Bozell & Jacobs Agency, Chicago, as account executive.

ROLAND E. JACOBSON, account executive Blow Co., Hollywood, to Davis & Co., L. A., in charge of copy and plans as well as assistant in servicing agency's various clients.

MARCELLA BLACK, continuity director WOL Washington, to James S. Beattle Adv., Washington, as radio-TV writer-producer.

HENRY H. HUNTER, assistant publicity director Ross Roy Inc., Detroit, to public relations department, Grant Adv., N. Y.

BETTERIDGE & Co., Detroit opens new technical services department headed by ARTHUR SUTTON. New department will handle motion pictures, slide films and the writing, staging and direction of sales conventions. Mr. Sutton has been handling agency radio-TV activities.

INTERNATIONAL Div. of GRANT Adv., N. Y. moves to new offices at 655 Madison Ave. New Telephone is Templeton 8-5939.

GLADYS BLAIR, public relations staff J. Walter Thompson, Chicago, to Young & Rubicam, same city, to handle publicity on various accounts.

FRANK K. ESHERLICK Jr. to media department Lamb & Keen Adv., Phila.

G. JOSEPH ROACH to J. R. Pershall Adv., Chicago, as copy chief. He was with Tatham-Laird, same city.

BERNARD ANASTASIA to Campbell-Mithun, Chicago, as art director. He was with Ruthrauff & Ryan, same city.

RUSSELL T. KELLEY re-elected president of agency bearing his name at Hamilton, Ont. H. P. KELLEY elected executive vice president, and H. E. DENNISON vice president and general manager.


GRAHAM PATTORSON, chairman of board Advertising Federation of America, will discuss advertising as "weapon for freedom" in transcribed broadcast on Americans, Speak Up on 93 radio stations this week (July 29-Aug. 4), AFA announced last week.

Central Ohioans Like to Wine and Dine...

$75 MILLION WORTH*

Central Ohioans ordered $75,099,000 worth of drinks and meals last year in restaurants and taverns. Why not make your mealtime beverage the "most asked for?" You can with WBNS, for Central Ohioans like to listen to this CBS outlet. They stay tuned because WBNS carries all 20 top-rated programs, day-and-night. (Winter-Spring Hooperatings). You also get more listeners than any other local station at a lower cost per listener. Write for rates and availabilities or contact your John Blair Representative.

Central Ohio's Only CBS Outlet

WBNS

POWER WBNS 5000 - WELD 33,000 - COLUMBUS, OHIO

* Source: Latest SDBS Consumer Markets
JACK RABBITS... Maybe

But what a lot of

LETTCUCE

they've got;

Represented Nationally by the O. L. Taylor Company

MARKET Population Rank Hardware, Plumbing Heating—1948 Wholesale Sales*

AMARILLO 162 $14,284,000
ROCHESTER 35 14,242,000
FORT WORTH 46 13,463,000
DAYTON 37 11,723,000
WICHITA 85 9,273,000
SAN ANTONIO 33 8,891,000
TULSA 77 6,612,000

Where there's money, there's a market... And KGNC is the only medium that reaches and delivers the green-backed Amarillo market!

P. S. The AMARILLO WHOLESALE MARKET is the largest non-TV market in Texas, New Mexico and Oklahoma.

Spot...

WILSON & Co., Chicago, for Ideal dog food, using six spots weekly on six New England stations for period of several months. Agency: Ewell and Thurber, Chicago. TV spots are being used also.


Network...

PHOENIX TABLE MAT CO., Chicago (stove mats) planning to use color television spots on CBS. Color TV advertising will supplement company's present advertising program in other media. Agency: Bozell & Jacobs, Chicago.

TONI CO., Chicago renewes 8-8:30 p.m. segment of Arthur Godfrey and His Friends, Wed., on CBS, starting Sept. 27 for 52 weeks.

J. A. FOLGER & Co., S. F. (coffee, tea) August 7 renews for 52 weeks Frank Hemingway newscasts on full Don Lee Network (45 stations, Arizona Network and 22 Mutual Intermountain Group stations Mon.-Sat., 7-7:15 a.m.; 4:15-4:30 p.m. (PDT)). Firm sponsors twice daily newscasts on alternating basis with White King Soap Co., L. A. Agency for both: Raymond R. Morgan Co., Hollywood.


GENERAL MILLS renewing Lone Ranger, Thur., 7:30-8 p.m., on 36 ABC-TV stations, effective Oct. 19. Agency: Dancer-Fitzgerald-Sample, N. Y.

Agency Appointments...

AMERICAN CHICLE Co., Long Island City, N. Y. (Dentyne, Chiclets and Beeman's chewing gum) appoints Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle advertising. Former agency for firm was Badger & Browning & Hersey Inc., N. Y.

TUWILL CHEMICAL Co., L. A. appoints A. W. Evans Co., same city, to handle advertising of Knoba Car Shampoo. Radio and TV will be used.

BY-CHEMICAL PRODUCTS Co., S. F. and King City, Calif., maker of Sur-Grip Waxes and Thompson's Water Seal, appoints Wyckoff Advertising Agency, S. F, to handle advertising. Television will be used.

VITALIFE Co., Iowa manufacturer of vitamins, appoints Richard N. Meltzer Adv. Inc., S. F. to handle national advertising. Radio will be used in initial campaign in South and Southeast.


DREWRY'S Ltd., South Bend, Ind., names MacFarland-Aveyard, Chicago, to handle its advertising for beer and ale effective Aug. 1. Agency Vice President David W. Stotter is account executive, Radio and TV will be used in five-state regional distribution area, Illinois, Indiana, Ohio, Michigan and Wisconsin. Firm just bought Atlas Brewing Co. and Schoenhofen Edelweiss Co., both Chicago, for which Olcan Advertising, same city, is agency.

REO MOTORS, Lansing, Mich., names William Hart Adler, Chicago, to handle advertising for its truck division. Agency now has lawn mower portion of account. Radio and television are expected to be used cooperatively with local branches.

Page 16 * July 30, 1951
Big double outdoor advertising sign on one of Knoxville's most heavily traveled streets—another unique promotion aid used by WNOX to sell itself, its programs and its advertisers.

AND LISTENERS IN THE VAST WNOXVILLE MARKET ARE DOING JUST THIS—ENJOYING THEMSELVES MORE THAN EVER BY LISTENING MORE THAN EVER TO THIS GREAT SCRIPPS-HOWARD RADIO STATION.

WNOX IS A BETTER BUY TODAY THAN EVER AND IS GETTING BETTER ALL THE TIME WITH

- MORE LISTENERS THAN EVER—
  (Knoxville Sets-in-use at all-time high—no television competition)
- BETTER SERVICE AND PROGRAMS THAN EVER—
  (More for your money in every way)
- HIGHER HOOPERS THAN EVER—
  (Among the highest in the country)
- BIGGER MARKET THAN EVER—
  (WNOXVILLE area is booming)
- MORE ADVERTISERS THAN EVER—
  (With many waiting for vacancies)

**Others are movie trailers in all leading theaters, many outdoor advertising signs strategically located, bus cards on both sides of busses, taxicab cards, window displays on busiest street in town, big posters on express company trucks, letters to dealers, a monthly mailing piece to hundreds of grocers and druggists, courtesy announcements plugging programs, and anything else it takes to sell—to get listeners—and keep them.**
feature of the week

BUILT to order for the summer months is Jimmy Delmont’s Saturday afternoon Beach Party which is aired weekly over WTCN-AM-FM Minneapolis-St. Paul.

The show rotates among three of the area’s most heavily-populated beaches. WCNR has set up a beach umbrella, beach chairs, a special stand, turntables and other broadcast equipment.

Always Busy

In addition to spinning records, Mr. Delmont interviews celebrities, holds suntan contests, beauty contests, fashion shows and has giveaways and commercial messages. Sponsors are Palm Beach Cosmetics and Anthony’s Apparel Shop.

Movie Star Jasia Paige is interviewed by Mr. Delmont at one of his shore-side shows.

strictly business

SELLING beer is seasonal, of course, and as subject to the fluctuations in public taste as ice cream, but this fact has not slowed the advertising pulse of Edward Wade, general sales manager of the Christian Heurich Brewing Co. of Washington, D. C.

Actually, Mr. Wade thinks so well of radio and television that he would not be disinclined to buy time the year round were it not for this seasonal flux—“if it sold our beer,” he says.

As a two-score veteran of the agency field, Mr. Wade made the shift to advertiser two years ago and has had little cause for regret. In that time he has been instrumental in jumping Christian Heurich (Old Georgetown, Senate beer, Champeen) to the second-ranking sales spot among breweries in the District of Columbia. Mr. Wade also handles advertising, including radio-TV time purchases.

The sales rise of Heurich and public acceptance of Old Georgetown, through radio-TV sponsorship of selected Washington Senators baseball games and heavy spots, is another story. Suffice to say here that Mr. Wade has had a substantial part in the company’s mushrooming success.

Mr. Wade, himself, would be less likely to dismiss the subject, for the success of Heurich is the very well-spring of his philosophy on radio and television. And it was always thus, even when he headed his own advertising firm.

Ed Wade was born in Giles County, Tenn., in 1898. He attended Webb School and later Vanderbilt U. His first venture in 1917 in the business world took him to N. W. Ayer & Son, Philadelphia, as an office boy. Like any other ambitious student, young Ed set his sights higher. With hard work, he eventually became executive for the agency on such accounts as Kellogg, General Foods, and Wilson Packing Co.

In 1928 Mr. Wade founded his own advertising agency, the United States Advertising Co., in Toledo, Ohio, which he headed for the next dozen years.

Mr. Wade recalls that, even then, he was interested in radio. His agency handled a CBS network show on behalf of some 26 brewing firms under a multiple sponsorship contract, with provision for cut-ins by local dealers. The show, featuring Ted Husing, Connie Boswell and Richard Himber’s orchestra, was carried around 1937. Mr. Wade claims this was the first time brew...

(Continued on page 74)
152% MORE LISTENERS THAN 5 YEARS AGO; RATES PRACTICALLY UNCHANGED!

In 1945, Des Moines had only 3 stations. Today, it has 6 radio stations and television service from Ames, 30 miles north. In the past 5 years, the increase in the use of radio by set owners in the Des Moines area is phenomenal. The average gain is 56.6%. And, there are more people to listen. In Des Moines' Polk County, for instance, 14.9% more people live in 24.6% more homes than they did 10 years ago.

Today, an average of 152.4% more people listen to KRNT than 5 years ago! A moment’s study of the chart below will convince you that KRNT offers one of the greatest advertising bargains in America. Audiences have doubled and re-doubled, while rates remain practically the same as in 1945. By every standard of comparison, KRNT is one of the great stations in the nation. We’re big and growing bigger in a big market . . . FAST! Even before joining CBS June 15th, KRNT led the Des Moines Hooperade morning, afternoon and evening. Now, more than ever, you’re right when you buy KRNT-CBS!

<table>
<thead>
<tr>
<th>TIME PERIOD</th>
<th>Percent Tune-In All Stations 1945*</th>
<th>Percent Tune-In Gain All Stations</th>
<th>KRNT Ratings 1945*</th>
<th>KRNT Percent Gain 1950**</th>
<th>KRNT Program Time Percent Cost Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:15 a.m.</td>
<td>9.4%</td>
<td>17.8%</td>
<td>89.4%</td>
<td>5.5</td>
<td>129.1%</td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td>10.1</td>
<td>21.3%</td>
<td>110.9</td>
<td>2.7</td>
<td>366.7</td>
</tr>
<tr>
<td>Noon</td>
<td>18.6</td>
<td>25.8%</td>
<td>38.7%</td>
<td>9.0</td>
<td>42.2</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>22.3</td>
<td>28.7%</td>
<td>28.7%</td>
<td>5.5</td>
<td>160.0</td>
</tr>
<tr>
<td>10:00 p.m.</td>
<td>23.8</td>
<td>27.0%</td>
<td>13.4%</td>
<td>7.0</td>
<td>121.4</td>
</tr>
<tr>
<td>6:00-8:00 a.m. avg.</td>
<td>7.8</td>
<td>14.8%</td>
<td>89.7%</td>
<td>3.4</td>
<td>108.8 None</td>
</tr>
<tr>
<td>12:30-1:30 p.m. avg.</td>
<td>17.9</td>
<td>26.0%</td>
<td>45.3%</td>
<td>4.0</td>
<td>205.0 None</td>
</tr>
<tr>
<td>3:30-4:45 p.m. avg.</td>
<td>15.7</td>
<td>21.5%</td>
<td>36.9%</td>
<td>5.0</td>
<td>86.0 None</td>
</tr>
</tbody>
</table>

*Fall-Winter, 1945-46; **Fall-Winter, 1950-51, C. E. Hooper Audience Index.
The one and only...

Type TT-10AL/AH...and an
will deliver 100 kw (ERP)
This remarkable new 10-kw TV transmitter, and an RCA high-gain antenna (type TF-12AM), will provide up to 100 kilowatts of effective radiated power. More than twice the power of any commercial TV transmitter operating today—and AT SUBSTANTIALLY LOWER COST PER RADIATED KILOWATT than other transmitter-antenna combinations!

Using an improved type of air-cooled tetrode in the final power amplifier stages, this transmitter removes all former restrictions on interior cooling and floor-space requirements. No water supplies to bother about. No problem setting up the transmitter in tight quarters (it takes approximately half the floor area of previous 5-kilowatt models and weighs substantially less).

The new RCA 10-kw transmitter is available in two types. Type TT-10AL covers channels 2 to 6. Type TT-10AH covers channels 7 to 13.

For complete information on this new 10-kw... call in your RCA Broadcast Specialist. He can show you what you'll need to get "on the air"—with the power you want—at lowest possible cost. Phone him. Or write Dept. S-E18, RCA Engineering Products, Camden, New Jersey.

FOR ANY TV POWER UP TO 200 KW—GO RCA!

The Key to High Power and Low Cost
Improved RCA Air-Cooled tetrode—used in the aural and visual finals. Proved for long life, easy to handle.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State. More North Carolinians Listen to WPTF Than to Any Other Station.
CRACK IN THE ICE

By LARRY CHRISTOPHER

PROSPECTS that 40 to 50 existing TV stations may be able to expand their coverage areas within the next few weeks—brining new service to uncounted TV-hungry communities now getting at best only "fringe" reception—appeared last week as FCC cracked its three-year old freeze and announced it would consider on a case-to-case basis requests for "temporary" power boosts.

The impact on set sales, advertising and other media was undetermined at week's end. So was the reaction of those broadcasters and communities who may be on the receiving end, and—equally important—those who must continue to wait out the final thaw.

Those stations now operating their transmitters at less than rated power would be allowed to seek special temporary authority to increase power to full-rated value—500 w for community stations, 5 kw for metropolitan and rural outlets. Effective radiated powers could soar, depending on antenna effectiveness.

Some stations now operating their transmitters at full power, but with low antennas, may be allowed through regular modifica-
tions of construction permit to return to a new site with higher antenna (but with lower power to give equal coverage under present "freeze" policy) and then to apply for special temporary authority to boost power to full-rated value.

Prompt Boosts Possible

In many cases station operators eligible to boost power will have only to twist a few dials and re-tune their transmitters, FCC officials predicted. In a few cases some transmission line or antenna changes might be required. Several stations would need new trans-
mitters.

Thus, it was indicated, most changes to higher power may be possible quickly, provided FCC expedite authorizations, requests for which were filed immediately and others were being prepared for prompt filing at the end of the week. A few hopefuls envisioned Commission action on their request as early as this week.

The long-awaited break in the three-year deadlock came as part of the Commission's all-out effort to push aside the last road blocks to full lifting of the freeze and drive for the ultimate establishment of a nationwide system of some 2,000 stations in 1,250 com-
munities.

In these actions FCC last week also:

- Adopted as final its proposed "fringe" transmitter in line of the lengthy oral hearing on city-by-city allocation proposals, can-
celling the oral hearing scheduled to begin today (Monday).
- Indicated it will issue a separate report later on its proposal to lift the freeze with respect to new stations in the U. S. territories.
- Declined to finalize new Appendices A and B (allocation prin-
ciples and technical standards) proposed in revised allocation plan issued in late March [BROADCAST-
ING • TELECASTING, March 26, et seq.], because of interrelation with Appendices C and D (specific city-by-city and border allocations).
- Directed that the paper presentations will follow the geo-
graphical listing of appearances issued fortnight ago for the oral hearings [BROADCASTING • TELE-
casting, July 23], but with the groups combined and using stag-
ged deadline dates. First filing deadline, for DuMont and opposi-
tion thereto, is Aug. 27. Final pleading of last group is due Nov. 26.
- Ordered that parties who earlier filed comments and opposi-
tions to Appendices C and D may support their views with additional sworn statements and exhibits or may adopt their earlier comments and oppositions, in whole or in part, as complete presentations through proper verification. Data not sworn to will not be considered, FCC warned.
- Specified that on PCC's own motion or request of parties oral hearing will be held where neces-
sary under current conditions, including both direct evidence and cross examination.
- Scheduled staggered dead-
lines for paper presentations on the part, fragmented, i.e. Groups A through F must file (Continued on page 46)

S.R.O. ON NBC-TV

WITH the surprise acquisition of Chesterfield as a sponsor of a new Bob Hope show, NBC-TV last week was by way of re-
keeping a standing-room-only sign for advertisers seeking a ticket to television.

A flurry of new business was re-
ported by the network's television(s) salesmen. Its radio business was even-steven, with two commercial shows gained and two lost.

NBC radio gained the Philip Morris Playhouse, (Tuesday, 10:30-11 p.m.), a transfer from CBS, and a Procter & Gamble con-
tract for Lorenzo Jones (Monday through Friday, 5:30-6:45 p.m.).

But Bristol-Myers decided to switch its Mr. District Attorney and Break the Bank from NBC to ABC, a loss to NBC of two long-
time radio features. The sponsor also started a TV version of Mr. D. A. on ABC-TV.

In television, NBC is now sold solidly from 7 p.m. to midnight (7 days a week) and for all prime time periods on Saturday and Sunday. From 3 to 6 p.m. daytime it is 90% sold, and the network expects to be sold out completely on the 11 a.m. to 12-30 p.m. segment before the fall starts.

The addition of Chesterfield to the NBC-TV lineup shapes up as one of the most unexpected de-
velopments in the TV programming race. There was little previous intimations of it in the industry, and its occurrence represents a substantial conquest for the NBC-TV sales organization. The time being negotiated is Sunday, 7-7:30 p.m.

Besides the Chesterfield show, the Goodyear Rubber Co., New York, is all set to sponsor the alternate-week prime 9-10 p.m. Sun-
day period on the network which was thrown open when Philco Play-
house decided to go bi-weekly (every other week). Goodyear, which had been considering putting Theatre Guild in the open slot [BROADCASTING • TELE-
casting, July 23], has decided to sponsor a dramatic show Goodyear Playhouse, instead. Young & Rubicam, New York, is the agency for Goodyear.

Peter Paul-Quaker Oats Show

The Peter Paul Candy Co., New York, has signed to sponsor the Gabby Hayes Show (5-5:15) one day a week, Thursday, in conjunc-
tion with the sponsor of the show, which already is underwriting the bearded westerner two days out of the five.

Kellogg Co. has signed to sponsor the All Star Revue when the program returns to the air on Sept. 3 (Saturday, 8-9 p.m.). Kellogg, however, has cancelled its Victor Borge Show which was on the net-
work last season. In addition, the advertiser has transferred a part of its billing, said to be in the neighborhood of $2 million (Kel-
logg's corn flakes), from Kenyon & Eckhardt, New York, to Leo Burnett, Chicago. Decision as to which agency will supervise the network show has not been reached.

Other two advertisers to share sponsorship of the All Star Revue are Snow Crop Marketers, which has withdrawn its experiment with daytime-non-network programming to return to NBC-TV and a night-
time show [BROADCASTING • TELE-
casting, July 23], and Pet Milk, which was one of the sponsors of the show last season when it was in the Wednesday 8-9 p.m. period and called 4 Star Revue.

The following hour and a half Saturday nights is booked solid by the following advertisers: 9-9:30 p.m., SOS, Scotch tape and Benrus watches; 9:30-10 p.m., and on alternate weeks the 10:30-11 p.m. portion is sold to Lehn & Fink (Lysol and Hind's Honey & Al-
mond cream) and Eversharp Inc. (eraser ads).

The Kate Smith Hour, which takes over the Wednesday 8-9 p.m. segment already is underwritten by Norge Refrigerator (which had shared sponsorship of the 4 Star Revue last season in that time period) and Congoleum carpet.

The Kate Smith daytime show has added a new sponsor, General's baby food, quarter-hour on Wednesday starting Sept. 12, through Federal Advertising Agency.
RCA INCOME
Net Up; Profits Down

RCA and its subsidiaries did the biggest business in their history in the first six months of 1951, but because of increased taxes and operating costs, their profits were off 25% from the first half of 1950.

According to an announcement by Frank F. Folsom, RCA president, the company and its subsidiaries attained $302,333,000 sales of products and services in the first half of this year, a 21% increase over the $248,784,000 sales in the corresponding period of 1950.

Earnings Down 8%

Earnings before federal income taxes were $82,311,000, a decrease of 8% below the $35,102,000 earned in the first half of 1950. Net earnings after taxes were $15,703,000 this year, a 25% drop from the $20,962,000 net for the first half of 1950.

Operating costs jumped from $213,382,715 in the first half of 1950 to $270,021,572 in the first half of this year. And federal income taxes rose from $14,140,000 in the first half of 1950 to $16,604,000 in the first half of 1951.

After payment of $1,576,442 in preferred dividends, net profit applicable to common stock for the first six months of 1951 were $1.02 per share, compared with $1.40 in the same period last year.

BIOY APPOINTS
Three to Radio, TV Posts

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COHEN ADDS
Nussbaum Radio-TV Dir.

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Col. Howard Nussbaum has been named radio and TV director. He is resigning his present post as special assistant to W. Stuart Symington of the Reconstruction Finance Corp. but will continue in his advisory capacity to the Secretary of Defense in matters relating to the North Atlantic Security Pact.

Prior to the war, Col. Nussbaum was a TV producer-director for NBC. Before that he was an associate-producer with Warner Bros. in Hollywood.

Willard Downes, of J. C. Martin Commercial Art Studio, joins the agency's art department. June Cerf, Biow Co., New York, has been added to the copy staff, and Stuart B. Smith, vice president of Young & Rubicam, Canada, joins the agency as an account executive.

The agency's field merchandising department has added John Mack, formerly with the Glass Container Institute.

Other agency staff additions in the creative and clerical departments represent a doubling of the staff within the last year. To house the additional personnel, the agency has taken a floor at 29 West 57th St., where the accounting and space and timebuying departments will be located. The executive offices and the creative and production departments will remain at 1 East 57th St.

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KELLOGG SWITCH
Burnett for $3 million Account

LEO BURNETT Agency, Chicago, snagged another estimated $3 million yearly billings last week as the Kellogg Co., Battle Creek, Mich., assigned it the Corn Flakes account. This is the sixth Kellogg product to be assigned to the Chicago agency, and is the largest of any of the company's lines. Corn Flakes spends an estimated $3 million on advertising each year, and was handled previously by Kenyon & Eckhardt, New York.

Burnett also handles advertising for Rice Crispies, Corn Soys, Corn Pops and Gold Medal Macaroni and Spaghetti. The last two products are manufactured by the Northern Illinois Cereal Co., which Kellogg bought about a year ago.

The effective date of the Corn Flakes transfer is reported to be Sept. 1. James C. Weber, vice president of Burnett, is account supervisor and executive on all Kellogg products. His assistant, Howard H. Bede, works primarily on Corn Pops, the macaroni and spaghetti.

Burnett Agency, a major buyer of broadcast media for its clients, reportedly billed between $12 and $15 million yearly in radio and TV.

S & S NAMED
By American Vitamin Assoc.

AMERICAN Vitamin Assoc., Hollywood (Thyavals, Orvita, Formula 621), with radio-television billing of around $5 million, has appointed Schwimmer & Scott Inc., Chicago, to handle advertising effective Aug 1.

Simultaneously with the shift, The Counselors, Hollywood agency, which has been serving the account, will handle advertising. With Schwimmer & Scott, president, Frank J. Miller, president of the Hollywood agency, becomes executive vice president of S & S with West Coast established at 6381 Hollywood Blvd. Ken Barton, assistant to George S. Johnston, president of AVA, becomes West Coast manager of the agency.

Walter (Bud) Lewis, AWA promotion director, and Jerry Hill, account executive of The Counselors, also join S & S Hollywood staff. R. C. Atchison continues as advertising manager of AWA. R. J. Schenck, Schwimmer & Scott, is in Hollywood today (Monday) to check on the agency's setup and to confer with AWA executives on fall plans.

Schwimmer & Scott servicing the AWA account for The Counselors in midwest prior to the consolidation.
LOCAL SPOT RADIO sales volume is hitting a new high for the average station in all classes of markets this year.

Participations in news, disc jockey, cooking, fashion and countless other shows are booming. Station breaks and adjacencies are selling like crazy to local sponsors in both television and non-television communities.

On an average, local spot radio sales volume for all stations in all classes of markets was up 14.1% this May over May a year ago.

Nearly 70% of all stations showed an increase in local announcements to put that time classification in the lead over longer programs in the generally bright local business classification.

The average increase in local radio spot was 18.3% for the 69.6% of all stations which reported a gain. The 10.7% of all stations reporting a loss showed an average decline of 13%. Local spot announcements were reported unchanged by 19.7% of all stations.

Figures on local selling were revealed by a TRENDS survey by BROADCASTING • TELECASTING. The continuing study questioned a scientifically selected cross-section of radio station executives.

Increases in the local time sales classification of as much as 100% were reported by individual stations. Most station executives, however, reported increases which were very close to the national average gain of 14.1%.

Small Markets Increase

Local spot announcement sales increased slightly more in small markets (under 100,000 within trading area) than in large markets with 73% of stations in the former reporting gains as compared with 70% in the latter classification (see Table I). Decreases were reported by only 6% of small market stations compared to 14% in more thickly populated areas.

Gains in non-television markets were reported by 73.7% of all stations (see Table II) as compared with 58.8% in television areas. Markets with television showed 23.5% of stations declining in spot announcement sales while only 2.1% reported drops in non-TV areas.

Further study of the general local business time segment sales shows quarter hour programs up substantially in the May 1951 report over May 1950. An increase in large markets was reported by 43% of all stations, (see Table III) while 39% of small market stations reported business up.

Large market stations showing a decrease was heavier, too, with 26% down in this classification compared with only 11% in small markets.

The general trend toward more business in non-TV markets was born out in the quarter hour time segment with 63.1% of stations showing more business (see Table IV) and 41.2% in TV areas. Fewer quarter hour local programs were sold by 29.4% of stations in TV markets compared with 12.2% so reporting in non-television cities.

While local business in the longer-than-quarter-hour classification did not show the gains of shorter time periods, 28% of stations in small markets (see Table V) were up and 24% in larger markets. Twelve percent of large market stations were off in this classification and 5% in small markets.

Television area stations reporting on longer-than-quarter-hour programs were up on 13.6% of stations (see Table VI) and down on 22.7%. This was the only report in the entire local time segment study which showed more decreases in sales than increases. Non-tele-

(Continued on page 48)

Table IV

Comparative change in sponsored Quarter Hour programs on all types of stations from May 1950 to May 1951 in television and non-television markets.

<table>
<thead>
<tr>
<th></th>
<th>TV Markets</th>
<th>Non-TV Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up</td>
<td>41.2%</td>
<td>33.1%</td>
</tr>
<tr>
<td>Down</td>
<td>29.4%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Same</td>
<td>29.4%</td>
<td>34.7%</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table V

Comparative change in sponsored programs longer than a quarter hour on all types of stations from May 1950 to May 1951 in Large (over 100,000) and Small markets.

<table>
<thead>
<tr>
<th></th>
<th>Large Markets</th>
<th>Small Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>Down</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>Same</td>
<td>64%</td>
<td>67%</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table VI

Comparative change in sponsored programs longer than 15 minutes on all types of stations from May 1950 to May 1951 in television and non-television markets.

<table>
<thead>
<tr>
<th></th>
<th>TV Markets</th>
<th>Non-TV Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up</td>
<td>13.6%</td>
<td>34.3%</td>
</tr>
<tr>
<td>Down</td>
<td>22.7%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Same</td>
<td>63.6%</td>
<td>62.8%</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>
TANGIBLE evidence that the government is prepared to go along with broadcasters' requests for authorization to alter their present facilities, if new construction does not involve a heavy drain on construction materials, was seen last week.

While industry authorities were quick to discount the possibility of any pattern on building grants, they were lengthened by a series of actions in which the National Production Authority approved applications from a dozen radio and at least two TV broadcasters.

NPA authorities said the grants were allowed on the basis that:

- Most of the cases involved elements of "hardship" where applicants already have arranged for goods needed on construction or where construction entailed simple alterations or re-modeling procedures.
- Only in a limited quantity of scarce materials (like steel) would be required.
- FCC already had issued construction permits or licenses for new stations.

NPA authorities also pointed out that most of the grants were issued to small broadcasters and that, once issued, exempted, or license, broadcasters were obliged by FCC Rules & Regulations to commence building within a specified time limit, viz., two months at the outset with provision for an additional six months.

Approval of FCC Actions

The apparent willingness of NPA to predicate approval on actions taken by the Commission was indicated last May when NPA issued its new regulation requiring broadcasting to obtain specific authority before commencing construction. [Broadcasting • Telecasting, May 21, 14]. Since then, NPA has been issuing construction permits and NPTBE.

At that time it also was speculated that FCC would find it necessary to adopt new standards with respect to policy toward future AM-FM-TV grants, cases in hearing, etc. This policy never materialized, however, and the Commission has proceeded on a status quo basis, maintaining NPA liaison.

COY VACATION

FCC CHAIRMAN Wayne Coy was to leave Washington Saturday for two weeks' vacation, reportedly on Cape Cod. He is to be accompanied by Mrs. Coy. Commissioner earlier in the week broke the TV allocation deadlock by using introduction of "paper" procedure to expedite overall lifting of the three-year TV freeze (see story this issue).

