Listeners have paid nearly

$1,500,000 to see the

NATIONAL BARN DANCE

Broadcast from Chicago's 8th Street Theatre!

In the eighteen years since the NATIONAL BARN DANCE was moved to the 8th Street Theatre (it was a studio broadcast for eight years before that) 2,076,410 loyal WLS listeners have paid nearly a million and a half dollars to see the program broadcast from this one spot alone—an unequalled record in paid admittance for any radio program. And with age, its share of audience increases—in the last reported month alone, according to A. C. Nielsen Company, by 16%.

It is more than just another program. The NATIONAL BARN DANCE is radio's oldest continuous, commercial program. It is a tradition—which has maintained—and increased—WLS leadership in developing loyal listeners—and customers. Its list of sponsors is impressive—even more so is the constancy of their sponsorship. It has proven and will continue to prove that radio is the magic touch that turns people into customers.

WLS can introduce you to new customers in the rich Midwest. Write WLS, or contact your John Blair man today for availabilities and facts on how Radio's magic touch can sell for you.
QUALITY OF PROGRAMMING
Makes the difference between signal coverage and selling coverage

FIRST in Louisville
More Hooper FIRSTS* than all other Louisville stations combined!
*Based on total rated periods (four-quarter hours and one-half hours), Hooper Report No. 29, December '50-April '51.

First in ALL KENTUCKIANA
The only station that covers all this rich market.

No other Kentuckiana station can match WHAS in listenership . . . in Louisville, in Lexington, in all Kentuckiana. Because no other station can match the consistent high level of WHAS programming. With power to reach 'em and the programming to sell 'em . . . it's a combination that can't be beat. Better call Petry.

Now in our 30th year service...

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

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
WHIM vs. the Four Network Stations in Providence — and Beats Three!

FROM BROADCASTING MARCH 19, 1951

WHIM, Providence's Scampering Sprinter

NOW 1st by Hooper
over ALL Providence Stations

- Morning as well as afternoon
- No Baseball

1000 WATTs
1110 Kc
Providence, Rhode Island

Source-Hooper 12:6 FM JUNE 1951
Closed Circuit

Upcoming

Aug. 21: BMI Clinic, Columbus, Ohio

(More Upcomings on page 38)

Business Briefly

SUSPENSE RENewed • Electric Auto-Lite Co., has renewed sponsorship of both CBS radio and TV versions of "Suspended" for coming year. Radio program moves to Mondays at 8 p.m., while TV series will retain Tuesdays, 9:30 p.m. Cecil & Frebrey, N. Y., is agency.

BICKERSONS Switch • Philip Morris & Co., New York (cigarettes), sponsors of The Bickersons on CBS, Tuesdays, 9:30-10 p.m., switches program to NBC same evening, 10:30-11 p.m. effective Sept. 4. Status of its Philip Morris Playhouse also on CBS, not yet decided. Biow Co., New York, is agency.

NEW KATE SMITH SPONSORS • Three sponsors have been added for Kate Smith program Monday-Friday (4-5 p.m.) program on NBC-TV. Knomark Mfg. Co., for Esquire shoe polish, will sponsor Tuesday, 4:30-4:45 p.m. segment through Emil Mogul Co., N. Y. Simonize, through Sullivan, Stauffer, Colwell & Bayles, N. Y., will sponsor 4:15-4:30 p.m. period Thursdays, and Jergens Lotion, through World Radio Network, 4:45-5 p.m. segment, Wednesdays and Fridays.

AT&T SETS SEPT. 30 FOR COAST-TO-COAST TV

COAST-TO-COAST TV simultaneous network broadcast will be initiated Sept. 30, if present expectations are fulfilled, AT&T said in announcing $40 million opening of cross-country microwave radio relay facilities for telephone service Aug. 17. Longest microwave channel in world, system has been under construction since 1948. Work on installation and testing of extra special equipment needed to fit relay for TV program transmission has reached stage where Sept. 30 date may safely be anticipated, about three months earlier than previous Bell System predictions.

Some TV networks marshaling West Coast origination plans. CBS-TV spokesman said network will be broadcasting "I Love Lucy" Sept. 22, and Alan Young Show, and possibly all or some Jack Benny programs from West Coast. NBC-TV probably will air four shows in part from Hollywood, including Colgate Comedy Hour, All Star Revue and Red Skelton shows, network representative said. DuMont Director Chris Witting said DuMont had applied for east-west, west-east facilities two months ago but no plans had been made. ABC-TV reported no definite plans for change in origination schedule.

SEEDS CLIENTS BUY SCHEDULES

THREE CLIENTS of Russel M. Seeds, Chicago, buying heavy fall and winter schedules. North Division of Borg-Warner, Chicago, for its full line of appliances, will sponsor transcribed Red Skelton show in nighttime half-hour slot in 46 markets from Oct. 1 for 39 weeks. Package is owned and syndicated by Seeds. Browne & Associates, Williamsburg Tobacco Co., Louisville, for Raleigh cigarettes, begins TV spot campaign in 10 markets this month. Pinex Co., Ft. Wayne, Ind., for cough syrup, will use radio spots in U. S. and Canada. Canada order covers 19 markets and 25 stations, while 40 markets will be used in U. S. between Pittsburgh and Texas.

Broadcasting Telecasting
Tell and Sell...

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

ROBERT MEEKER Associates
New York Los Angeles Chicago San Francisco

STEINMAN STATIONS Clair R. McCollough, Gen. Mgr.
WTAR Sells All

The Norfolk Metropolitan Sales Area for You!

WTAR is the profitable way to sell the big, eager and able-to-buy Norfolk Metropolitan Sales Area—Norfolk, Portsmouth, Newport News, Virginia.

According to BMB, 95% of the families in this four-county sales area listen to WTAR regularly. Hooper says that most Norfolks listen most of the time to WTAR. Add the fact that WTAR delivers more listeners-per-dollar than any other local station or combination of stations. Easy to see why WTAR reduces sales costs, increases sales and profits.

MARKET DATA—Norfolk Metropolitan Sales Area

<table>
<thead>
<tr>
<th>Population</th>
<th>Retail Sales—1950</th>
<th>Effective Buying Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>TH Estimates</td>
<td>Dollars (in Thousands)</td>
</tr>
<tr>
<td>563,9</td>
<td>172</td>
<td>489,577</td>
</tr>
</tbody>
</table>

Norfolk-Fortnight Metropolitan Area: 419,4
Portsmouth Metropolitan Area: 144,5
Norfolk-Portsmouth Metropolitan Area: 563,9

Total Norfolk Metropolitan Sales Area: 563,9

NBC Affiliate

5,000 Watts Day and Night

Inter-connected NBC, CBS, ABC, & DuMont Television Networks

Nationally Represented by EDWARD PETRY & CO., INC.
Helping your doctor help you—the partnership between Meat and Medicine

As you know, meat animals are the source of many vital medicines. Every day these help save lives, restore health, relieve pain and battle disease for millions of people—perhaps even you, or one of your family.

To help make them, the meat packing industry has elaborate facilities for saving important by-products. Great discoveries have come, already, from the research partnership between the meat industry and medicine. The search is on for even greater things.

But only well established meat packers—the companies whose products you know so well—have the facilities to save and make available these by-products.

Price controls, possible rationing, etc., tend to divert meat into illegal channels, where there are no means of saving essential by-products; no facilities for research.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

Out of the partnership between the meat industry and medicine come these (and many other) medicinal preparations

Insulin—only substance known to medical science which can control diabetes.
ACTH—treatment of arthritis, severe asthma, and many other conditions.
Epinephrine—treatment of many allergic conditions such as asthma, low blood pressure, certain heart affections.
Liver Extract—treatment of pernicious anemia.
Fibrin Foam—controls bleeding during surgical operations.
Gastric Mucin—treatment of many stomach afflictions, notably peptic ulcer.
Thyroid Extract—treatment of depressed functioning of the thyroid gland (myxedema and cretinism).
Cholesterol—starting material for the preparation of many hormones.
Posterior Pituitary Extract—increases blood pressure during certain conditions of shock.
Bile Salts—treatment of gall bladder disturbances and abnormalities in fat digestion.
Rennet—aids in milk digestion.

Sutures—widely used in surgery because they possess great strength; need not be removed since they are absorbed by the body.
Estrogenic Hormones—treatment of certain conditions arising out of the menopause.
Progestrone—treatment of threatened and habitual abortion, and in severe dysmenorrhea.
Dehydrocholic Acid—treatment of certain gall bladder disorders and abnormalities of bile flow.
Parathyroid Extract—treatment of tetany (severe involuntary muscle contraction) which follows removal of these glands.
Benzoinated Lard—widely used as a medicinal ointment base.
Diastase—aids in promoting starch digestion.
Lipase—aids in promoting fat digestion.
Trypsin—aids in promoting protein digestion.
Bone Marrow Concentrates—treatment of various blood disorders.
Suprarenal Cortex Extract—used in the treatment of Addison's Disease.
Penetrate ALL of America’s

WFIL -

...shopping center

WFIL BLANKETS PHILADELPHIA...

For blanket coverage in Philadelphia—city of two million—schedule WFIL. WFIL regularly reaches four-fifths of all the city’s radio families: 451,260 homes where WFIL is a family buying guide. And WFIL is still growing. It’s the only Philadelphia network station to show both day and night audience gains in BMB’s latest survey. 18.5% more families (day) and 16.1% more families (night). You can’t pass up Philadelphia, capital of America’s 3rd Market: you can’t pass up WFIL, first on the dial in Philadelphia.

...BLANKETS THE WHOLE 14-COUNTY MARKET

Don’t ignore any of the 14-County Philadelphia Retail Trading Area. Here is a zone of more than 4,400,000 people. Here, in more than two-thirds of the radio homes, 769,550 families consistently tune WFIL. In this rich market area WFIL’s signal penetration is strongest...you reach all of the 147 “home markets” outside city limits where a majority of the area’s prosperous population lives and buys. And WFIL takes you to a huge bonus area beyond the 14 counties. Total coverage: 6,800,000 people. To reach these customers schedule WFIL.
3rd Market
adelphia
for millions!

ELMER H. WENE, Vineland poultryman—The head of Wise Chicks and his family typify WFIL-adelphia's 32,567 farm households with buying power 98 per cent above average. He is a WFIL fan.

A. O. SCHAEFER, Philadelphia steel maker—As Vice-President of The Midvale Company, he helps pay wages and salaries totaling $1,812,770,000 to workers in WFIL-adelphia's 8,566 industrial plants.

KATHRYN L. BATCHLER, Glassboro housewife—Like so many of the 21 million women over 21 in WFIL-adelphia, Mrs. Batchler listens long and hard before she buys... and she listens regularly to WFIL.

SIDNEY THAL, Chester grocer—4,400,000 people in this hungry 14-county market buy groceries worth more than $1 billion a year. Mr. Thal's Edgemont Beef Company is one of 460 food stores in Chester.

RAYMOND R. BEHRMAN, Phoenixville appliance dealer—Dealers like Behrman and Wena sell $198,872,000 worth of household goods a year in WFIL-adelphia. He is a regular WFIL listener.

JAMES WORK, Doylestown educator—Mr. Work is President of the National Agricultural College, one of 89 colleges and universities in WFIL-adelphia. His students are among 65,000 collegians in the area.

When is 5,000 watts more than 5,000 watts? When it's first on the dial! Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to twenty times the power at double the frequency... 100,000 watts at 1120 kilocycles.

WFIL
560 kc.
The Philadelphia Inquirer Station
An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY
Gene Allison

and "The NEWS"

For a long time "Hoosiers" have received their morning news from Gene Allison. His early morning up-to-the-minute reports have made him their favorite morning newscaster for Indianapolis and Central Indiana. Gene Allison newscasts have an enviable record with commercial sponsors. Any advertiser who wants to do a big job with a small budget will do well to check Gene Allison and the Morning News.

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

---

WISH

INDIANAPOLIS

1310 K.C.

Represented Nationally by The BOLLING COMPANY

---

new business

Spot . . .