CONSTRUCTION BIDS

NPA OKAYS ALTERATIONS

An additional license, once the licensees applied for reconstruction of existing buildings looking toward power increases. Initial television station in the group was WJAR-TV Providence, R. I. (The Outlet Co.), which had contracted for building materials before the May 3 effective date of the original order. Grant was approved for $54,455. Station will remodel its studio.

Newest TV station to receive NPA approval was WTOP-TV Washington, which plans to add 20 feet to its present studio space at 40th & Brandywine Sts. Estimated cost was $16,350. Application was granted July 13.

Another recent authorization included Carroll Broadcasting Co. (WJW), number one AM outlet. Project was described as a "broadcasting station." Apparently the sum is earmarked for alternations, remodeling or new facilities. FCC records show no application for FM or TV, nor for change in transmitter site. Cost was estimated at $24,900.

Hornell Broadcasting Co. (WLEA), Hornell, N. Y., which has been granted a CP by the FCC, was asked to test for construction on a new station for $21, 100. Carl H. Meyer (WCMY), Ottawa, Ill., was approved for $6,400 to set up a radio transmitter building for which the license already has a CP.

NPA last Friday also was preparing to amend further its original construction permit for a new community facility and some other structures. Under the amended regulation, due this week, permits will not be required in cases involving less than two tons of steel, 200 pounds of copper and 100 pounds of aluminum. Industry generally had sought a 25-lb. steel limitation.

The amendment will apply to radio and TV broadcasters. Additionally, a $5,000 exemption for so-called "hardship," cases, touching on an "Act of God," will be removed, it was learned. This had been asked for in cases of construction, repair and maintenance purposes within any 12-month period, and referred solely to construction costs.

NPA's Recent Grants

During the period from June 18 to July 12, NPA made the nine grants, with licensees, station, estimated cost and description of project shown as follows:

- Producers Broadcasting Co. (WLOP), Lancaster, S. C.; new station; $7,500; for offices, studio and transmitter. Approved July 25.
- Hawley Broadcasting Co. (WEEU), Reading, Pa.; existing station; $47,200; for new transmitter. Approved July 25.
- Sioux Falls Broadcast Assn. (KSB0), Sioux Falls, S. D.; existing station; $19,500; alteration of transmitter building. Approved June 25.
- WBEI Inc. (WGBH), Chicago, Ill.; new station; $8,360; for construction of transmitter building. Approved June 25.
- Vegas Valley Broadcasting Co. (KSLC), Las Vegas, Nev.; new station; $21,000; for studio building. Approved June 25.
- St. Paul's Co. Broadcasters (KBOX), Modesto, Calif.; for new station; $7,101; for radio broadcasting facilities (to increase power). Approved June 25.
- WJAN (WANI), Milwaukee, Wis.; $5,000; for new transmitter. Approved June 25.
- Security Printing & Lithographing Co. (WJET), Erie, Pa.; new station; $25,000; for transmission equipment. Approved June 25.

GOVERNOR R. W. Godfrey

ARThUR GODFREY last week became a center of controversy over the propriety of his comments on television and inflation.

After his return from a European visit to Gen. Dwight D. Eisenhower, Mr. Godfrey spoke up on several of his programs against relaxation of price controls and said that inflation in the U. S. was making the rearmament of Europe more costly.

Some newspapers which have opposed price controls and U. S. support of the North Atlantic Treaty Organization broad-sidet Mr. Godfrey for stepping out of his role as an entertainer on the air.

One station owner, Richard F. Lewis, cleared his WINS radio station, Boston, Va., an ABC affiliate, wrote a letter of protest to Frank Stanton, FCC president. Mr. Lewis charged CBS with violating FCC regulations in "broadcasting Arthur Godfrey's propaganda line which seemed to this listener to be that it was the obligation of the United States of America to pay the world's bills and fight the world's wars." CBS made no comment about receipt of the letter.

In Washington, Rep. Paul W. Shafer (R-Mich.) opined that "future TV stations should be held by the sponsors and the networks for presentation of views in rebuttal of those advanced by Lobbyist Godfrey."

The Congressman said "FCC should add to his enlightened and that of his sponsors," for "when a professional radio and television entertainer steps out of character and assumes the role of a political lobbyist, both he and his sponsors can expect vicious public protest.

"No one knows that better today than Mr. Arthur Godfrey, who is a sponsor of radio and TV programs, since his excursions into politics bottlelegged under the radio and TV billing of entertainment." Rep. Shafer's criticism was in a statement printed in last Monday's Congressional Record.

ACTS AS MODERATOR

Last Tuesday Mr. Godfrey pre- sented as moderator of a special forum simulcast on CBS radio and television and featuring Price Administrator Michael V. DiSalle, Sen. Homer Capehart and Allan B. Kline, president of the Farm Bureau Federation.

This special program, according to Mr. Godfrey, was arranged at his request and was sustaining to avoid possible embarrassment of sponsors. Mr. Godfrey said that they had been brought to bear against some of his regular sponsors over his comments.

CBS denied reports that Mr. Godfrey had been cut off air advertising of one of his shows. A short technical failure at WTOP Washing- ton interrupted him briefly, CBS said.

At week's end Mr. Godfrey began an eight-week vacation.

"Stepping Out of Role," Some Charge
CBS Splits Radio and TV

ORGANIZATIONAL structures of CBS's new semi-autonomous radio and television divisions (Broadcasting • Telecasting, July 16) were announced by the network last Friday.

Extension of the network's radio and television divestiture to include the physical space occupied by the two units also was disclosed. "Plans are under way to house the new CBS radio division in its own contiguous quarters," the announcement said.

The new lineup of the CBS radio division, headed by Howard S. Meighan as president, will include Louis Hausman, James M. Seward, and J. Kelly Smith as administrative vice presidents and John J. Karol as vice president in charge of network sales.

The CBS television division, under President J. L. Van Volkenburg, contains three new vice presidents—David V. Sutton, in charge of sales; Marie S. Jones, in charge of Columbia-owned television stations, and I. S. Becker, in charge of business affairs.

The complete roster of officers and directors serving the CBS television division exclusively, as announced by President Van Volkenburg, is as follows (with former CBS titles in parentheses):

Hubbell Robinson Jr. (vice president in charge of network AM and TV programs) vice president and director of network programs;

Frank Falknor (vice president in charge of CBS program operations) vice president in charge of television operations;

Mr. Sutton (CBS-TV sales manager) vice president in charge of sales;

Mr. Jones (general manager of Columbia's KNX and KTSU TV) vice president in charge of television stations;

Mr. Becker (CBS director of program operations) vice president in charge of business affairs;

Oscar Katz (director of research) director of research;

W. S. Harrison (director of legal departments) director of legal affairs;

William Golden (associate director of sales promotion and advertising) creative director, advertising and sales promotion;

John C. Wainwright (general manager of CBS sales promotion and advertising) operations director, advertising and sales promotion;

Michael J. Foster (assistant director, CBS press information) director of press information.

The lineup in the CBS radio division was announced by President Meighan as follows (former CBS titles in parentheses):

Mr. Hausman (vice president in charge of sales promotion and advertising), Mr. Seward (vice president in charge of business affairs, network programs), and Mr. Smith (vice president in charge of station

Mr. Chester Mr. Seward Mr. Smith Mr. Karol Mr. Gottlieb Mr. Hausman Mr. Hayes

Top row: CBS Radio

2 & 3 row: CBS Television

Mr. Jones Mr. Falknor Mr. Sutton Mr. Robinson

Mr. Becker Mr. Katz Mr. Golden Mr. Cowden Mr. Foster

administration, all named administrative vice presidents;

Mr. Karol (CBS sales manager), vice president in charge of network sales;

Lester Gottlieb (director of CBS radio programs) director of network programs, reporting directly to President Meighan;

Edmund A. Chester (director of CBS news) director of news and public affairs, also reporting directly to Mr. Meighan;

Arthur Hull Hayes (vice president in charge of San Francisco office) title unchanged.

The following also were listed as officers of the CBS radio division, but it was further noted that they will also continue to serve both TV and radio units:

H. Leslie Atlass, vice president in charge of the central division;

Harry S. Ackerman, vice president in charge of programs, Hollywood;

H. V. Akcrberg, vice president in charge of station relations;

William B. Lodge, vice president in charge of technical engineering.

The appointments follow the CBS reorganization into six divisions: CBS radio, CBS television, CBS labs (under President Adrian Murphy); CBS-Columbia Inc. (set manufacturers, under President D. H. Cogan, who has been added to the CBS board); Columbia Records Inc. (under President James B. Conkling), and Hytron Radio & Electronics Corp. (under President Bruce Coffin).

Overall direction of the various divisions remains in the hands of CBS Board Chairman William S. Paley, President Frank Stanton, and Executive Vice President Joseph H. Beam.

Other changes learned last week were: E. Carlton Winckler, who has been serving as production manager of ABC-owned KECA-TV Hollywood, has been named general manager of CBS' Eastern Television Network. Ray Stone, CBS network sales service department, has been promoted to assistant manager of CBS television network sales service department.

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ABC-UPT MERGER

MERGER of ABC and United Paramount Theatres was approved by the stockholders of both corporations at coincidental stockholders' meetings Friday morning. Applications have been filed with the FCC for transfer of ABC's radio and television station licenses to a new company to be known as American Broadcasting-Paramount Theatres Inc., which will assume the assets and debts of both former organizations.

UPT stockholders will receive common stock in the new company on the basis of share for share. ABC stockholders will receive 36/100ths of a share of 5% preferred stock ($20 par value) and 15/36ths of a share of common stock for each share of ABC common. Transaction is estimated as a $95 million deal.

UPT stockholders approved the merger by a vote of 2,519,840 shares (77%) in favor, 25,890 (7/10 of 1%) against. ABC stockholders were equally enthusiastic, voting 80.5% for the deal and less than 1% against it.

Edward J. Noble, ABC board chairman and controlling stockholder (97%), presided over the ABC meeting and told the assemblage of about 20 shareholders that ABC officials have "a great deal of faith in this move that is being made." "This," he said, "aligns us with people who've had experience in entertainment and in show business, and if we had a weakness it was in that field."

Joining up with United Paramount, he said, will enable the network to make better progress than it could have made alone.

To a stockholder who said he had heard rumors of merger or sale negotiations and was told there was nothing to them, but then returned from a trip to find the UPT deal set, Mr. Noble asserted that he had never been interested in a sale, only in a strengthening merger.

Stockholder Robert Darnhansoff, of New York, voiced concern that ABC stock is not selling at prices as high as he felt it should in view of the merger plan.

Mr. Noble said he knew of no explanation except that the deal, still needing FCC approval, is not yet final. Both he and ABC President Robert E. Kintner voiced confidence that FCC would act favorably.

Questioned about color television, Mr. Noble said he felt "two, three, four or five years" will pass before color "comes into its own," but that when the proper time comes ABC will be in a position to get into the field.

Speaking to UPT stockholders preceding the vote, Leonard H. Selected

Voted by Stockholders

July 30, 1951 • Page 27

Broadcasting • Telecasting
EDITORIALIZING

NO OTHER face of radio programming will establish the local character of a station "as surely as sound and honest editorial policy," and a station should "not only the right but the responsibility to speak for its community." 

That conviction was expressed by Robert R. Richards, the public affairs director, in an address scheduled for delivery before the National Association of Radio Directors Assn. at Myrtle Beach, S. C., next Saturday.

Stressing the precept that "when it comes to news, there's no place like home," Mr. Richards asserted that news is a fundamental radio task and "the most likely is most likely to survive and assure the future of radio.

WOAI TO BAB
Membership Total Now 875

BAB officials announced last Thursday that WOAI San Antonio has joined the organization with a declaration of confidence in its promotion of radio as a selling medium, bringing total BAB membership to 875 stations.

With a check for a year's dues, spokesman said, WOAI General Manager Arden X. Pangborn sent a letter expressing "admiration" for the "job" that BAB has done and that you and your staff have turned to the task of defending and promoting radio.

BAB President William B. Ryan said the BAB task "is not bigger than it does now," but that "the prospects of accomplishing it never looked brighter, either.

He predicted that "the job of BAB will have more membership and responsible station and network operators in our industry." In his statement, Mr. Pangborn said:

"As the very beginning WOAI has fought and all attempts to "trade down" our medium. I am convinced, however, that no matter how good an individual station's efforts are to combat the current rash of false "facts" and damaging misconceptions about radio, the effort may be wasted unless there is a strong, healthy and aggressive FAB fighting against the board on radio's side, BAB is the only organization that can do this with any chance of success.

Mr. Ryan acknowledged that "it has taken time to reconvert BAB in the full-fledged fighting machine. He said that "many of the broadcasters who wanted most to see its' really effective radio promotion bureau thought it simply couldn't be done. They are convinced now that it can be done and that they are joining BAB and becoming its most ardent supporters. The more important an operator is, the more he actually needs BAB, ..."

Richards Stresses Value

CBS FALL PLANS
Promotion Campaign To Be Unveiled

CBS will unveil its fall radio program promotion campaign before an expected 125 CBS radio promotion managers and station executives in a two-day meeting today (Monday) and tomorrow at the Waldorf Astoria in New York, Vice President CBS Radio, Radio Division President Howard S. Meighan, and Mr. Haussman will head a group of top network executives who will address the group, with Mr. Richards among the largest turnouts for a CBS radio promotion clinic in history.

A similar meeting will be held Aug. 6 at the network's KCBS San Francisco headquarters for representatives of 25 West Coast stations.

This week's clinics follows on the heels of the annual radio station sales promotion, held in New York last Monday and Tuesday under the direction of Carl J. Burkland, general sales manager for CBS.

The network's fall radio promotion campaign will get under way in September, when kits covering approximately 80 CBS commercial and network shows will be distributed to stations and clients. The kits were prepared by the program promotion division of the Advertising & Sales Promotion Department, under the supervision of Charles Oppenheimer, director of program promotion.

Each kit contains complete promotion material, including local announcements for on-the-air promotion, newspaper ads and mats, pictures, client and agency cards, and biographical and feature material.

The campaign, officials said, will operate on a continuing basis, with new promotion folders to be released and distributed as new shows are added.

Today's session will be devoted to a detailed explanation of fall plans, while Tuesday's will be divided into special seminars on specific station promotion subjects.

Other Speakers

Speakers in addition to Messrs. Stanton, Meighan, and Haussman will include Mr. Oppenheimer; Lester Gottlieb, director of radio network programs; Charles S. Monroe, director of radio program writing division, and Edward Shurick, market research counselor, radio network sales. Roland Welch, director of merchandising, McCann-Erickson, will be a guest speaker. A special panel discussion will be held with participants including Robert Coughton, WBT Charlotte; Hendrick Soule, WFBL Syracuse; Robert Pryor, WCAU Philadelphia, and Don Shoemaker, KFAB Omaha.

At the Radio Sales station meeting last Monday and Tuesday, discussions centered primarily on national spot sales problems in the 15 markets where Radio Sales' stations are located. Special speakers from Radio Sales' largest offices included:

Robert Coughton, WBT Charlotte; Sidney W. Dean Jr., vice president of McCann-Erickson. The sessions were concluded.

Station executives attending the meeting, CBS reported, included:

Harvey Struthers and Emmett Heerdt, WEEI Boston; G. Richard Zimmerman, WNYC New York; D. W. Thurber, Joseph Connolly and John DeRussey, WCAU Philadelphia; Herbert K. Woodard, WTOP Washington; Barron Howard and James Clark, WRVA Richmond; Larry Walker, Keith Byerly and Kenneth Spencer, WBT; Mr. New AP, C. P. Persons and Lionel Baxter, WAPT; John Ackerman and P. S. Anderson, KMOX St. Louis; E. H. Shone, WBMM Chicago; Gene Willey and Karl and Ward, WCCO Minneapolis-St. Paul; F. B. Morgan, KSL Salt Lake City; Charles P. Wilbur S. Edwards and E. W. Buckalew, KNX Los Angeles, and Jules Dumes, KCBS.

CBS New York executives attending included Messrs. Meighan, Haussman, and Burkland; William D. Shaw, WOR New York; G. E. Bixey, Radio West; Herbert A. Carlgrove, director of sales development, Radio Sales; Guy Cunningham, manager sales presentations; and Hugh J. Stump, director of research, Radio Sales, and Thomas Means, director of co-op promotion.

Representing Radio Sales offices outside New York were Gordon F. Hayes, Chicago; Ralph R. Patt Jr., Detroit; H. H. Holmes, Minneapolis, and Hugh J. Stump, San Francisco.

WHOM APPOINTMENTS

Redmond, Botway Sales Execs.

APPOINTMENT of Edward R. Redmond and Benjamin E. Botway, as executive sales director and sales manager, respectively, of WHOM New York, was announced last week by Fortune Pope, president of Atlantic Broadcasting Co., which operates WHOM and publicly advertised in "Progresso Italian-Americano."

Mr. Redmond and Mr. Botway have resigned from General Outdoor Adv. Co., the former as sales manager of the New York market and the latter as an account executive. Both men will concentrate in national and local sales fields.
Hartford National Bought WTIC's Bob Steele And...

Clients Came in Droves

HOW do you like that? In business for 158 years, in radio for one year, and they come in here asking, not, 'Is this the Hartford National?' but 'Is this Bob Steele's Bank?'

That laughing remark by President Ostrom Enders is being repeated around WTIC Hartford as further proof of how effective radio can be in selling bank services.

The Hartford National Bank & Trust Co. is the oldest and largest bank in Connecticut. It was established in 1792 as The Hartford Bank under the leadership of Col. Jeremiah Wadsworth, a prominent Revolutionary figure who served three years in the Continental Congress and three successive terms in the Federal Congress.

Col. Wadsworth, friend of Washington and Lafayette and the richest man in Hartford in that day, was pressed to serve as the first president of The Hartford Bank. When he declined, due to the pressure of other business, his close friend and associate, Maj. John Caldwell, was chosen.

The doors were opened on Aug. 8, 1792. Capital stock was $100,000 and the staff at first was one man, the cashier. Today the bank employs over 400 people and its resources are over $200 million.

The bank's first test of radio was for 26 weeks in 1948 when it sponsored Sunday Afternoon at the Opera, a half-hour transcribed program. Unimpressed with results, the program was not renewed. The same year a series of one-minute transcribed spots was tried.

Lack of response to either of these two experiments "soured" bank executives on the use of radio. Customers questioned about the radio programs seemed either not to have heard the bank's advertising or not to have been sufficiently interested to comment.

In 1949 Ostrom Enders became the 12th president of the institution. He was then one of the youngest bank presidents in the country and brought with him a great deal of enthusiasm for improving the bank's service and expanding its scope. A lieutenant commander in the U. S. Naval Reserve, during World War II, he served in the Pacific Theatre aboard the aircraft carrier U.S.S. Antietem.

Another Trial Given to Radio

Under his leadership bank executives decided to give the medium another trial. They had decided that the opera program was beamed at the wrong customers for personal loans and auto financing and that the "canned" announcements were cold. They began looking for an air salesman who was a well-established radio personality in Hartford with a wide following among people who might be expected to be interested in personal loans and car financing.

After some study they decided that Bob Steele, popular WTIC personality, would fill their needs. A contract was signed with WTIC to sponsor three times weekly the 7:15-7:25 a.m. segment of the Bob Steele Show.

The program, six times weekly and one-hour long, had been a successful part of the WTIC format for 17 years. Emcee Bob Steele had established a large and loyal following for his friendly, informal, disc-jockey-type show. The high Hooper and especially the "public service" aspects of the program (news headlines, sports results, time signals, weather reports) were appealing. Live commercials were carefully planned by the bank, the agency (Edward Graceman & Assoc.) and the station. Mr. Steele's style was copied closely in commercials and he was given full latitude to put the announcements into his own words with occasional historical and humorous references to the bank.

Results Immediately Prove Medium's Power

Success was noted from the first. Since the sponsorship began installment loan financing has doubled.

Bank officials say that the radio promotion has been the most effective it has ever used for personal loan advertising and for promotion of overall goodwill. One result is that the bank has had to change its slogan from "One out of every three Greater Hartford Families is served by the Hartford National" to "Nearly one out of every two."

So pleased are bank officials that they are continuing the program for the second year and President Enders recently wrote Bob Steele:

"Please let me tell you how much we have enjoyed our association with you and how much we appreciate the wonderful job which you have done for the bank. Somehow you manage to make the endless talk about a relatively dry subject sound interesting and it is certainly producing the kind of business we are looking for.

Other executives beside President Enders who are important in advertising decisions for the bank are Senior Vice President Milton H. Glover, Vice President George Guillard and Assistant Secretary in Charge of Advertising Atwood Ely. Beside the Edward Graceman & Assoc. Agency, of Hartford, which is in charge of WTIC copy, Doremus & Co., Boston, handles the company's advertising.

The sponsor has shown an interest in taking on more of the Bob Steele show if segments become available. The bank now spends about 25% of its advertising budget, or approximately $12,000 annually, on radio and is experimenting in television to the extent of one spot announcement weekly on WNHC-TV New Haven. Hartford is not a TV city.

Other Bob Steele advertisers include The Mennen Co., Sterling salt, Lehigh coal, Educator Crax and Manhattan soap.
RADIO-TV FLOOD SERVICE

WHILE flood waters in the midwest receded, farther reports of radio and television stations' outstanding public service (BROADCASTING • TELECASTING, July 23), continued to pour in last week.

Among services reported were:

KJAY Topeka, in one of the most heavily hit areas, with its transmitter tucked away on a hill near a river bank, was kept operating the entire period of the emergency.

KXNW St. Louis, not damaged by the flood, used its facilities to help in rescue operations to keep out of the city. The station, which aired bulletins regularly throughout the flood and fire emergency periods, checked information so closely that not once did it have to retract a statement.

KFBQ Omaha came to the aid of its neighbors in Beloit, Kan. The station was asked to broadcast an appeal for power boats with searchlights needed for evacuations. The appeal was so effective that more than 50 crafts were en route to Beloit within three hours. Later, six additional boats were rushed to the area. A Beloit Chamber of Commerce official gratefully thanked KFBQ listeners whose "quick and unselfish action saved many, many lives."

KXLF St. Louis, not damaged by the flood, used its facilities to aid in rescue operations and to keep stop of developments and impending dangers.

KMOX St. Louis aired a bulletin pointing out the need for motor boat operators in flooded areas. Within a few hours, the Red Cross notified the station that it had received 200 volunteers.

KSTL St. Louis in nine daily broadcasts gave detailed information on road and flood conditions with particular emphasis on how to escape safely from flooded areas.

MPTC Nebraska, which was called on to provide local public service coverage in the eastern part of the state, was able to provide information to its listeners via a new emergency service plan.

AMONG principals in the flight of a Collins 3000G transmitter from Cedar Rapids, Iowa, to Topeka for use of KTOP Topeka were (1 to r): Mr. Astin, Harold Olsen, Collins Radio Co., Cedar Rapids; Capt. V. E. Gardner, National Guard, co-pilot, and Sgt. E. V. Cole, National Guard. In the plane are unidentified crew member and Walker Whitmore, of Collins Radio.

WINS PUBLIC'S PRAISE

OPS ON PRICING

Manufacturers can price according to general manufacturers' order (CPR 22) and related regulations if they had gone ahead with necessary arrangements and announced new prices before July 1, even though the price lists were to be effective after that date, the Office of Price Stabilization announced last week.
THE STATE DEPT. last week soundly scotched a series of Congressional charges involving network services utilized on the Voice of America by Rep. William S. Hill (R-Col.), who charged the Voice Administration had placed itself "in a highly dubious position" by employing certain political commentators, notably those who were not approved by the Department.

The issue was raised in a caustic speech on the House floor by Rep. William S. Hill (R-Col.), who charged the Voice Administration had placed itself "in a highly dubious position" by employing certain political commentators, notably those who were not approved by the Department. He referred to Ben Grauer, who promptly labeled the accusation as "vicious" and questioned the existence of evidence tending to discredit his loyalty.

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TRANSFER of control of The Tampa Times Co., licensee of WDAE-AM-FM Tampa, Fla., in an $825,000 transaction, was requested last week in an application filed with the FCC by David E. Smiley, president of the corporation.

The application asks FCC approval of Tampa's plan to purchase a 100,000-watt (940) station now held by Ralph Nicholson and members of his family for $165 per share, retiring these shares and leaving Mr. Smiley and his wife with complete ownership. A total of $800,000 will be paid in cash, with $25,000 to be paid in cash or installments.

Mr. Smiley is serving on the board of many civic and educational organizations, including the St. Petersburg Independent which he publishes.

No changes in personnel for the stations or the paper are contemplated, Mr. Smiley announced. His twin sons, David E. Smiley Jr. and Joseph F. Smiley, will continue to serve the company as treasurer and secretary, respectively.

Operated Station 20 Years

Mr. Smiley and Mr. Nicholson have operated WDAE for nearly 20 years. In 1933, they acquired the Times Co. on a lease option arrangement and in 1938 they exercised the option. In 1941, Mr. Nicholson went to New Orleans to publish the item and Mr. Smiley has actively operated the Tampa enterprises since. In 1949 Mr. Nicholson sold his New Orleans paper and served as public relations director for U. S. Steel, American Institute of Architects, and American Institute of Mechanical Engineers. Mr. Smiley has given $825,000 to the St. Petersburg Independent on behalf of his wife, Mrs. Mary Smiley, and Mr. Nicholson, Mrs. Nicholson, and their two sons.

Mr. Smiley is a veteran newspaperman, having worked for 11 years with Cyril H. K. Curtis and serving as editor in chief of the Curtis Publishing Co.'s newspapers and magazines, the Philadelphia Illustrated Sun, and the New York Evening Post from 1924 to 1936. From 1927 to 1930, Mr. Smiley was general manager of the North American Newspaper Alliance, and from 1931 to 1932 he published the U. S. Navy Review. He is also a lawyer, having studied law during his reporting years.

He is active in Tampa civic affairs, now serving as chairman of the board of trustees for Tampa U.

The exact number of shares to be retired by the company from each member of the Nicholson family is Ralph Nicholson, 2,900; June Nicholson, 100; Martha Nicholson Fox, 1,000, and Anne Blayney Nicholson, 1,000.

EDUCATION MEET

Media Role Discussed

WALTER B. EMERY, legal assistant to FCC Commr. Paul A. Walker, was among five speakers scheduled to discuss radio and television education Friday at a U. of Michigan conference.

Mr. Emery planned to talk at the morning session on "A Review of Educational Radio," with the subject "The Outlook for Educational Television," in the afternoon.

Edward Stasheff, director of the television department at WNYE (FM), New York Board of Education station, was to have given the opening talk. His subject was "Radio and Television in the Public Schools."

Following these two morning talks, a floor discussion was slated to be conducted by Garnet R. Garrison, U. of Michigan director of television and chairman of the conference.

At the afternoon session, James Eberle, public affairs manager for WJ-AM-FM-TV Detroit, was to speak on "The Commercial Station and Educational Television," and Armund Hunter, TV director at Michigan State College and formerly at WFIL Philadelphia, was to describe "The Philadelphia Experiment in Television Education for Adults."" Ms. Emery and Stasheff are teaching this summer in the radio-TV section of the U. of Michigan's speech department.

ANTI-NARCOTICS

WRS To Battle Drugs Use

WESTINGHOUSE Radio Stations Inc. is embarking on an all-stations campaign against mounting teenage drug addiction, according to Walter Evans, president. WRS has six AM, six FM stations and WBZ-TV Boston, joining in the drive.

Mr. Evans, also vice president of Westinghouse Electric Corp., said the firm is "appalled and gravely concerned" by the evidence uncovered by the Senate Crime Investigating Committee. The drive is to be educational, with the stations cooperating with the committee. Spot announcements, dramatic interviews and discussion programs, featuring government, sports, musical, stage and other personalities will be used.

BROADCASTING • Telecasting
TWICE
as many local folks
BUY WITH

If the cash registers don’t ring, local merchants drop any advertising medium like a hot brick. So get this:

In Baltimore, WITH regularly carries the advertising of more than twice as many retail merchants as any other station in town!

Reason: WITH produces low cost results. It’s the biggest bargain buy in town. WITH delivers more....far more....listeners-per-dollar than any other radio or TV station in Baltimore.

If you want to make a small appropriation do BIG things in Baltimore, call in your Headly-Reed man today. He’ll give you all the facts about WITH’s commanding position in this highly competitive market.

The Results station

WITH

Baltimore, Md.
NEW FM LINK

AN FM NETWORK plan, "so engineered as to provide good reception in all parts of Wisconsin," was one step nearer completion last week as the Wisconsin State Radio Council applied for its seventh non-commercial educational FM station.

A total of eight stations is the state's goal. If this latest application for a transmitter at Highland in southwestern Wisconsin and main studios at Wisconsin U. in Madison is granted, only one station will be needed to complete the state's plan. That station is now planned for the Northwestern part of the state, to render primary service to the Ashland-Superior area, but formal application has not yet been made for its construction.

The latest station is estimated to cost $31,000, and it will broadcast with 10 kw on 91.3 mc. It proposes to operate 16 hours daily and will rebroadcast programs aired by WHA-AM Madison. Minor portions of the programming may originate in educational institutions within the area.

Stations in the Wisconsin network now are WHA-AM-FM Madison, WLBL (AM) Auburndale, WHAD (FM) Delafield, WHKW (FM) Chilton, WHRM (FM) Rib Mountain, WHWC (FM) Colfax and WHLA (FM) La Crosse. The Highland application asks that call letters WHHI be assigned to it.

Promotion Drive
A concentrated promotional campaign has tried to sell FM to the people of Wisconsin. On July 1, the state legislature passed a bill appropriating $184,000 for "constructing and equipping additional units of a state broadcasting system as provided ... including the acquisition of necessary lands."

The legislation also evinced its faith in the growth of the service by more than doubling the 1951 appropriations for operation and maintenance next year.

Chairman of the state radio committee is Professor H. L. Ewbank of Wisconsin U. and executive director is H. B. McCarty, director of the radio education division at Wisconsin U.

WSTR ON AIR
New Sturgis, Mich., Outlet

WSTR Sturgis, Mich., July 21 commenced operation. Licensed for 500 w daytime on 1460 kc, the new station is an affiliate of Liberty Broadcasting System, Licensee is Southern Michigan Broadcasters.

According to E. H. Munn Jr., technical director and acting general manager, personnel includes Charles R. Palmquist as commercial manager; James L. Harden, program director; Harold Wilson, transmitter supervisor; and John Kunzak, staff announcer.

Joseph Hershey McGilvra Inc. is WSTR national sales representative.

Mr. Munn, also station director of WTVB-AM-FM Coldwater, Mich., disclosed that a working agreement between WTVB and WSTR has been set up to offer national advertisers a "tri-state" coverage package. McGilvra also represents the group.

SPOT CAMPAIGN

Placed After ARBI Study
TWO TOP Washington retail outlets, Frank R. Jelleff Inc. (women's clothing) and Woodward & Lothrop Department Store, have started "spot saturation" schedules on WRC Washington. The contracts, both for 92 weeks, were placed as a direct result of a recent American Research Bureau Inc. study, made for local retailers, which showed effectiveness of spot saturation.

Jelleff's will use one-minute announcements daily on three shows, plus announcements between 6 and 7:30 p.m., evening station breaks and two one-minute announcements on Sundays. Announcements will be based on newspaper copy. This is reportedly the first time a local retail store has accepted a spot schedule using the same copy in both radio and newspapers.

Woodward & Lothrop will sponsor a half-hour program, Friday nights, featuring the Guy Lombardo Ziv Transcription series. One-minute spot announcements will be used on staggered weeks. The Guy Lombardo series starts Sept. 7.

not to be overlooked--KIWW

Serving 300,000 Latin Americans
In the Heart of the Great Southwest

52% of San Antonio's Public School Students are Spanish Speaking! -- More than 1/2!

63% of Bexar County Auto Owners Have Spanish Names!

The Greatest Concentration of Latin-American Buying Power in the Southwest is within KIWW's Primary Coverage

 WHICH MEANS THAT SAN ANTONIO IS "THE HUB OF THE LATIN-AMERICAN MARKET" 

North America's greatest Gold Rush will be to reach the "DOLLAR POTENTIAL" of the Spanish-Speaking people

FOR RADIO ADVERTISING, FROM SPOT ANNOUNCEMENTS TO TALENT PROGRAMS . . .

"See a KIWW man first"

Phone F-5254

Joseph Hershey McGilvra, Inc., National Representative

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BROADCASTING • Telecasting
The best answer to ANA:

Radio Beats Newspapers in 5 out of 7 Los Angeles tests

Advertising is not bought simply to be measured by Hooper, Starch, Pulse, Nielsen, and the Continuing Study.

Advertising is bought to bring people to merchandise and services.

How successfully an advertising medium performs this function is the best measurement, the only real measurement of whether it is overpriced or underpriced.

While the radio rate controversy was at its peak, six of the country’s largest retailers were testing Radio in Los Angeles. They were making a series of Radio vs Newspaper tests in May, 1951 — when there were already nearly 800,000 TV sets in Los Angeles County alone.

These six retailers were using the now-famous ARBI method of checking results: An equal amount of money is spent on the same item at the same time in two or more media. Interviewers at the point of sale keep score on what brought the people to the goods.

In Los Angeles, Radio brought a greater number of people to the point of purchase in 5 of the 7 tests these six retailers made.

(Naturally, Radio’s total traffic for the seven tests was higher than newspaper traffic.)

Radio was more effective for these major stores on the following items:

Barker Bros.: Patio chair
Bullock's Downtown: Woman's topper and cotton dress
Harris and Frank: Man's suit
Owl-Rexall Drug Co.: Sun glasses
Sears Roebuck and Co.: Refrigerator

Every Los Angeles newspaper was used at one time or another in these tests. KFI and one other station were used exclusively.

We repeat: Advertising is bought to bring people to merchandise.

And, 5 out of 7 times, Radio brought more buyers to the goods for these Los Angeles retailers, who, incidentally, have two clearly-defined advantages in their newspaper advertising over every national advertiser:

1. They buy newspaper advertising for approximately half what the national advertiser pays.

2. Their advertising, like all retailer copy, enjoys higher average readership than national advertising.

Yet, despite the advantages to newspapers inherent in a check of retailer advertising . . . despite Los Angeles’ high concentration of TV sets . . . despite any decline in radio audience, real or imagined . . . Radio outsold — by a wide margin — a major competing medium.

This is the best answer we know to the suggestion that Radio is now overpriced in television markets.

KFI NBC in Los Angeles • 50,000 watts
Clear Channel • 640 kilocycles
The Commission's comments were presented last week in a letter by Acting General Counsel Max Goldman. During the hearing, Chairman Coy had expressed doubt whether the Commission has the authority to fix a percentage of broadcast time. Sen. Johnson said he believed the FCC could.

Mr. Goldman, after describing the historical roots of the educational issue, said:

...any technical subdivision of the present commercial broadcast service that is partially general and partially specialized, must be recognized as a practical matter ... in the nature of a reversal of the statutory policy steadfastly applied by the Commission in the past.

The creation of a new service to which new rules will apply is not the same as the application to an existing service of new rules which severely depart from what has become established as the statutory policy applicable to that service.

In view of this conclusion, it would seem preferable that the change in policy applicable to commercial broadcast stations, which is inherent in a requirement that such stations devote a fixed percentage of their time to educational programs, be accomplished through clarifying legislation.

While expressing himself in doubt as to whether FCC could reconcile the practice of fixing a percentage of time "with the Commission's consistent adherence to the principle of licensee responsibility in the operation of stations designed to render a well-rounded service to the general public" plus the censorship prohibition of Sec. 336 of the Communications Act, Mr. Goldman said, nevertheless:

"An argument may be made, based mainly upon the provisions of Sec. 303(b) of the Act, that the Commission has statutory authority to exercise this [fixed time percentage] power." Sec. 303 gives the Commission authority to classify stations, and also directs it to "encourage the larger and more effective use of radio in the public interest," he noted.

Mr. Goldman said, "Similarly the Commission has recently determined that to designate channels for use by a class of non-commercial educational television stations."

There is a difference, he pointed out, between setting forth classes of stations for a prescribed type of service, educational standards for non-specialized broadcast stations, Mr. Goldman asserted.

Interests vary from one locality to another, he reminded, "thus, a number of hours a day which should be devoted to educational programs in any particular community to best serve that community will most probably depend upon such factors as the educational facilities available, including their number and level, and the type of community, whether rural or metropolitan."

**JTAC STUDIES**

Space Problems For FCC
POSSIBILITY of getting fuller use out of available spectrum space for the land mobile services—and what some observers consider eventually less pressure for conversion of television channels—has been posed by FCC in a request for industry study of the problem.

In a letter to John V. L. Hogan, head of Hogan Labs Inc. and chairman of the Joint Technical Advisory Committee, the Commission acknowledged the help of JTAC in past location proceedings and asked aid in solving the new sub-allocation of the land mobile services in the 25-50, 152-162 and 450-460 mc bands.

FCC referred the following questions to JTAC:

1. Is it feasible, considering recent research and developments in land mobile radio equipment, further to reduce the separation between assignable frequencies in the 152-162 mc band, preferably to some sub-multiple of 90 kc, such as 30, 20, 15, or 10 kc in order that stations using improved equipment may operate on frequencies spaced closer together?

2. Assuming that it is technically feasible to produce equipment for use on frequencies separated by 30, 20, 15 or 10 kc, will the cost of such equipment be greater than that of frequency spaced closer together?

3. Assuming that narrower bandwidth equipment is technically and economically feasible, what are suggested methods to be followed in the transition from the present 60 kc separation between assignable frequencies in the 152-162 mc band?

4. Is the 450-460 mc band a separation of 100 kc between assignable frequencies presently used? Your comments on questions 1, 2, and 3 as pertaining to this band are requested.

5. With relation to application in the land mobile services, that is, the relative merits of AM techniques throughout the range of practical deviation ratios compared to the merits of FM techniques under various methods of modulation and including single sideband?
"We’re from Milwaukee and we want you to see that your $$ go farthest on WEMP"

HIGH HOOPERS! LOWER RATE!

PROBLEM: How to budget $125.00 per week in Milwaukee?

ANSWER: On WEMP:

$108 per week buys 14 - 1 Min. or 100-word Announcements for 52 weeks
5 ti. weekly in the "Coffee Club", 3.5 Hooperating
5 ti. weekly in the "1340 Club", 4.6 Hooperating
4 ti. weekly in the "Old Timers Party", 4.2 Hooperating
Total Daily—12.3 Hooperating*
Total Weekly—57.3 Hooperating

ON NET STATION #1*

$122.50 Buys 5 - 100-word Announcements for 52 weeks
5 ti. weekly in the Early Morning Show, 6.6 Hooperating
Total Daily—6.6 Hooperating*
Total Weekly—33.0 Hooperating

Note: Computation is for 100 words on Network Station #1. For 1 Min. cost would be $203.75 per week.

ON NET STATION #2*

$116.20 Buys 5 - 1 Min. or 100-word Announcements for 52 weeks
5 ti. weekly in the Noonday Program, 4.8 Hooperating
Total Daily—4.8 Hooperating*
Total Weekly—24.0 Hooperating

For $50, $75, $100, $150 or more, you can buy

2 times the audience of Network Station #1
2½ times the audience of Network Station #2

Join other shrewd national advertisers using high-rated, low-cost saturation schedules on one of the nation’s strongest independent stations!

WEMP

24 HOURS OF MUSIC, NEWS AND SPORTS

Hugh Boice, General Mgr.  •  Headley Reed, National Rep.
DEFENSE BONDS
Ad Council Plans Drive Aid

THE Treasury’s First Defense Bond Drive, described as the largest bond-selling campaign since the wartime Victory Loan, will open on Labor Day and extend through Oct. 27, officials announced last week.

Plans for the campaign, with radio and television assigned heavy roles in its promotion, were announced last week at a luncheon in New York.

The forces of advertising will again be mobilized by the U. S. Treasury Dept. “to bring to all Americans the story of the First Defense Bond Drive,” Ethel E. Harris, director of Advertising for the Treasury’s Savings Bond Division, asserted.

“Advertising has been the miracle salesman in the bond program, both during the war and since. It has created a backlog of almost $60 billion in Savings Bonds in the hands of individuals. The total today is considerably greater than at the peak of the wartime period.”

Through the Advertising Council, all advertising media will contribute to the drive. Agencies serving as the task force include G. M. Barsof Co., handling TV film spots and business publications (Walter Mulhall, account executive; Eugene Reiher, TV); Dancer-Fitzgerald-Sample, for radio network commercials (Paul Gioni, creative contact); Schwimmer & Scott, for radio spot announcements (Fred Vosse, contact), and, handling various other media, Campbell-Ewald Co.; Foote, Cone & Belding, Albert Frank Guenther Law, Schwab & Beauty, and J. Walter Thompson Co.

Thomas H. Young, director of advertising of U. S. Rubber Co., is council coordinator and Henry C. Wehe is council campaign manager. John T. Gibson is the government liaison in the White House.

Talking over plans for the coming Bond drive (l. to r.): John K. Keppl, associate chief, radio and television, Savings Bond Div., Dept. of Treasury; Mr. Mulhall; Mr. Harris, and Edmund J. Linehan, chief of radio and television for Savings Bonds Div.

WBML
Macon, Georgia announces the appointment of Headley-Reed Company as exclusive national representatives EFFECTIVE July 26, 1951

WBML • WBML-FM Affiliated With AMERICAN BROADCASTING COMPANY

W B M L
Macon, Georgia announces the appointment of Headley-Reed Company as exclusive national representatives EFFECTIVE July 26, 1951

WBML • WBML-FM Affiliated With AMERICAN BROADCASTING COMPANY

NBC CENTER
Has Burbank City Council’s OK

WITH all legal steps having been cleared, approximately 19 acres of Burbank (Calif.) city-owned land which NBC is buying as part of its proposed new $25 million West Coast Radio-Television Center, goes into escrow this week.

The Burbank city council passed an ordinance last Tuesday clearing the way for purchase [Broadcasting • Telecasting, July 23]. Following publication, ordinance goes into effect midnight Aug. 25. With price $263,287.50. Sale must be completed by Aug. 31.

Agreement also calls for NBC to notify the city council six months in advance of its intention to build. Time specified is to give city officials ample time to construct a flood control on adjoining property with NBC to pay 17% of cost involved, it was explained.

City-owned property adjoining 30 acres NBC is buying from Warner Bros. for reported $750,000. Arrangement with Warner Bros. also assertedly involved rental use of sound stages and other facilities of the film studio.

NBC Western Division executives continue to deny any immediate building plans on the approximate 50 acres NBC purchased in Burbank. NBC stipulates a radio-TV center must be built on the land.

HALLOCK HOFFMAN
Standard Record Head Dies

PRIVATE funeral services for Hallock E. Hoffman 55, head of Standard Record Manufacturing Co., Pasadena, Calif., were held at Turner & Stevens Chapel, Pasadena, last Wednesday. Cremation followed at Forest Lawn Memorial Park, Glendale. He died July 23 following heart attack at the home of a brother of Paul G. Hoffman, president of Ford Foundation.

Surviving are his widow, Mrs. Frances Cindy Hoffman; a daughter, Nancy Lott Hoffman; two sisters, Mrs. Marjorie Bowles of Rancho Santa Fe, Calif., and Mrs. Virginia Germond of Healdsburg, Calif., and his brother Paul.

BEAUMONT & HOHMAN INCORPORATED
takes pleasure in announcing its selection as the advertising agency for

Baseball Hearing Set
SEN. ED C. JOHNSON (D-Col.) is slated to testify Aug. 10 before the House Judiciary Monopoly Subcommittee on baseball’s reserve clause. Hearings are to be held July 30-Aug. 10. Committee Chairman Emanuel Celler (D-N.Y.) announced last week. Questionnaires have been sent out to various sportswriters asking comment among other things on the question of baseball broadcasts.

Radio Station WOW, Inc., including both WOW and WOW-TF

Effective Aug. 1, 1951
Omaha office: J. B. Mayo 538 Insurance Building Manager

BROADCASTING • Telecasting
WERE
PULLS
MAIL!

Request for Continuation!
The Rosary received over 10,751 letters in one week.
7:45 - 8:00 P.M. Mon. Tues. Thurs. Fri.

Razor Blade Offer!
One announcement pulled more than 1,843 replies.
7:00 - 7:05 A.M. Mon. thru Fri.

Lipstick Offer!
One announcement on 4 newscasts in one day pulled over 1,060 replies.
9:00 A.M.
1:00 P.M.
11:00 A.M.
4:00 P.M.

The O. L. Taylor Company - National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

BROADCASTING • Telecasting

July 30, 1951 • Page 39
52 brilliant half-hour shows featuring the Hollywood singing star, Allan Jones, plus England's 60-voice Luton Girls Choir and the Sidney Torch 40-piece modern Concert Orchestra—with Allan Jones voice tracks opening, closing and introducing featured numbers.
The Biggest Musical Productions on Transcription!

The “Allan Jones Show” is one of NINE special star-studded shows in the Lang-Worth Library Program Service. Talent and production-wise they match the BEST in commercial network shows. Through syndication, they are available for sponsorship at all Lang-Worth member stations for local station time plus a small service fee.

The “Allan Jones Show” will start mid-September—See your local station NOW for time availability.
**Main St. & Madison Ave.**

**SEVERAL MONTHS** ago, when the network rate cut was first announced, we editorialized that the national radio advertising buyers' strike was well founded on reasons. New York advertisers and agencymen had set out to kiss off radio because they and their wives and families were spending most of their time with TV and therefore they jumped to the emotional conclusion that this must be so everywhere.

It's easy to see just how wrong that reasoning was when you look at the statistics in a Broadcasting Trends survey published in this issue. The period when the New York advertising folk were shrugging off radio, local advertisers increased their expenditures in radio spots by a national average of 14.1%.

We've never known any local retailer who could afford advertising that didn't pay off. So the increase of their radio spending must indicate that they think radio is not only as good as it ever was, but better.

Those traffic offices along Madison Ave. would not exist if hundreds of thousands of retail stores along Main Street did not do a healthy business. It's about time, we suggest, that Madison Ave. went out on Main Street to find out what goes on in advertising where it can be measured on the cash register.

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**In Godfrey We Don't Trust**

It has become a standard device of American press-agency to enlist popular movie and radio stars, no matter how unqualified they may be to speak on matters outside their profession; in campaigns on behalf of political or economic causes that are suffering a want of public attention.

Whether the device is good or bad, we fear it has acquired the status of a fixture in the press agency's bag of tricks. As a consequence of their espousal by Hollywood or Broadway luminaries, a good many weighty topics have been presented to the public in an atmosphere containing more smoke than illumination. A case in point is that of price control and Arthur Godfrey.

There can't be any doubt that Mr. Godfrey is a peer among experts in publicity and advertising, acting as master of ceremonies and delivering unique commercials. Whether he should also be considered an expert on international affairs and the domestic economy, despite his professional tutelage by Bernard Baruch, is questionable.

To a great many people, Mr. Godfrey seems as an authority, a man to be trusted. These people are not able to discriminate between the credibility of Mr. Godfrey as an expert on Lipton's tea bags and the credibility of Mr. Godfrey as an expert on price control.

It is Mr. Godfrey's right to believe what he likes and express it in private conversations. It is not his right, however, to use his vastly popular radio and television programs as a platform for his views on questions with which he cannot have more than ordinary familiarity.

CBS has an unusually able staff of news experts who can be considered informed on such questions. If any view is to be expressed, it should come from an entertainer whose training fits him exclusively for entertainment.

**Cutting TV Corners**

BY COORDINATION and team-work, plus the restiveness of the public for television in unserved areas, it may be possible to thaw the great TV freeze of 1948 sometime next year. Simple arithmetic proves that there can be no resumption of licensing earlier.

The FCC last week cut some corners by deciding that oral presentations can be dispensed with legally. This should save months of futile talk.

The freeze was imposed nearly three years ago because the FCC concluded that its original engineering was in error. There was great t Lament for the loss of interference and the havoc it would cause if allocations were made as first projected. So the FCC—in 1948—stopped the processing lines. That's where they stand today, with 107 stations in 63 markets.

And, in recent months, the word troposphere hasn't been mentioned.

Whether or not the freeze was justified is an argument that gets nowhere. The effort now is to get the TV show on the road. Any radical deviations from the approved procedures, any innovations in allocations proposals, could only result in additional delays.

Out of all of the confusion of the past has emerged an affirmative procedure for resumption of TV licensing. The artificially stimulated educational registrations in 1948 is to be coped with, too, but here the solution may well come by default, as it did in aural broadcasting. There isn't the money, or even the inspiration among educators, to take on the obligations of television station operation on anything approaching the grandiose 10% reservations made under the forced draft of politically-minded people waving the educational emblem.

The FCC's plan for area presentations and for priorities for non-TV markets, appears well directed. The Commission, as it proceeds, may find other means of expediting its procedures.

Let's assume there are three facilities earmarked for a given market. There are five applications. Two of the applicants—with concededly excellent qualifications—apply for two separate facilities on a non-competitive basis. The other three apply for the remaining channel. No competition. The Commission would have little choice against the eminently qualified applicants—whether newcomers or old-timers.

Under current procedure, the FCC would force all five applicants for the three facilities into a battle royal. There would be hearings and probable litigation. The community would be deprived of service in the interim. And the two uncontesteed applicants, in any equitable proceeding, should win anyway.

The law, implemented by the FCC's own regulations, requires the Commission to grant the applicants who are uncompromising, provided all other requirements are met. It has been that way in AM from the start. It seems to us it should be that way in TV. In this hypothetical case (and there doubtless will be dozens of them) two TV stations could be authorized as soon as the freeze is thawed. The other applicants would go into a competitive proceeding for the remaining facility.

We hope the FCC in its effort to meet public demand, will re-examine these procedures. By simplifying the rules, it could provide greatly needed service to many areas coincident with the freeze end. It could have no misgivings about the qualifications of those uncontesteed applicants, since obviously they would meet the Commission's most exacting requirements, even to the degree that no others would venture to apply for the same facilities.

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**Bernard Weinberg**

F A I L U R E is sometimes a sure way to success. Take the case of Bernard Weinberg, who was advertising manager of the high school paper during his senior year back in 1924. This lad was told, upon graduation, that he was "the worst advertising manager" the school ever had to put up with.

A less courageous soul might have abandoned advertising forever. Not so Bernard Weinberg. He not only carried on to become advertising manager of the U. of Southern California paper, The Trojan, but is now directing, as owner-head, one of the leading Los Angeles advertising agencies, the Milton Weinberg Adv. Co., into its 28th year of business, nine of them under his hand alone.

Of course he may have gathered confidence from the reason the teacher had for labeling him "the worst advertising manager." Interested in the editorial side of the paper, her complaint was that he sold so many ads they left little room for editorial copy in the issues.

Not that young Weinberg aspired towards the advertising profession. He intended to become an attorney. He stuck with these intentions up to his third year at USC. The summer before his senior year his brother Milton, who had started an advertising agency in 1924, asked him to help out during the college vacation. That was in 1927; Bernard Weinberg still hasn't left his desk.

Not too long after joining the agency as general assistant Mr. Weinberg proved his abilities from pencil-sharpening to space buying to the point that he was made partner in the growing agency. In 1942 Milton Weinberg died suddenly of a heart attack; Bernard Weinberg then took over complete management of the agency.

Continuing an agency both in the face of a personal loss as well as the loss of an expert advertising man who had pretty well won the confidence of the industry was a challenge to the new head of the organization. Mr. Weinberg met that challenge both with the valuable training from his brother and through his own initiative.

Following the pattern set down by his brother, he has continued to maintain a not only successful but highly reputable advertising agency in a city overwhelmed by agencies large and small, reputable and otherwise, by a simple formula, honesty—for which he says there is no substitute—and personal attention.

An ad man, he contends, should know his (Continued on page 66)

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**Page 42 • July 30, 1951**
MORE PEOPLE LISTEN — more often — to KNBC
than to any other radio station

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

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

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

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

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

PLUS-Market Case History
Stockton-Modesto

• Population — 327,300, an increase of 56.5% from 1940-1950
• Effective Buying Income* — $479,821,000, an increase of 176.4%
• Retail Sales* — $357,807,000, up 221.7%
• KNBC Audience — Week after week, over four-fifths of the radio families listen regularly to KNBC

*Sales Management's 1951 Survey of Buying Power

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

BROADCASTING • Telecasting

July 30, 1951 • Page 43
M ARSHALL H. PENGRA, part-owner and former general manager WATO Oak Ridge, Tenn. [Broadcasting Telecasting, April 30], takes over general managership of KGBR Tyler, Tex.

RALPH E. DENNIS, manager spot sales ABC-TV, transferring to network’s TV sales department, as account executive effective today (Monday). With ABC and its predecessor Blue Network since 1942, he was eastern spot sales manager and network spot sales manager before being named manager of TV spot sales when ABC separated radio and TV operations into two divisions. DON J. KEARNEY, TV program manager The Katz Agency, N. Y., will succeed him as ABC-TV spot sales manager.

FRED N. DODGE, national director, trade extension division The American Weekly magazine, to NBC as director of merchandising for NBC Radio Network. He has had 37 years of sales experience, including 15 years with American Weekly and Puck—The Comic Weekly and previous service with McManus Inc., Detroit, and Lambert & Peasley, N. Y.

EDWARD P. BARNETT, manager KWIN Ashland, Ore., called to active duty with Army, as major. DOYLE D. SEELY, program director KWIN, succeeds as manager.


ROBERT J. SAVAGE elected vice president and named general manager KLUP Galveston, Tex. He was sales promotion director WLW Cincinnati.

THOMAS L. DAVIS, general manager WAAF Chicago, to WAIT Chicago, as general manager.

CLAUDIA FRAZIER, commercial manager WAGA-AM-FM-TV Atlanta, Ga., appointed national advertising manager. JOHN W. COLLINS Jr. appointed advertising manager, handling local radio and television business. Mr. Frazier will be in charge of all national business for station.

ED DAMRON, commercial manager WKEE Pikeville, Ky., appointed general manager, succeeding HAROLD KING, resigned.

Mr. Frazier

CHUCK SWEENEY, account executive WCAV Norfolk, Va., appointed sales manager. ED RANDALL, account executive WLEE Richmond, and AL TYLER, account executive WNOB Norfolk, to WCAV, as account executives.

MONTE FASSNACHT named acting program director ABC-TV Chicago replacing FRED KILIAN, recently resigned to join Young & Rubicam.

WILLIAM WRIGHT, station representative, Toronto and Montreal, has sold his business to OMER RENAUD & Co., Toronto and Montreal station representation firm for an undisclosed figure. Wright’s stations include CKAC Montreal, CKCL Truro, CRCR Kitchener, CKMO Vancouver, CKOX Woodstock, CHNO Sudbury, CKOK Penticton, and CKMR Newcastle. Omer Renaud & Co. had only French-language stations on its roster until acquisition of Wright list. At Toronto, Mr. Wright and Omer Renaud & Co. will share same offices at 44 King St., W., where Mr. Wright will continue in business as sales and speech training bureau for Canadian business firms.

H. NORMAN NEUBERT, merchandising manager for owned and operated stations division NBC, named manager of sales development, advertising and promotion for NBC’s National Spot Sales Dept. He succeeds JACOB A. EVANS, recently named manager of radio advertising and promotion for NBC.

E.WART M. BLAIN, account executive Free & Peters, N. Y., to CBS-TV Network sales staff, as account executive.

ROBERT J. CROSSWELL, NBC New York, to sales department WFIL Philadelphia.

SINDEY W. SLAPPEY, assistant to manager and commercial manager WCFS (FM) Washington, appointed commercial manager WOL Washington.

JIM CAPUTO, advertising department Tideaway Associated Oil Co., S. F., to sales promotion staff KGO-AM-TV San Francisco.

PETER MILLER, publisher News Tribune La Salle, Ill., and owner WLPO La Salle, elected treasurer and director American Pictures Corp.

FRANK A. (Bud) BEREND, sales manager, NBC Western network, visiting New York, Philadelphia, Chicago, Minneapolis, St. Louis.

**Farmers**

Prefer WIBW because we’ve served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.
DISTRICT MEETS
NARTB Completing Plans
PLANS for NARTB's annual dis-
trict meetings, slated to get under-
way with the District 4 session at
Roanoke, Va., Aug. 25, were crys-
tallizing at NARTB headquarters
last week.
Selection of staff members by
President Harold E. Fellows, who
will make the circuit swing, and
the form meetings will assume were
revealed by C. E. (Bee) Arney Jr.,
NARTB secretary-treasurer.
Present plans call for active par-
ticipation by Richard F. Doherty,
NARTB employee-employer re-
tions director; Robert K. Richards,
public affairs director, and Ralph
Hardy, government relations chief.
Messrs. Richards and Hardy will
divide chores for the series of meet-
ings, with Mr. Richards tak-
ing part in western sessions and
Mr. Hardy in eastern meetings.
Mr. Richards will address dis-
trict delegates on such topics as
news, public relations and the an-
nual Voice of Democracy contest.
Wage-hour details, employment
in television and other subjects will
be explored by Mr. Doherty.
NARTB plans to devote one and
a half days of each district agenda
to association activities, with the
remaining half-day of the two-day
sessions to be set aside for BAB
discussion. William B. Ryan, BAB
chief, is expected to attend at least
some of the sessions, along with
Carl Haverlin, BMI president. Ad-
vance registration in the sessions has
been indicated by NARTB associ-
ate members, it was said.
Mr. Hardy will stress the active
role being played by NARTB in in-
dustry and government affairs,
touching on Congressional legisla-
tion and government agency regu-
lations, probably including the re-
cent congression order levied by
the National Production Authority
(see separate story).
John Hardesty and William K.
Treyer, district and assistant di-
rector, NARTB stations relations
department, also will make the dis-
trict junket, though they are not
formally scheduled to appear on
the official program. They are pre-
paring an industry presentation.
Active participation will hinge on
authorization by the association's
board of directors (see membership
story).
A change in the slate of dis-
trict forums, which will be paced
at the workshop level, involves Dis-
trict 3 (Del., Pa., W. Va. and part
of Md.). Its two-day meeting has
been re-scheduled from Aug. 27-28
at Bedford Springs, Pa., to Nov.
12-13 at Pittsburgh.
NARTB MEMBERS
12 Added Since July 1
NARTB last week reported the
addition of seven new AM, three
television and two FM stations on
its membership rolls since July 1,
bringing the total to 1,437 active.
New AM outlets are KTBS
Shreveport, La.; KCJM Palm
Springs, Calif.; WLIP Kenosha,
Wis.; KYMA Magnolia, Ark.;
WGCM Gulfport, Miss.; WBCC
Bathena, Md.; WCET Gettys-
burg, Pa. TV stations joining
NARTB are WABB (TV) New
York; WHBF-TV Rock Island, Ill.,
and WDPY (TV) Pittsburgh. DuMont
Television Network also was ac-
cepted as a member, WGCM-
FM and WBCC-FM represented
FM additions.
The total of 1,437 compares to
1,459 compiled as of Jan. 19, 1951.
FM dropped off, largely through
the number of FM deletions re-
corded by FCC, it was explained,
while curtailment of AM mem-
bership was attributed to the
usual seasonal slack. TV station
members have jumped from 43 to
64 since January. Three cancella-
tions, all FM, were reported since
July 1.
Breakdown on total NARTB
membership is as follows: AM, 947;
FM, 359; TV, 83; network TV, 2;
network associate memberships,
2, and other associate membershps, 64.
NARTB also reported it has
received requests from WEWS
(TV) Cleveland, Ohio; WCPO-TV
Cincinnati, and KING-TV Seattle.
Gates Radio Co. renewed its mem-
bership.
REGIONAL FORMED
Upper-Midwest Has 44 Outlets
A REGIONAL group of 44 stations
serving Minnesota, Wisconsin, the
Dakotas and upper Michigan has
been organized as the Upper Mid-
west Broadcasting System, Presi-
dent Orville Lawson announced last
week. He works out of the Minne-
apolis headquarters, serving re-
gional or national agencies and ad-
vertisers who want to use any num-
er of the affiliated outlets.
Group rates have been set, but
there is "no basic required station,"
Mr. Lawson said. He is former
sales manager of the Great North-
ern Broadcasting System, and
since 1949 has headed his own
station representative firm in
Minneapolis.
Upper Midwest Broadcasting
System was formed to meet the
change in listening habits which
followed the doubling of the num-
ber of "hometown" stations
throughout the area in the past
five years, he explained. He pointed
out that the group is a regional
sales organization rather than a
regional network, "although per-
manent lines exist between many
of the stations."
Loren Sorensen is sales manager,
and Mrs. Edna H. Brautigam is
secretary-treasurer. Minneapolis
offices are located at 933-935 North
Western Bank Bldg.