CHAMPALE Inc., N. Y., through Hilton & Riggio, N. Y., planning increase of radio spots in major markets throughout country. Firm which directs large proportion of its advertising to negro market, is also, in process of negotiation for network radio program either on ABC or NBC.

ARMOUR & Co., Chicago, for its new product, Dial Deodorant Shampoo, is using eight-second radio spots in Chicago, Peoria, Milwaukee and Madison and tags on NBC Dial Dave Garaway show preparatory to national expansion on market-by-market basis. Product was introduced in New Orleans test with radio and TV spots and Garaway cut-ins. Agency: John W. Shaw, also Chicago. Agency: Foote, Cone & Belding, same city. Edwin J. Hughes is account executive.


F. W. FITCH Co. Ltd., Toronto (shampoo), starts spot announcements on number of major market Canadian stations and newscasts on selected stations. Agency: Vickers & Benson Ltd., Toronto.

Network . . .

WILDROOT Co., Buffalo (Wildroot Cream Oil Hair Tonic), sponsoring five-minute summary of major league baseball games following two regularly scheduled Sunday broadcasts of Game of the Day on MBS, effective July 29. Agency: BBDO, N. Y.

GLIDDEN Coa paint products, Cleveland, to sponsor quarter-hour of Kate Smith Show on NBC-TV for 13 weeks from Sept. 14. The 15-minute 4:30 to 4:45 p.m. segment will be sponsored on more than 50 station each Friday for new “Spred Satin” rubber latex emulsion paint and other Glidden items. Agency: Meidrim & Fewsmiti, Cleveland.

CURTIS PUBLISHING Co., Phila. used three spot announcements July 27, 30 and Aug. 1 for Ladies Home Journal on The Mary Margaret McBride Program over ABC. Agency: BBDO, N. Y.

GROVE LABS, St. Louis (Bromo Quinine cold tablets), to sponsor Cecil Brown, News Commentator on 45 Don Lee stations, Tues., Thurs., 8-8:15 a.m. (PST) for 26 weeks starting Sept. 18. Agency: Gardner Adv., St. Louis.

LA MAUR PRODUCTS, New York (Modart cream shampoo), starting Sept. 9, Sun., 10:15-10:30 p.m. (PST), will sponsor George Fisher, Hollywood News on 28 CBS Pacific and Mountain stations for 82 weeks. Agency: Hilton & Riggio Inc., N. Y.


MORTON SALT Co., Chicago (table salt), to sponsor transcribed musical program Tues., 7:30-8 p.m. (PST) on 19 CBS Pacific and Mountain stations for 26 weeks, starting Sept. 11. Agency: Klaue-Van Pieterson-Dunlap Assoc., Chicago.

GENERAL TIRE & RUBBER Co., Akron, starts next Wednesday, 8:8:30 p.m. (PST) for 15 weeks, sponsoring What's the Name of That Song? on 45 Don Lee Pacific stations under the network's new "Lanca" plan of paying percentage of established network rate and talent costs. Retailers located in 49 strategic broadcasting cities will write remainder of costs by paying their pro-rate talent share plus percentage of local rate of individual Don Lee outlets. Agency: D'Arcy Co., Cleveland.

GENERAL FOODS Corp., New York (Calumet Baking Powder), to sponsor participation Jack Kirkwood Show on 45 Don Lee stations, on (Continued on page 15)
KPRC

FIRST AGAIN

in the Big Houston Market!

February-May Hooper Report:
14 of the FIRST 15 Daytime Shows
14 of the FIRST 25 Nighttime Shows
5 of the FIRST 7 News Broadcasts

Are Heard on KPRC

KPRC leads by 31% over the second station in Total Rated Time Periods

5000 WATTS
NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by EDWARD PETRY & CO.
This week we pull the big switch...
This week KCBS increases its power to 50,000 watts. Already the most listened-to station in the San Francisco area,* KCBS becomes ten times more powerful! Now, with 50,000 watts beaming from a new transmitter at a strategic new location, KCBS will carry its top-favorite local shows and the big-star network shows of CBS throughout nearly all of Northern California. Will deliver a clear and powerful signal to 9 out of every 10 Northern Californians. Will make thousands of new friends...deliver many thousands of new customers for you. Remember, this week we pull the big switch...and boost our power

...to 50,000 watts!

Ask us or Radio Sales to give you a preview of how 50,000-watt KCBS can help you make your product a leader throughout half of California.

*Pulse of San Francisco

KCBS: this week ten times more powerful!
GOD BLESS YOU
UNCLE FRANK

When little Vicky Phillip's mother wrote her blessing to KOMA, it meant that your advertising on KOMA is heard by FRIENDS, not just listeners.

Vicky had received a birthday gift from Uncle Frank's Birthday Club, and her prayers of petition are now prayers of thanks, to Uncle Frank and KOMA.

Her mother wrote to offer her blessing for making her little girl so happy and we've many more similar letters from equally appreciative parents.

Investigate the attractive rate and time of this excellent children's program, with its countless merchandising angles. See your nearest Avery-Knodel man or contact J. J. Bernard VP and General Manager

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ON BLUEHUT, assistant radio and television director Peck Adv. Agency, N. Y., named director of department. Prior to his present affiliation he was with H. B. Humphrey Co., N. Y.

GEORGE H. POLAND, manager Montreal office Young & Rubicam Ltd., Toronto, appointed vice president. He has been with agency since 1940.

ABNER J. RUBIEN, vice president and co-director of package goods division Dorland Inc., N. Y., appointed vice president Hilton & Riggio, N. Y.

MIKE PARENT, account executive, Foote, Cone & Belding, S. F., to Benton & Bowles, N. Y.

MARK PARNALL, advertising and sales promotion manager General Electric Supply Corp. S. F., to Brisacher, Wheeler & Staff, S. F., in creative department.

CARL SEIFFER appointed assistant account executive Robert Otto & Co., Inc., N. Y. He was managing editor of Hudson Valley Newspapers, Milton, N. Y.

JULES HACK, radio-TV commercial writing staff Young & Rubicam Inc., Chicago, to Erwin, Wasey & Co., L. A., in similar capacity.

JERRY KINGSTON, McCann-Erickson, S. F., to Guild, Basecom & Bonfelli, S. F.

MARSHALL J. MURPHY, account executive Young & Rubicam, N. Y., to St. George & Keyes, as account executive for Richard Borden Inc. and Viskon Tile Div. and Viskon Cream Wax. Latter firm considering use of television in fall.

IN describing his Army career, John Lawton, account executive, St. George & Keyes, New York advertising agency, says "I majored in public relations and private in the infantry."

Entering the Army as a GI in 1940, Mr. Lawton served with the 29th Division in Europe, winning a silver and bronze star and finally completing the color scheme the hard way with a Purple Heart.

Upon release from the hospital as a major, he was assigned to public relations work, his first real experience in that field.

Returning to civilian status in 1945 he joined St. George & Keyes in the publicity department.

His affinity for the agency business was such that he had soon established himself in production, eventually progressing to account work. Within six years he had progressed to his present position as account executive for Revere Copper & Brass (Revere Ware), Benjamin Moore Paint Co., and the Kuffel & Esser (instruments) accounts.

Mr. Lawton's pre-war commercial experience had included jobs with the First Trust Bank in Albany, N. Y., the surveying firm of Edward J. Bottele, Delmar, N. Y., and the Young & Selden Co., printer and lithographer.

Among his present accounts, Revere Ware current is sponsoring Meet The Press on NBC-TV and the Benjamin Moore Co. is a seasonal radio advertiser with a current 13-week run of Your Home Beautiful on MBS.

Mr. Lawton has been married to the former Martha Stringer since 1941. They have two children, Ruth Dunn, 8, and John Crawford, 2%. The family lives in an apartment in Rye, N. Y.

Mr. Lawton's hobbies are tennis and golf. He is a member of the University Club, Baltimore, and the Touchdown Club, New York.
WILLIAM J. BRENN, Sherman & Marquette, N. Y., to McCann-Erickson, N. Y., in executive capacity.

ED BAUMGARTNER, art director H. M. Cross Co., Chicago, named vice president.

ANDERSON, SMITH & CAIRNS, subsidiary of Anderson & Cairns, N. Y., has moved its Montreal offices to new and larger quarters at 1510 Drummond St.

JOHN MATHER LUPTON Co., N. Y., has leased additional space at 420 Lexington Ave., N. Y.


JAMES T. CHIRURG, president James Thomas Chirurg Co., N. Y., named to serve on committee on advertising of U. S. Chamber of Commerce.

RICHARD L. DEXTER, copywriter The Potts-Turnbull Co., Kansas City, Mo., called to active duty at Lt. Comdr. in Navy, as 15th District radio-TV officer.

GRANT Adv. Inc. has moved its New York offices to 655 Madison Ave. New telephone is TEMpleton 8-3088.

WALTER GRAUMAN, TV packager, to radio-TV department, Jaffe Agency, L. A.

MARK PARNALL, advertising and sales promotion manager General Electric Supply Corp., S. F., to creative department Brisacher, Wheeler & Staff, S. F.


GEORGE D. ERBEN, executive art director Platt-Forbes, N. Y., and ROBERT C. REED, assistant art director, Goold & Tierney, N. Y., named art directors for Fletcher-Irvin, N. Y.

BEAUMONT & HOHMAN Inc., Chicago, appointed by WOW-AM-TV Omaha to handle advertising.

New Business
(Continued from page 10)
thrice weekly rotating basis, 1-1:30 p.m. (PDT), for 18 weeks starting Sept. 3. Agency: Foote, Cone & Belding, N. Y.

AMERICAN BAKERIES Co., Atlanta, renews sponsorship of The Lone Ranger on 36 ABC stations, effective Sept. 10 for 52 weeks, and TV version effective early in July for similar period. Agency: Tucker Wayne & Co., Atlanta.

Agency Appointments • • •

WESTERN UNION SERVICES Inc., subsidiary of Western Union Telegraph Co., appoints United Advertising Agency, Newark, to handle advertising. Television will be used.

RED TOP BREWING Co., Cincinnati, names Cecil & Presbrey Inc., to handle its advertising effective Sept. 1. Firm uses spot radio.


SECOND ARMY re-appoints VanSant, Dugdale & Co., Baltimore, to handle advertising. Radio will be used.

LARGEST brewery in Illinois ... one of the ten largest in the world—PABST in PEORIA!
Completely new since 1934 and with an expansion program completed in 1950, the Pabst plant in Peoria has what is widely considered the finest and most beautiful brewhouse in the world. Capacity of this famous Peoria brewery is astounding—2½ million units (bottles, cans and barrels) DAILY! Covering 7½ acres, this OBVIOUSLY OUTSTANDING brewery employs 1500 persons . . . receives and dispatches 100 railroad cars and a like number of trucks daily.

WMBD Dominates the Rich Peoria Market

OBSERVILY OUTSTANDING, also, is WMBD's continuing dominance of the prosperous Peoria area market. The latest Hooper Index shows WMBD increasing its already dominant lead and selling more products to more people at less cost than any other station in the market.

WMBD—THE NO. 1 BUY IN THE MIDWEST'S NO. 1 TEST MARKET

See Free & Peters . . .
DECLARING that “the air belongs to the people and the use to which it is put for radio and TV is a public trust,” William Fay, vice president of Stromberg-Carlson Co., has announced formation of a citizen’s Advisory Council for the company’s WHAM-AM-TV Rochester.

T. Carl Nixon, prominent local attorney, has accepted temporary chairmanship of the group, pending an organizational meeting and election of officers. Council will consist of 25 members for the 23-county coverage area of the stations, according to Mr. Fay.

But also stated that the group will organize and function independent of station influence, members serving without compensation on a one-two-and-three-year rotating basis. Plan after getting into the facilities of these stations is for a nucleus of new members to be added each year.

“The purpose of the Advisory Council will be to advise us regularly on ways in which WHAM and WHAM-TV can constantly improve their service to listeners,” Mr. Fay said. The Stromberg-Carlson executive expressed the desire that the stations’ audience have a closer working partnership with WHAM and WHAM-TV. He further stated:

Under the American system of broadcasting, broadcast stations are privately owned and operated under a license from the federal government to operate “in the public interest, convenience and necessity.” In other words, operation of a public enterprise in a public trust.