RADIO GALLERY
Salary Raise Signed
UPHILL battle waged for some
does years by the Radio Corre-
respondents Assn. on Capitol-Hill to
place the Senate and House Radio
Galleries in the Capitol on an
equitable salary basis with press
and periodical galleries was
climaxed July 20 with the signing of
a pay measure (S J Res 71) by
President Truman.
Salaries had been increased for
the staff in the House Radio Gal-
ery nearly two years ago but the
Senate failed to raise the scale in
the upper chamber's galleries last
year. However, the resolution, in-
troduced in the Senate by Sena.
Allen J. Ellender (D-La.) and Olin
D. Johnston (D-S. C.), called for
the same increases to be provided
in the Senate as in the House.
Pay scale is now set at a basic
compensation of $4,700 annually
for the gallery superintendents, D.
Harold McGrath in the Senate and
Robert M. Menahge in the House;
assistants in both galleries one
at $3,000 and the other at $2,850,
except for an additional assistant
in the Senate at $2,500. Basic
compensation is not the specific
total salary received since there
are sundry cost of living increases
as determined by the Capitol's dis-
bursing office.

Hey! Mr. Account Man!
See your time buyer FAST
and Tell Him...
"Phillips Sent Me"

"Red Hot and Blue" is the Mid-South's
Greatest Night Time Race Program!

- Tennesse's Governor Brown says, "It's the
- Liveliest Program in the South." Tennessean
- says, "It's Terrific" ... and 3,000 requests per
- week say, "We're buying because PHILLIPS
- SENT ME!" It's time to let Phillips send some
- your way!

Get Sales on "O" ... Others Do!
For Spot or Program Participation
see ... WEDD!

This Rich Lebanon Valley Market Is
YOURs...

300 Million Dollars Worth
covered with
one station

WBQ 56 First on Your Radio
in Mutual, tosk I

BROADCASTING • Telecasting

July 30, 1951 • Page 45
GIVEAWAY LAW
Expiined to Wis. Group

WISCONSIN'S new law legalizing radio and television giveaways was clarified for the Wisconsin Broadcasters Assn. by Attorney General Vernol Thompson and his assistant, Vernol Platz, at the meeting in Green Bay July 20. The special session, called by President Ben Laird of WUDP Green Bay, centered on the new law and its interpretation. Mr. Platz, special assistant in charge of crime, was the original author of an anti-give-away opinion filed last fall before favorable legislation was introduced and passed.

Representatives from some two dozen stations also discussed the "high rates" paid the Wisconsin Intercollegiate Athletic Assn. for broadcast rights on stage high school basketball tournaments. Mr. Laird named John Walter of WJPG Green Bay chairman of a committee to investigate possibilities of getting lower fees. Working with him are George Frechette, WFHR Wisconsin Rapids, and Hugh Boice, WEMP Milwaukee. This committee, with others, will report back to the membership at the annual meeting in Milwaukee next October.

Special guests at the giveaway session in Green Bay's Northland Hotel were Ray Lively of WLBH Mattoon, Ill., president of the Illinois Broadcasters Assn., and Roland O. Looper of WHOW Clinton, Ill.

SPORTS FANS in WATERBURY rely on

Speaking of Sports
with John A. Cluney
Mon. through Sat. at 6:30
Avery-Knodel will show you the Pulse survey that puts John Cluney in the Catbird seat in Waterbury. He's selling TV, clothes, and cigarettes in 30,000 radio homes. What can he sell for you?

WBRY
5,000 WATTS
CBS in Waterbury, Conn.

WALKER'S WARNING
Representative
Raps Network Business Habits

A CALL to arms against network business habits, the ABC-United Paramount Theatres merger in particular, and the clear-channel case en toto was being circulated among the nation's radio stations last week by President Wythe Walker of The Walker Co., station representatives.

"In the preface" to his work—22-page document titled "The CCC Boys, the Supermen, the Networks and You," and decorated with a cover of a painted-looking pig—Mr. Walker set the tone and text of his alarum:

"I do believe that if you station owners don't fight back, that you might well get a little wig, a red bandana, call yourselves Uncle Tom and get ready to be sold down the river. (I'll have to go with you. We'll all be in the same boat.)"

He suggested a bid for acquisition of ABC by its affiliates, who "surely . . . know more of radio operation than do motion picture magnates" and who might have a greater claim on ABC-owned stations' frequencies than do movie people.

Urges Action

"The ABC affiliates, their Congressmen and Senators should write and phone Wayne Coy (FCC Chairman) and ask him to disapprove this sale, just to tell him that they dare him to permit it!" Mr. Walker declared.

The networks cut rates, he said, "because we'll have been doing a good selling job and they now hope to attract bargain hunters." He excepted Mutual.

How far will network rate cuts go? Mr. Walker offered this answer:

"I think they'll take a little cut there, a little nip here, then another little bite. . . . It's just like burning the candle at both ends." Nor did Mr. Walker expect any help from FCC.

For one thing, FCC people "are simply too busy figuring where to put and what to do with their new magic lantern." For another, he said, "through seven chairmanships and 15 years, the FCC hasn't done one blessed thing to protect you against the networks and power house boys hogging the clear channels."

Striking especially at networks "barging into the wired national spot field," he cited an example where, he said, a station would get $50.46, less discounts, for business placed through its national representative, as against $75.40 from a network.

Mr. Walker had few good words for the clear-channel group, except that "they are well organized, rich, ambitious, and want the clear-channel champions" and "supermen," he called them; "minute men," too, referring to their "patriotic" efforts against "encroachments" on U. S. channels by other nations under NARBA.

"I expect any day," he said, "to see Jimmy Shouse, Mr. Quall, and Victor Shollis marching down Fifth Avenue, with bandaged heads, tapping a flag, beading at a drum and blowing a fife—Oh Lord, what a sight it will be—the spirit of 750 kw.!"

What to do?

To stations, Mr. Walker offered this advice:

"I know, as do you, that all station owners consider themselves as rugged individualists; but you're going to have to forget your quirks and really organize. You are going to have to forget any so-called industry-wide ideals. Forget any 'it's all of us, networks and stations, combine to further our mutual interests.' Your ideals are as far apart as democracy and totalitarianism. Forget NARTB U. S. as a social agency, and get ready to battle."

He thought the nation's stations are powerful beyond their own realization: "There are more Congressmen and Senators affiliated to some 2,300 AM individual stations than there are to the handful of network owned outlets combined."

FOOTNOTE: James Shouse is board chairman of Sholits, Inc., which operates clear-channel WLBH Cincinnati. Ward Quall is director of Clear Channel Broadcasting Service, and Victor A. Sholls, former director of CCBS, is now director of clear-channel WHAS Louisville.

Crack In Ice
(Continued from page 28)

initial statements and exhibits Sept. 4; statements and exhibits directed against these are due Sept. 25, while final pleadings (legal briefs) and requests for oral presentations and cross examination are due Oct. 9.

Expert guesses now place final decision and lifting of the freeze at about February 1952, with a few new stations possibly on the air about fall of 1953. If the real city-by-city hearing had been pursued, it was estimated the lifting of the freeze would have been delayed at last until late 1952 or sometime in 1953.

Observers continued mindful that many new stations, once the freeze is lifted, will have to go through extensive comparative hearings on their applications.

The Commission's partial thaw of higher power for existing stations, based upon provisions of the 1948 standards now in effect, under certain conditions with some exceptions, is:

1. Allow "community" stations (three authorized operating 500-w transmitters with less than 500 w power) to apply for special temporary authority to increase transmitter power to that figure, provided effective radiated power may not exceed 50 kw.

2. Allow "metropolitan" and "rural" stations operating 5 kw transmitters at less than 5 kw to file for an STA to increase transmitter output to that figure, provided (a) ERP may not exceed 50 kw and (b) where antenna height above average terrain exceeds 2,000 ft. the Commission may limit ERP to less than 50 kw.

One FCC spokesman interpreted the new provision to mean that a station now using 5 kw transmitter power with a low antenna might be able through modification of construction of permission to switch to a new site, higher antenna and lower power (keeping same coverage area) and then secure an STA to boost transmitter power to the maximum allowable. The
order explained applications for changes in sites will continue to be considered in accordance with past policy under the freeze, i.e. reten tion of special provisions in the area.

The FCC indicated the STAs would be granted for six month periods and would be subject to whatever changes may ensue from the final re-allocation.

No changes in frequencies or in station classification will be granted at this time, FCC stated.

An appeal of the "improvement" presentation procedure was voted by the full Commission on Wednesday and issued that afternoon. The order to partially thaw power boosts for some existing stations—to which Comr. Robert F. Jones objected in a dissent without opinion—was adopted by the majority on Wednesday and released early Thursday.

By noon Thursday two stations—WTVJ Miami and WAVE-TV Louisville—had presented FCC with requests for power increases under the provisions of the partial thaw. By late Thursday several other stations were understood preparing to file similar requests before the end of business Friday. Among these were WOR-TV New York, WHAS-TV Louisville and WTTV Bloomington, Ind.

Twenty-three applications have been pending in the "improvement" process for existing TV outlets. Many of these would have to be amended, it was believed, to qualify under the partial thaw plan.

Adopts Proposal

The Commission adopted the proposal of the paper short 13 upon petition of NARTB [Broadcasting • Telecasting, July 16, 9]. The formal pre-hearing conference on the proposal, held July 20 with over 200 parties appearing, found substantial support for the plan, FCC's final order noted last week.

With the exception of Allen B. DuMont Labs., Dallas; Dallas Television Co., Pennsylvania Broadcasting Co., City Broadcasting Co. and Michigan State College, "all the parties participating in the conference supported or did not object to the adoption of a written procedure (Continued on page 56)

**PROCEDURE FOR FCC 'PAPER' HEARING**

HERE ARE the pertinent provisions of FCC's order adopting its short cut plan to expedite "hearing" of city-by-city allocation proposals:

1. Upon consideration of the pleadings filed with respect to the NARTB- TV petition, the Commission's Notice of Order of Further Proposed Rule Making (FCC 51-246), issued on March 25, 1951, these proceedings, has filed an appropriate comment or opposition with respect to Appendices C and D of the Third Notice, will be permitted to file sworn written statements or exhibits fully setting out their position in support of such pleadings. Parties who have here-to-fore filed such comments or oppositions may, if they choose, adopt such comments or oppositions, or any de- tails presented in such comments or oppositions.

2. Any person who, pursuant to paragraph 1 above, has been granted additional or time in the above-entitled proceedings now sched- uled to commence July 30, 1951, are cancelled.

3. Any person who, pursuant to paragraph 1 above, has been granted additional or time in the above-entitled proceedings now sched- uled to commence July 30, 1951, are cancelled.

4. The Commission's notice gave the following schedule of dates for the filing of direct evidence state- ments and exhibits pursuant to paragraph 1 above, will be per- missioned to file sworn statements or exhibits directed against statements of the Commission. Statements of statements, exhibits, pleadings or briefs as filed.

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WPAT UPS RATES

Answers TV's Threat

WPAT Paterson, N. J., last week gave its answer to claims that television is cutting the heart out of radio.

Operating in the highly competitive New York-New Jersey radio-TV market, WPAT announced it will raise its rates "substantially" on Sept. 10 and may raise them again in 1952.

General Manager D. J. Wright said WPAT's audience is up more than 50% over 1950—and that "the strongest gains were made against the competition of prime evening television time." He cited Pulse figures as proof.

Further, Mr. Wright said WPAT's business for the first six months ran 116.7% ahead of billings for the comparable period of last year.

"WPAT knows how to live with TV," Mr. Wright asserted in a statement circulated to advertisers and agencies. "And to prove the point, WPAT's strongest audience increases in the New York-New Jersey area in the past year are against TV competition in the evening hours." The station's new rate card, he said, will be issued by Aug. 15. Even after the increase, he reported, "WPAT's spot announcement rate will still be 15 cents less per thousand radio homes than the old rate in 1950."

He cited Pulse figures as showing that "in Bergen-Passaic Counties (255,000 radio homes) WPAT increased its audience by 20% (1951 over 1950) and has the largest audience of any New York or New Jersey independent station nine hours every day and the second largest audience eight hours every day.... In the same vital New Jersey counties against all New York and New Jersey stations, WPAT advanced its 1951 ranking in 45 quarter-hour segments, remained constant in 19, and lost ranking in but 41.

In a mail sample in January, he continued, Essex County produced "nearly double the combined return of Bergen-Passaic Counties which, in turn, parallel WPAT's Bergen-Passaic Pulse for 1951."

And in September, a new station arrived in Paterson, N. J., WEVD, affiliating with CBS, which WPAT said increased its audience by 20% in a month's time.

K FRE Spot Soars

NATIONAL SPOT BUSINESS for KFRE Fresno, Calif., 50 kw, 940 kc, CBS affiliate, was up 71% for the fiscal year which ended June 30, according to Paul R. Bartlett, president and general manager. This increase was in spite of an 18% rate increase last September. The overall total sales volume increase of the station was over 25%. Summer business, Mr. Bartlett said, is 100% ahead of last year in the national spot classification.

In This Two TV Station Market
Served by Four TV Networks

242% more local advertisers bought time on Radio Station WOC, July 1, 1950-June 30, 1951, than in any previous 12-month period . . .

. . . local advertisers spent more money for time on WOC during this period, than in any similar 12-months . . .

... The station's new rate card, he said, will be issued by Aug. 15. Even after the increase, he reported, "WPAT's spot announcement rate will still be 15 cents less per thousand radio homes than the old rate in 1950."

He cited Pulse figures as showing that "in Bergen-Passaic Counties (255,000 radio homes) WPAT increased its audience by 20% (1951 over 1950) and has the largest audience of any New York or New Jersey independent station nine hours every day and the second largest audience eight hours every day.... In the same vital New Jersey counties against all New York and New Jersey stations, WPAT advanced its 1951 ranking in 45 quarter-hour segments, remained constant in 19, and lost ranking in but 41."

In a mail sample in January, he continued, Essex County produced "nearly double the combined return of Bergen-Passaic Counties which, in turn, parallel WPAT's Bergen-Passaic Pulse for 1951."

Local Spot Sales
(Continued from page 25)

vision stations reported increases for 34.3% of stations compared with losses for 2.9%.

While the television impact on local sales was a decided factor the percentage of difference between television and non-television markets was not as great as some predictions have indicated. [BROADCASTING • TELECASTING, July 23.]

Local business has increased substantially in television markets. In the spot announcement classification the number of stations showing this increase is within three percentage points of non-TV areas.

An analysis of the size of stations shows that increases and decreases were almost equally divided between small, medium and large classifications and between affiliates and non-affiliates.

L.A. AFRA PACTS

Three Independents Sign
NEGOTIATIONS for cost-of-living increases for staff announcers at the three remaining unsigned Los Angeles area independent stations, have been completed by the local chapter.

Last three to sign with AFRA were KXLA Pasadena, whose announcers gain rates from $90 to $110 weekly; KGIL San Fernando, with increase to $76.37 weekly; and KIEV Glendale, where minimum salaries were raised to $75 to $80 with $56 annual increase until $90 weekly is reached. Previous rate had been $70 basic pay with $5 increases to $85. KIEV increases are retroactive to May 1.

As with other stations, vacations were increased from two to three weeks with pay.

Versluis Injured

LEONARD A. VERSLUIS, owner of WLAW-AM-FM-TV, Allentown, Pa., and his son, Leonard Jr., escaped with minor injuries when their private plane, piloted by the younger Versluis, crashed on take-off at Harbor Springs, Mich., last week.

WBVD 117-110 W. 46 St.
NEW YORK, N.Y., 10019

CREDIT RELIEF

House Votes For Set-Buyers

RELIEF from burdensome credit restrictions applying to radio-TV receivers, phonographs and other household appliances was voted July 20 by the House, which passed the defense production bill and adopted by a joint House-Senate conference committee last Thursday.

The provision for radio and TV sets conforms to that recommended by the House Banking & Currency Committee, which voted to ease credit controls in answer to industry demands. The Senate version carried relief only for purchasers of automobiles [BROADCASTING • TELECASTING, June 23].

As passed in conference last Thursday, the amended economic control bill provides for lessening of the down payment from 25% to 15% and easing of the maturity payment date from 15 to 18 months.

The House also reversed an earlier proposal which would have frozen wages and prices for a 120-day period beginning July 1.

Two more road blocks remained before the proposal is finalized: Clearance by both houses and presidential signature. Mr. Truman has threatened a veto.

Demand for outright abolition of so-called Regulation W was sought during House debate by Rep. Wright Patman (D-Texas). He felt that if it were abolished and people use their money to buy TV sets and other goods, that would release the pent-up demand for really scarce goods and help "keep down inflation."

President Truman also indirectly added his voice to that of others in opposing the relaxation of any inflated curbs at this time. In his mid-year economic report, the Chief Executive lashed out at extremists who would "discard the whole structure of administration controls or shoot it full of holes."

He also told Congress that the Wage Stabilization Board is developing "fair and practical wage policies."

In This Two TV Station Market
Served by Four TV Networks

Basic NBC Affiliate
5000 W—1420 Kc
Col. B. J. Palmer, president
Ernest C. Sanders, manager
National Representatives
Free & Peters, Inc.
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On Program Standards
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Westinghouse Buys
NCAA Test Games
Page 51

DuMont Further
Realigns
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Latest Set Count
By Markets
Page 58

Nationally-Tested TV Shows on Film

Spectacular wrestling matches as only Hollywood can stage them. Red-blooded Main Events and Semi-Finals with nationally-known mat stars in 30-60 minute programs crammed with bone-crushing action. Film-recorded at KTLA, Los Angeles. Top West Coast TV sports event for 1949-50-51. Now shown in more than 20 markets.

Twice voted "Best Children's TV Show"—1949 and 1950—by The Academy of Television Arts & Sciences. Whimsical puppet adventure serial—12 minutes, five times weekly. Highest Hooper-rated multi-weekly TV show in Los Angeles for past several years. Now in 22 TV markets. Extensive promotion and merchandising tie-ups make this doubly attractive to sponsors everywhere.


Paramount's FILMED SHOWS offer spot advertisers tested top-rated entertainment at a fraction of initial production costs. Programs are available to advertisers in one or many TV markets. Also available to TV stations with privilege of resale to local advertisers. For prices and audition prints—write, wire, telephone:
The large, responsive audiences and the remarkable sales records being built on daytime TV make today the time for every alert advertiser and his agency to explore this medium. As these success stories from Blair-represented TV stations indicate, important franchises are being developed now by those who know media values.

The D. H. Holmes Department Store sponsors the "At Home" show over WDSU-TV, New Orleans. They sold $400 worth of Johnson's Magic Menders in 3 days, then pushed the menders with 3 short daytime TV announcements. Sales jumped 700% within two weeks!

WTVR Richmond televises the "WTVR Cooking School", sponsored by Colonial Stores. A "television special" is featured every day and sells out consistently; the supply of recipe books can't keep up with requests; favorable comment from store managers is unprecedented.

This kind of daytime action is typical of all Blair-represented TV stations . . . for details call your Blair TV representative today!
PROGRAM STANDARDS

PRELIMINARY review of an industry proposal to adopt a standard of practice governing television's moral and social habits will get into swing today (Monday) when the NARTB Television Program Standards Committee meets in closed session at NARTB headquarters.

Heading the committee is Robert D. Sweeney, WDSU-TV of New Orleans, to whom many individual station operators earlier had submitted station logs for a specified week, May 8-12. Out of this session is expected to come a clear indication as to who will draft the standards, on mandate of the nation's TV broadcasters, and whether the proposals will transcend standards to emerge as a self-enforcing code for the television industry. NBC already has adopted a set of standards.

TV programming issue, precipitated largely on the basis of complaints received by the FCC from various groups, resolves itself into the question of the licensee's responsibility in community affairs.

Possible Course of Action

It was felt that the NARTB group probably would appoint a subcommittee to work with the association's staff members on the proposed standards, reporting back to the full committee. The latter then would report its findings and conclusions to NARTB TV members sometime in September.

Also hanging fire is the possibility of a survey among interested groups to determine specific objections to present TV programming. In the event the committee feels such a survey is needed, it will pass this recommendation on to the board of directors. Question arises, however, whether such a study would prove of sufficient value to warrant the budget expenditure.

TV station licensees already have taken a cold, calculated look at their own programming, conceding there is need for constant observation and improvement in the wake of protests filed with the Commission. Industry meeting was held June 22 at which time Sen. Edwin C. Johnson (D-Okl.) and FCC Chairman Wayne Coy expressed against so-called excesses lest another Blue Book emerge on the industry horizon [Broadcasting • Telecasting, June 25]. A resolution was offered by G. Bennett Larson, WPX (TV) New York, and adopted by stations.

Programming standards, of course, go beyond the most commonly cited—"plunging necklines," multi-spotting and objectionable commercials. Lurking in the background will be the organized threat raised by educators, many of whom object categorically to any sponsored fare. Adoption of a set of standards is regarded, in some quarters, as an implied challenge to commercial telecasters to improve their programming, with an eye cocked to educational fare.

PRIMENOMBER of the National Collegiate Athletic Assn.'s "provision-riddled" 10-week TV football program will be underwritten by Westinghouse Electric Corp., it was announced last Wednesday, with the network to be selected shortly.

At the same time it was reported the NCAA may undertake a similar "controlled" telecasting plan in 1952, since it is uncertain that complete results can be obtained from a one-year experiment, and that Westinghouse also is eyeing next year's schedule with that in mind.

Announcement of Westinghouse's sponsorship of this fall's games was made jointly by Admiral Thomas Hamilton, retiring chairman of the NCAA's TV Steering Committee, and J. M. McKibben, vice president in charge of consumer products for Westinghouse.

OTHER COMPETITORS

In securing rights to the telecasts, Westinghouse beat out bids by NBC, DuMont and Chevrolet Division of General Motors, and N. W. Ayer & Son for Atlantic Refining Co.

Fisc for the acceptance of the Westinghouse bid was placed by Admiral Hamilton upon three elements: (1) "The method of research of the company, it's ability to meet research problems, and willingness to make the schedule flexible;" (2) The public relations ability of the sponsor in the promotion of college sports and (3) price.

An added factor in the selection of Westinghouse was also the fact "that the company for years has been closely associated with colleges and universities through intensive training programs, scholarship awards and graduate placement activities," it was announced.

Admiral Hamilton said: "Although all bids would have been acceptable, the proposal by Westinghouse answered all the questions better than any of the others did."

Individual negotiations will be carried out by the sponsor's agency, Ketchum, MacLeod & Grove, Pittsburgh, with the home team in the tentatively scheduled games, on the basis of a minimum price formula agreed upon by NCAA and Westinghouse.

It is expected that some 40 colleges, including those which had previously placed a ban on the telecasting of football, will participate in the experimental schedule, which is in effect for all Saturday games, from Sept. 22, to Nov. 24. Admiral Hamilton said. Stations in about 50 cities will be used to carry the games, and Westinghouse will shortly begin negotiations with Pacific Coast colleges and other teams in sections not covered by the interconnected network.

The 10-week experimental program, which presents seven games to each section of the country, with three blackouts in each region, will include, two network games (one originating on the east and one in the midwest); two Saturdays for inter-regional games (east to midwest and midwest to east); two Saturdays for regional games (east and west); and one sectional-game (with average of 5 or 6 stations carrying each game).

Under the NCAA ground rules, each college is limited to two TV appearances, one home game and one game away from home.

Theatre Television, Skiatrons, postgame films, and color television are free from restriction and are being encouraged by the NCAA to televise college football games, Admiral Hamilton said.

STRIVE FOR ACCURACY

A Westinghouse spokesman said every attempt to cooperate with the NCAA experiment, will be made to order to bring about accurate results for study.

Colleges of all sizes are expected to be included in the schedule which will cover most of the major teams of the East, Midwest, South and possibly the Far West.

One of the small colleges being considered by the agency for sectional - regional sponsorship, is Franklin and Marshall, in Lancaster, Pa., it was learned.

Announcement was also made that Admiral Hamilton will con- (Continued on page 57)
DuMONT BLAST
Hits CBS System Again

APPEARING on the Rutgers University Forum, over WAAT Newark last Tuesday, Dr. Allen B. DuMont, president of Allen B. DuMont Labs, took the opportunity to blast the field sequential CBS system of color television and recommended that his listeners purchase only black-and-white sets.

Questioning Dr. DuMont on the program were Will Baltin, producer, Screen Gems Television Div., Columbia Pictures; Frederick Kugel, publisher and editor, Television magazine, and Robert Compトン, staff writer for the Elisabeth (N.J.) Daily Journal.

Dr. DuMont described the development of color television and said that "unless color television is completely electronic, it will not be commercial."

He said he felt that the most popular television will be black and white for at least three more years, due to the expense to consumers for color TV, and he claimed that the shows that lend themselves best to color television are travelogue, fashion shows and gardening programs.

Dr. DuMont asserted that the field sequential system is impractical; that "the picture is of necessity small," and that one-third of the detail of electronic black-and-white is lacking. Loss of light by a mechanical system of color TV is another detriment to its acceptability, and the flicker caused by transmission of fewer pictures results in headaches, Dr. DuMont said.

He told his listeners that the FCC decision on color was premature; that at the time it was made, the mechanical system was "slightly" more advanced, but that further developments in the electronic system have produced superior results in color television.

Program also was to be broadcast over WDTN-FM and WDTN-AM-FM New Brunswick, WTTM Trenton, WMTR Morristown, WBNG-AM-FM Bridgeton, WJLP Asbury Park, WAWZ Zerepath and WTNJ Trenton, all New Jersey.

Checks Films

MOVIES telecast on WTMJ-TV Milwaukee will be checked against the record of the city's Motion Picture Commission to further guard its programs to "family entertainment." Under arrangement with the commission, WTMJ-TV will refer to past feature films that have cut scenes or dialogue. "We hope that as a result ... our service to the television audience will be further improved," said Walter Damm, vice president and general manager of radio for the Journal Co.

ALTHOUGH known as the "infant medium," television has been in the CBS picture for 20 years. This photo was taken in 1930, as William S. Paley (2d from 1), then CBS president, now chairman of the board, checked network TV plans with his technical staff. The following year, CBS opened station W2XAB in New York and started the first regular TV broadcasting schedule. L to r: E. K. Cohen, CBS technical director in 1930, now retired; Mr. Paley; H. V. Akerman, then chief engineer, and present in charge of station relations; G. Stanley McAllister, then chief construction engineer and now a vice president of Lord & Taylor, New York department store.

CITES REACTION

WKRC-TV Extends CBS Show

CBS said last week that Cincinnati's reaction to its first look at color television is "slightly more advanced," that WKRC-TV, which had planned to carry color only from July 20 through last Saturday, has decided to continue the CBS color schedule for an additional week.

The Kroger Co., which demonstrated the color programs on CBS-Columbia "Colorvision" receivers in its stores in the area, requested WKRC-TV to extend the schedule until Aug. 4 and Hulbert Taft Jr., executive vice president of WKRC-AM-TV, agreed to do so, CBS reported.

The network quoted Mr. Taft as saying, at a showing for merchants, that it was WKRC-TV's duty to "allow the public living within our viewing area to see this art to the extent to which it has been developed to date."

ART DIRECTORS

Bigger Role With Color

THE ART director is going to become a much more important man in the television field in the opinion of Kai Jorgensen, board chairman for Hiscox & Jorgensen Inc., Los Angeles advertising agency. Mr. Jorgensen has just returned from an extended visit to New York where he viewed color telecasting in addition to examining the television picture in general.

Where the "element of art direction in black-and-white telecasting is almost entirely neglected, need for balancing colors and matching them correctly means that top grade art directors will be a priority item for all color telecasts," he feels. He issued a warning to those locally concerned with commercials and programming to "start thinking now about how we are going to adapt our techniques and approaches when color video finally comes here."

Increased production costs would also come with color telecasting, Mr. Jorgensen pointed out. It will require working out of color schemes for programs. Set decorations, costumes and program props also become important factors, he said. "Color TV may be a great thing, but it's going to cause many video technicians to gnash their teeth," he stated.

THEATRE COLOR

20th Century Signs With GE

PLANS of 20th Century-Fox to present large-screen, full-color theatre television moved forward another step Thursday, when the motion picture company announced that an agreement had been reached with General Electric Co. to manufacture TV studio equipment. It would build television sets and demonstration pictures via the CBS system for the theatre company's Ediphor projection system.

The GE agreement was announced just one week after 20th Century-Fox had acquired rights to use the CBS field sequential colorcizing method in its Ediphor large-screen theatre TV reception system (Worldcast, Telecasting, July 23). The Ediphor system, developed at the Swiss Institute of Technology at Zurich, Switzerland, was acquired in February by the motion picture company, which itself plans to produce the theatre TV apparatus.

Dr. W. R. G. Baker, vice president of DuMont Labs, said that GE engineers at electronics park in Syracuse will begin immediately to produce the special studio equipment, consisting of a simplified camera, teleciner and associated studio gear which, the announcement stated, will produce pictures of higher resolution than are available with present TV broadcast standards.

Program Plans

Program plans for the theatre TV system include "stage shows, whole operas, grand orchestral performances and outstanding variety shows," Spyros P. Skouzas, president of 20th Century-Fox, said. These programs will be broadcast simultaneously to thousands of American motion picture theatre screens, he stated, pointing out that they will be designed specially for theatre reception and will in no way conflict with video programs produced for home reception.

Engineers of 20th Century-Fox, working with those of the Swiss Institute of Technology (CBS and GE), hope to be able to demonstrate large-screen, full-color theatre television before the end of the year.

KLAC-TV Construction

AT an estimated cost of $45,000, KLAC-TV Hollywood has completed construction of new projection room, viewing theatre and dressing rooms at 1000 N. Cahuenga Blvd. KLAC-TV was granted 306 square feet of floor space, will house the station's $100,000 worth of camera equipment, including two 16mm cameras, a 35mm projector with oversize magazine, two slide cameras and automatic projection equipment. Viewing theatre and dressing rooms each are 245 square feet.

Page 52 • July 30, 1951
REALIGNMENT of top DuMont TV Network personnel, with Tom Gallery becoming head of the sports department and Ted Bergmann succeeding him as sales director [CLOSED CIRCUIT, July 23], was announced last week by Chris J. Witting, director and general manager of the network.

Move is the first step in a program of network reorganization which Mr. Witting has been planning since his split from the top network post in June [BROADCASTING • TELECASTING, June 18], which will also include the establishment of a semiautonomous operation for WADB (TV) New York, key station of the network.

Appointment of Mr. Bergmann, a member of the DuMont sales force since 1947, to the top sales job is the initial step, Mr. Witting said, in a coordinated plan to develop aggressively commercial support for the DuMont network among the top national advertisers and their agencies. Although only 30 years old, Mr. Bergmann is already a veteran salesman, credited with handling a major part of the network's spot business.

Mr. Bergmann sold the Old Gold Original Amateur Hour program, one of TV's first big shows, which started on DuMont in 1946. He handled the sale of Caption Video to General Foods Corp., TV's first sale of five-half-hours a week to a single sponsor. He brought Proctor & Gamble Co., now the top TV network advertiser, into this field by selling the soap company a weekly series of Fashions on Parade. And he supervised the development of Charade Quiz, a local program sponsored by Whalen Drug Stores into two-hour-long cooperatively sponsored network programs, Cavalcade of Stars and Cavalcade of Bands.

During the war, Mr. Bergmann served with the rank of captain as INS SERVICE

Starts TV Wire Unit

A new wire service for TV stations was announced last week by International News Service, which said that in conjunction with the INS-Telenews daily newreel it now offers "the world's first complete basic news service for television.

The new teletype circuit will transmit up-to-the-minute scripts for use with the newreel film, INS explained. The teletype is entirely separate from the regular INS radio-newspaper circuits.

Summaries of latest news developments also are planned, to round out complete 15-minute newscasts for broadcasting by the local commercial stations.

"This is the initial step toward eventual establishment of round-the-clock television news service geared exclusively to the special needs of the individual stations," the announcement said.

INS spot news photos also are available as a supplement.

DuMont CHANGES

Gallery, Bergmann Shifted

Mr. Gallery Mr. Bergmann

second in command of radio publicity activities on Gen. Dwight Eisenhower's staff in Paris, where he also had charge of SHAEF studio activities. Returned to this country in 1945, he was second in command of the radio branch of the War Dept. Bureau of Public Relations in Washington until his discharge in 1946. He joined DuMont in 1947.

Coincident with the appointment of Mr. Bergmann to the top network sales post, Mr. Witting also announced the promotion of John Bachem, veteran advertising salesman, to the position of assistant network sales director. After 14 years in the magazine field, Mr. Bachem entered radio with NBC, serving successively as account executive, eastern sales manager and assistant to the vice president in charge of sales. Transferring to CBS, he contacted major agencies in New York, handling the Camel and Campbell Soup accounts, and then was charge of the Philadelphia and southern territory for CBS for 12 years before joining DuMont in August, 1949.

Mr. Gallery's transfer from sales to sports returns him to a field in which he has been active since his motion picture acting days immediately following World War I. After promoting large scale events on the West Coast, he moved east as manager of the Brooklyn Dodgers professional football team and later became general sales manager of the New York Yankees, heading the team's radio and television activities. Early in 1949, he left the Yankees to organize DuMont sales.

Mr. Gallery's new appointment as director of sports will entail the acquisition of major sports events for the network and their sale to DuMont clients. It follows his handling of the negotiations for the video rights to the Charles-Walcott fight, which secured the telecast for DuMont and the home TV audience, and his organization of the video set manufacturers to underwrite the project. In his new post, Mr. Gallery will take over some of the functions formerly handled by Leslie G. Arries Sr. Mr. Arries continues in the department.

WRITERS MERGER

ALA and SWG Approve Plan

RECOMMENDATIONS of the third National Television Conference contemplating a reorganization of the Authors League of America, with the Screen Writers Guild becoming one of the member guilds, were approved Wednesday at concurrent meetings of the Authors League and the executive board of the Screen Writers Guild.

Pending reorganization, jurisdiction over writers for television was given to a Television Writers Group of the Authors League in the East, and to a Television Writers Group of the Screen Writers Guild in the West. The national television committee of the two organizations retains authority to handle all negotiations, with all former jurisdictional authorities over television reconstituted. The league will service East contracts, the guild in West.

Announcement of the agreement was made jointly by Oscar Hammerstein 2d, president of the Authors League, and Earl Tunberg, president of SWG Guild.

Ups Incense Sales

RISE in sales of incense closely paralleled increased distribution of television sets, according to L. V. Radkins, president of Hindu Incense Mfg. Co., Chicago. "People started to study the world through different ways, they want the fragrant atmosphere provided by incense."

N.Y. TV CENTER

DuMont Details Announced

DETAILS of the DuMont Television Center into which New York's old Central Opera House on East 67th St. is now being converted [BROADCASTING • TELECASTING, Jan. 1] were announced last week by Chris J. Witting, director and general manager of the DuMont TV Network. The network expects to finish the conversion of the seven-story building for program originations by Oct. 1, he said.

The two million cubic feet of space in the Television Center will provide five studios for live telecasts, including a main studio 180 feet long by 70 feet wide, said to be among the largest in the East and capable of mounting the home elaborate video programs. Two more studios in the building will be used for coordination of film and remote programs. In addition, DuMont will concentrate there all of the network's technical facilities as well as its engineering and program staffs.

The technical facilities will include master control, Teletranscription recording facilities, technical stock room and maintenance stock room.

The exterior of the DuMont Television Center will be styled in keeping with the medium it is designed to serve. Green tile, in which the DuMont identification will be imbedded, will provide the first floor window walls, glassed in for the rest of the seven-story facade by white marble and limestone, unbroken save for a free form design and rows of windows.

William T. Meyer, architect, designed the plans for converting the former Opera House. The DuMont engineering staff, under Rodney D. Childs, went out, and is supervising the installing of equipment, of the most modern DuMont design. Thompson Starrett Co. is doing the construction.

The new Center, for more than two years in the planning stage, will be completely functional, Mr. Witting pointed out. The Center, he said, will have an ideal number of features designed to cut program production costs, such as the construction of permanent sets which, with superficial changes, can be used in a number of ways. The space is being laid out for maximum use and to allow directors the greatest freedom.

Drawing of the Television Center (see DuMont story ⊂).

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Crack In Ice (Continued from page 47)

In lieu of further oral hearings, FFC stated. Those taking exception, it was pointed out, "ob- jected" to continuing the matter and would preclude them from presenting oral testimony in these proceedings.

Also received numerous additional comments generally supporting its short-cut procedure, the Commission said.

Meanwhile, at a meeting Wed-nesday evening of the Congres- sional, representatives called by Sen. H. Alexander Smith (R-N.J.), the entire House delegation unani- mously endorsed FCC's action in testing FCC's failure to allocate any educational channels in New Jersey and asking oral hearing. The move came when it was learned FCC planned the paper procedure.

The petition by Westinghouse Radio Stations Inc., filed in late June and seeking presentation of its data by paper, was dismissed as moot.

Appearances Corrected

Among the corrections to the list of educational radio geographic group, the Commission added to Group A a counter-proposal at Honolulu by Pacific Frontier Broadcasting Co. and a supporting counter-proposal at Puerto Rico by the Puerto Rican Dept. of Education, San Juan.

The correction also noted the Joie Chitwood, KPJM-AM, Enid, Okla., Television "has filed a comment in this proceeding which supports each channel reservation for noncommercial use.

In which cities the Commission proposes to reserve channels are not indicated. Inasmuch as the proper termini of the name of the Joint Committee is to be added to each group which first contains the stations in which such cities are located."

Termed the "fifth Report and Order of Commission," the notice on partial thaw of power boosts outlines the three-year history of the re-allocation problem. The notice explained that following the freez of Order 30, 1948, FCC determined not to grant any alteration for new facilities, excepting some on a case-to-case basis for modification of existing construction permits depending on the extent to which they were affected by the issues in the re-allocation proceeding.

The notice pointed out that since December, 1948, the Commission has clarified its intention concerning the 'case-to-case basis.' In passing on these applications, the Commission has not granted additional power, and the construction permits where such grants would result in increased coverage over that resulting from the effective radiated powers and antenna heights specified in the applicants' authorizations outstanding on Sept. 30, 1948, the date of the Commission's 'freeze' order.

The notice added the Commission "would not permit increases for powers and increased antenna heights which would result in coverage not in excess of that existing on the freeze date. It has not promulgated increased power and/or lower antenna heights since such increased power involved questions of increased tropospheric inter- ference which has been granted in accordance with the above policy.

The Fifth Report reviewed the partial thaw proposals of the re-allocation plans announced in March. This included proposals for new grants in the U. S. territories and some UHF grants in the U. S. in addition to power boosts for some existing VHF stations.

"In advancing the above proposals for a partial lifting of the freeze on," the Fifth Report explained, "the Commission recog- nized that the factors which called for a continuation of the freeze on the construction of new VHF tele- vision stations in the U. S. territories were not the same, in all respects, as those relating to the Territories, the UHF band, and increased power for existing stations."

FCC dissipated that in suggesting the possibility, in the revised allocation plan notice, of permitting increased power for ex- isting stations, it had recognized that this might be accomplished without encountering problems such as those which would arise if we per- mitted new stations to be con- structed in areas having no service at present.

"Without prejudice to those areas not now having stations, we would be providing for a better service to the public from existing sta- tions and would be creating a situ- ation in which, as a general matter, existing stations could operate on increasing their power, in view of changing patterns of viewing and coverage. A condition which would materially contribute to the healthy development of the new television industry."

(Radio stations are filed by parties pursuant to the Third Notice of late March, FCC said, only two comments opposed the proposal to increase power of existing outlets and "neither...advanced a single reason as to why the proposal should not be effectuated." FCC identified the comments as from WTIQ, Rich- mond, Va., and WKY, Louis- ville, Ky.

From a review of the many com- ments and oppositions on file re- specting the Third Notice, FCC said it did not believe it "to be ad- viable at this point in the proceed- ing to permit increases to the power specified in Appendix A."

FCC's notice specified the follow- ing considerations will be applic- able to such requests for special temporary authority:

(a) Community stations are per- mitted to operate to the limits of the Commission's Rules, to operate with a maximum effective radiating power of 1 kw and with an antenna height of 350 feet above average terrain. The Commission will consider requests for extended community stations (three in number) operating 50 kw transmit-ters with less than 50 kw power output for special temporary authority to increase power to the level listed in Table I, specifically the 5 kw figure. An increase in table power of more than 50 kw may be authorized, subject to the condition that the effective radiated power and antenna heights specified in Table I shall not be exceeded.

(b) Section 3.504 of the Commission's Rules permits metropolitan stations with a power output in excess of 50 kw to exceed the power in Table I, subject to the condition that the authorized maximum effective radiated power in Table I shall not be exceeded. The provisions of said section, antenna heights, and coverage rules apply, and not the limitations specified in Table I.

(c) Station numbers listed in Table I include stations which are not the same, in all respects, as those relating to the Territories, the UHF band, and increased power for existing stations. The Commission is not considering any permits for stations in areas which are not now having service.

(d) Grants made in accordance with the provisions of subparagraphs (a), (b), and (c) may be subject to the condition that they are without prejudice to any determination which the Commission may hereafter make with respect to the validity of the requests. The propriety of such determinations will be considered in light of the factors noted above.

(e) Special temporary authorizations issued pursuant to the above requests may be subject to the condition that they be continued to periods not in excess of six months.

(f) The Commission will consider changes in their classification will not be granted.

In an order amended Sec. 1.171 of its rules to effect the partial thaw.

here is a state and city listing of the 107 existing television stations, showing the power output of the high above average terrain. Unofficial notations are included in some cases to stations and presenting stations and different locations.

<table>
<thead>
<tr>
<th>City</th>
<th>Broadcasting</th>
<th>Power (kw)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>WABM-TV</td>
<td>3.604</td>
</tr>
<tr>
<td>Boston</td>
<td>WSBM-TV</td>
<td>4.83</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WWHO-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>Dallas</td>
<td>WITF-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>Denver</td>
<td>KFRC-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAF-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KABC-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>Miami</td>
<td>WTVJ-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WCCO-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>New Orleans</td>
<td>WDSU-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>New York</td>
<td>WABC-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WPTV-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WENG-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>Portland</td>
<td>KPTV-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>San Antonio</td>
<td>WOAI-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>San Diego</td>
<td>KFMB-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KRON-TV</td>
<td>5.0</td>
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<tr>
<td>Seattle</td>
<td>KPLR-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSDK-TV</td>
<td>5.0</td>
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<tr>
<td>Springfield</td>
<td>WSPR-TV</td>
<td>5.0</td>
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<tr>
<td>St. Louis</td>
<td>KTVI-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>Tampa</td>
<td>WTBG-TV</td>
<td>5.0</td>
</tr>
<tr>
<td>Washington</td>
<td>WUSA-TV</td>
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<tr>
<td>Washington</td>
<td>WTTG-TV</td>
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<tr>
<td>West Palm Beach</td>
<td>WPTV</td>
<td>5.0</td>
</tr>
<tr>
<td>Worcester</td>
<td>WJAR-TV</td>
<td>5.0</td>
</tr>
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</table>

This list includes all existing television stations operating 50 kw or more. It does not include stations operating 5 kw or less, which are operated by educational radio的概率. The list also does not include stations which are operated by educational radio communities or by educational radio groups either individually or jointly.

In most cases, the power output and antenna height are specified in Table I of Appendix A. In other cases, the power output and antenna height are specified in Table II of Appendix A. The power output and antenna height are specified in Table II of Appendix A.

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NTPS Talks To Film Group

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GLOBAL TV

Gets 'Encouraging Support,' Sen. Mundt Reports

GLOBAL blueprint for the establishment of television relay stations in Turkey—and eventually throughout all Atlantic Fact nations—has met with "very encouraging support," Sen. Karl Mundt (R-S.D.), progenitor of the plan, said last week.

Sen. Mundt said he had conferred with Edward W. Barrett, Assistant Secretary of State for Public Affairs, and other department officers, and with the Turkish embassy last week. He represented them as generally "enthusiastic" about the possibilities of setting up stations devoted to cultural and educational programs and operated by both the U.S. and Turkey on an equal basis [Broadcasting * Telecasting, July 23].

Secretary Barrett later issued this statement: "The potentialities of television, radio and other mass media networks in worldwide public education are extremely important. We and other agencies of this and other governments have done much to stimulate the subject in recent months. Sen. Mundt is to be commended for his active interest in this field."

Sen. Mundt also had recommended a reclassification of AM and FM relay stations throughout European nations.

The South Dakota Republican, co-author of the Smith-Mundt Act which authorized the Voice of America, has issued charts, maps and statistical data relating to European countries which belong to the North Atlantic Treaty Organization. He spokesmen that this is a movement to bring Turkey into the fold. Most of the data was of a technical nature, embracing figures on cost of relay stations, multi-channel equipment, and suggested transmitters is cited.

Cost of Coverage

No data has been set for launching of the project, which Sen. Mundt estimates would cost between $3 million and $4 million for Turkey alone and between $30 million and $40 million for TV coverage of NATO countries.

Sen. Mundt stated, however, that negotiations are under way between Turkish authorities and the United States, paving the way for initiation of the plan. He is due to have conferred late last week with a Turkish communications and radio official.

But when the class blueprint for global TV be financed?

Sen. Mundt acknowledged last Wednesday that Congress "probably" will be asked to approve funds for the proposed equipment sometime before the year is over—"after Congress has passed the regular State Dept. appropriations bill for 1952." It would be contained in the $86 million request for supplemental monies over those allotted for radio broadcasting, he indicated.

There was no immediate comment from the State Dept. on whether it plans to seek additional funds for the Mundt TV proposal. Failing initiative from that quarter, Aldredge Named

APPOINTMENT of Charles Aldredge as Washington representative for the Fair Television Practices Committee has been announced by Jerome W. Martin, committee chairman. Mr. Aldredge has served as information director for a number of federal agencies. The committee, recently organized, opposes telescasts requiring viewers to pay special fees, and other practices which it considers discriminatory against set owners [Broadcasting * Telecasting, June 25].

Sealing up the lead box are (1 to r) Mr. Streibert, Charles H. Singer, assistant chief engineer WOR, and Mr. Poppele.

IN THE YEAR 2051

WOR Box To Yield Data

ON July 24, 2051, while atomic powered space-ships whiz to Mars, New Yorkers of the Flash Gordon age will open a lead sealed box and read what the men of 1951 had to say about television.

Last Tuesday, Theodore C. Streibert, president of WOR-AM-TV New York, and J. Poppele, vice president in charge of engineering, placed the box in a wall of WOR's new television Square. An aluminum plaque also was included to call the future Buck Rogers' attention to the box, asking that it be opened July 24, 2051.

The box contains stories and pictures about WOR and the TV out- let, a map of New York City, manufactures' pictures of current TV sets and a tube from a television camera. Also included are technical data on American TV stations, receivers and picture tubes supplied by Caldwell Clements Inc., New York publisher.

Predictions from many writers on the future of TV, also included in the contents, range from playful to serious, and from pessimistic to hopeful. Station officials expressed hope that the many items contained in the box will be of great help to future historians.

CRIME SHOW

ABC-TV Contacts Kefauver

NEGOTIATIONS are underway to give Sen. Estes Kefauver (D-Tenn.) a national crime expose show of his own, it was reported last week. Network is ABC-TV.

If the deal goes through, it was explained in Washington and unofficially confirmed in New York, ABC-TV will have an option on the book, Crime in America, which is in the volume authorized by Sen. Kefauver on the national aspects of the crime committee hearings when he was chairman.

Sen. Kefauver is not unwilling to appear as a host on the program. However, he has stipulated that he will do the program only if fees are turned over to the Cordell Hull Foundation for International Education.

The program would be based on the contents of the Kefauver book.

TV'S IMPACT

Moviemen Discuss Outlook

TELEVISION'S effect on the exhibitor-motion picture industry got a going over by the Council of Motion Picture Organizations' closed sessions, the first session that subject at Beverly Hills (Calif.) Hotel, last Wednesday.

Discussion of TV issues were general and lasted the greater part of the day with Ronald Reagan, director, Green Actors Guild, and Sidney Meyer, Miami representative, Motion Picture Theatre Owners of America, presiding. Opinions were also urged that TV could be an important factor, others dis- counted its lasting effect on the theatre business.

Exhibitors and producers were of opinion that TV cannot compete with good motion pictures and up-to-date theatres.

All were in agreement that TV can be useful in publicizing or promoting motion pictures. While admitting that use of film came on TV has its benefits to the industry, producers said, too frequent use of such talent injures their box office values.

Production companies which sell their old product to TV came in for considerable criticism. Steve Brody, president, Monogram Pictures, in answer, said his company, for example, had a choice but to sell to video those pictures which have played out their theatre runs.

Theatre-TV of special events can be used with great effect to supplement their film programs, just as vaude- ville, presentations, orchestras and other offerings have done in the past, said S. I. Fabian, exhibitor. He also declared that exhibitors were in accord that FCC should make exclusive TV channels available for theatre telecasting.

Subscription TV

Exhibitors did not think subscription television could be suc- ceedful. Sen. Kefauver, in a recent letter to a John Marshall, possibility that home sets could be tampered with to avoid paying charges and because there is no control over audience size.

Although producers attending the closed session reportedly promised their studios would not release recent movies to TV, the Society of Independent Motion Picture Pro- ducers several weeks ago went on record as urging FCC to speedily license pay-as-you-see methods.

Pacific Coast Conference of Independent Theatre Owners, at its Del Mar, Calif. convention, a night, condemned SIMPP ac- tion. It also decided to urge the federal government to collect amusement tax if such subscription systems became accepted.

Recognizing the value of television as an advertising medium, PCCATO at the time went on record to that effect, and urged producers to use their national advertising budgets and prepare trailers for local use as well.
**RURAL IMPACT**

**WOW-TV Reports on Rapid Set Increases**

Two years ago July 9, the late John J. Gillin Jr. turned on the WOW-TV Omaha transmitter for the first time. This month, WOW-TV released a report on the growth and present stature of television in its predominantly rural coverage area.

There were 1,985 sets sold when Mr. Gillin switched on the transmitter in July 1949. The following month the set sales figure reached 1,985, so third quarter sales for 1949 were 6,022.

Teletest Sales Jump

Today, according to the Nebraska-Iowa Electrical Council, there are well over 80,000 sets in WOW-TV's coverage area. Thus, in only two years, teletest sales have increased 40-fold.

In the WOW-TV primary area, there are an estimated 217,600 homes. The station thus far has achieved a penetration of 40%. Based on four persons to a family, estimated audience is 322,000.

WOW-TV concludes that the number of current viewers would reach 500,000 if other factors, such as viewers beyond 60 mile primary area, were admitted.

Average monthly growth of the potential WOW-TV audience during the past two years, has been just over 3,500 families (sets).

In the first six months of 1951, set sales were nearly double sales in the 1950 comparable period.

Bill Wiseman, WOW Inc. promotion manager, said that during the first 26 weeks of 1951, average set sales amounted to 900 weekly. As for the future outlook, Mr. Wiseman is optimistic. He hopes that the set sales figure will reach 100,000 by the end of 1951.

**'BRIDE & GROOM' Hearing Set Aug. 30**

MOTION for a new trial in the Bride & Groom suit against KLAC-TV Hollywood's Wedding Bells, filed by attorneys for the latter, was scheduled for a hearing Aug. 30 in Los Angeles Superior Court (Broadcasting • Telecasting, July 16, 9).

Defendants, KMTR Radio Corp., owner of KLAC-TV; GAM Productions, producer of the program, and Don Pederson, station manager, took the stand that the Superior Court awarded $800,000 judgment against them to producers of Bride & Groom on grounds that the KLAC show was patterned after the Bride & Groom radio program. John Masterson, John Reddy, and John Nelson are producers of the latter show.

**DRAMATIC newswear footage taken by TV Newscaster Clete Roberts (r) during his just-completed tour of Alaska is shown to International News Service General Manager Seymour Berkson. Film of nortland defenses will be used in the daily TV show, Clete Roberts, World Report, being syndicated by INS-Telemews.**

**UNESCO MEET**

To Discuss Role of TV

A WORKING group authorized by the National Commission of UNESCO (United Nations Educational, Scientific and Cultural Organization) will meet in Washington early in August to lay the groundwork for UNESCO's proposed utilization of television, it has been announced.

The group, whose membership has not yet been set, will meet under the auspices of the State Department and will be authorized at the recently-concluded sixth session of the UNESCO general conference in Paris. It also will set in motion machinery for the selection of channels UNESCO feels should be reserved for educational TV and methods of financing educational video outlets (Broadcasting • Telecasting, July 16).

From 10 to 12 representatives, including several members of the commission, will be chosen by the United Nations Educational, Scientific and Cultural Organization committees. A similar meeting will be held later this year in New York, with the TV panel meetings, if approved by resolution of the national commission, to be held next year. The panel will be named shortly.

The nature of UNESCO thinking on educational TV has not been indicated beyond a request from the sixth session of the general conference in Paris.

Richard Oberlin, news director of WHAS-AM-TV Louisville, Ky., is now in Paris as a TV consultant to UNESCO. He attended the conference and is now convening with Douglas Schneider, chief of UNESCO's communications department, and with visual operation directors.

The third national conference, set for Jan. 27–31, will be held at Hunter's College under the sponsorship of the national commission. Over 2,000 invitations have been sent to national and community leaders in industry, education, science, labor, and other groups.

New York area sponsoring committee is headed by Chester Bowles, former governor of Connecticut, and member of the commission.

**Marshall Field Deal**

MARSHALL FIELD & Co., Chicago, has signed a license agreement, Calkins & Holden, Carlcock, McClinton & Smith, same city, is negotiating with ABC to sell its Uncle Mattie/Aloe video show as a co-network package. The children's feature has been telecast locally in Chicago, and would again be sponsored there by Field's. An extensive merchandising plan has been scheduled if the deal goes through.
ALTHOUGH TV network advertisers fell off during May, added national-regional and local retail advertisers brought an over-all increase of 3% in the number of May advertisers, according to the latest Rorabaugh Report.

This latest Rorabaugh Report on Television Advertising, covering May business, was released last week.

Climb 3%

In general, advertisers using TV in May climbed to an aggregate total of 5,478, a rise of 3.0% over that for April, and an increase of 43.8% over that of May 1950.

Network sponsors fell 7.5% from 170 for April to the May figure of 168. These 168 sponsored 204 programs on the four networks.

A breakdown of the 204 shows that NBC led with 83 while CBS accounted for 66; ABC, 49, and DuMont, 13. Table I lists top network programs in the number of stations used.

National and regional spots rose slightly in May to 1,099 from the previous month's total of 1,072. Local retail spots climbed from 4,074 for April to 4,227 for May.

Foods Lead

Among product groups (see Table II), Foods & Food Chain Stores, led classifications, with 40 network accounts and 343 spot.

(Continued on page 65)

TABLE I

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Programs</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Programs</th>
<th>No. of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>DeSoto</td>
<td>&quot;You Bet Your Life&quot;</td>
<td>61</td>
<td>American</td>
<td>&quot;Your Fat Parade&quot;</td>
<td>62</td>
</tr>
<tr>
<td>Host Foods</td>
<td>&quot;Kraft Smith Show&quot;</td>
<td>61</td>
<td>Atlantic</td>
<td>B. P. Building</td>
<td>60</td>
</tr>
<tr>
<td>Host Foods</td>
<td>&quot;One Man's Family&quot;</td>
<td>61</td>
<td>Minnetonka</td>
<td>&quot;Two Girls Named Smith&quot;</td>
<td>60</td>
</tr>
<tr>
<td>Host Foods</td>
<td>&quot;Taco Star Theatre&quot;</td>
<td>61</td>
<td>National</td>
<td>&quot;Faith Baldwin Theatre&quot;</td>
<td>58</td>
</tr>
<tr>
<td>Host Foods</td>
<td>&quot;Your Show of Shows&quot;</td>
<td>61</td>
<td>National</td>
<td>&quot;Stu Erwin Show&quot;</td>
<td>54</td>
</tr>
<tr>
<td>Host Foods</td>
<td>&quot;Your Show of Shows&quot;</td>
<td>61</td>
<td>National</td>
<td>&quot;Stop the Music&quot;</td>
<td>48</td>
</tr>
<tr>
<td>Host Foods</td>
<td>&quot;Pulitzer Prize Playhouse&quot;</td>
<td>61</td>
<td>National</td>
<td>&quot;1st New York&quot;</td>
<td>45</td>
</tr>
<tr>
<td>CBS</td>
<td>&quot;R. J. Reynolds Tobacco Co.&quot;</td>
<td>61</td>
<td>National</td>
<td>&quot;Carney's Shop&quot;</td>
<td>45</td>
</tr>
<tr>
<td>CBS</td>
<td>&quot;Kate Smith Show&quot;</td>
<td>61</td>
<td>National</td>
<td>&quot;Casey's Smoke Shop&quot;</td>
<td>45</td>
</tr>
<tr>
<td>CBS</td>
<td>&quot;Ira Hawley's Variety Show&quot;</td>
<td>61</td>
<td>National</td>
<td>&quot;Farmer John's Friend&quot;</td>
<td>45</td>
</tr>
<tr>
<td>CBS</td>
<td>&quot;Ward's Smoke Shop&quot;</td>
<td>61</td>
<td>National</td>
<td>&quot;Ward's Smoke Shop&quot;</td>
<td>45</td>
</tr>
</tbody>
</table>

TABLE II

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Number of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foods &amp; Food Chain Stores</td>
<td>40</td>
</tr>
<tr>
<td>2. Beer &amp; Wine</td>
<td>34</td>
</tr>
<tr>
<td>3. Tobacco (cigarettes, supplies)</td>
<td>21</td>
</tr>
<tr>
<td>4. Miscellaneous</td>
<td>11</td>
</tr>
<tr>
<td>5. Laundry Soaps, Cleaning Supplies</td>
<td>10</td>
</tr>
<tr>
<td>6. Dairy</td>
<td>10</td>
</tr>
<tr>
<td>7. Personal Products</td>
<td>9</td>
</tr>
<tr>
<td>8. Tobacco</td>
<td>8</td>
</tr>
<tr>
<td>9. Grocery, Groceries</td>
<td>7</td>
</tr>
<tr>
<td>10. Chemicals</td>
<td>7</td>
</tr>
<tr>
<td>11. Drugs</td>
<td>6</td>
</tr>
<tr>
<td>12. Food &amp; Drug</td>
<td>6</td>
</tr>
<tr>
<td>13. Automotive (cars, tires, accessories)</td>
<td>6</td>
</tr>
<tr>
<td>14. Cosmetics</td>
<td>6</td>
</tr>
<tr>
<td>15. Oil &amp; Gas</td>
<td>6</td>
</tr>
<tr>
<td>16. Clothing, Caps, Accessories</td>
<td>6</td>
</tr>
<tr>
<td>17. Drugs</td>
<td>6</td>
</tr>
<tr>
<td>18. Transportation</td>
<td>6</td>
</tr>
<tr>
<td>19. Financial</td>
<td>6</td>
</tr>
<tr>
<td>20. Publications</td>
<td>6</td>
</tr>
<tr>
<td>21. Utilities</td>
<td>6</td>
</tr>
</tbody>
</table>

Weekly Television Summary

July 30, 1951, Telecasting Survey
Eyes and Ears of a GOOD CITIZEN

Every Sunday afternoon at 1:30 the facilities of WHIO-TV are placed at the disposal of The Dayton Council on World Affairs. For the following half-hour, Daytonians view a spirited program called "It's Your World" with local authorities firing questions at a visiting expert. Bill Barton, entertainment editor of the Dayton Daily News, writes, "It compares favorably with any program on any network," and adds, "'It's Your World' is an answer to those doubting the contribution of TV to a community's education."