Now that WHAM is engaged in both radio and television, its responsibility for the wise use of the great power in these facilities is greater than ever before. We believe that both the stations and the communities they serve have much to gain from an advisory group such as the new council.

Our goal is the fostering of finer radio and television in the Rochester area. But we do believe also that in working towards this goal locally, we can stimulate similar efforts throughout the broadcasting industry.

JOHN STEBBINS’ confidence in the continuing profit-making ability of radio is physical as well as intellectual. The Chicago manager of The Bolling Co., station representative firm, proves this with a blood pressure of only 104. A muscular 220-pounder, Mr. Stebbins has been in radio 11 years, and manager of Bolling’s Chicago office since the firm bought Universal Radio Sales. He also was midwest manager of that representative firm after getting his broadcast indoctrination at such scenic sites as Jamestown, N. D., and Albuquerque, N. M.

Born in Sioux Falls, S. D., Mr. Stebbins lived most of his youthful years in Jamestown, returning there between terms at St. John’s Military Academy in Delafield, Wis., and the New Mexico Military Institute at Roswell. Military training was incidental, however, as he concentrated on commercial courses. Even while attending prep schools and decided to go into radio some day, because it was a “young man’s field,” but opportunities to crack it were sparse at that time.

After graduation from the military institute, Mr. Stebbins bypassed his radio ambitions temporarily and went into the freight car refrigeration business with his brother. Sons of a railroad man, the boys headquartered in Los Angeles and sold fruit and vegetable growers and suppliers on the idea of using a device, which cooled railroad refrigerator cars faster and more cheaply with air instead of ice. The system enabled a car to be cooled for shipment of perishable food in four hours rather than 16, and gained for shippers a

(Continued on page 90)
LODEST COST
PER THOUSAND

KFRE delivers more listeners per dollar than any other Central California station...

You are using the biggest and the best when you choose KFRE to cover Central California.

You get the highest ratings... complete coverage...and the lowest cost per thousand, too.

Ask Avery-Knodel.

PAUL BARTLETT, President

KFRE

940 KC * CBS * 50,000 WATTS * FRESNO
In The Public Interest

Safe Driving Contest

"TRENTON'S Safest Summer" contest backed by Wbud Morrisville, Trentonian and American Automobile Assn. of central New Jersey, has swung into high gear, trying to encourage safer driving in the state. Merchants from all over central New Jersey are offering prizes for the "Most Courteous Driver" selected each week. It all started when an editorial appeared in The Trentonian.

Wbud immediately followed it up with a call to the paper suggesting a drive be launched in cooperation with a national safety organization. Thus AAA came into the picture and agreed to the plan to locate Trenton's most courteous and safest driver.

Red Cross Citation

KNBC San Francisco broadcasts on behalf of 1951 Red Cross Fund Campaign have brought the station formal resolution of gratitude from the executive committee of the San Francisco Red Cross chapter. Station is cited for its "public spirited support (and) significant contribution in acquainting the public with activities and financial needs of our chapter." In an accompanying letter with the resolution, 1951 Fun Campaign Chairman Alan Lowrey wrote Lloyd Yoder, KNBC general manager: "I add my warmest personal thanks . . . without the kind of backing you gave (our quota) could hardly have been achieved."

Aids Arrest

A WJHP Jacksonville, Fla., broadcast description of a hit-and-run automobile involved in a fatal accident led to the arrest of its driver, the station reports. A listener heard the broadcast, recognized the car, and phoned police. The driver has been charged with manslaughter. WJHP Disc Jockey Chaz Harris aired the description on his Rise and Shine program.

Defense Booklet

WPIN St. Petersburg, Fla., is distributing a copy of the official government publication, Survival Under Atomic Attack, prepared by the Federal Civil Defense Administration. Circulation of the booklet is being made as a public service and free of charge to listeners upon request.

Fire Prevention

WTAG-AM-FM Worcester, Mass., has received plaudits of Massachusetts officials for its series against forest fire carelessness. E. H. Gagnon, conductor of the station's series, Keep Massachusetts Green, said in a letter to WTAG that "all the officials of the State Conservation Dept. are in agreement that WTAG is perhaps doing more for the prevention of forest fires than any radio station in the East." In addition to the series, WTAG airs a "burning index" in daily weather reports, indicating potential fire danger for that day.

Lost and Found Dept.

W W O C - A M - F M Washington, through a transit radio broadcast, was responsible for reuniting a lost three-year-old girl and her father. Police found the child wandering the streets of the Nation's Capital. The tot couldn't tell where she lived. Newspapers carried stories and photographs but it was not until a neighbor of the little girl heard her description on a transistor that the case was solved.

Coast Guard Appreciation

U. S. COAST GUARD has expressed its appreciation to WLOW Norfolk for the Virginia station's "generosity and efficiency of the public service rendered." On July 1, the aid of WLOW was sought by the Coast Guard to locate a missing boating party. WLOW aired the appeal. Within a few minutes, the listening audience had supplied the information that the party had reached shore safely "thereby releasing air and surface craft from further search of the sea."

Fire Damage

WHEN fire destroyed the home of a local family, WQIG Brunswick, Ga., went on the air with appeals. Every break in a baseball game was used to ask for clothing and furniture for the family. By the end of the game, sufficient gifts had poured in for the family to make a new start, the station reports.

Sound Retreat

BILL SAMPSON, Negro night disc m.c. of KWKW Pasadena, has changed (by request) the phone number he gives listeners desiring to call in requests. Seems the number was just one digit removed from that of Sierra Madre Passionist Retreat House and too many Sampson fans in the early morning hours weren't quite careful enough in their dialing.
scores terrific gain in "popularity poll" of Philadelphia stations!

Your advertising dollar has always bought full measure on KYW. Now it gets an even better buy! According to Pulse figures for all programs from 6 AM to midnight, Monday through Friday, KYW's share-of-audience for the May-June period has jumped 5 percent in one year...in spite of increased activity on the part of other media. This record far surpasses that of any other Philadelphia radio station, network or independent!

Mail response, too, proves that KYW gets action from all over the rich Middle Atlantic market. For availabilities, check KYW or Free & Peters.
Applause Dept.

EDITOR:

Congratulations on your story on The Railroad Hour [July 25]. It is very well written...and very well documented.

J. Gorman Walsh
Station Manager
WDEL-AM-FM-TV
Wilmington, Del.

EDITOR:

...I now have a far better conception of your vast coverage since tear pages of the feature [Strictly Business, July 9] arrived from all over the country.

D. C. Rogers, Mgr.
Adv. & Sales Promotion
Mid-Continent Petroleum
Tulsa

Hon. ‘Yearbook’

EDITOR:

...Since the Library of Congress reference room in the New House Office Bldg. does not have a copy of the 1951 Broadcasting

Telecasting Yearbook I am giving them [a] copy...so that all the members will have access to the information contained therein.

Sterling Cole
Member of Congress
(R-N.Y.)
Washington, D. C.

Intruding Digit

EDITOR:

We just read the WPAT rate increase article on page 48 of this week’s Broadcasting * Telecasting [July 30], and we wish to convey our thanks for the story. Unfortunately, however, we noticed a rather serious error...

The conclusion of the next to last paragraph reads: “... and lost rank in but 41.” Our promotion piece reads, instead: “... and lost rank in but 4.”

Losing position in 37 more quarter-hour periods than we actually did puts us in a slightly precarous position.

Frank Tuoti
Promotion Manager
WPAT Paterson, N. J.

[EDITOR'S NOTE: To say nothing of the position it puts an unsteady typographer in.]
Did you get your big free insurance policy this week?

You did — if you received shipments of well-known brands of merchandise!

You got the protection and guarantee of all the advertising done each year, that promises top quality and value — and makes good on its promises.

More than that, you automatically benefit from a vast pre-selling job that has reached your own customers and convinced them before they enter your store.

That's why you make your business stronger when you keep the force of famous brand names behind your selling. Let your customers know they can get from you the brands they know and want. Why be content — or expect them to be content — with anything less?

The consumers of America are in favor of known brands — prefer them 8 to 1 by actual survey. Darn good evidence that your turnover will be faster, your year-end profits higher — and that you'll collect handsomely on that free insurance!

Give your customers what they ask for — it's bad business to substitute.

Brand Names Foundation
INCORPORATED
A non-profit educational foundation
37 WEST 57 STREET, NEW YORK 19, N. Y.
The chart above shows what three quarter-hour programs a week on KWKH have done for Panola, a soft drink bottled by the 7 UP Bottling Company of Shreveport.

The 7 UP Bottling Company started using KWKH in July, 1950, when sales of Panola were at a low ebb — down 40% from the corresponding period of 1949. KWKH helped check the slump immediately, and by March 1 of this year, Panola's sales were actually 14% above the corresponding two-month period of 1949 — a "real" gain of perhaps 34%, since industry sales declined 15% to 20% during the period!

Panola's schedule on KWKH consists of a 15-minute segment of a late afternoon disc-jockey program. This has been, and still is, Panola's complete advertising campaign!

What can we "Panolate" for you?

50,000 Watts · CBS · The Branham Company Representatives

Henry Clay, General Manager
FORD CREATES WORKSHOP

Backed by $1.2 Million Fund

THE FORD FOUNDATION, richest philanthropic organization in the U.S., last week created a Television-Radio Workshop, financed by a $1.2 million grant, to create programs combining "cultural, public, public, and entertainment qualities" to be broadcast over commercial facilities.

Although the nature of its programs will be educational, the workshop was established on a financial plan which provides for its perpetuation through the sale of programs to advertisers.

The $1.2 million, which the foundation officially described as being "immediately available," was regarded as set up to provide the working capital of the workshop. Assuming the workshop is successful in attracting sponsors, there would seem to be no financial limitation to the volume of productions it undertakes.

According to the foundation announcement, workshop programs will be offered free to commercial broadcasters and will be made available for sponsorship. If the programs are sold to advertisers, broadcasters will be paid for their time and the workshop will recover production expenses.

Radio Show Already Planned

Already in production, the workshop plans to present its first show in the form of a program—in November over CBS. The nature of the program was not revealed.

Creation of the workshop was announced by the foundation in a statement for release today (Monday): Its purpose, the announcement said, is to add "a new dimension to TV and radio programs." The workshop will be operated by the Fund For Adult Education and will be under the general supervision of James Webb Young, consultant on mass communications to the Ford Foundation. Mr. Young is a veteran advertising man and is senior consultant at J. Walter Thompson Co. The Fund For Adult Education was set up by the foundation to assist "in that part of educational process which begins when formal schooling is finished."

The workshop's functions will encompass both radio and television but major emphasis will be on television, even though the pre-

See Editorial Page 24

A PLAN to sell spots on NBC's network chime-breaks [CLOSED CIRCUIT, July 30] was still getting active consideration by NBC officials last week. The potential gross of $6 million a year in chime business stands as a lure against the certain outbursts of station representative firms, the likelihood of squawks from affiliates, and the difficulties of devising a satisfactory plan.

Though still in the indefinite stage, the plan drew immediate fire from the National Assn. of Radio & Television Station Representatives. NARTSR Managing Director Murray Grabborn blasted it as "simply additional evidence of the networks' creeping encroachment into the spot field, compounding the station's problems forced by the recent network rate cuts."

A network spokesman said Thursday that at least three agencies were standing in line to negotiate for the spots, but that NBC officials were still undecided on whether the time is for sale. They do not know whether they want to inaugurate chime-break spots in the first place, he said, and if they decide they do they still do not know how they would handle such points as compensating the affiliates.

He emphasized, however, that if NBC sells the time the affiliates will be paid—a point which presumably would calm many of the station protests that would be expected otherwise.

In their exploration of the proposal, NBC authorities said they approached four 50 kw stations, explained the plan, and got "enthusiastic" reactions.

NARTSR's Mr. Grabborn was enthusiastically opposed.

"When we first learned of the possibility that advertisers might buy a six-second network announcement within the area now occupied by the NBC identification chime (or anywhere else)," he said, "it was incredible that NBC—or any other network—would even consider such an encroachment upon their affiliates' spot revenues, let alone pressure the stations to take it."