"It's Your World" is one of many impressive public service programs carried on WHIO-TV. As WHIO-TV builds its reputation as a "Good Citizen" it improves its power to serve commercial users effectively. Representative George P. Hollingbery has market figures, ratings and availabilities.

Top. Horace M. Huffman, Jr., president of The Dayton Council on World Affairs, discusses "It's Your World" with guest J. Douglas Knox, Special Assistant to the Director of Office of Educational Exchange, U.S. State Department. Mr. Huffman says, "We regard this weekly program on WHIO-TV as by all odds our most important educational activity. Where we formerly reached hundreds through public meetings, we now reach tens of thousands throughout Dayton and the Miami Valley."

Above. Typical program warms up for the air as moderator, guest, and panel await 1:30 P.M. signal. Program is genial, but conflicting views are energetically aired, thus giving viewers both sides of the topic under discussion. Frequent changes in panel members, as well as new guests weekly, give "It's Your World" the vital element of variety.
BELGIAN VIEW
Urges Adoption of CBS Color

JAN PHILIP BOON, managing director general of the National Belgian Broadcasting Institute, has announced in New York that he will urge his country to adopt the CBS color system immediately, instead of beginning broadcasts in black-and-white. Belgium is to begin telecasts to the public next December.

A member of the three-man advisory committee on television for Belgium, established by the Belgian Minister of Communications, Mr. Boon said: "I have followed the development of CBS color closely, and would like to congratulate CBS for its pioneering achievements in this field." He continued, "We have the advantage of being able to start TV broadcasting in color and should do so."

Mr. Boon pointed out that Belgians living on the borders of France and the Netherlands have receiving sets which pick up TV broadcasts from those countries. "But the large majority of Belgian people are still without television of any kind. We are building a few sets now, but can easily turn our production methods to manufacture color sets. . . ."

ABC GETS THEATRE
Leases N.Y. Bldg. for TV

ABC-TV last week announced leasing of New York's "Little Theatre," 258 West 44th St., to establish a TV theatre designed for intimacy between performer and audience. The network has set Sept. 10 as the date for completion of renovations and reconversion of theatre, which will seat approximately 600 persons, and have a 50-foot stage.

Kick-off show for the "Little Theatre" will be the Frances Langford-Don Ameche program (Mon.-Fri., 12 noon-1 p.m.), which makes its network debut Sept. 10.

Spot the Products
UNIQUE method of handling commercials was claimed last week by Producer Morris M. Wein of the forthcoming Red and Board television film series, starring Charles Coburn and Spring Byington. Two versions are planned, one for use with and one without regular commercials. On the "without" version, products of participating sponsors will be displayed throughout the film as they are used by the various characters, and the announcer, instead of giving a regular commercial, will offer a prize to viewers who identify 10 items thus shown. Provisions also are being made for filmed inserts in the case of regional and local sponsors.

SESCAC is the high quality transcribed library for TV, with its 4,000 selections of lasting appeal and catalog of 1,200 Bridges, Moods and Themes. But it's the low priced TV library at only $57.50 a month. SESAC is ideal for AM and FM, too, providing across-the-board scripts, program notes for every number, and classified and alphabetical indexes. Audition discs and sample scripts available.

Rate subject to change without notice.

SESCAC, INC.
475 FIFTH AVENUE
NEW YORK 17, N. Y.

HILL RADIO-TV
Policy Procedures Suggested

CONGRESS can get closer to the people it represents by use of radio-TV, witnesses before the Senate Executive Expenditures Committee said when hearings were held on the subject of streamlining Congressional procedures last June. Last week, the committee released an overall summary of suggestions for reorganization.

These recommendations were offered by Senators, Congressmen and students of Congressional procedures. The committee wrapped them up in a long list of one-sentence summaries. Portions which bear on radio-TV follow verbatim:

- Adopt a general code of fair play for the conduct of committee hearings and investigations.
- Conduct a televised report-and-question period fortnightly in both houses.
- Extend exemption granted under Sec. 308 of the lobby law to include radio, television and film.
- Improve facilities of Senate Office Bldg. for radio and television.
- Telecast public hearings of congressional committees.
- Make committee hearings available to American people through radio and television.
- Broadcast and televise important House sessions, via commercial broadcasting companies, subject to a code of ethics.
- Experiment with broadcasting and telecasting selected committee hearings.
- Adopt a planned program of televising selected committee hearings, with a code of fair practice.
- Broadcast and telecast all sessions of both houses and selected committee hearings via nation-wide networks owned and operated by Congress.
- Provide facilities for making motion-picture films for use in television stations in home states.

The list was compiled by the staff to aid committee members in their consideration of testimony presented.

WOL-TV Ames, Iowa, reports that average of eight hours weekly were devoted to educational films in past month. Station film director reports, this figure will increase during summer.
THE EASTMAN TELEVISION RECORDING CAMERA

...to record it on 16mm film—for review—for future release

SUCCESSFUL OPERATION

...for more than a year

The Eastman Television Recording Camera is designed and built for network operation. Already it has been in use in major studios for more than a year.

Thanks to a 1200-foot double-chamber magazine, it handles complete half-hour shows, recording them at sound speed directly from monitor receiving tube. An improved geneva movement assures images of highest professional quality.

Three motors drive this camera: two synchronous units, one for the shutter, one for the film transport; while a third, a constant tension unit, operates the magazine take-up.

A 40mm Cine-Ektar f/1.6 lens is supplied as regular equipment. For maximum critical definition at taking distances a Portra attachment may be used.

Available in two models: one for picture-and-sound recording; the other for picture recording only.

For further information, address:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

West Coast Division
706 Santa Monica Blvd.
Hollywood 38, Calif.

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

East Coast Division
342 Madison Avenue
New York 17, New York
COMMERCIALS

PEACE
gourmet.

ADD
ing an event.

8
following on
credited him with
Ink
in
"Take
the Mark.
Margo
of
the
musical
Treaty
from the world famed

Glen Hurlbert, who hosts KSFO's
"Take a Little Time"—one of the
most versatile and gifted entertainers
in radio today.

Author of the celebrated "Cable
Car Concerto"—which has the
distinction of being the biggest selling
single record ever to be released
in Northern California —
and its companion piece, "Fisherman's
Wharf," the blind pianist-composer,
takes to the KSFO mike
every evening from
10 to 12 to bring listeners the finest
in popular dance music.

The simple charm of Glen's
personality, in addition to his musical
background and adeptness in select-
ing music for his listeners, has
credibly him with a large and loyal
following.

When Glen is not behind the
mike or making public appearances,
he can usually be found writing
musical arrangements, dictating to a
secretary, swimming, hiking, movie
or play-going, and practicing the art
of being an accomplished cook and
gourmet.

PEACE TREATY TELECAST

With the signing of the Japanese
Peace Treaty set for September 4 to 8
in San Francisco's Opera House,
KPIX has announced plans to televi-
sion all sessions of the history-making
event. It is expected that represen-
tatives from some 50 nations will
be received by TV in San Francisco for
the Treaty signing.

ADDITIONS

Scheduled for July 30th evening
on KPIX is "Joe"—the amusing
story of a talented janitor working
for a television station, starring Bay
Area TV favorite, Ralph Manza, in
the title role.

Also slated for KPIX screening is
Morgan Trimble's celebrity inter-
views from the world famed Top of the
Mark.

EDUCATIONAL VALUE

BETWEEN COMMERCIALS

BY KAY MULHILL

BROADCASTING

Page 62 * July 30, 1951

SAG CONTRACTS

Signed With 37 New Firms

COLLECTIVE bargaining contracts
with 37 new motion picture
companies, majority of which are
engaged in television film produc-
tion, have been signed by the Screen
 Physicians Association, result of an
agreement out of the basic agreement
between SAG and all movie producers.

Firms signing the contracts are:
Jordan-Walker Productions; Arrowhead
Picture Corp.; Lights, Camera, Action Productions;
R & L Productions; Royal Five Productions;
VCA, Thundertube Film Productions; Philip
Waxman Productions; Williams Productions;
Jack Broder Productions; Alex West Productions; Bernard
Broder Productions; Elmore Films; Elmore
Productions; International Productions;
Murray Productions; Portall Pictures Inc.;
Richard Bache Productions; Tucson
Films; United Film Productions Inc.;
Green Film Corp.; World Artists;
Tempo Producing; Telemount Pictures;
Q.P. Productions; Tom Pro-
ductions; General Pictures; Justa Pro-
ductions; Ted Edshuh Studios; Liberty
Media, Inc.; Bell Motion Pictures;
Photogram Productions; All
American Film Corp.; Ross-Stimmel
Productions Inc.; Bernard Glasser
Productions.

Guild recently won jurisdiction in an
NLRB election over actors
employed by six other TV film
producing firms in Hollywood
BROADCASTING TELECASTING,
July 9]

ADAMS TO WJZ-TV
Succeeds Doty as Manager

APPOINTMENT of Trevor Adams,
assistant director of sales of Du-
Mont Television Network, as man-
agement for ABC's WJZ-TV
York [CLOSED CIRCUIT, July 28]
was announced last week by
Cum Chapin, vice
of ABC owned-television
stations.

He will succe
Clarence L. Doty, who said he
would continue in his own plans within a short time.

The appointment is effective
Aug. 13.

Mr. Adams, a New York City
native, is a former radio and tele-
vision executive in New York
Yankees baseball club, and previ-
ously served for five years as sales
manager of WINS New York.

Before he was associated with his father in the firm of Adams
& Adams, representing ABC in
TV stations and talent. He also
has been sales manager of the
state Texas Network and a sales
executive of WMCA and WHN
(now WAGM) New York.
THE COMMUNITY church in American life is approached in a series of five feature films for TV. Prepared by the Broadcasting and Film Commission of the National Council of Churches of Christ, U.S.A., the films include The Congregation, The City, The Church and Human Rights, and a documentary to be filmed in Africa. The present commission is successor to the Protestant Film Commission and represents 29 denominations. Production will be supervised by Paul F. Heard, executive secretary of PFC and director of films for the combined operation.

A science fiction series for children, Justice in the Universe, is to be distributed by UNITED TELEVISION Productions for STILLFILM Inc., Pasadena, Calif. It will be presented in cartoon-strip style. Two of the films have been completed and are being shown to potential advertisers and network buyers in several cities.

Margaret O'Brien stars in a new half-hour comedy, The Affairs of Maggie, aimed at the teenage group. Bobbie Driscoll, of Uncle Remus fame, will co-star in several of the films. MORRIS M. WEIN already has started production on the initial series of 26 episodes. Series is packaged by Vic Orsatti and Irving Salkow. First telecasts will be sometime this fall.

Willie Wonderful also is well on his way to the powerful juvenile clique, now that BRACKEN PRODUCTIONS, Los Angeles, has completed first 15 of 26 films of the puppet show. KLAC-TV Los Angeles has bought the whole series for September première.

One significant name change was announced in Hollywood last week. TELECOMICS Inc., producer of Tele-Comics, changed its name to ILLUSTRATE Inc. to more appropriately state the firm's functions, according to President Don Dewar. Employing the limited animation technique now, Illustrate will enter live film production soon.


A robber is going to cost RALPH BRANTON & Assoc., Los Angeles, about $260,000 starting Aug. 2, when production begins on 15 half-hour films about Raffles, the "gentleman robber" made popular in a series of stories by E. W. Hornung in 1899.

Top-flight singing stars will be boosting Zenith's Cobra-Matic record player next season. Series of 60-second film commercials starring Helen Jepson, opera star, and Mel Torme, popular song star, is being produced by SARRA Inc. of Chicago and New York. MACFARLAND-AVEYARD, CHICAGO, is Zenith's agency.

ROGERS SUIT
Other Injunctions May Follow
TEMPORARY injunction, restraining Republic Pictures from releasing or selling for televising old movies in which he is starred, was obtained July 21 in Federal Court, Los Angeles, by Roy Rogers, radio-film cowboy star.

Order was asked pending outcome of the actor's suit filed in Federal Court some weeks ago [BROADCASTING • TELECASTING, July 21] that at that time he asked that Republic and its subsidiary Hollywood Television Service Inc. be restrained from issuing any of his old motion pictures in such a manner whereby his name, voice or talents and that of his horse Trigger would be used for advertising purposes.

Consensus in the legal profession is that granting of the temporary injunction by Federal Judge Pierson M. Hall will result in similar court actions by other name film talent. Contention is that movies in which they have appeared were made for theatrical release only and not for commercial advertising of products.

Meanwhile Roy Rogers has set up his own TV film production unit at Sam Goldwyn Studios, Hollywood and on July 16 started shooting the first four of a half hour series starring himself, Dale Evans, and Trigger. Unit is under executive manager of W. Arthur Rush and Larry Kent. Jack English is director and Jack Lacey production manager.

Training Course
BOSTON U. has begun its first annual Television Broadcasting Institute, a six-weeks training course designed to acquaint students with over-all production of TV-shows. Supervisor of the course is Prof. Gerald F. Naxon, member of the Radio Div. faculty.

A Heating Installation Firm + Summer Advertising = ?

There's no question about the answer when the advertiser is on WGN-TV... the answer is results!

A heating installation firm on WGN-TV is spending less than $1,000 per week for a Sunday morning feature film. They have received as many as one hundred direct leads in a week for $350-$500 installations... resulting in sales several times the amount of their investment.

Remember, no matter what the season, if it's results you want... you need WGN-TV in Chicago.
TV DUDES

L.A. Local Okays Increase

LOS ANGELES local TVA has approved by a large majority, increased dues schedule previously okayed by New York and Chicago locals, but with the amendment that the new schedule stay in effect only until a permanent dues structure is set up by the TVA national convention in the fall.

Chicago had passed the resolution unanimously, New York by a majority. Motion met a stumbling block in Los Angeles because of lack of an interchangeability clause that would allow TVA members to pay half price if belonging to other industry unions. TVA board claims such a plan would leave the union insufficient funds with which to operate.

Considering external as well as internal affairs, the Los Angeles TVA branch is conducting an intensive survey of the local television picture to gather data in readiness for re-opening of contracts with TV stations in December. To get a complete idea of what types of programs TV performers partake in, their pay and working conditions therein, two surveys will be made.

In one, all stations will be covered to determine what types of programs are being telecast over this period; in the second, a committee made up of outstanding performers from stations will make up forms giving breakdown of working conditions, pay, duties they are called on to perform, etc. Survey will be repeated, for purposes of comparison, in the fall. TVA has contracts with all Los Angeles stations except KFI-TV, which is now picketing on that score.

NEW SALES FIRM

Dumont & Lowman Formed

SCOTT, Dumont & Lowman Inc., new television sales firm, has been formed with headquarters in Los Angeles. Principals in the organization are Robert Scott, formerly story chief and producer for Television Features Inc., New York, where he acted as president and treasurer; Earl Dumont, former partner in U.S. Anderson Co., executive vice president; Martin Gordon, one time account executive with Ted H. Factor advertising agency, vice president and general sales manager; James Lowman, former KTTV (TV) Los Angeles account executive, vice president in charge of the San Francisco office.

New firm has headquarters at 8225 Beverly Blvd., Los Angeles, with district offices in San Francisco. It has been signed as western representative of Consolidated Television Productions, Los Angeles.

Educators' Support

EDUCATORS are "obliged" to encourage educational programs put on by commercial telecasters "as long as broadcasting companies can bring the responsibilities of government closer to people." That opinion is expressed by Dr. Herbert A. Clark, chairman of the Wilson College Dept. of Education. Writing in the current issue of Education, Dr. Clark describes television as a powerful force for good in public education and cites the stimulation of interest in public affairs by the Senate Crime Investigating Committee telecasts.

JULY XMAS

WDTV Mails Cool Number

LOCAL and national agency people, sweated in the July heat, got — of all things—a Christmas bundle from WDTV (TV) Pittsburgh during the month.

The timely, Christmas wrapping and holiday card, reading, "Merry Xmas in July! WDTV DuMont Television, Pittsburgh, Pa.," are part of the station's promotion campaign for the fall. The theme is centered on the idea that now is the time for advertisers to think of buying for the fall. Offered by the station were two local presentations on WDTV packaged shows.

WDTV, whose promotion department rounded up the Christmas seals and wrapping paper for the job after a two-day hunt in temperatures ranging to the 90's, says this idea piece is the first in a series of fall promotion pieces to be built around the "Christmas in July" theme.


Telecasting

(Continued from page 58)

schedules. Beer & Wine was second in spot accounts, with Toilet Requirements third in spot and second in network accounts.

Los Angeles was the top city in number of accounts, having a total of 426 during May. New York ranked second with 373, and Chicago third with 321 (see Table III).

**Table III**
LEADING CITIES BY TOTAL TV ACCOUNTS

<table>
<thead>
<tr>
<th>City</th>
<th>National</th>
<th>Local-Retail**</th>
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** Numerical in parenthesis indicates standing in local-retail listing.

TelePulse Lists
Top 25 Network Programs

Of the top 25 network shows, 21 during the January-June 1951 period bettered their July-December averages, but half of them failed to equal their January-June 1950 ratings, TelePulse reports:

**Year-End Highlights**

HIGHLIGHTS OF TOP 25 NETWORK PROGRAMS

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On All Accounts

(Continued from page 14)

politician New York City) advertisers spent more dollars on WPX in the first seven months of 1951 than they did on any other New York TV station.

With an understanding nod to the Audit Bureau of Circulation, virtual dictator of newspaper and magazine space rates, Mr. Noone finds it gratifying that more and more agencies and their clients are now evaluating the impact of television versus print by comparing their cost per 1000 viewers versus the cost per 1000 readers of their ad in print.

Prior to an 11-year affiliation with the Hearst enterprises, he was with MacFadden Publications, and before that, Tower Magazines, where he utilized his earlier merchandising and sales promotion experience in the agency field, notably with Young & Rubicam, and Lambert & Feasley.

For a starter, he was a messenger boy for Red Book and Blue Book magazines, products of the Consolidated Magazine Corp. That was in 1923, his short-pants era of expansion.

He joined WPX in March of this year, after a long chore as sales and promotion assistant to E. T. Meredith, vice-president and general manager of Meredith Publishing Co.

Now, with WPX reading itself to start telecasting from the tower of the Empire State Bldg., Mr. Noone is expanding his sales staff just "to fit a growing sales potential."

As chairman of the Advertising Committee of the Cardinal's Committee of the Laity, he has also taken a prominent part in civic philanthropic activities. He was chairman of the Magazine Division of the Arbitration and Rehauamation Fund, and was also active in the campaign for the Greater New York Federation. Recently, he has taken a responsible role in the New York campaign for the Boy Scouts of America.

He is married, and his home is at 180 W. 12th St., New York City, with a summer place in the Seafarers Colony of West Isip, Long Island.

**Hit the Target with Tel Ra!**

You can't miss complete TV market penetration with any one of these FOUR top sports programs!

**"Touchdown"**

Highlights of the top college football games played each Saturday across the nation. 13 week program—first release Sept. 24th. Commentary by Byron Saam. 30 minutes. Now in its 4th year.

**"Dick Dunkel's Football Ratings"**

Action shots of college teams with scientifically computed ratings of strength, and expectations in coming games. 13 week program—first release Sept. 17th. 15 minutes. Now in its 2nd year. (Distributed by United Feature Syndicate, 220 E. 42nd St., N.Y., 17, N.Y.)

**"National Pro Highlights"**

Action plays from each Sunday's professional football games. 13 week program—first release Sept. 24th. Commentary by Harry Wissman. 30 minutes. Now in its 3rd year.

**"Telesports Digest"**

Year-round program—extensive coverage of well-known and little-known sports. 30 minutes. Commentary by Harry Wissman. Now in its 2nd year. (Distributed by United Artists Corp., 729 7th Ave., N.Y. 19, N.Y.)

**WRITE! PHONE! WIRE!**

for your market availability or audition prints!

**The Cost of These Shows is Amazingly Low! The Saleability is Amazingly High!**

Tel Ra Productions
1518 Walnut St. • Philadelphia 2, Pa.
Kingsley 5-8340

July 30, 1951 • Page 65
respects (continued from page 48)

accounts' business as well as his own. In this respect he considers himself engaged in 26 businesses—these of his 26 accounts plus his own. These accounts he attempts to represent in every facet of their organization. All problems are studied from personnel to the merchandising of the company product, so that the whole operation is familiar to the agency representing it.

Well-versed Staff

To service them he has carefully trained his own personnel so that they can tackle any problem that may arise. In one instance, with the advent of television, he sent his staff members to television school to learn all there was available to know about the new medium. Now members of his full-fledged television department, established since, not only can write a proper television commercial, but, if the necessity arose, could even operate a television camera.

Contenting itself thus with attempting to do a completely satisfactory job for its present clients, the Weinberg agency puts little effort into looking for new ones. Rather it tries to develop old accounts into larger ones. In return, accounts have come looking for the agency.

With all the headaches and problems that must arise from any business, particularly a so highly competitive one, Mr. Weinberg appears entirely relaxed, with a disposition that would seem to indicate complete freedom from the ailments so often credited to his profession—ulcers.

At the present time the Weinberg agency, which probably places more radio and television advertising than any other local agency, is spending approximately $2 million yearly on both media.

Among his radio and television accounts, most of which are regional, are Lee Pharmaceutical Co., Los Angeles (cosmetics); California Seafood Corp., Wilmington, Calif.; Century Distributing Co., Los Angeles (distributor, Emerson radio & TV sets); Pep Boys (auto accessories stores); Thrifty Drug Stores; Capitol Milling Co., Los Angeles; Southern California Construction Industries Exposition & Home Show; Glorian Inc., Los Angeles (cosmetics); Nee-Ize Co. (food spray); Mike Lyman's (restaurants); Hollywood Tour Club; Jim Clinton (men's clothing chain); May Co. (department stores); Downtown Business Men's Assn., all Los Angeles.

On the subject of radio and television Mr. Weinberg expresses the fear that, if television doesn't "wake up," it might make the same mistake he feels radio did for many years—neglecting local retail advertising. These advertisers, he maintains, are among the largest available, money-wise, inasmuch as they spend a great deal of money on a local level. If local television stations would study and learn the needs of these advertisers, he feels the stations could derive a healthy portion of the money retail advertisers are spending.

Bernard Weinberg (he never could afford a middle name, he says), was born Aug. 6, 1905, in New York City. He got little opportunity to compare the East with the West because a year later his family moved to Los Angeles, where he has been ever since. There he attended elementary schools and Los Angeles High School, where his advertising prowess was so notably recognized.

At the present time Mr. and Mrs. Weinberg—he is the former Effie Stein whom he married in 1938—live in Holmby Hills. They have two children, Tom, 11, and Jane, 7½.

Mr. Weinberg is a member of the Hillcrest Country Club and Santa Monica swimming club. Among his hobbies he numbers golf, boating and gardening. Repairing children's toys has become an additional necessary hobby for him.

As for future business plans—"more of the same," says Mr. Weinberg.

May TV Shipments

TV RECEIVERS shipped to dealers in May totaled 234,522, a decrease of 26,835 from April shipments, Radio-Television Mfrs. Assn. has reported. RTMA reported a total of 2,310,646 sets shipped to dealers by counties in the first 21 weeks of 1951.

ALFRED L. McNARY, executive vice president, announces withdrawal from WBKB as special representative of Alexander Film Co., Colorado Springs.

JUDITH FEINER, independent practice, announces publication of her magazine, New York.

ARTHUR PIANTADOSI, consultant, announced as executive vice president, Birmingham Television. MARTEN E. LAMONT is named Hollywood business manager for special report on films for TV, to be published in August coincidentally with opening of Hollywood office of Ross Report.

JAMES C. McNARY, consulting engineer, has moved to one of the Washington, announces withdrawal from partnership in firm. He will continue independent practice.

JUDITH FEINER, independent practice, announces publication of her magazine, New York.

AUDIO & VIDEO PRODUCTS Corp., N. Y., moves to new offices at 730 Fifth Ave. A-V TAPE LIBRARIES Inc., N. Y., announces publication of its initial catalog, listing 14 program reels now available.

STERLING TELEVISION Co., N. Y., offering TV stations 32 feature films recently acquired from Motion Picture Management, Hollywood.

WILLIAM R. GOODHEART Jr., former first vice president Music Corporation of America, N. Y., named executive vice president and general manager of Offic Films, N. Y. He assumes the position held by ALEX ROSENMAN who has retired from active participation in the organization but will continue to serve as a consultant.

ARTHUR PIANTADOSI, Warner Bros., to Bing Crosby Enterprises, as associate producer.

Robert Paige resigns from Glenn McCarthy Productions, Hollywood, to concentrate on his recently completed TV film series "Mister Maggie Bishop." GEORGE BOGGS, director of filmed programs ABC-TV, to Jerry Fairbanks Productions, Hollywood, as coordinator.

BORIS LEVEN, production designer 20th Century-Fox signed as art director by Motion Picture Television Center, Hollywood, for forthcoming television productions of firm.

CHARLES E. RYND elected president and director Audio & Video Products Corp., N. Y. Elected directors and vice presidents were PERCY L. DITSCH, KURRENT E. HUDSON, THOMAS P. ROBINSON, W. OLIVER SUMMERLIN and FRED M. THROWER. EDGAR ROBak elected director; RICHARD S. RYND, vice president, treasurer and assistant secretary, and NOAH K. DONOVAN, secretary.

TOM J. MALONEY, executive keyl (TV) San Antonio, appointed business representative and TV film specialist for INS-INS TV Dept., N. Y.

O. J. REISS, business manager WBWB New Orleans, appointed southwestern account executive for Ziv Television Programs Inc., N. Y.

JOHN LANDBRETH, general manager Coffin, Cooper & Clay Inc., L. A.; elected president. He succeeds JOE COFFIN, resigned to join KLAC-TV Los Angeles as research director.

ERNEST H. CLAY Jr. elected to fill Mr. Coffin's seat on board of directors.

Equipment...

RAYMOND E. ZOOK, assistant to manager of labor relations, Apparatus Dept. General Electric, Schenectady, appointed manager of labor relations for small apparatus division.

THOMAS ELECTRONICS Inc., Paterson, N. J., announces production of new cathode-ray TV picture tube. It is designed for automatic focusing that will eliminate other component now used, according to company announcement.

RALPH E. CARTER, purchasing agent General Electric Co., Schenectady, retires from company after 46 years of service. GEORGE F. SIMMONS, assistant to Mr. Carter, succeeds him.

FREDERICK W. TIMMONS Jr., cathode-ray tube division DuMont Labs Inc., Clifton, N. J., appointed regional sales manager for division.

K. R. PATRICK, general manager of engineering products department RCA Victor Co. Ltd., elected president and managing director Canadian Aviation Electronics Ltd., Montreal.

OPERA'DO Mfg. Co., St. Charles, III., changes name to Okane Corp. There has been no change in management, personnel or policies.

Technical...

DONALD MASSEY, WCIC Rocky Mount, N. C., returns to studio engineering staff WPTP Raleigh, N. C., replacing LAWTON METCALF, re-signed.

In the Continental 315 Transmitter... both variable and fixed vacuum type capacitors are used in all tuned circuits in the power amplifier output. The reliability of this type of capacitor has been proven by exhaustive tests and use in many high frequency applications.

Because of the extremely low power factor inherent in this type capacitor ... the stability of tuning is not affected by temperature or aging. Likewise, power losses are minimized by this low power factor and high circuit efficiencies are obtained.

Efficieny facts about the Continental 315 TRANSMITTER

VACUUM TYPE Capacitors

Pioneers of

Complete transmitters Radio frequency inductors Isolating

cabinets * Aluminum coupling capacitors Antenna coupling units

Power division and phase control units * Rectifiers Amplifiers

FM-AM isolation units Arc-back indicators

New Home of CONTINENTAL ELECTRONICS MANUFACTURING CO.
July 19 Decisions...

BY THE COMMISSION EN BANC

Following stations were granted renewal of licenses for regular period:

WBNR, New York—Granted special experimental authorization to employ periodically during regular operation, sub-audible amplitude modulation not in excess of 40 cycles per second with maximum permissible modulation of 10 percent not to exceed 90 percent for alert signaling system, tests, for period beginning July 19 not to extend beyond the end of WBNR's regular license period (Nov. 1-48).

WBT, Butler, Pa.—Denied application for special service authorization to operate from 6:30 a.m. to 8:30 p.m. EST to serve, for period ending May 1, 1949, because of interference considerations.

July 19 Applications... ACCEPTED FOR FILING

WTVJ (TV) Miami, Fla.—Mod. CP

Polish-American DJ's

A NATIONAL organization of Polish-American polka disc jockeys is now being formed. Interested persons are asked to contact Jack Hens; Lazarski, acting secretary, Polish-American Polish Disc-Jockeys Assn., 1010 Willis Ave, Syracuse 9, N. Y.

July 23 Decisions... BY THE SECRETARY

WIOD-FM Miami, Fla.—Granted license for FM station Ch. 308 (109.5 mc) 20 kw, 300 ft.

antenna condition—D-dag, I-local area, N-night, auroral trans,-transmitter auroral un-limited hours

JULY 19 THROUGH JULY 26

CP-construction permit DA-directional antenna ERP-effective radiated power STI-studio-transmitter link SSM-synchro switchable amplifier STA-special temporary authorization CG—conditional grant

Grantees 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.

new TV station for extension of completion date to 1-27-52.

License for CP

WLAV-TV Grand Rapids, Mich.—License for CP new TV station to designate transmitter location as 230 East 2nd St. (not a move).

WJEF-FM Hagerstown, Md.—License for CP authorizing changes in FM station.

APPLICATIONS RETURNED

WSHB Stillwater, Minn.—RETURNED applications requesting assignments of license to new partnership and from therein to new corporation, St. Croix Broadcasting, Co.

Cheffrenham, Pa.—RETURNED application for CP new AM station on 1770 kw 250 w d filed by Fred Goldub.

July 24 Applications... ACCEPTED FOR FILING

License for CP

WBMF Wichita, Kans.—License for CP new AM station for change to 1450 kw 250 w.

License Renewal

WBZ Chicago, Ill.—License for CP new AM station for change to 1450 kw 250 w.

July 25 Decisions... ACCEPTED FOR INITIAL APPLICATIONS

By Comr. Paul A. Walker

Don H. Martin, Salem, Ind.—Granted permission for CP to change to an additional special service time period, subject to completion of the stations license for operation.

WPAW Pawtucket, R. I.— Granted motion requests to extend the Edward M. McEntee Esq. be admitted to practice before FCC pro hac vice for purpose

SERVICE DIRECTORY

Custom-Built Equipment U. S. RECORDING CO.
1121 Vermont Ave., Wash. D. C. Sterling 3624

Green Bay Newspaper Co., Green Bay, Wis.—Granted license for new remote pickup KA-9226

Fresenius, Inc.—Granted licenses for new remote pickups: KA-5920, KA-9223, KOX-8326 (to KDKA, Pittsburgh, Pa., KDKA was in the new station area on WITM, formerly KDKA), KA-8969 (Radio Station WKEU, Inc., Griffin, Ga.)

KVI Seattle, Wash.—Granted CP to change to AM.

WOWM Des Moines, Iowa—Granted mod. CP for extension of completion date to 9-14-51; cond.

July 23 Applications... ACCEPTED FOR FILING

License for CP

WCTC Salem, Mass.—Denied application for CP to change frequency, power, etc., WVMN Nashville, Tenn.—Denied license for CP to change DA AMENDED to change to DA-N.

WASH (FM) Washington, D. C.—License for CP to change to 87.5 kw from 84.5 to 87.5 kw.

Radio stations are providing important additional information Service-Aids near their SRDS listings are underlined. Mar. CONSUMER MARKETS to remind buyers of important facts—when they're building preliminary lists—defending the stations they choose.

JULY 19 TO JULY 26

Service-Aids like this supplement data in the SRDS Radio book with useful information that helps buyers buy.

FOR MORE media facts look of the SERVICE-AIDS

For more information on SRDS

COMMERCIAL RADIO MONITORING COMPANY
300打通 STERLING STERLING 9040

P. O. Box 7037 Kansas City, Mo.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building, Washington, D. C.

James McNary
Consulting Engineer
National Press Bldg., Wash. 4, D. C.

Lynne C. Smeyb
"Registered Professional Engineer"
1311 G St., N. W.
Washington 5, D. C.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
Munsey Bldg., Republic 2347
Washington 4, D. C.

GEORGE C. DAVIS
501-314 Munsey Bldg.—Sterling 0111
Washington 4, D. C.

Craven, Lohnes & Culver
Munsey Building District 2315
Washington 4, D. C.

E. C. PAGE
CONSULTING RADIO ENGINEERS
Bond Bldg., Executive 5670
Washington 5, D. C.

Millard M. Garrison
1519 Connecticut Avenue
Washington 6, D. C.

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 3883
Washington, D. C.

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
Washington, D. C.

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.

R. K. Williams
CONNECTICUT TELEVISE INC.
1900 Connecticut Avenue
Washington 6, D. C.

GUY C. HUTCHESON
1100 W. Abram St.
Arlington, Texas

ELMER E. WEDLON
CONSULTING RADIO ENGINEERS
1421 First National Bank Bldg.
Kansas City, Mo.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronic-Communications
1833 M St., N. W. Wash, 6, D. C.

Guy C. Hutcheson
1100 W. Abram St.
Arlington, Texas

WASHINGTON 6, D. C.

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
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Munsey Bldg., Republic 2347
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Help Wanted

Managerial

Sales promotion manager needed by Northwest Mutual Network affiliate. Must be creative with thorough knowledge of music and arts. Must be able to originate and write public -ity releases. Contact W. Van, 24 FM, who knows radio and is ambitious. Immediate opening. Perfectly honest expectations and a recent photograph of samples of publicity writing newspapers, ad layouts, brochures and other examples of performance. Address Box 34XK, BROADCASTING.

Want sales manager with proven record, small, medium market or salesmen ready for promotion. Community minded, clean individual with integrity and a progressive opportunity. Money-Wise in W full-time sales. Don't delay. Box 38XK, BROADCASTING.

Manager - salesman to assume full charge Midwest station. Finest and latest in modern equipment. Excellent opportunity for goal-oriented person. Box 400XK, BROADCASTING.

The only station in one of the finest sales markets. The station is the ideal area with fine community. Immediate opening. Fine AM-FM equipment. All sales in past year, net profit of $100,000. Market population extensively covered by radio. Opportunity for able manager, requiring your ability by purchase of substantial minority interest. This is of interest to you (and you know how to buy sales). Write immediately with complete details to Box 440XK, BROADCASTING.

Salesman

Radio station salesman, Toplight salesman to call on radio stations in number's one radio programs. Must be able to handle sales opportunity. Write full details about yourself, experience and references. Box 450XK, BROADCASTING.

Salesman-announcer: Experienced man capable of managing remote studio programs. Money-Wise. Must be located at least 8 miles from station location. Immediate opening. Salary plus commission. Box 460XK, BROADCASTING.

Head salesman wanted. Pennsylvania area, 15% commission, $75.00 per week. Reply Box 41XK, BROADCASTING.

Mutual station needs salesman capable of being commercial manager and sales commission. Some established accounts will be assigned. Write Kinh Tye, Station Manager, KVER, Albuquerque, New Mexico.

Chief salesman wanted in Berkshire, New England area. Fifteen percent commission, $200 per week for the right man. Contact Nicol C. Williams, New Adams, Massachusetts.

Financial newspaper organization with FM affiliate requires experienced time salesman. Must be an experienced man who wants to increase his income. Must be a man that will stand investigation. Liberal draw and commission. Send full details first letter, Box 505XK, BROADCASTING.

Announcer

Opening right man who can handle football also. Send resume. Texas: Box 605XK, BROADCASTING.

Announcer-engineer, network station making good profits, congenial small staff, owner-manager, excellent living conditions. Salary is not required, but will pay 30% commission on all sales. Box 38XK, BROADCASTING.

Auditions open week of July 30th, 9 to 12 and 2 to 5. We need two announcers for established station in Kansas City area. Good pay. Box 38XK, BROADCASTING.

We are interested in a solid responsible man approximately 25 to 28 with a good voice and energetic sales drive. Opportunity for advancement in profitable network station located near Birmingham. $55.00 per week plus commission on all sales. Write immediate with full details. Box 38XK, BROADCASTING.

We need a sales manager who will be interested in taking charge of and developing our calling card sales program for this station. He must be able to write, and sell our local news programs, and have previous experience working with an interest in permanence, with a high type community to live and work in, pleasant and congenial atmosphere. We have a responsible salary to the right man. Box 42XK, BROADCASTING.

Football announcer, Ohio staff duties. Tell all. Box 50XK, BROADCASTING.


Sports-announcer. Take charge of new station's football, basketball and baseball. Some staff work KBEA, Kansas City. All replies to Box 58XK, BROADCASTING.

Wanted: Located anywhere, an experienced announcer who can write some copy, emphasis on news and pleasant working conditions. Send disc or tape, photo and references to KSRR, Ontario, Oregon.

Announcer-engineer, network station making good profits, congenial small staff, owner-manager, excellent living conditions. Salary is not required, but will pay 30% commission on all sales. Box 38XK, BROADCASTING.

We need an announcer-engineer with a complete understanding of network and syndicated program work. We offer a fine location, pleasant working conditions and the possibility of a future with us. Immediate opening. Box 38XK, BROADCASTING.

We need an announcer-engineer who is experienced in radio advertising and well versed in the needs of small towns. Must be able to get results. Box 38XK, BROADCASTING.

We need an experienced copywriter for a fast growing and progressive network affiliate. Must have good news voice, smooth ad style, deep understanding of local news and ability to produce original copy. Send tape or disc with full particulars to Marvin C. Wilber, WTMN, Elgin, Illinois.

Wanted, full-time staff announcer real opportunity for an ambitious man with some experience. Personal audition and interview necessary. For further information, write or wire to WIBW, Topeka, Kansas. Box 38XK, BROADCASTING.

We need an announcer-engineer with a first class ticket, at least six months experience. Good working conditions, $125-$200 weekly. Send complete details and salary requirements. WMTL, Dublin, Georgia.

We will pay sixty-five for good combination man who can read a commercial and do DJ work. Send disc or call at WPMF, Smoky Hill, 9X, Kansas.

Engineer - announcer for splendidly equipped small town station near At- lanta. Excellent opportunity to teach announce, permanent position, reasonable living conditions. WMMC, Covington, Georgia.

Combination announcer-engineer wanted for station about to go on air. If you have PMS, 30XK, BROADCASTING.

Wanted: Announcer-engineer for station about to go on air. If you have PMS, 30XK, BROADCASTING.

Wanted—Staff announcer with good voice and English for little station with big ideas and lots of production. Salary expected. Write, phone WFDI, Sterling, Illinois.

Announcer and engineer - announcer for South Georgia network affiliate needs a straight announcer and able engineer. Good salary. Present help adequate, but looking ahead. Telephone 227, WVOP, Vidalia, Georgia.

Engineer—Announcer—First class opportunity WOGS, Tifton, Ga., Radio 97, Box 38XK, BROADCASTING.

Pleasant, informal combo man for small market. Best working conditions and opportunity for advancement. Send disc to WRFD, Empire Building, Milwaukee 3.

Technical

Somewhere there is a man with an old fashioned phone to handle change of program. This position would fit the needs of a man who wants to be his own boss. Include salary expectations when applying.

Proprietor of outstanding Western station looking for a straight announcer. Must be an ambitious man and a go-getter, willing to work in a progressive company. Immediate opening.

Minnesota station needs operator with good voice, must be familiar with network and syndicate. Send complete details to Box 211K, BROADCASTING.

Ohio station needs experienced engineer to handle studio work, permanent position. Send resumes, indicate experience and desired position, etc. to Box 410XK, BROADCASTING.

Combination operators for stations in several east central states. No experience necessary. Opportunity for advancement. Reply c/o Chief Engineer, Box 867, Morganstown, W. Va.

Control operator, first class license, for station to staff. Send photo, references to KBID, Muskogee, Oklahoma.

Wanted, any combination of engineer, announcer, script writer and salesman, KCNI, Broken Bow, Nebraska.

5000 watt network station with 10,000 effective rating, looking for a network engineer. Attitude more important than past experience. Good salary and company. Contact Louise Gemozeo, KEPO, El Paso, Texas.

Wanted engineer, experience unnecessary, $50 for 45 hours time, plus $40. Car essential; paid vacation. Contact Box 41XK, Atlanta.

Top salary for engineer. Forward detailed resume to KVLH, Oceanside, Iowa, attention Ralph Giese.

Combination first phone-announcer. Send film, pictures, references and details. WEEB, Pines, New York.

Combined Announcer-Engineer wanted for station about to go on air. If you have PMS, 30XK, BROADCASTING.

Immediate opening for first class engineer-announcer at WTEE. Must have experience, references necessary. Contact Robert O. Price, WTEE, College Park, Maryland.

Engineer with first class radio-telephone license for resort community. Ideal for retirement. Good salary, good conditions. Apply, Radio Station WREB, Southern Pine, North Carolina.

Wanted: First class operator for WNFN, Fayetteville, North Carolina, installing 5 kw transmitter. Interesting work.

Three Ohio stations seek engineers and combo men. Send applications WJCP, Columbus, Ohio, and WJCP, Day, Ohio.

Immediate opening for the position of radio engineer. Must have experience necessary. Combined operation in fisher- man's paradise. WCHR, Morristown, Tennessee.


Wanted, transmitter operator for local Mutual station. $30 for 44 hours. Raise to $35 if satisfactory. WSPF, Paintville, Ky.

Production-Programming, Others

50 kw midwest station looking for wide- awake publicity woman, experience preferred. Salary based on experience and responsibility. Contact Personnel department. Give complete information, background, references and salary in first letter. Address Box 380XK, BROADCASTING.

Radio and TV writer, script and commercial, by medium-sized Pittsburgh agency as addition to 4-man department. Moderate salary, good opportunity for advancement in production. Send resume in first letter. Stay in same city, same ability date and desired salary to start. Reply Box 33XK, BROADCASTING.

Copywriter, experienced copywriter to produce commercials. Copy writing copy. Give full details, samples and salary required. Box 385XK, BROADCASTING.

Executive, assistant, with solid background in radio advertising, commercial promotion, to supervise such department for regional network affiliate of a large network station. Must have successful previous record in these fields, be able to build high ratings in a competitive market. State previous experience, salary expected and all other pertinent information. Box 412XK, BROADCASTING.

Strong promotion man needed for 5 kw station in southwest. A real challenge for a man who likes promotion. Must have good knowledge of radio advertising. Salary rate and ability. Send complete details on first letter. Box 442XK, BROADCASTING.

News director, able to take full charge of a live wire news room in a leading network affiliate. Must be a topflight man, thoroughly experienced in local reporting, able to handle, and be able to direct other news personnel. Reply in first letter, giving salary, experience, salaries, when available and any other pertinent information. Address Box 413XK, BROADCASTING.

Newsmen. To gather, write, newswrite local news and handle network. H. H. WTI, 4616 Main, Kansas City.

Wanted: Program director! Hard worker, with initiative, knowledge of radio and television. Immediate opening. Wire or call David Wilburn, WXGL, Richmond, Virginia.
Situations Wanted

Managerial

A sober, clean cut personality who can manage and sell properly open a radio job soon. Age, 30 years, good voice, not a cheap man. Your move. Box 309K, BROADCASTING.

Manager-program director-sales director, 11 years radio experience, 3 years management experience. Desires complete station operation. Very active in civic affairs. Manager, Mutual Radio. Steady record. Excellent references: Box 403K, BROADCASTING.

Experienced manager, PD. Put new station in black in first year in dual role as PD and sales manager. Draft exempt; married. Box 424K, BROADCASTING.

Successful sales manager desires advancement with large, progressive, dependable and experienced. Prefer large market. Four years experience, $5,000 station. Box 428K, BROADCASTING.

Station manager who has 12 years background and accounting has good reason to desire change. Thorough knowledge of all station operations. Solid background includes college education, management, advertising and promotion plus practical experience. Married with four sons. Good references. Available reasonable notice. Box 432K, BROADCASTING.

Experienced radio, television and film producer, with good grasp of production and technical details. Employed supervisory capacity in television station. Available temporarily as assistant or assistant manager of regional station. Box 422K, BROADCASTING.

Salesman

Experienced salesman, desires position as sports announcer. Box 341K, BROADCASTING.

Announcers

New York state; announcer 9 years, sales manager, family. Box 307K, BROADCASTING.


Announcer-engineer, 1st phone. Presently engaged as announcer-engineer/chief. Over 3 years experience, good voice. Married, draft exempt. Resume, picture, and references available. Must be permanent. Write Box 496K, BROADCASTING.

Announcer, colored, good voice, mass appeal, promotional ideas. Box 296K, BROADCASTING.

Faith healer?—Not! Just a good staff and newscaster, some experience, looking for standard job. Box 302K, BROADCASTING.

Nature announcer, 5 years experience, superior voice and technique, competent all phases, desires affiliation with metropolitan organization. Box 369K, BROADCASTING.

Announcer, strong news, commercials. Employed, veteran. Married, 31 years experience. Desires of getting with progressive kW or more station, preferably weekender. Box 325K, BROADCASTING.

Liner announcer, experienced, having good delivery, does some news writing. Immediate. Box 381K, BROADCASTING.


Wisconsin man prefers permanent announcing position. Four years experience in all phases of announcing. Referrer, Box 87K, BROADCASTING.

Announcer, four years experience, news, programming, sports and commercials. Presently employed seeking position. Excellent. Commercial. Large market. Box 388K, BROADCASTING.

Situations Wanted (Cont'd)

Experienced sports and staff announcer, now employed, looking for improvement in same line. Immediate. Box 381K, BROADCASTING.

Staff announcer or disc jockey, top graduate of recognized school, disc available. Position desired in Penna., Ohio, etc. Box 407K, BROADCASTING.

Experienced, special evening college, entertainment, capable and reliable. Want station with year round greater responsibility, job available September 1st. Will go anywhere for right offer. Position desired. Box 414K, BROADCASTING.

Announcer-engineer, 3 years experience staff announcer, draft exempt. Available 2 years. Make offer. Box 415K, BROADCASTING.


Announcer-engineer, one year experience, married, veteran, exempt, want more work. Available September 1st. Employed. Box 433K, BROADCASTING.

Sportscaster, experienced all sports, in New York TV last year. Seeking permanent return to sportscasting. Top sports promotion record. College grad. preferred. Box 391K, BROADCASTING.

Real A-1 commercial announcer and newscaster. Excellent voice and technique. TV experience. 8 years radio. Family, veteran, exempt, thirty, draft exempt. All in. Immediate. Better job or good income. Box 443K, BROADCASTING.

Sports announcer. Staff experience; play-by-play commentary. West coast desire, excellent. Box 435K, BROADCASTING.

Experienced announcer, one year as comic man desists staff announcing. Peacocks voice, strong on pop, DJ, sports and news. Married veteran, midwest experience, $4,500 man, two weeks notice. Take on request. Box 417K, BROADCASTING.


Announcer, deep resonant voice, 33, single, college background, board, 3rd class ticket. Will travel. Box 419K, BROADCASTING.


Contact Lee Raines at 386-M Cordele, Georgia after August First.

Situations Wanted (Cont'd)


Technical

Chief engineer. Twenty years experience in construction and maintenance, desires immediate position as chief engineer. Box 353K, BROADCASTING.

Chief engineer. Twenty years experience all phases, desires permanent position as chief engineer. Will work in southwest or Rocky Mountain area as chief engineer. Desires complete station construction, maintenance, operation. Excellent references. All inquiries answered. Box 388K, BROADCASTING.

Engineer, 4½ years experience AM/FM-TV, single, age 28, now employed. Will relocate in any area considered. Box 350K, BROADCASTING.

Central Kentucky, especially around Lexington, holds big attraction for me. Positions preferred in sales, traffic, advertising. Box 339K, BROADCASTING.


Versatile university student desires to move while completing college work. Thoroughly experienced as engineer or duetto. Also married, family man. Box 459K, BROADCASTING.

Engineer, presently employed. Ten years experience including all directions. Arrays. Desires permanent position in New England area. Box 403K, BROADCASTING.


Radio engineer, 7 years experience all phases including construction from ground up. Advanced TV experience. Box 379K, BROADCASTING. Married, 29, draft exempt. Location immaterial. State or city, N.C., 13, 2937 Newport Blvd., Costa Mesa, Calif.

Production-Programming, others

"Girl Friday" thoroughly trained Radio City, can write commercial copy, all phases radio, DJ, women's features etc; some air experience, good appearance. Box 430K, BROADCASTING.

Continuity writer. Single, draft exempt. Formerly with CBS affiliate. Can produce solid selling copy. Box 456K, BROADCASTING.

Program director, young man, 25, exempt vet, with wealth of experience packed into 5½ years. Presently musical director, no hurry, but would like to settle in permanent situation. Operation. Box 388K, BROADCASTING.

Programmer, Writing newscasts, ad- vertising, booking, announcing and acting. South, Young, single, college, deserts experience teaching, campus newscasting, commercial advertising. Box 411 K, BROADCASTING.

Program director, not merely trying to hide behind anything. Live in any city, any place all it takes to serve you! Experienced play-by-play, booking, DJ, Gates board, experienced. Box 403K, BROADCASTING.

We are looking for a promotion-minded account executive in each of these localities, to sell and service advertising accounts for the world's largest AAA-1 manufacturer of advertising media. If you believe you have a creative mind, a good basic knowledge of advertising and a determination to earn in excess of $12,000 per year, you may be the man we are looking for.

Interview will be arranged in each of these towns in the very near future. If interested please write in detail about yourself and qualifications to Box 430K, BROADCASTING. All replies will be treated confidentially.
Situations Wanted (Cont'd)

Program director regional station. Experienced. All phases of radio including sales. With KNRT, a Cowles station and one of the grand oldies, for years. KNRT management gladly furnish recommendations. Carter, Northwest Drive, Des Moines 10, Iowa. Phone 7-6561.

Television

Production-Programming, Others

Experienced in television. Master's Degree. Management experience in other fields. Seeking TV production supervisory position, or directing where advancement. 219K. BROADCASTING. TELECASTING.

Films program director: 13 years experience in shooting, editing and preparing program and commercial film for TV. Qualified live and studio director. Can direct and supervise all TV studio equipment. 31 years old, family man, contact expires soon. Box 392K. BROADCASTING. TELECASTING.

For Sale

Stations

For sale, fulltime, network station in fast growing southwestern city. 1959 population 150,000 has been increased due to defense plants and Air Force expansion. Station established with local and regional advertisers and agencies. Ask price $150,000. 600 watt sales and profits sharply above last year. High Rogers. Pleasant living. High, dry climate. Wonderfully cool summers. Warm, comfortable wintry. Owner desiring energies to new, larger property. Owner you can meet in person. Please call 720-12.500. Approximately $60,000. Cash at time of FCC approval. Balance in three year holder. Write or phone. Box 261K. BROADCASTING.

Equipment, etc.

GE 3 kW FM transmitter and monitor. Box: 1071, BROADCASTING.

Pentec PT-8540 tape recorder $900.00. Magnavox PT-6514A recorder, unit $300.00. W. E. 615-A microphone $100.00. RCA CB-82A amplifier $100.00. Audio-Technica's 7-100 tape recorder $125.00. All of this equipment is like new. Box: 395K. BROADCASTING.

250 watt Gates transmitter with solar transformer; tubes, crystals $100, ex- cites. Write Box 397K. BROADCASTING.

For sale or trade, channel two or three bay bat antenna type TF-2A will suit or trade for opener three five bat, and bay bat living antenna. Immediate delivery. Box: 201K, BROADCASTING.

Two RCA type TMV-1209 crystals for 150 kc. excellent condition, price each $50.00. Contact Chief Engineer, KOAT, Albuquerque, N. M.


Southwestern Network

Station-$80,000.00

Well established property in a very desirable metropolitan southwestern city of more than 150,000 population. Rapidly growing market. Net and gross well ahead of last year. Sales in excess of $150,000.00 annually. An ideal climate, cool summers and warm winters. Prices for quick sale at $80,000.00. We can finance up to 50%.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D.C.

Sterling 4341-A

CHICAGO

Ray V. Hamilton. Tribune Tower
Delaware 7-2555-I

SOUTHBOUND-SLEDGES

EXECUTIVE PLACEMENT SERVICE
Confidential, nation wide service placing qualified, experienced management, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

Mr. Edward S. Pleason
TV & Radio Management Consultants
728 Bond Bldg., Washington 6, D. C.

NATIONAL NIelsen* RATINGs

TOP Radio Programs

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

REGULAR WEEK JUNE 17-23, 1951

Current

Rank

Programs

EVENING, One-A-NIGHT (Average for All Programs)

1. Lux Radio Theatre (CBS) 10.2
2. Test Lamps (CBS) 8.2
3. Mr. and Mrs. North (CBS) 8.1
4. Western Electric Works (CBS) 7.6
5. Mr. Kean (CBS) 6.6
6. Test Lamps (CBS) 5.7
7. You Bet Your Life (NBC) 7.8
8. F.B.I. in oils (CBS) 6.9
9. Your Hit Parade (NBC) 7.7
10. Bob Hewak (CBS) 7.5

EVENING, MULTI-WEEKLY (Average for All Programs)

1. Miss America (CBS) 8.5
2. One Man's Family (NBC) 4.5
3. NBC Symphony (CBS) 3.5

WEEKDAY (Average for All Programs)

1. Romances of Helen Trent (CBS) 8.1
2. Ma Perkins (CBS) 7.0
3. Arthur Godfrey (Lippert & Myers) (CBS) 7.0
4. Our Gal, Sunday (CBS) 7.7
5. Big Sister (CBS) 7.7
6. Wendy Warren and the News (CBS) 6.7
7. Aunt Jenny (CBS) 6.7
8. Polly & Paul (CBS) 6.2
9. Polly & Paul (NBC) 6.2
10. Top Rank (NBC) 6.0

DAY, SUNDAY (Average for All Programs)

1. True Detective Mysteries (CBS) 3.9
2. Martin Kane, Private Eye (NBC) 3.4
3. Our Gang with Bob Cummings (NBC)
4. Sparrow's Nest (CBS) 3.4
5. Amos and Andy (NBC) 3.1
6. Radio City Music Hall (NBC) 2.9

NOTE: Number of homes is obtained by applying the "NIelsen-Ratings" (%) to 41,900,000—the 1951 estimates of Total United States Radio Homes.

*Homes reached during all or any part of the week, except for homes listening only 1 to 5 minutes.

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WACL WAYCROSS

Beams Farm Programs

WACL WAYCROSS, Ga., is on the air with a specially adapted format for the area it serves. Station, owned and operated by Telephone and Telegraph Inc., carries programs which feature livestock and farming topics of interest to the region. First broadcast was June 21 and WACL operates on 670 kc with 100 w day/night.

Lloyd E. McKinney, formerly with WMJM Cordelle, Ga., is chief engineer. E. E. Avrett is sales director. Other personnel at WACL include Bob Lay, program director; Margaret Harrison, program department; Dick Richards, sports; Paul T. Hays, news director, and Maurice A. Cadle, assistant engineer. WACL carries Lang-Worth library and AP news.

KCBS to 50 kw

KCBS San Francisco Aug. 9 will begin operation with increased power of 50 kw. Arthur B. Hall and Hayes, CBS vice president and manager of KCBS, announced last week. Switchover from the old 5 kw transmitter to the new 50 kw transmitter will be made during a nation-wide dedicatory broadcast over CBS, featuring civic dignitaries, Mr. Hayes said.
Robert M. Adams, assistant director of press information and promotion WTOP Washington, appointed director of publicity and public relations WOL Washington, succeeding Robert W. Miller, called to active duty with Army.

Frederick W. Smith appointed director and assistant to W. R. Rob Jr., program manager WQCB (TV) San Antonio. Robert G. Dalchau, assistant in film department, appointed film editor, succeeding Tom J. Maloney, resigned. Bill Michaelis, stage manager, named to directing staff. Vernon Foerster, succeeds Mr. Michaelis as stage manager. The Fort Industry is buying KEYL (Broadcasting & Telecasting, July 23).

Robert D. Williams, manager and program director KUMW Wichita, Kan., appointed program director WSGN-AM-FM Birmingham, Ala.

Eric Rehnwall, sales representative Frederic W. Ziv Co., appointed merchandising director WCCO Minneapolis.

Harry Monroe, announcing staff WENT Gloverville, Va., to announcing-production staff WVRA Richmond, Va. Sam Fouts, continuity director, transferred to Larus & Bros. Co. (owner of WVRA) as assistant advertising manager. Catherine Thompson and Frances Glass named to continuity staff. Miss Thompson will replace Mr. Fouts.

Thelma Grisberg, continuity staff WERB-Weirton, W. Va., to WFDP Flint, Mich., in same capacity.

John Buckland, graduate Columbia Institute, Phila., appointed to announcing staff WAYB Waynesboro, Va.

Ellen Stern to advertising and sales promotion department WMGM New York. She was with WATV (TV) Newark and KSFO-KPIX (TV) San Francisco.

Gloria Swagman, WRC Washington, to WMGM New York on publicity staff.

Bud Bowes, announcing staff WFKE Pikeville, Ky., appointed program director.

Bob Rafferty and Dave Stashower appointed to announcing staff WJMO Cleveland. Mr. Rafferty will handle special shows and Mr. Stashower will take charge of special events and afternoon newscasts.

Jerry Strong, disc jockey WIXW Washington, to WMAL Washington, in same capacity.

Dave Murphy, ring master Ringling Bros. & Barnum & Bailey Circus, to WSPB Sarasota, Fla., as disc jockey and special events man.

Robert Bell, production staff NBC-TV, resigns from network to undertake production work independently and for the Voice of America.

Bill Wells to WBMM Chicago, as announcer, handling two-hour record program, Matinee at Midnight.

Phil Regan, star of Phil Regan Show on CBS, awarded special commendation by Navy for his work for the Armed Forces.

Ruth Avery, personnel interviewer ABC Western Div., named assistant to Florence Shiro, newly appointed radio-TV personnel director (Broadcasting & Telecasting, July 23).

Johnny Downs, movie and stage actor, starts as m.c. of five weekly hour-long afternoon variety show on KECA-TV Hollywood.

C. S. Forester, author of Captain Horatio Hornblower, signed by NBC-TV as principal writer on network's History of U.S. Naval Operations.

Todd Purse, announcing staff, WXYZ-TV Detroit, to WKEN-TV Chicago, in same capacity.


Kathleen Hite, script editor on Columbia Pacific The Whirlwind, transferred to CBS Philip Marlowe, to take over same duties.

Margot Duba, secretary to ABC Western Div. production manager, appointed supervisor of announcers for network Western Div.

Liz Kirk to music library staff WLS Chicago.

William J. Small, named to continuity staff WLS Chicago. He was writer and producer at KROD El Paso, Tex.

George Sidney, film director and permanent Screen Directors Guild, named permanent guest director NBC Screen Directors Playhouse.