Calls Plan 'Bad'

Aside from what he called "the networks' creeping encroachment into the spot field," he said, "there are many other reasons" why the plan is "bad -bad."

"Consider the fact that last year the networks billed about $12 mil-

NARTSR Discord

lion, of which approximately 30% went into the cash registers of their affiliated stations," Mr. Grabborn said. "The same year spot adver-
sisers spent $120 million, of which roughly 70% was retained by the individual stations. It is obvious, therefore, that if enough stations accept enough spot advertising from any network they will eventually destroy the legitimate spot business as it is known today."

Network officials insist the plan is not their idea, but was brought to them by "a major agency" on behalf of a client who wanted to buy the chime-breaks for a saturation spot campaign. When word leaked out, a second and then a third agency approached on behalf of advertisers, officials reported.

The chime-break spots, if the plan goes through, would be about six seconds long, according to present thinking. Instead of "This is NBC, the National Broadcasting Co.,” the network identification would be shortened and the spot announcement inserted. For example, it might be "This is NBC—Buy Soap Pads,” followed by the NBC trademarked chimes.

Though it would mark a departure in commercial practice, it

(Continued on page 40)

August 6, 1951 • Page 23
**GRID SCHEDULES**

**Additional Signings Set**

MORE football broadcast schedules for the fall are coming off the gridiron's griddle. Among the additional reports to BROADCASTING • TELECASTING are:

Admiral Corp. has signed for sponsorship of the annual All-Star football game on Aug. 17 over the DuMont Television Network. The game will be played at Soldier Field, Chicago, with the College All-Stars opposing the 1960 National Pro Football League champion, Cleveland Browns. Officials said the game will be carried by 35 DuMont stations in 34 cities.

Admiral agency is Erwin, Wasey & Co.

Standard Oil of Indiana has completed its broadcast schedule over WJR Detroit of eight U. of Michigan games. WJR Vice President and General Manager Worth Kramer says this makes it the sixth straight year of Standard Oil sponsorship.

Departure from the straight schedule is the dropping of Michigan vs. Cornell and substitution of Michigan State vs. Notre Dame. An addition is the U. of Detroit vs. Notre Dame game Oct. 5. Yurek, station's sports director, again handles play-by-play. Charley Park will cover color and side-lights.

Ohio Oil Co., through its agency, Stetson-West-Burkhardt Inc., Cincinnati, has arranged to air over WTRU Ann Arbor all U. of Michigan games except that with Cornell.

A 21-station regional network, entitled "Westvann," will carry The Ashland Oil & Refining Co., Ashland, Ky., sponsorship of the complete schedule of West Virginia.

**Reynolds Buys Race**

REYNOLDS metals Co. has signed to sponsor the Hambletonian Stakes harness racing feature, from Good Time Track at Goshen, N. Y., Wednesday, 5:30-8:45 p.m., over OBS Radio. Agency is Buchanan & Co., New York.

**WHITE SOX GAMES**

**LIBERTY Broadcasting System and WJJD and WCFL**

**Bidding**

The Chicago White Sox American League baseball games, Price reportedly is $375,000, which would give the buyer rights to live broadcasts of all home and out-of-town games for 1963-4.

Frank Lane, Sox general manager, was quoted as saying the decision will be made "some time this year." It is believed, however, the choice will be made before the end of the current baseball season in September. WJJD, the Marshall Field station, has a two-year contract which will be concluded this season. It has aired the games exclusively for several years.

No discussion as to sale of exclusive television rights has taken place so far, a Sox spokesman said. WGN-TV Chicago has carried the home game schedule for the past three summers.

**NEWS SHOWS UP**

**31.4% Over Last Year**

AN UPBURGE in the sponsorship of news programs continues, with radio networks last week showing a 31.4% increase as of July 1 compared to July 1 a year ago. Mutual, with a 61% increase, had the greatest rise. MBS picked up six new news sponsors for a total of 12 advertisers carrying 7 hours 30 minutes of news. Last year, Mutual had six sponsors of 2 hours 55 minutes of news.

ABC, heaviest news programing, increased 12 hours 40 minutes this year as compared to 11 hours 35 minutes a week in July 1960. News sponsors on ABC as of July 1961 total nine. NBC has added 11/4 hours to the 54 hours it carried in July 1950, having added five news sponsors. CBS, which last year had 20 minutes of sponsored newscasts per week, reported no increase.

**AFFILIATIONS**

**WDSU and WSMB Switch**

NBC and ABC affiliations in New Orleans will be exchanged Oct. 4, with WSMB moving to ABC and WDSU becoming the NBC outlet. (Color) in print, June 8 issue.

WSMB, now on NBC, is operated by WSMB Inc., which is owned 50% by United Paramount Theatres, currently in process of merger with ABC. WSMB operates with 5 kw fulltime on 1550 kc. N. L. Carter is president and Harold Wheelahan is general manager.

WDSU, now affiliated with ABC, is on 1250 kc, all intelligible and operated with 5 kw fulltime. It is owned by WDSU Broadcasting Corp., which also owns WDSU-TV. Edgar B. Stern Jr. is managing partner and Robert D. Swetz is executive vice president of both the radio and television stations.

Carleton D. Smith, NBC vice president in charge of station relations, said addition of WDSU would increase NBC's circulation by about 43,000 radio homes in daytime and 35,000 at night.

Signing of WSMB as an ABC affiliate was announced by William A. Wylie, director of the ABC radio stations department.

**A Workshop in Your Future**

THE TRUSTEES of the Ford Foundation showed commendable judgment in appropriating $12 million for a commercial radio and television workshop.

The sum is ample to organize a workshop and produce an adequate sampling of shows. It is not enough, however, to support a production which would amount to a limitation that imposes severe responsibilities on the commercial broadcasting system.

The Ford trustees have wisely made a plan that insures the perpetuation of the workshop, providing it receives intelligent and energetic support. The workshop's programs will be available for commercial sponsorship from which revenue can be derived to pay the broadcasters for their time and replenish the workshop's funds. Assuming that program quality is sound, nobody will have to spend money by this arrangement, except the advertiser who can consider his investment as a legitimate advertising cost.

As we say, the programs will have to be good. They must serve a cultural purpose yet retain the showmanship that guarantees wide appeal. Fortunately, the workshop will be supervised by James Webb Young who not only is a scholar but also a distinguished advertising man.

It is Mr. Young's obligation to produce the very best programs possible. It is the responsibility of broadcasters to schedule them at desirable times and to promote and sell them with as much vigor as they would use in exploiting Bob Hope or Arthur Godfrey.

A failure of this plan would have appalling consequences. There would be no defense against argument that commercial broadcasting was incapable of doing an educational job.

Success of operation of the workshop, however, will pay vast dividends not only to radio and television but to the public. Here is the chance to reach more people with more information, more instruction, more culture than were ever reached before.

The potentialities are breathtaking. Imaginatively managed, the workshop could very well exert a profound influence on our future.
ASCAP ATTACK

By BRUCE ROBERTSON

IN A BOLD move designed to increase radically ASCAP's income from the radio and television broadcast-
ners who already provide the greater part of its revenue, ASCAP on Thursday asked the Federal Dis-
crict Court in New York to amend the provisions of the consent decree so as to:

(1) Enlarge the basis of per pro-
gram licenses to cover not only programs containing ASCAP music but adjacent announcements as well, and (2) require all broadcast-
ners who also are licensed by BMI to take out ASCAP blanket licenses whose fees are based on the sta-
tion's entire revenue from all broadcasts regardless of whether or not ASCAP music is used.

Asks Hearing

This application for a modifica-
tion of the terms of the consent decree, which effects no change in its major protection for ASCAP's broadcast licensees, asked the court to hold a hearing in New York this Wednesday at 10:30 a.m. In fact, in a complete reversal of the tradi-
tional ASCAP-broadcaster relation-
ship with ASCAP holding control, the society now is asking for pro-
tection against what it alleges is the "unfair competitive advantage"

held by the industry-owned music rights organization, BMI.

At the same time, ASCAP also filed its answer to the petition of 50 TV station operators asking the court for an "injunction forbidding" the use of ASCAP music in connection with their television program-
ing [BROADCASTING • TELECAST-
ing, July 25]. Answer claims that the ASCAP regulations are "reasonable and should be so found by the court, although the proposed per program license call for a rate of payment more than double that now in effect in the per program agreements ASCAP has with radio broadcasters.

In its plea for a softening of the terms of the consent decree, ASCAP asks that the following sentence be added to Subsection II of the amended final judgment of March 30, 1950 (latest form of the decree):

"(F) 'Programs' include all com-
nercial announcements (whether known as 'commercial spot announcement,' 'station break' announcements or other commercial credits) inter-
spersed between such program and the program preceding or following such program.

ASCAP also requests that Sec-
tion VII of the judgment be modi-
ified so that prohibitions against basing commercial license fees on income received from programs which include no ASCAP compositions shall be calculated by determining the rate of payment which would not in proportion to the use made of ASCAP music, will not apply where the 'radio or television broadcaster shall have accepted a license from Broadcast Music Inc. or any other organization licensing the right of public performance if such organiza-
tion may be the basis for control by broadcasters or tele-
casters.

HARBACH AFFIDAVIT

The petition further requests that the requirement to issue per program licenses should be altered to limit such provision of BMI or other organizations owned or controlled by broadcasters.

Accompanying the application for modifying the terms of the judgment is an affidavit by Otto A. Harbach, president of ASCAP, which traces the history of ASCAP's broadcast licenses. "Prior to 1941," Mr. Harbach states, "the entertainment broadcasting society to broadcasters were so-

AdVERTISING, SELLING COST Can Be Applied

PRICE FORMULA

A FORMULA designed to enable manufacturers to apply costs for ad-
vertising, selling, administration and other purposes to prices of their manufactured products was written
signed by the President last week.

In effect, this means that man-
ufacturers now can add (or sub-
tract) costs from June 24 to July 26, 1951, of $1.75 per thousand, to be calculated as follows: [CLOSSED CIRCUIT, July 50]

Report that the President had offered to reduce the rates was nipped in the bud by Eugene H. Merrill, director of the Materials Div., Defense Production Administration, who brought a denial from Mr. Merrill. "I know nothing about it," he said.

(Continued on page 88)
CBS TOP-LEVEL

A NEW LIST of officers of CBS—the overall organization—was released last week in the wake of the reorganization of the company into six autonomous units [Broadcasting • Telecasting, July 16], along with organization charts for the Radio and Television Divisions and additional appointments and announcements dealing with the makeups of several of the operating units.

Officers of CBS Inc. are as follows:

Board Chairman—William S. Paley

Executive vice president—Joseph H. Ream


Secretary—Julius F. Brauner

Treasurer—Samuel R. Dean

General auditor—Arthur S. Padgett

Controller—Edward L. Saxe

Assistant secretary—Edgar Badehilder

Assistant treasurer—William J. Flynn

Assistant secretary—Kenneth L. Yourd

Key executives of the CBS Radio Division under President Howard S. Meighan, and of the CBS Television Division, under President J. L. Van Volkenburg, are shown on the accompanying charts.

In the CBS Labs Division, President Adrian Murphy announced this unit has been organized into two departments. These are the Engineering Research & Development Dept., under the direction of Labs Vice President Peter C. Goldmark, and the Licensing & Contracts Dept., which will be headed by Richard Mahler as director.

Mahler to Negotiate

Dr. Goldmark, under whose direction the CBS color television system and the long-playing record were developed, was CBS vice president in charge of engineering research and development before the Labs Division was established. Mr. Mahler has been CBS industrial consultant for the past year. His department will negotiate and administer licenses with manufacturers under CBS patents; negotiate and administer contracts for engineering development with outside agencies, such as the government and universities, and act as liaison on engineering and license matters with manufacturers and other agencies.

At CBS-Columbia Inc., CBS set-manufacturing subsidiary, President D. H. Cogan announced board members and officers as follows:

Board of directors—Bruce A. Coffin, chairman; Mr. Cogan, Lloyd H. Coffin, Adrian Murphy, Frank Stanton, Sam Dean, and Ralph Colim.

Officers—Mr. Cogan, president; Bruce A. Coffin, executive vice president; J. A. Stobbe, vice president in charge of operations; L. M. Kay, vice president in charge of engineering; M. A. Gardner, vice president in charge of purchases; Allan Strauss, vice president in charge of export; John Ward, controller, assistant secretary and assistant treasurer; and Sam Dean, treasurer and secretary.

In the CBS Television Division, appointment of Merritt Coleman as director of business affairs was announced by I. S. Becker, division vice president in charge of business affairs.

With CBS since February 1942, Mr. Coleman has served successively as a member of the Program Operations Dept., member of the Technical Operations Dept., director of operations for television, and, since 1949, as a member of the Business Affairs Dept.

Promotion Directors

Also in CBS television, selections of Alex Kennedy as director of program promotion of the television network and of David Luhmann as director of promotion for CBS-owned television stations were announced by William Golden, creative director of advertising and sales promotion for the division. Mr. Kennedy joined CBS in 1948 as promotion copy-writer, and Mr. Luhmann in 1949 as copy-writer for CBS-owned stations.

In the CBS Radio Division, Administrative Vice President Louis Hausman announced appointment of George Bristol, who has been director of sales promotion for CBS radio and television, as Radio Division director of sales promotion and advertising. Mr. Bristol has been with CBS since 1948.

The appointment of James Sirmons as manager of CBS Radio Network Operations also was announced. This division will function for CBS Radio excepting announcing staff, which will serve both CBS Radio and CBS Television. Mr. Sirmons joined CBS in 1942 as a supervisor in the Program Production Dept., two years later being made a supervisor in CBS Network Operations.

USAF Names Hodgson

RICHARD HODGSON, president, Chromatic Television Labs, and director of TV development for Paramount Pictures Corp., has been named a consultant to Gen. Hoyt S. Vandenberg, Chief of Staff, U. S. Air Forces, on research and development. He will work with Lt. Gen. James H. Doolittle, special assistant to the chief of staff, and Lt. Louis N. Ridenour, chief scientist for the Air Forces. During World War II, Mr. Hodgson was with the Radiation Laboratory at Massachusetts Institute of Technology and acted as technical adviser to Gen. Vandenberg on radar operations by the Ninth Air Force.

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Divisions Take Shape

Page 26 • August 6, 1951

CBS Television Division

CBS Radio Division

BROADCASTING • Telecasting
N.Y. ISSUES ALERT PLAN

REGULATIONS requiring New York State AM stations to reduce power to about 220 w in event of proclaimed imminent of enemy attack, and compelling TV and FM stations to go off the air completely in such cases, were issued last week by the state's Civil Defense Commission.

The rules, prepared under the authority of the New York State Defense Emergency Act of 1951, were announced Thursday by Col. Lawrence Wilkinson, chairman and director of the commission. They may be used as a pattern for other sections of the country or perhaps for the federal government's CD radio-TV plan. New York officials pointed out that they were drawn up in the absence of such guidance on a national basis after "leaders of the radio industry ... expressed anxiety because of the lack of a concrete emergency procedure."

Joint Development

The announcement said they were "developed jointly by the membership and the members of the up-state and down-state CD committees, representing 189 radio and 12 television stations in New York State," with the "approval and cooperation of leaders of the radio industry." It was emphasized they may be amended at any future time to achieve conformity with any specific federal regulations which may be issued by FCC or the Defense Dept.

In Washington, FCC engineering authorities disclaimed previous knowledge of the plan's specifics. They felt that it is a "step in the right direction" but a "second-order step" which may not resolve many of the problems incurred in implementing the recommendations of his Temporary Communications Policy Board, President Truman last week named Haraden Pratt, 60-year old vice president of American Cable & Radio Corp., as top-level telecommunications adviser, vesting him with the responsibility of formulating national policy on national and international frequency allocations.

Mr. Pratt's appointment was regarded as a harbinger of hope in industry quarters, looking toward the restoration of precious spectrum space to radio-TV broadcasters and other non-government users.

Selection of Mr. Pratt was adjudged to be the forerunner of possibly a new era—one in which the President would delegate authority vested in him to a key White House adviser and one in which more prudent deliberations would be forthcoming as to allocation of frequencies between government and civilian applicants.

The announcement of a telecommunication adviser to the Chief Executive is without precedent in the history of the nation. In effect, it would vest responsibility in Mr. Pratt heretofore relegated to lower strata of the White House and allegedly dominated by the chief spectrum spokesman for government, the Interdepartment Radio Advisory Committee.

Although White House spokesmen denied that the ACBC executive would be cloaked with powers similar to those enjoyed by Presidential Assistant John Steelman, it appeared that, as sole adviser, Mr. Pratt will firm up suggestions on telecommunications matters tantamount to executive approval.

Broadly speaking, the new telecommunications adviser will devote his duties to three working levels: (1) allocation of frequencies among government agencies, and as between government (principally the military) and private users; (2) international agreements on frequencies in which the U. S. participates from time to time; and (3) practical application of wartime responsibilities inherited by the Chief Executive under provisions (Continued on page 81)
PLANS for an $8 million fall radio campaign, described as the largest investment of its kind in history, were outlined by CBS Radio Division officials last week to representatives of 110 stations attending the radio network’s two-day fall program promotion clinic in New York.

Adviser and agency representatives also informed of the plans and appeared much impressed, authorities reported.

“We feel the swing is back to radio,” one CBS Radio official declared confidently.

Louis Hausman, administrative vice president of the CBS Radio Division, said the $8 million expenditure will include $7 million in network and local radio and $1 million in newspaper and magazine advertising. The total, he estimated, is approximately 30% more than any previous expenditure for a similar campaign.

To Add ‘Exploitation’ Experts

Linked with its overall advertising and promotion campaign—designed to maintain and increase what its officials describe as CBS Radio leadership in programming, in average audience, and in cooperation values—is an increased awareness of “making news about radio.” One manifestation of this involves plans to add “exploitation” experts to the radio network’s press relations staff.

“We have come to the determination that we must make news (about radio) for page 3 or 4 as well as for the radio pages of newspapers,” one official described it.

An estimated $600,000 magazine campaign is set to break in October, with seven four-color ads slated for Look and Colliers. Theme of this series is the concept of the public as the “royal family” and radio as the royal jester supplying news, entertainment and information. Seven internationally noted artists are supplying their versions of radio’s offerings, using this theme. The ads will present these pictures, with sample CBS Radio network schedules alongside to

**OPPOSITIONS to merger of ABC and United Paramount Theatres Inc. are beginning to come into the F.C.C. Commissioners discussed the proposed consolidation at an Aug. 1 session, but came to no decision as to issues or hearing date.

Unofficially, it is understood that the FCC staff has told Commissioners it would take at least 30 days for it to prepare for hearing. That would obviate, it is believed, any chance of an FCC decision on the matter by Oct. 1—the date requested by applicants.

First formal objection to the proposed merger was filed with FCC last week by Fanchon & Marco Inc., theatre owners and booking agents. Company recently filed a TV application for St. Louis.

In addition, it was learned last week that Rep. Emanuel Celler (D-N.Y.) had written FCC Chairman Wayne Coy July 9 vigorously objection to the proposed combination.

And, Zenith Radio Corp., Chicago radio-TV manufacturer, last week injected the question of its rights to Chicago’s Channel 2 in a request to FCC for ruling on the matter (see separate story). Zenith is an applicant for Channel 2 in that city.

Already in the growing file are objections from long-time network foe Gordon P. Brown, WSAV Rochester, N. Y. [Broadcasting & Telecasting, July 30] and from Ed. Wimmer, vice president of the National Federation of Independent Businesses.

Interest also has been evinced, through requests for information on issues and hearing date, by Abram Myers, chairman and general counsel of the Allied States Assn. of Motion Picture Exhibitors, an organization of 19 regional groups of independent theatre owners; Herbert Moute Levy, staff counsel, American Civil Liberties Union; Jerome Y. Sturm, National Assn. of Broadcast Engineers & Technicians (GIO).

Says Theatres Would Suffer

Fanchon & Marco claims the merger of ABC and UPT “will naturally and inevitably result, especially in the light of the past history of United Paramount Theatres, in the exclusion from the radio and TV service furnished by the combination of all theatres except those of the combination wherever it shall have theatres, and in the transfer to radio and TV of unlawful and unfair methods of competition, discriminations, restraints and exclusions like those heretofore habitually practiced in the motion picture business by United Paramount and its predecessors and associates, and the practice thereof against the theatres of the petitioners.”

Fanchon & Marco is half-owner, with United Paramount, of the first-run Paramount Hollywood Theatre in the movie capital, also is the sole owner of a string of St. Louis first-run and neighborhood movie houses. It also owns theatres in Long Beach, Calif., and Granite City, Ill.

Petition to intervene alleges it operates the Paramount Hollywood Theatre and has to use Paramount pictures, paying “excessive and discriminatory rentals” for them.

In a pending suit in the U. S. District Court in New York, Fanchon & Marco is trying to collect treble damages from Paramount Pictures Inc. for alleged violation of the anti-trust laws. It claims Paramount and the network tried to force it out of the motion picture business through such devices as cancelling pictures, eviction notice.

(Continued on page 40)
WHO BUYS LOCAL RADIO?

AUTOMOBILE and automobile accessory dealers are buying more local time on radio stations than any other product group, according to a TRENDS survey just completed by BROADCASTING & TELECASTING.

Other classifications, in order, which compose the "Big Five" for local revenue, are: Food & Food Products, Appliances, Department Stores and Furniture.

Findings are based on a scientifically prepared cross section survey of radio stations and represent a unit in this publication's continuing study of the medium.

The importance of local revenue to broadcasters is emphasized by the fact that all classes of stations in both radio and TV markets have shown increases in local sponsorships this year over the same period a year ago. Analysis indicates that 82% of stations in non-television markets have shown such an increase, while 63% of stations in TV markets have more local business this May than they had in May 1950 [BROADCASTING & TELECASTING, July 30].

Local spot sales showed the biggest increase of all time segments for the period—up 69.7% on all stations for an average increase of 14.3% on all stations in all types of markets [BROADCASTING & TELECASTING, July 30].

While figures are not available on the dollar value of the local business received from the five leading product groups, 19.8% of all stations in all types of markets gave Automobile & Auto Accessories first place, 16.4% Food & Food Products, 14.7% Appliances, 10.3% Department Stores and 9.5% Furniture.

Product classifications in the top 10 as local revenue producers are: Dry Goods & Clothing, Beer & Soft Drinks, Banks, Agricultural Equipment & Supplies, and Religious Programs.

Leading National Spot Users

Best source of national spot revenue for the average station is the Soaps, Cleansers & Polishes classification. Food & Food Products is next in line with Drugs & Remedies, Beer, Wine & Liquor and Automobile & Auto Accessories following in that order.

The survey showed 53.7% of all stations giving first place to Soaps, Cleansers & Polishes; 58% to Food & Food Products; 16.3% to Beer, Wine & Liquor; 16.3% to Drugs & Remedies, and 7.7% to Automobile & Auto Accessories.

While this mid-year TRENDS survey bore out in general the findings of the much more exhaustive analysis of top revenue producers conducted the first of the year, there were some changes.

Most notable was the leadership in national spot of the Soaps classification in the recent study as compared to the first place held by Food & Food Products earlier. The Food classification represented 16.8% of total revenue for 1950 with a dollar value of $19,849,841. In 1949 the national spot radio revenue from Foods was $23,632,000 or 21.1% of the total.

These figures seem to indicate a continuing decrease in the national spot revenue from the Foods classification.

On the other hand the national spot revenue from Soaps seems to be on the increase. Total spot radio revenue from this classification in 1949 was 9.6% of the national totals for all spot radio, or $9,520,000. In 1950 this revenue increased to $10,066,125, representing 9.1% of total business in national spot.

The current mid-year TRENDS, while it does not indicate the total money received from the Soaps classification, does show the increasing importance in which it is being held by the average radio station manager.