News • • •

William J. Trophey, news editor WOAR West Yarmouth, Cape Cod, Mass., appointed director of news and special events WARA Allentown, Mass.

Leo Persselin, farm director KFBO Fargo, N. D., to WSTR-TV Syracuse, N. Y.

Gene Godt, newscaster WHO Des Moines, father of boy, John Ransom, July 6.

Edwin L. Kaufman, reporter and writer WAPY Portsmouth, Ohio, appointed news director, succeeding Ned Sheridan, program director who has been acting as news director.

Chuck Bergeson, WSOO St. Louis, appointed sports director WDFF Flint.

Bill Downs, war correspondent CBS, father of girl, Karen Louise, July 17.

Frank Cooley, farm director WHAS Louisville, to California Farm Bureau at Berkeley, Calif., as information director and advertising manager. Was succeeded at WHAS by Donald T. Trew (Broadcasting & Telecasting, July 23).

Clete Roberts, news commentator, and Russell Day, cameraman, on four month trip to England, France, Germany, Balkans, Near East, and South Africa where they will film news events interviews with key political figures and "the common man." Films will be used on Enso Reporter on CBS eastern television network and on Mr. Roberts' nightly Clete Roberts Reports on KLAC-TV Holly-

Everett Mitchell, noted radio commentator of National Farm and Home Hour on NBC, departing on flying visit to 12 countries in Europe and Middle East.

A Chas. Michelson Hit!

"Stories of Fabulous Gems" 5 min. shows transcribed for particulars Charles Michelson, Inc. 12 West 47th St., New York 19

Broadcasting • Telecasting

The 1951 Broadcasting • Telecasting Marketbook is making its way through the presses as you read this announcement.

Broadcasting • Telecasting subscribers will receive this 200-page section as part of the August 20 issue.

Timed for peak fall buying, the '51 Marketbook gives you Spot Ratefinder, newest rate information, population shifts, county-by-county breakdowns, state statistics, TV circulation, foreign language stations—plus brand new state and regional maps especially drawn for this edition.

And for better perspective, our latest 25" x 35" three-color radio-television map will be inserted in each Marketbook.

Increased publishing costs limit press run of this 200-page section. Copies automatically reserved for Broadcasting • Telecasting subscribers.

If you are not a subscriber, you may now start your own subscription and receive the big Marketbook as a bonus. It's a $7.00 investment that pays dividends every week.

Broadcasting • Telecasting

National Press Building Washington 4, D. C.

By all means, start my subscription right away and be sure to send the 1951 Marketbook with the August 20 issue.

S

Name

Company

Title

Street

City

Zone

State

\$7 Enc1

\$7 Enc1

\$ Bill me

\$ Bill me

'51 Marketbook Special

July 30, 1951 • Page 73

30 YEARS

MANUFACTURERS OF FINE BROADCASTING EQUIPMENT

SALT'S KITCHEN QUINCY, ILLINOIS

3905 BROADWAY

NORTH CHICAGO, ILLINOIS

3650 NEWPORT AVE.

WICHITA, KANSAS

3501 J.M. STREET

HOUSTON, TEXAS

P.O. BOX 1015

PHILADELPHIA, PENN.

BROADCASTING • Telecasting

For Members Only

[Image of card with text]
'FOURTH MAN' THEME
TO LAUNCH its "Fourth Man" promotion in New York last week, Columbia Pacific used postcard teaser campaign among agencies and advertisers in city. Four cards were sent during week—first bearing "Fourth Man" signature cut: second and third asked consecutively, "Who Is the Fourth Man" and "What Does the Fourth Man Mean to You?"; final one advised that Edwin Buckalew, Columbia Pacific general sales manager, would introduce them to Man this week. Special promotion deriving its name from fact that one out of every four residents on West Coast has been there less than 10 years is being used in New York, Detroit, and Chicago to prove radio's dominance on West Coast [BROADCASTING • TELECASTING, July 23].

EXCLUSIVE INTERVIEW
KAHU Waipahu, Oahu, T. H., used tape recorders to cover finish of trans-Pacific yacht race, and interview winners. Station aired exclusive interview with boatman last at sea for more than 200 hours during race. KAHU broadcast directly from finish line.

NEW QUIZ SHOW
DuMont TV Network launching educational quiz program, What's the Story, Wed., 8-9:30 p.m. Program features Walter Raney, DuMont newscaster, as quiz-master "City Editor."

RCA SELLING CAMPAIGN
RCA VICTOR, to promote its summer radio advertising campaign, has prepared special dealer window streamers promoting its participation sponsorship of five NBC programs: 8th Question; Boston Pops Orchestra, with Arthur Fiedler; Storyville Playhouse; Mr. Keen, Tracy of Lost Persons, and The Magnificent Montague.

ATOMIC ATTACK
WMAQ Chicago presenting new series November 21—22, '51, "What a Mad World," a novelistic account of life in the atomic age. Written by Bob Pierron and directed by John Keown, series was planned by Judith Waller, director of education and publicity service at NBC Chicago, and Homer Heck, program manager.

PUPPY PICTURES
KRMG Tulsa in answer to request for pictures of Johnny Martin, early morning man, sending out pictures of Johnny Martin and his puppies. Mr. Martin has talked of his dogs on air, so station follows up with pictures of pups. KRMG reports that after third announcement of picture it had received over 3,000 replies.

TO COVER COUNTY FAIR
WENE Endicott and W DOS Oneonta will combine facilities Aril 5-11 and bring listeners coverage of county fair. Stations will broadcast at least six hours of entertainment and exhibit descriptions from fair site. Production will be handled by Charles Habib, program director at WDOS.

BLUEGRASS SAMPLE
KSIB Creston, Iowa, sending trade and advertisers small package sample of grass seed, as souvenir from "Bluegrass Capital of the World." Print on cloth bag reports "94% of the world's bluegrass is produced in the primary coverage area of KSIB."

FACTUAL BROCHURE
CKCK Regina has issued brochure on statistics of Saskatchewan market showing in detail latest studies on industrial and farm income, population breakdown, education standards, home ownership, home building in Regina area, wholesale and retail trade figures, and detailed maps of CKCK's coverage according to Bureau of Broadcast Measurement figures.

CHINESE SERIES
WHOM-FM New York airing weekly series of Chinese language and musical programs, Tuesday, 8-9 p.m. Program features Mrs. Kang Louis, wife of novelist Louis Chu, as feminine disc jockey.

PACKED OPEN HOUSE
KBOE Osakola, Iowa, after seven month operation, held open house for listeners in studio-transmitter building miles and a half from town. Staff, overwhelmed when 3,600 visitors swarmed through building in single afternoon, decided open house was success.

BUILDING CHURCH
KIXL Dallas, Think It Over station breaks, Rev. Jimmy McClain, announcer. Doctor I. Q. from 1940 to 1946 while studying theology, Rev. McClain now using announcing voice to help build new church for his parish at Irving, Tex. Working as part-time announcer at KIXL, Rev. McClain gives earnings from inspirational Think It Over station breaks to his church's new building fund. Lee Segall, KIXL owner, is also owner of Doctor I. Q. program.

Further ideas or samples of the promotion item mentioned on this page are available by writing to the individual companies.
ABC-UP(Continued from page 27)

Goldenson, UPT president, said that the "promise for growth in the ABC operation lies primarily in television." He warned against writing radio off as a loss, however, expressing the belief that "radio can satisfy certain information and entertainment needs more adequately than television. Radio no doubt will have to operate under keener competitive conditions, but I am confident that it will be profitable and will provide a very vital public service."

ABC "is in a very excellent position to grow with the TV industry," Mr. Goldenson told his company's stockholders. Reporting on an inspection trip of the network's TV properties, he said that the ABC Hollywood setup is "undoubtedly the best in the United States" and that with improvements now under way the network would be in as good competitive shape or better in the other cities in which it owns video stations—New York, Chicago, Detroit and San Francisco. ABC will spend approximately $2.5 million for these improvements before the merger takes place, he said, with the new company spending perhaps another $4 million in the next several years. Since AB-PF will take over about $3 million each from ABC, the net expense will be in the neighborhood of $1.5 million, he commented.

"ABC has been handicapped in television because of inadequate financial resources," Mr. Goldenson stated. "The merged company will have the finances to compete with the other networks for top entertainment. It will also benefit from the accumulated know-how and experience of our management in the entertainment field. Thus strengthened, ABC should be able to compete vigorously and effectively with the other major radio and television networks and should prove to be a highly profitable organization."

Both Mr. Goldenson and Mr. Kintner, who joined the UPT meeting following the adjournment of that of ABC, declined to discuss specific plans for effectuating the proposed changes as improper in advance of FCC approval, which Mr. Goldenson hazarded a guess might come about the first of October or November. Mr. Kintner assured the UPT stockholders, however, that "we'll give ABC and CBS some real competition."

Movie theatre attendance which "was awful for us in May," came back strongly in June and in the first weeks of July was running ahead of last year, Mr. Goldenson reported. He said that the quality of pictures to be released during the coming fall and winter is such as to assure a good box-office for movie houses.

Asked about theatre television, Mr. Goldenson said that perhaps a dozen or 18 features a year might be appropriate for theatre showing in this manner. He commented that motion pictures are the real business of motion picture theatres and that theatre television was developed only because of theatre operators' desires to serve their public in every possible way.

To a question about subscription television for the home, Mr. Goldenson replied tersely: "Women won't pay to stay at home."

Under a first payment of $1,750,000 July 1 on its $45 million loan and intends to make a similar payment in December, Mr. Goldenson said. The merged company will also pay off $7.5 million of ABC's indebtedness of $83 million immediately, he said. He explained that company policy has always been to retire any outstanding debts as rapidly as possible without weakening the company's operational position.

Under the terms of the merger, Mr. Goldenson will become president of AB-PF; Mr. Noble will become chairman of the finance committee, and Mr. Kintner will serve as president of the ABC division of AB-PF. An 18-member board of directors will include five who are now directors of ABC and 13 who are now UPT board members.

ABC-UP(Continued from page 27)

Brown Attacks Merger
In Wire To Coy

GORDON P. BROWN, president, WSAY Rochester, last week fired another salvo in his campaign against networks.

This latest blast took the form of a telegram to FCC Chairman Wayne Coy pin-pointing the target of the proposed United Paramount Theatres-ABC merger [Broadcasting* Telescasting, July 16].

Previously, Mr. Brown attacked the alleged coercive and anti-trust practices of major networks [Broadcasting** Telescasting, May 14].

The telegram "urgently" requested Chairman Coy to "deny any application to consolidate these two large corporations, which would further the monopolization of the radio, television, theatre and motion picture industries."

Mr. Brown said that "it is common knowledge that the United Paramount Theatres represent the motion picture house division of the Paramount Pictures Inc., which firm was founded in violation of the anti-trust laws of our country."

He added that ABC "has for years practiced restraint of trade and monopoly within the radio industry. It has attempted to, and did determine the rates of each of its many affiliated stations."

The WSAY executive charged that ABC "has damaged my station throughout a period of years to the extent of about $1 million."

"It is now proposed by these giants of the entertainment world to unite in one multi-million dollar monopoly to dominate the entertainment of the citizens of our country."

"The radio, television and motion picture industries must forever be kept competing factors in the entertainment world," Mr. Brown warned, "for the public interest, convenience and necessity."

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**Sunshine Kisses**

On Records: Bill Farrell-MGM 11023; Martha Tilton-Harry Belafonte-Coral 60545; Paul Weston-Lee Brothers-Col. 39447; Irving Fields-Vic. 20-4211.

FCC Actions

(Continued from page 69)

APPLICATION RETURNED

WINX Washington, D. C. — Requested to change CP to change main location.

July 26 Decisions

BY THE COMMISSION

Granted STA

Philo Television Best Corp. Granted special temporary authority for period of 50 days to conduct experimental color TV broadcasts over WPPT (TV) Philadelphia.

Extension Granted

WINX Washington, D. C.—Granted extension of authority for period of 30 days from July 11, for Maryland booster station to serve Washington, D. C.

BY THE COMMISSION EN BANC

Petition Denied

KCOG Centerville, Iowa—Denied petition of KCOG requesting that issue No. 9 in Commission's order of May 18 in re application to improve facilities, to add following as issued a. 31.25 to determine the nature of program service presently rendered and the nature of the program service proposed to be rendered by Station WTVB, and the need for said service in the area to be served.

Exemption Granted

KGL San Fernando, Calif.—Granted temporary exemption from program origination requirements, to Jan. 18, 1962.

Renewals Granted

Follows is a list of granted and renewed licenses for period of regulars for July 26:


Licenses Extended

The following stations were extended on a temporary basis to Nov. 1:

ing, Calif.; KXXA Alexandria, Minn.; WILM Wilmington, N. C.; WMTF Mankato, Minn.; WPTW Open, Wash.; KOAM-Jonesboro, Ark.; and, in part, request of Ray E. Houston, counsel for RCA, to make certain corrections to the transcript of testimony in the hearing on the television hearing (Dockets 878 et al.).

July 26 Applications

ACCEPTED FOR FILING

Modification of CP

WGNR5E Chicago, Ill. — Mod. CP to new station format.

WJAT Milwaukee, Wis. — Mod. CP to new station format for station WJAT.

WJEF Cleveland, Ohio — Made CP changes.

WMCC Warren, Mass. — Mod. CP to new station format.

WJLJ Scranton, Pa. — Made CP changes.

WRIK Tampa, Fla. — Made CP changes.

Extension of SAA

WNYC New York — Extension of special service authorization to operate additional hours between 6 a.m. EST and sunset at New York and sunset at Minneapolis, Minn. and 10 p.m. EST using Daylight Savings Time.

License Renewal

Following stations renewals of license renewal, to July 26 include:


FM—164.1 mc

WPWF (FM) Washington, D. C. — CP to change class and frequency.

APPLICATIONS RETURNED

KBUC Coral Gable, Calif. — Returned application for assignment of license.

KFTM-FM (Col.) — Returned application for license renewal.

Kintner Heads Palsy Unit

ROBERT E. KINTNER, ABC president, was appointed last week to head the radio committee for New York City's $750,000 Cerebral Palsy Campaign for 1951.

Box Score

SUMMARY THROUGH JULY 26

Summary of Authorizations, Stations on the Air, Applications

Class On Air Licensed CPs

AM Stations 2,285 2,252 133

AM Grants 15 25 13

AM Pending Hearing 23 24 1

TV Stations 82 52 25

TV Grants 80 77 13

TV Pending Hearing 18 16 2

Docket Actions

INFORMATIONAL DECISIONS

KLOC San Jose, Calif.—Hearing Examiner John Green issued initial decision favoring city of San Jose over increasing its hours of operation from daylight to full-time of 5 kw-dv, 1 kw-n, night, directional, over frequency of 1170 kc. Decision July 25.

Washington Court House, Ohio—Hearing Examiner James Whalen issued initial decision favoring granting of license to KWSR for Best Co. for a new AM station at New Bloomington, Ohio. Decision July 26.

ORDER

Baton Rouge, La.—FCC ordered that oral argument scheduled for Aug. 3 to be heard in re application for extension of WLRN (FM) Baton Rouge, La. Both Baton Rouge, participants are re- questing reconsideration of arguments, in part, to issues relating, in part, to issues relating to operation of WLRN-FM. The FCC ordered the parties to file a joint brief by Aug. 25 on the question of whether to change transmitter site filed July 3 by WLRN-FM to the new and original site.

Non-Docket Actions

AM GRANTS

KFRH Fairbanks, Alaska—Granted switch in facilities from 1290 kc to 1370 kc during the second half of the week, subject to review of WFRF call letters; estimated cost $2,500; issue No. 157.

KXRA-KXRA, Inc. — Granted extension of temporary authority to operate additional hours during the daytime.

KSNW Wichita, Kans. — Granted extension of temporary authority to operate additional hours.

WJG Baltimore, Md.—Granted renewal of license.

WJHI Richmond, Va.—Granted grant of license.

WJHJ Washington, D. C.—Granted extension of temporary authority to operate additional hours.

WJOPW Washington, D. C.—Granted renewal of license.

WJPK Hartford, Conn.—Granted renewal of license.

WJPF Chicago, Ill.—Granted renewal of license.

WJRI Detroit, Mich.—Granted renewal of license.

WJUR Pontiac, Mich.—Granted renewal of license.

KGNW-AM Kennewick, Wash.—Granted renewal of license.

KGIN-AM Portland, Me.—Granted renewal of license.

KGIN-AM Portland, Me.—Granted renewal of license.

KGIN-AM Portland, Me.—Granted renewal of license.

WJGS-WJGS, Inc. — Granted renewal of license.

WJHI Washington, D. C.—Granted renewal of license.

WJIG-WJIG, Inc. — Granted renewal of license.

WJMA Madison, Wis.—Granted renewal of license.

WJMB Milwaukee, Wis.—Granted renewal of license.

WJMS-Pittsburgh, Pa.—Granted renewal of license.

WJMA Milwaukee, Wis.—Granted renewal of license.

WJMB Madison, Wis.—Granted renewal of license.

WJMS-Pittsburgh, Pa.—Granted renewal of license.

WJMA Madison, Wis.—Granted renewal of license.

WJMB Milwaukee, Wis.—Granted renewal of license.

WJMS-Pittsburgh, Pa.—Granted renewal of license.

WJMA Madison, Wis.—Granted renewal of license.

WJMB Milwaukee, Wis.—Granted renewal of license.

WJMS-Pittsburgh, Pa.—Granted renewal of license.
$36,000. Partners owning 20% each are H. L. Ginsburg, owner ready to wear shop; G. W. Dough, Jr., president and 50% owner; Bishbod Petroleum Co., 50% owner; Mr. J. T. Cobb, president and 50% owner McLeod Pharmacy Inc., G. R. McElroy, owner DunBrooke Printing Co., and H. L. Curtis president. DesChamps & Web Cotton Co. Filed July 26.

Hot Springs Ark.—Hot Springs Bestco, Inc., 12% a year, 1 kw, day: estimated cost $12,195; operating cost $12,000; revenue $12,000. Partners are Walter Y. Cleveland (50), Austin E. Thompson (25), and Austin H. Davis (25). Associated Broadcasting Co., Des Moines, Iowa; Robert L. Harrison, president. Stockholders are Wesley Sanford, C. A. Cafferty and J. R. Carver, Williams, Mo. Filed July 26.

FM APPLICATION
Highland, Ill., to state of Wisconsin St. Paul, Association, 91.3 mc, 10 kw; estimated construction cost $3,500. Studios are projected on an 800-foot consignee campus, Madison, Wis. (Call letters WHMI requested). Filed July 24.

TV APPLICATIONS
Eau Claire, Wis.—Central Bestco, Co., Ch. 4 (35-88), 1 kw, antenna 866 feet; estimated cost $13,500; operating cost $12,000; revenue $12,000. President and 50% owner is licensee of WEAU-AM-FM Eau Claire. Filed July 25.

Beaumont, Tex.—The Enterprise Co., Ch. 6 (58-88 mc), 1 kw visual, 30 kw audio, antenna 866 feet; estimated cost $23,250; operating cost $22,000; revenue $22,000. Partners are J. S. H. Hening (30), J. E. Johnson (20), and M. B. Johnson (20). Filed July 25.


WKWA-AM Wheeling, W. Va.—Transfer of control of Community Bestco, Inc., Ch. 4 (35-88), 1 kw, antenna 1,430 feet; estimated cost $24,500; operating cost $23,000; revenue $23,000. Partners are H. B. S. Herring (50), J. W. Whitmore (25), and H. L. Miller (25). H. B. S. Herring buys former partner Russell H. Herring's 12.5% interest in control. Filed July 25.

WJW-AM-PM-Telecasting Cleveland, Ohio.—Assignment of license from Edward J. Whitmore, to Presbyterian Church in Cleveland, Ohio, for $25,000. President, administrative officer of station is John H. Whitmore. Filed July 25.

KLPH-KRPH Richland Mich.—Assignment of license from Myron W. Photography, to KRLF-AM-FM-Telecasting, Inc., for $60,000. President, administrative officer of station is Carl T. Whitmore. Filed July 25.

WKU-AM-Telecasting Bowling Green, Ky.—Assignment of license from WOK-AM with construction permit to radio station WKU-AM-PM-Telecasting, Inc., for $150,000. President, administrative officer of station is Harry H. Whitmore. Filed July 25.

ATTENDING BMI Clinic at Seattle were (1 to 1): Standing, Carl Haferlin, BMI president; Harry R. Spence, KKRO Aberdeen; W. W. Warren, KOMO Seattle; Carl Downing, Washington Assn. of Broadcasters; D. B. Mason, Seattle, president, Canadian Assn. of Broadcasters; Fred F. Chitty, KVAN Vancouver, Wash., and WSAB president; Herbert Olsen, KXIC Iowa City; Robert R. Tinchcr, WNAX Yankton, S. D.; Hugh A. Smith, KPOJ Portland, Ore.; John Fulton, WGAT Atlanta; seated, H. W. Slavick, WMW Memphis; Mrs. A. Scott Bullitt, KING Seattle; O. W. Fisher, KONO Seattle; Robert J. Burtner, BMI; Ted Cott, WNBC New York; Glenn Dolberg and James H. Cox, BMI. Attendance was reported as the largest in history.

THE crucial importance to broadcasters of local programming and programming which is original and sound was at the BML Clinic in Seattle last Monday, first of Pacific Coast presentations in the current schedule.

Radio officials reiterated from their own experience the necessity for creative programming if radio is to survive against competing media and the attacks of rate-minded advertisers.

The clinic's attendance, 108, was hailed by Glenn Dolberg, BMI station relations director, as the largest yet.

Hugh A. Smith, program director of KJQO, pleaded for individualistic programming, and assur- ed it starts in the station's music library. "There's no price tag on ingenuity," he declared, "but it pays off!"

It was announced at the meeting that Mr. Smith will leave KJQO to become assistant program director of KPIX (TV) San Francisco, effective Aug. 25.

Ted Cott, general manager of WNBC-AM-FM-Telecasting (TV) New York, pointed out the renewed importance of radio today—its use in the Korean peace negotiations, the fact that Jacob Malik used radio to launch his original peace feeling, and the remarkable coverage of recent midwestern floods.

A clinic, sponsored by the Washington State Assn. of Broadcasters, devoted little direct attention to BMI as such. One of the few mentions came in a brief talk by Carl Haferlin during the luncheon session. Robert R. Tinchcr, vice president and general manager, WNAX Yankton, S. D., and Irwin S. Admans, general manager, KGON Eugene City, Ore., also spoke.

WKID Sold
ROBERT J. SNYDER, former president of KXIC Iowa City, and Gene Philppine of Ottumwa, Iowa, have purchased WKID Urbana for an undisclosed sum, subject to the usual FOC approval. Station is a 250 w daytimer, serving Urbana and Champaign. It was sold by Kemper-Fabert Inc., Urbana, Chevrolet dealer, and Frank Strand, Champaign advertising executive. Blackburn-Hamil- ton, station brokers, handled negotiations.

General Mills Switch
GENERAL MILLS, Minneapolis, has replaced Armstrong of the SBI after 18 years on the air with Silver Eagle and Mr. Mercury on ABC. Mr. Mercury, owned by Louis C. Cowan, originates in New York Tuesday, 3:30-7 p.m. (CDT). Silver Eagle, packaged by James Jewell, is broadcast from Chicago Thursday at the same time.

KGW carries the weight in the Oregon Market

KGW, Portland, Oregon, on the efficient 620 frequency, is affiliated with NBC.

July 30, 1951
MORE EQUITABLE TAX BASE ASKED BY TELECASTERS

MORE equitable base period for television broadcasters to compute their excess profits tax rate was requested last week by John E. Poole, of Fort Industry Co., spokesman for NABT-B organized Television Broadcasters Tax Committee. Mr. Poole appeared before Senate Finance Committee.

The purpose of the committee is to "relieve the very serious and critical financial plight of the television broadcasters" as they are allegedly hit by the excess profits tax act, he said.

TV losses through 1946-1949 period, when radio industry was pioneering TV, depressed normal profits of radio broadcasting, lowering rate of return. Profit column not reached by nearly all TV companies until late 1950, Mr. Poole told Senators. Pinch on telecasters is computing EPTL credit based on best three years of this depressed period, he explained.

Relief provisions of act have not helped, Mr. Poole said, adding that inadequate tax credit only compounds risk hazard in operations.

Inequity can be relieved in Senate bill (S 1686) introduced by Sen. J. Allen Frear (Del.) and Sen. Ralph W. Ewing (La.), Mr. Poole said. All Senators are prepared to HURDLE TELECASTING, July 23.

While not exempting him, bill would restore base period for telecaster to be equal with industries which had normal operation during base period, he explained. Prime feature of bill is to permit broadcaster to use 1946 industry rate of return as base rather than three best years of period when TV losses were sustained. Those operators who are in TV only also would use this base.

THEATRE TV ILLEGAL, FTC REPORT CHARGES

CHARGE THAT box-office television is illegal because it is purely commercial and offers no public service in exchange for its use of spectrum space is contained in a preliminary report to the Fair Television Practices Committee. Jerome W. Marks, committee chairman, who with Max Pfeferblum, secretary, prepared the report, stated that "subscription radio was never approved by the FCC and no precedent of any kind whatever exists for granting to theatre television exclusive use of any publicly-owned television channels." Noting that TV set owners have "a most vital interest in this matter," Mr. Marks expressed "the hope of the FTFP that the commission will proceed in this important matter most cautiously as the whole future pattern of both television and radio will be at stake.

REINGOLD REPRESENTATIVE

REINGOLD Co., St. Louis (advertising agency), has appointed Wyatt Schuebel its television and radio department and New York office. Agency handles the following accounts: American Tourist Luggage, Old Mr. Boston liquors, Hampden Brewing Co. (Hampden ale), Plymouth Mfg. Co. (men's rainwear), and Revere Knitting Mills (men's sportswear).

PHILCO TO TEST AD HOC COLOR TV

EXPERIMENTAL color grant made to Philco's WPFTV (TV) Philadelphia for 90-day period is for testing of "compatible" standards under study by National Television Systems Committee ad hoc group, FCC disclosed Friday. NTSC has been reorganized for color effort [BROADCASTING • TELECASTING, June 25, 4].

Color tests and demonstrations understood scheduled by General Electric Aug. 6, Hazelton Aug. 7, RCA Aug. 8, Philco Aug. 9 and Institute of Radio Engineers' New York headquarters Aug. 10. NBC currently holds color experimental authority for WNBT (TV) Washington and WNBT (TV) New York. GE has asked FCC to use its VHF-UHF experimental outlet for color tests, "using the field sequential system and other systems currently being studied" by NTSC.

Philco said "experimental color television system to be broadcast shall be a compatible type color signal conforming to the general recommendations of the Ad Hoc Committee of the NTSC." The purpose will be to investigate and field test the recommendations of the Ad Hoc Committee and to learn if such recommendations are practical for broad- casting operation. It is anticipated that the experiments will enable the licensees to study the following: 1. Comparative performance of the recommendation with respect to color carrier phase, best interference, picture structure and flicker. 2. Fidelity of color rendition. 3. Various dissections of image by removing parts of the video signal."

DENY NEW FM SERVICE

FCC REFUSED Friday to establish new class of FM service, with same lenient rules as now pertain to non-commercial, educational FM, for all kinds of tax-exempt, non-profit organizations. In majority opinion, Commission denied joint petition of Radio Commission of Southern Baptist Convention and Executive Board of Baptist General Convention of Texas. Commission held that, aside from that shown by petitioners, no interest in such special classification had been evinced. Vice Chairman Paul A. Walker and Comr. Robert F. Jones dissented with the statement that petition should be granted to include churches, if not other kinds of tax-exempt, non-profit interests.

BAKER HEADS RTMA TV GROUP


(Continued from Page 4)
"IN THE HEART OF AMERICA..."

It's The

**KMBC KFRM**

Team and It's Wholehearted

...Wholeheartedly in the public interest...

Greater Kansas City—in fact the entire Kansas City Trade Area—is rapidly recovering from one of the greatest disasters to strike the Midwest.

From the moment that the crisis became imminent, KMBC-KFRM facilities and staff were dedicated to the emergency on a 24-hour basis. Direct reports from the flood and fire zones—authentic coverage from flood headquarters—complete cooperation with all agencies—resulted in the saving of countless lives and many thousands of dollars. The KMBC-KFRM Team was outstanding for its contribution "in the public interest, convenience and necessity." ALL OF THIS HAS NOW—MORE THAN EVER BEFORE—TIED THE LISTENER TO KMBC-KFRM!

Farm and industry alike have emerged from the debris and are "on the way back." And while The KMBC-KFRM Team enjoyed the lead in the great Kansas City Trade Area, its outstanding performance during and following the disaster has gained thousands of loyal listeners who, "to keep in touch with the times, keep tuned to KMBC-KFRM" and who buy KMBC-KFRM advertised products and services. Write, wire or phone KMBC-KFRM, or your nearest Free & Peters office.

**TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S**

The **KMBC-KFRM** Team

6TH OLDEST CBS AFFILIATE • PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
CHEF MILANI,
Friend and Counselor
of the Budget-Wise Housewife
with his "Dinner for Four—a Dollar, No More!"

When the chef takes on a product, miracles happen. The miracles reflect Chef Milani's loyalty to his listeners and their loyalty to him. He believes in the products he sells, and his belief pushes through the microphone to his audience, builds a long-term loyalty to the product far beyond the "try-it-once" effect of ordinary commercial selling. No wonder there's often a waiting list for Chef Milani's show. Small wonder that retailers buy... and sell...what Chef Milani sells. Current sponsors include Birds Eye, Bireley's, Borden's, Cliquot Club, Frostee Mix, Lipton's Tea. Investigate Chef Milani for your product, for your client's product. It's unique, it works, it's CHEF MILANI!

Powerful Voice of California • Dial 710

50,000 watts daytime • 10,000 watts nighttime

AFFILIATE, LIBERTY BROADCASTING SYSTEM • REPRESENTED BY H-R REPRESENTATIVES, INC.
RADIO CONTINUES TO BE "AMERICA'S GREATEST ADVERTISING MEDIUM"