Other Comparisons

Comparative revenue figures for 1949 and 1950 on the remaining three classifications which ranked among the first five in the current survey follow: Drugs & Remedies: 1949—$12,096,000 or 10.8% of the total; 1950—$11,557,052 or 9.6% of the total. Beer, Wine & Liquor: 1949—$3,896,000 or 3.3% of the total; 1950—$3,013,901 or 5.1% of the total. Automobile & Auto Accessories: 1949—$10,592,000 or 8.6%; 1950—$8,292,789 or 6.9%.

National spot radio for May 1951 as compared with May 1950 gives a brighter picture than has been predicted in many quarters. Television market stations in two out of three cases reported they maintained or increased national spot business. In non-TV markets 9 out of 10 stations increased national spot or held it on the same level [BROADCASTING & TELECASTING, July 23].

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**TABLE I**

<table>
<thead>
<tr>
<th>Product Classifications which produced most local revenue for all types of radio stations in all types of markets.</th>
<th>1st Place</th>
<th>2nd Place</th>
<th>3rd Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobile &amp; Auto Accessories</td>
<td>19.8%</td>
<td>12.3%</td>
<td>16.8%</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>16.4%</td>
<td>11.4%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Appliances</td>
<td>14.7%</td>
<td>13.1%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Department Stores</td>
<td>10.3%</td>
<td>14.9%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Furniture</td>
<td>9.5%</td>
<td>6.1%</td>
<td>13.9%</td>
</tr>
</tbody>
</table>

**TABLE II**

<table>
<thead>
<tr>
<th>Product Classifications which produced most national spot revenue for all types of radio stations in all types of markets.</th>
<th>1st Place</th>
<th>2nd Place</th>
<th>3rd Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>33.7%</td>
<td>15.8%</td>
<td>10.9%</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>25.0%</td>
<td>23.2%</td>
<td>19.6%</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>16.3%</td>
<td>23.2%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Beer, Wines &amp; Liquors</td>
<td>16.3%</td>
<td>12.6%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Automobile &amp; Auto Accessories</td>
<td>7.7%</td>
<td>13.7%</td>
<td>18.5%</td>
</tr>
</tbody>
</table>
LEISURE TIME

Radio-TV Are No. 1—Roper

RADIO LISTENING and video viewing make up the number one leisure activity as some 62 million Americans, "who more often than not after the evening meal will settle down to an evening’s entertainment over the air waves," Elmo Roper reported July 29 in his weekly Where the People Stand broadcast on CBS.

Recounting "the way people in a nationwide survey told us they used their leisure time," Mr. Roper said that one million say they had no free time. "These are the harried souls amongst us," those with small children or invalids to look after, those who don’t organize their work well enough to ever get it done and "a very few [who] are too important to have any free time."

Five Million Sleep

Three million persons report spending their off-hours participating, in some form or another, "the Bingo players, dance hall patrons, those who drink beer, go rollerskating and the like." Four million watch movies or go to sports events and other pay-for-admission spectacles. And another five million just "lie down and go to sleep" when they get a spare hour or two.

Some six million women devote much of their leisure time to handwork—knitting, crocheting and sewing; and some million "handy-types around the house" spend their off-hours on odd jobs at home. Self-created free entertainment—playing cards, fishing, swimming or visiting with friends—accounts for the leisure hours of 14 million more people.

The "oldest-fashioned of all" leisure time activity claims the third largest share of the total—"the Bingo players, dance hall patrons, those who drink beer, go rollerskating and the like." Four million watch movies or go to sports events and other pay-for-admission spectacles. And another five million just "lie down and go to sleep" when they get a spare hour or two.

Top of the list, however, is

LEONARD KAMINS

Died of Heart Attack

LEONARD A. KAMINS, 59, sales manager of WXYZ-TV Detroit, died of a heart attack last Thursday while attending an executive conference at WXYZ offices. He had been sales manager of the ABC-owned television outlet since its inception in 1948.

Mr. Kamins formerly had been an account executive with Brooke, Smith, French & Dorrance, Detroit, and prior to that he was with a number of eastern stations. He was graduated from the U. of Michigan in 1923.

He is survived by his wife, Le- nome, and two daughters, Lyne and Jill.

SMILING brightly over his new desk is Jim Borman (r), director of news and public affairs, WCCO Minneapolis, as Minneapolis Fire Chief Reynolds C. Mohnquist appoints Mr. Borman and the WCCO news staff honorary member of the Fire Dept.

VOD TALKS

Local Contests Set For Aug. 15 Start

PLANS for the fifth annual Voice Selection of the panel of judges who nation's high school youth, will be junction with Radio-Television Mfrs. of Commerce.

Headlining this year’s panel will be FCC Chairman Wayne Cloy, aided and abetted by at least two U. of Chicago, Chicago, with Hon. Tom C. Clark, Supreme Court Justice, again serving as honorary national chairman.

The contest gets underway official hearing and was marked less Aug. 15 with meetings of broadcasters, local committees, local CoF officials, educators and radio-TV dealers to sit about the nation.

Local plans will be announced publicly at this time.

NARTB will distribute five-minute transcriptions to the nation by broadcasters on Oct. 1, to be played on stations during the week Oct. 28-Nov. 3—National Radio and Television Week.

Members of the three sponsoring groups will select local winners for state eliminations. A national screening committee, facing up to the job of selecting 12 finalists, will receive entries by the last of November.

The selection of those winning will be picked the four finalists, who will be taken to Washington, D. C., Feb. 17-23 for a celebrated tour to see their work in action.

Other members of the national panel, aside from Chairman Cloy, are:

SEN. J. W. Fulbright (D- Ark.) and Margaret Chase Smith (R-Me.);

Robert K. Richards and Oscar El- der, NARTB; James Seccret and W. B. McGill, RTMA; Max E. Tyler and Robert D. Ladd, U. S. Junior Chamber of Commerce; Dr. Perry Smith, U. S. Office of Edu-

The contest manual contains testimonial and details of the competition, together with rules.

Four national winners will be anounced Feb. 1, 1962.

RECRUITING

Radio-TV Get $735,000.

ADVERTISING budget of the Army and Air Force recruiting service for radio and television for 1962 totals $735,000—the top slice—it was disclosed last week with release of testimony of military officials before the subcommittee on the Defense Dept. Appropriations bill. This is 35% of the total budget, it was indicated.

Highest advertising identifica-
tion was scored for radio and TV in a survey of soldiers.

Maj. Gen. T. H. Hanley, Office of the Adjutant General, Chief, Milit- ary Personnel and Placement Serv-

The survey, conducted by the At-
titude Research Branch of the Armenian Information and Education Division, showed 74% of the Army personnel interviewed said they recalled recruiting announcements on radio or TV, he told the subcommittee. The survey said 53% recalled the advertising in magazines, 46% in newspapers and 65% in either "newspapers or magazines.

Of Air Force personnel surveyed, Gen. Hanley stated, 76% said they recalled recruiting announcements were often on the air via radio or television, and advertising in magazines, 52% newspapers and 76% either newspapers or magazines. Will C. Grant Inc., Chicago, is the agency.

Page 30 • August 6, 1951
OMINOUS reports of Soviet troop movements, coupled with a temporary stalemate in Korean cease-fire negotiations, spurred defense mobilization officials to greater vigilance last week as the nation took an initial look at new economic controls.

The vast mobilization program began a fresh "alert" aspect amid top-level warnings that a temporary action in Europe would bring the United States into full-scale conflict with the USSR and thus broadcast manufacturers and consumers into a war-bombed economy.

A policy of caution was laid down by Defense Secretary George Marshall, Army Secretary Frank Pace and President Truman. The Chief Executive "reluctantly" signed a new defense production bill which he claimed had weakened the antiflation program.

In view of indications that the nation was passing through the twilight zone of "gray" mobilization, these highlights emerged:

- The National Security Resources Board acknowledged that its was drafting plans for imposition of censorship—"within a matter of hours" if necessary.

President Dissatisfied

While the President indicated his dissatisfaction with the new control measures, he served notice he would press for the law to certain provisions, notably those dealing with the wage and price structure of the nation.

The Chief Executive did not single out relaxation of the excise tax to continue, but it is generally known that he looked with disfavor on Congressional action easing installment buying of radio-TV receivers, phonographs and other appliances.

The Federal Reserve Board formally amended Regulation W requiring a down payment of 15% (rather than 25%) on appliances and setting a maturity payment date of 18 months in place of the 16 months originally on the books and trade-ins can now be used against payments.

Elsewhere, there were no indications that the government would implement war warnings with concrete action—at least for the present. One exception seemed to be: "Let's wait and see."

The National Production Authority announced the issuance of new permits for building construction involving radio-TV manufacturers. The government moved ahead with plans to allocate steel, copper and aluminum to consumer goods manufacturers during the fourth quarter. An additional 5% cut in TV set production, bringing the level 35% below pre-Korean levels, was ordered by Manly Fleischmann, Defense Production Administrator.

All consumer goods now are under the Controlled Materials Plan.

At the same time DPA named Lewis Allen Weiss, director of NPA's Office of Civilian Requirements, to head up a subcommittee on civilian requirements. Mr. Weiss, former chairman of MBS and president of the Don Lee Broadcasting System, also was appointed to represent OCR on DPA's Requirements Board.

Censorship Question

Meanwhile, NPA is continuing to grant liberalization from the point of view of ownership of construction or alteration in cases involving hardship or use of small quantities of material. Procedure is being modified, however, to bring construction requests under the government's controlled materials plan.

In effect, this policy will assure the manufacturers of adequate materials to commence construction or alterations, whereas previously they competed in the "open market."

The question of censorship arose during hearings before a House Appropriations subcommittee, which heard Jack Gorrie, acting chairman of the virtually moribund National Security Resources Board with the Executive Office of the President.

Plans could be effected "within a matter of hours" if war should come, Mr. Gorrie testified. "We are keeping in a state of readiness certain other plans, such as censorship of certain communications, which are not required in the current emergency."

Mr. Gorrie, who replaced W. Stuart Symington as NRSB, director, thus pinpointed NRSB's current "ghost" role as the censorship planner, even though it had lost its mobilization activities to the zone of Defense mobilization.

Mr. Gorrie continued: "On censorship, in the event we were attacked you have to have it in force in a matter of hours. The quicker the better, because it prevents the enemy from knowing the destruction he may cause . . ."

"The person who maintains it keeps in touch with the military and the Army and the Navy and the Air Force, and they have other information that we have."

"They have been recurring reports of a revival of an Office of Censorship and an Office of War Information. One man—Mr. Albert A. Nye, General Board chairman, handling censorship plans for NRSB in recent months, Mr. Gorrie added. "Elsewhere, FCC is continuing study of its operational broadcasting alert plan, in conjunction with the Air Force, the Federal Civil Defense Administration and individual broadcasters who had significant willingness to participate."

FCDA is preparing a technical manual outlining the role of radio and other communications as a supplement to the Chief Executive's master plan. The agency currently is awaiting action by the FCC on rules and regulations for amateur radio operators.

How set sales advertising and other media would be affected by the Commission was the last surviving TV freeze (see separate story) was still undetermined. Whether relaxation of Regulation W would serve to move building production schedules is certain, depending on future buyer action and abundant use of advertising media, as well as FCC progress on lifting the freeze.

Increased durables backlogs during June and July has averaged close to $1 billion, compared with an average of $3.5 billion for January-April.

It was generally conceded that these and other developments would hinge on the international situation, though the prospect for high employment seemed assured.

Meanwhile, NPA notified manufacturers using steel and iron they may vary their production among different items—radio receivers, TV sets and similar products, namely that they had advised Radio-Television Mfrs. Assn. earlier this year of the rules, specifically affecting electronics firms. Manly Fleischmann, Defense Production Administrator, said all consumer goods would be placed under the Controlled Materials Plan. Manufacturers already have filed for fourth-quarter allotments on this basis.

With respect to slumping TV sales, Glen McDaniel, president of Radio-Television Mfrs. Assn., speaking at the Electric League of Los Angeles July 29 that "the difference between television and other consumer durable goods is wholly ac

(Continued on page 40)
HOW to brighten up programming, to integrate a station into the community and at the same time increase revenue, was the triple theme of the BMI clinic last Tuesday in the Hollywood Roosevelt Hotel, Hollywood.

Co-sponsored by Southern California Broadcasters Assn. with James I. Cox, BMI Western representative, as chairman, the all-day clinic was attended by 131 broadcasters.

The group was urged not to sell radio short, by Herbert Olsen, program director, KXIC Iowa City. Talking on local programming and how it pays off, he advised management to "spend a little money to make more money" in their programming.

"Analyze your schedules and find the weak spots," he suggested. "Then make a production of those weak spots. Make them intensely local!"

Robert R. Tichner, vice-president and general manager, WNAX Yankton, S. D., backing up statements of Mr. Olsen, told broadcasters to be "continually hypersensitive to your programming." He said programming begins in the front office.

Means of developing station "personality" through programming was discussed by Ted Cott, general manager of the West Coast Broadcasting Co., and WNAX-FM and WNB(TV) New York. He

LAVERY SUIT
May Ask Less Damages

ONE MILLION dollar libel suit of Emmett M. Lavery, former motion picture screen writer, against Mrs. Lela Rogers, ABC, Town Hall Inc. and five other defendants [BROADCASTING * TELECASTING, July 16], now being tried before a jury in Los Angeles Superior Court, may become an action for only $200,000 damages as the result of ruling last Tuesday by Judge Arnold Prager.

Following six hours of argument in his chambers, Judge Prager upheld objections of attorneys for the defendant on the grounds of demand for retraction of Mrs. Rogers' speech made during ABC's Town Hall program debate on Sept. 2, 1947.

Judge Prager held that it was not proper to include the entire speech in the demand for retraction, but that it should have been specific, notifying up what words, phrases or sentences which destroyed Mr. Lavery's reputation and peace of mind as alleged.

Mr. Lavery claims Mrs. Rogers labelled him disloyal and a Communist. Party lines and his play "Gentleman From Athens" suffered a $200,000 loss because it was attacked during the debate.

Attorneys for both sides agreed that the effect of the ruling is to remove the first cause of action, the plea for general damages, amounting to some $800,000.

Ruling, it was pointed out, would restrict Mr. Lavery to sue only for special damages (approximately $200,000) for loss of income.

called for a fresh approach and the application of new ideas in building more listenable programs.

Dorothy Johnson, program director, KSON San Diego, told how, with very limited money to spend on programming, ingenuity and initiative can be substituted to build a successful station.

Pitfalls in copyright law as applying to radio and television were briefly touched upon by Robert J. Burton, vice president in charge of publisher relations of BMI.

Nell Speaks


Sports and special events got a brief going over by John Fulton, general manager WGST Atlanta.

Carl Haverlin, BMI president, as luncheon speaker, told of the serious music contest for high school and college students and children's book review projects being fostered by that organization. Projects were unanimously and enthusiastically approved by broadcasters attending the Hollywood clinic.

Glen Doldberg, director, station relations, BMI, spoke on "Your Music Library." Day-long meeting was opened by Robert J. McAndrews, managing director, SCBA.

KSNI (FM) SALE

To Crosby Group Reported

SALE of KSNI (FM) Salinas, Calif., to Bing Crosby, Kenyon Brown and George Coleman, subject to FCC approval, was reported last week. It also was understood that the three planned to apply for a TV station in Salinas after acquiring the FM outlet. KSNI is the FM adjunct of KDON Santa Cruz, Calif.

Mr. Crosby has TV applications pending for Spokane, Tacoma and Yakima, Wash. Mr. Brown is president of KWFT Wichita Falls, Tex., and Mr. Coleman is a resident of Miami, Okla.

RTMA Amateur Unit

REVIVAL of an Amateur Radio Activities Section within Radio-Television Mfrs. Assn., to be headed by Albert Kahn, president of Electro-Voice Inc., Chicago, Ill., has been announced by R. G. Zender, chairman of the RTMA Parts Division, under which the new section will function. Purpose of the section is to advance the interests of radio amateurs through procurement of equipment and parts. A similar group was organized within RTMA in 1945, terminating the following year.

WKRG INCREASE

FCC Grants 500 W Night Application of WKRG Mobile, Ala., for increase in night power to 500 w was severed from comparative hearing with KURV Edinburg, Tex., on final decision announced last week by FCC. WKRG currently is assigned 1 kw day, 250 w night directional, on 710 kc.

KURV has sought to change from 250 w daytime to 1 kw fulltime, directional night, on 710 kc.

FCC found no mutual interference problem involved between the two stations.

WIN'S INQUIRY

FCC Postpones for Study

FCC's inquiry into the long-time efforts of WINS New York to complete installation of its 50 kw plant on 1010 kc has been postponed to Oct. 30. WINS, presently operating on 1010 kc with 50 kw directional daytime, 10 kw night, holds construction permit for increase in power to 50 kw fulltime, directional.
In Iowa, WHO is the Preferred Educational Program Station

One of the twentieth century's most dramatic developments is the sudden emergence of the modern farmer and the modern farm family. Freed from impassable roads and stifling isolation, the average Iowa farm household is now more progressive and more prosperous than the average American household.

Radio has played an enormous part in this transformation. It has helped teach and "sell" our people new ideas of every sort — economic, cultural, social. In 1950, Iowa listeners were asked to appraise the jobs being done by radio and by schools. The following chart (from the 1950 Iowa Radio Audience Survey) tells the story:

<table>
<thead>
<tr>
<th>ADULT APPRAISAL OF SCHOOLS AND RADIO</th>
<th>WOMEN</th>
<th>MEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>in this area they are doing:</td>
<td>Radio</td>
<td>Schools</td>
</tr>
<tr>
<td>An excellent job</td>
<td>17.4%</td>
<td>13.2%</td>
</tr>
<tr>
<td>A good job</td>
<td>59.7%</td>
<td>69.2%</td>
</tr>
<tr>
<td>Only a fair job</td>
<td>12.3%</td>
<td>13.2%</td>
</tr>
<tr>
<td>A poor job</td>
<td>7.0%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Don't know</td>
<td>5.6%</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

*Figures have been weighted to give correct influence to women and to men in urban, village and farm homes.

Year in, year out, Station WHO devotes a very sizable part of all its programming to Educational Programs. In 1946, WHO conceived and pioneered the Plowing Matches and Soil Conservation Days which have swept the nation ever since, and have taught millions of farmers “how to do” the kind of terracing, draining, plowing, etc. that improves farm lands, produces record crops.

In 1941 WHO inaugurated the annual Master Swine Producer Project which has helped ever since to make Iowa the nation’s top hog-producing state (20% of the U.S. total).

In 1946, '47, '48 and '49, WHO won National Safety Council Awards for promoting Farm Safety. In recent years we have won two Distinguished Service Awards from the National Board of Fire Underwriters for our spectacular promotion of Fire Safety. In 1940, we inaugurated the Annual National Radio Corn Festival, which has unquestionably contributed to the nation's vastly-increased corn production. All these and many other Public Education projects are sponsored . . . by WHO alone!

This is Point Five in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.
**Pratt Named**

(Continued from page 27)

of the Communications Act, specifically Sec. 306.

Elaborating on the announcement, White House authorities noted that the question of allocations as between government and civilian users is "the one most pressing." Additionally, they cited international conferences in which the U.S. apparently had defaulted on proposals for lack of adequate leadership.

Mr. Pratt's selection was the answer to a report submitted to the President by his Temporary Communications Policy Board in an inquiry of domestic and international frequency facets. Sen. McFarland had suggested the appointment of an "Assistant Secretary of State for Communications." He has indicated consistently his belief that there should be closer cooperation between government and FPC levels, and that needs for civilian users should be reviewed periodically.

Non-independent Decisions

In announcing the appointment, the White House stressed that Mr. Pratt will neither make decisions nor act independently in any other way. Authorities generally regarded this as a surface concession to the various spectrum demands of government, particularly the military as represented through IRAC. It was speculated that Mr. Pratt might, in instances, be induced to recommend recommendations upon request of the Secretary of Defense.

In summary, requests channeled through IRAC materialize theoretically in the form of executive orders which, in effect, authorize intergovernmental assignments. IRAC "advises" and recommends directly to the President. The last executive order issued, however, was in 1944. Generally the appeals have not gone directly to the Chief Executive, and IRAC has retained certe biaene authority for the assignments.

The report of the five-man board, headed by Irving Stewart, former FCC commissioner, felt that IRAC should remain as a "pectoral body" and that an agency or advisor "is needed for the future to solve the problems that will arise from congestion of the radio spectrum." Moreover, IRAC has a de facto of unannounced frequency assignments that is peculiar to government users, it added.

One member of IRAC last week summed up Mr. Pratt's appointment with this comment: "It will establish the final authority at the White House level." He added that doubtless Mr. Pratt will sit in on IRAC telecommunications sessions.

Mr. Pratt has been under consideration for the appointment for at least a month. He is expected to report around Sept. 1, upon completion of an interrupted vacation in Europe brought about by his appointment. Mr. Pratt will receive an annual compensation of $15,000 for a top-level post which the Stewart report urged as "permanent." NSRB will supply him with a working staff. Appointment is not subject to Senate confirmation.

Represents Alternate Choice

Mr. Pratt represents an alternate choice to the three-man board advocated by the Stewart committee. As laid before the President, this would have called for a permanent policy group comprising possibly FCC Chairman Wayne Coy and two other members, one from the Defense Dept. It also envisioned a subordination of the continuing powers of the Chief Executive to allocate government frequencies (under IRAC) as well as those to commander's facilities, vested during World War II in the Board of War Communications.

Mr. Pratt is now in Europe. He attended the recent sixth plenary session of the International Radio Consultative Committee in Geneva as a member of the U.S. delegation (see separate story). Doubtless this background will stand him in good stead in a field in which the Stewart report imparts "weaknesses . . . and lack of high national policy and direction . . ."

Mr. Pratt has an outstanding background of engineering and scientific experience, and has held numerous offices with the Institute of Radio Engineers. He has been a board member since 1933, and served as president in 1938, treasurer in 1941 and 1942 and secretary from 1943 to the present. He received the institute's medal of honor for outstanding "radio contributions" in 1944. He became a member in 1914.

Since 1926 he has attended a major of international radio and telegraph conferences, either as a technician or industry advisor. From 1939 to 1942 he served as director of the American Standards Association, and from 1942 to 1945 he was chairman of the Radio Technical Planning Board. Later he was named a member of the Joint Technical Committee.

Mr. Pratt was born in San Francisco on July 18, 1891. He started his career as a radio amateur in 1906 and was a wireless telegraph operator for United Wireless Telegraph Co. from 1910 to 1914 when he received a BS degree in electrical engineering from the U. of California. Upon graduation he became an operation and construction engineer for Marconi Wireless.

In 1915 Mr. Pratt went on duty with the Navy, devoting himself to maintenance of radio stations for five years. In 1920 he established the public service radiotelegraph system for Federal Telegraph Co. on the West Coast. Five years later he built and operated a similar system for Western Air Express. He worked on radio aids for air navigation for the Commerce Dept.'s Bureau of Standards in 1927.

A year later Mr. Pratt was named chief engineer and, later, vice-president of Mackay Radio & Telegraph Co. constructing its worldwide communications plant. He came to American Cable & Radio Corp. after service with Commercial Cable Co., All American Cables & Radio and Federal Telecommunications Labs. during the period 1945-48.

International Telephone & Telegraph Co., a parent organization of ACRC and other subsidiaries, formerly owned WKAQ San Juan, P. R., licensed to Radio Corp. of Puerto Rico. Broadcast property (as distinguished from the telegraph phase), was sold in 1949 to Angel Ramos, publisher of El Mundo.

**Sylvania Buys Radio**

Radio can sell anything—and to prove it, a television set manufacturer has ordered sponsorship of two radio network programs to promote its receivers. Sylvania Electric Products, Inc., is sponsoring two network programs—Grantland Rice's football forecasts on CBS and the Sammy Kaye Sunday Serenade on ABC—to plug its golden Jubilee line of TV sets. Sylvania marked its 50th anniversary last week (July 26), simultaneous announce that it will spend $16 million on new plants and equipment during its golden anniversary year.

**VIEWING with pride Collier's July 28 article on WSM Nashville's Grand Ole Opry are (1 to r): Jack Stapp, WSM program director; Jack DeWitt, president; William R. McDaniel, director of public relations, and M. A. McKinney, district supervisor for Crowell-Collier Publishing Co., who presented the station first copies of the Collier's edition containing the article.**
You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
Excise Tax Harm
(Continued from page 31)
decreased 40% from June 1950 levels by the same month this year, he declared.

"This depressed condition," he said, "... was brought about by a number of factors ... conspicuous among them is the 10% excise tax."

An increase in the excise tax would aggravate an "already distressing situation," Mr. Sprague said. "Any increase in the tax would undoubtedly cause a further reduction in sales resulting in a decrease in the profits of manufacturers, dealers, and distributors, and earnings of their employees and the income taxes paid by all of them. Thus an increase in excise taxes would not necessarily result in greater revenue to the government."

Other points by Mr. Sprague: Instead of increasing the tax, Congress should consider removing it; if an excise on radio-TV sets is unavoidable then RTMA proposes an "emergency excise tax on a broad base" to include all household durable goods.

Mr. Horney's testimony dealt with tax-exemption of sales to the U. S. of certain rate of related equipment and component parts. He said that since the term, radio receiving set, is not defined, the Bendix firm believes the exemption should be broadened to include all of the devices and component parts which are exempt when sold to the U. S., "so that the exemption applies when such devices and component parts thereof are sold to commercial and other non-governmental enterprises."

In the excess profits tax phase of the Senate hearings, the broadcaster's view was presented by John B. Poole, a director of the Fort Industry Co., speaking for the NARTB-organized TV Broadcasters' Tax Committee. Mr. Poole appeared July 27 [Broadcasting • Telecasting, July 30].

Amendment Suggested
Mr. Poole suggested an amendment to the Excess Profits Tax Act, as contained in the Senate bill (S 1961), introduced by Sen. J. Allen Frear (D-Del.). Full text of the bill was printed in the July 23 issue of Broadcasting • Telecasting.

Essentially, he told the Senators, the amendment would permit broadcasters to use their 1946 rate of return as representing normal profit experience in radio operations, and permit this rate for television operations. He estimated the change would cost the Treasury between $5-5 million in 1961.

He labeled the excess profits credit that is based on the alternate "invested capital" as inadequate because the TV industry has such factors as employment of talent and creative writers. Other firms do not have these problems, Mr. Poole emphasized.

Mr. Poole stressed the industry now must use a depressed period in computing its excess profits tax credit. The profit column was not entered by TV broadcasters until late 1950, he reminded the Senators.

Before 1950—the period, 1946-49 the best three years of which are taken as the base—normal profits of the industry were depressed because of pioneering in TV. Net effect, he said, was to lower the rate of return.

Senate Bill Explained
Here is Mr. Poole's explanation of S 1861, which he said would put the broadcaster on a more equitable basis with manufacturers, as delivered before the Senate committee:

... it is proposed that Section 444 of the Act be amended by adding a new Subsection (h) which will permit any taxpayer, which derived during the month of December, 1950, 30% or more of its gross income from television broadcasting and related television services, to compute its average base period net income by multiplying the taxpayer's total assets as of Dec. 31, 1949, by (1) the ratio which the taxpayer's excess profits net income for its last taxable year, ending on or before Dec. 31, 1946, bears to its total assets on the last day of such taxable year, or (2) the taxpayer's industry return for the calendar year 1946 as proclaimed by the Secretary under Section 447, whichever is greater.

This accomplishes two things. It permits the radio-television broadcaster to use the rate of return which it realized in 1946 as being representative of normal profit experience in radio operations. By substituting the 1946 year in lieu of the best three years in the 1946-1949 period as a norm, the impact of television losses is thus essentially eliminated. Secondly, it permits the taxpayer to relate the 1946 ratio or rate of return to assets on hand at Dec. 31, 1949, (which, of course, includes all assets then used in television).

The resulting dollar figure after multiplication, is the telecaster's average base period net income under the Act. The applicable per cent of this figure, as finally determined, in the current bill, will be the excess profits tax credit. For those corporations which had no radio experience and have engaged exclusively in television operations, the proposed amendments permit use of the radio industry rate of return of 24.9% proclaimed by the Secretary for the 1946 year.

In other words, the amendments serve to put the radio broadcaster back to his 1946 rate of return upon capital as being representative of his normal earning experience in radio during base period years. In addition, it permits him to relate this rate of return forward to television operations.

It is further proposed that Section 445 be amended by adding a new Subsection (i), in respect of new corporations organized after Jan. 1, 1946, to permit use of the 1946 rate of return of 24.9% proclaimed by the Secretary for the 1946 year. We feel that these proposals are entirely reasonable and approximate as close as may be, the base period experience which would have been realized by the radio broadcasting industry, had it not undertaken television operations. In addition, it relates this experience to the new television industry.
WNAC-TV
BOSTON

announces the appointment of

H-R REPRESENTATIVES, INC.

as its representative in

The National Spot Field

Effective August 1, 1951

★

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

CBS – ABC – Dumont
Ford Workshop
(Continued from page 23)

had an opportunity to present it. It has also sought numerous applications from top producing, writing and acting talent with a desire to participate in this venture. Requests have been received from a number of national advertising agencies for an opportunity to consider programs for sponsorships.

Programs for both children and adults are being considered as part of the TV project, Mr. Young reported.

Announcement of the workshop plan followed a meeting of foundation trustees last week at which the project was approved.

Workshop programs in general will be designed to "serve the purposes of the foundation set forth in the trustees report of September 1950," the announcement said.

Coming}

Surrounded By Good Company
(National Accounts with Joe Cavanaugh)

DOAN'S Pills
RINSO
Anvil Brand
CLOTHES
Spray
PIO Wine

WEEKDAYS 7-9 A.M.

THE JOE CAVANAUGH SHOW
Johnstown's Only Morning Personality

WARD WVM
JOHNSTOWN ALTOONA

Represented by Weed and Company

ASCAP Attack
(Continued from page 23)

capped" by having to issue per-program licenses to stations with "interests in the ownership or contract of BMI," Mr. Harbach alleges, stating that "broadcasters have an interest in preferring the use of BMI music on particular programs instead of music composed by the Society's members, irrespective of the merits of the music or its appropriateness for the program."

Mr. Harbach further charges that this gives the broadcasters a chance to urge sponsors to substitute BMI music for ASCAP tunes, stating "it has been represented to advertisers that because music in the Society's repertory is on a 'per-program' basis an extra charge will be imposed on the program, whereas there will be no extra charge when BMI compositions are used."

He also asserts that BMI has "urged broadcasting companies to obtain 'per-program' licenses from the Society rather than 'blanket' licenses, despite the fact that BMI licenses are on a 'blanket' basis."

Both these charges will be supported by evidence at the hearing, he states.

Regarding payment for spot announcements adjacent to programs containing ASCAP music, Mr. Harbach sets forth the ASCAP position that "the use of music in such programs contributes to the presence of an audience and so adds value to the 'spot announcements' and therefore the amount received from adjacent 'spot announcements' should be deemed part of the sum paid by the sponsor of such program."

ASCAP's answer disagrees with the petition of the TV broadcasters on several minor points such as the statement in the petition that "the petitioners made written applications to ASCAP for licenses."

ASCAP's answer denies this except to admit that "certain petitioners" had made such applications. Again, where the broadcasters' petition stated that "petitioner Allen B. DuMont Labs Inc. made an application for network licenses," the ASCAP answer affirms that "Allen B. DuMont Labs Inc. applied for and obtained a network license."

ASCAP's answer joins the broadcasters' petition in requesting that the court fix an interim fee for the TV stations' use of ASCAP music pending final determination of the petition and in asking for "such other and further relief as to the court may seem just and proper."

But where the TV station operated "in determining of a reasonable fee for the proposed licenses," ASCAP asks it to "determine that the fees requested by the society in the per-program licenses are reasonable."

The answer was filed by Robert F. Patterson, former Secretary of War, as attorney for ASCAP.

KREI Hearing

PETITION of KREI Farmington, Mo., for grant without hearing of its bid for change from 1350 kc to 800 kc, operating 1 kw day only, was denied by FCC last week and was scheduled for hearing Sept. 14. The Commission ordered KREI's field measurements of KXIC Iowa City, allegedly showing no interference would occur, had not been made according to FCC standards in certain respects.

WTTT Extension

(Continued from page 23)

Mr. Rosenson charged WTTT failed to file a proper application for license renewal or to request a temporary extension of the license, which was to expire Aug. 1. He also charged WTTT failed to respond to Commission letters and alleged the station has been operating with an improper temporary antenna system. The regular antenna was destroyed in a hurricane, as was noted. The WTTT official contended his request for WTTT's assignment should be given independent consideration. He charged the application of the trustee in bankruptcy, E. H. Spach, for transfer of the WTTT license pending sale of the station, made by the trustee in bankruptcy, E. H. Spach, for transfer of the WTTT license pending sale of the station, made by the station's bank, was not his. The WTTT official noted that the station was licensed Aug. 20, 1951, "in no way was construed to be an application for renewal of license so as to constitute a legal basis for the Commission's authority to permit Atlantic Shores Broadcasting Inc. to continue the operation of WTTT."

HST BROADCASTING
Assailed As Partisan

REPERCUSSIONS on Capitol Hill were expected last week as a result of what Republicans regarded as a political remark made by the President in his assuredly nonpolitical speech, broadcast by radio and television, in Detroit July 28.

The issue was brought into the open in the syndicated newspaper column of David Lawrence who charged that President Truman took advantage of the occasion to assail "those who disagree with him" and to review the record of the Democratic party "with a boastfulness about its achievements that was unmistakably partisan."

Mr. Lawrence said that broadcasters were "controlled in a sense by the party in power, because they are beholden to the FCC, whose members are appointed by the President."

Zuzulo Named

FRANCIS X. ZUZULO, assistant director of publicity for Mutual, has been named to the new created post of manager of press information for the network, effective immediately. Mr. Zuzulo will be responsible for operation of the new information department's services to network affiliates and editors, and will continue to serve as coordinator for all press activity between MBS and its clients, reporting directly to Dick Dorrance, MBS director of public relations.

upcoming

NABT DISTRICT MEETING SCHEDULE

Dates Dist. Hotel City
Sept. 18-21 2 Syracuse Syracuse
12-14 8 Book Cadillac Detroit
17-19 2 Chicago McCormick Place
Aug. 20-21 11 Radisson Minneapolis
24-25 10 Blackstone Omaha
27-28 12 Broadview Wichita
Oct. 4-6 14 Utah Salt Lake City
11-13 15 Mark Hopkins San Francisco
16-18 16 Site to be selected Los Angeles
25-26 6 St. Charles New Orleans
29-30 13 Shamrock Houston
1-2 5 Sonora St. Petersburg
6-7 7 Seabiscuit Philadelphia
13-14 3 William Penn Pittsburgh
Aug. 21: BMI Clinic, Columbus, Ohio.

Page 38  August 6, 1951
Mass Spotting
ON
KSO
BREAKS THE
CONSUMERS STRIKE
IN DES MOINES
OVER 43 SPOTS DAILY=
1580 SPOTS IN 35 DAYS

PRODUCED RECORD VOLUME
OF APPLIANCE SALES....... 
YOU CAN DO A SIMILAR JOB
IN THIS RICH, RESPONSIVE
DES MOINES MARKET, MASS
SPOTTING TODAY PRODUCES
TOMORROW MORNING SALES...

WRITE, WIRE, PHONE

KSO 1460 ON YOUR DIAL
Kingsley H. Murphy, Pres.

NATIONAL REPRESENTATIVES, EDWARD PETRY & CO.

August 6, 1951 * Page 39
NBC Chime Sales
(Continued from page 28)

would not be the first time NBC has clashes along with the network identification and chimes. It has been done in the past in connection with NBC program promotions.

A network spokesman conceded that "triple spotting" would result on stations carrying their own spots before and after the network identification, but said the network's chime-break spots would not be carried on stations with conflicting spots of their own.

In the meantime, NBC last week was aggressively undertaking to settle its chimes. Among program availabilities and their respective gross per week which NBC officials listed in letters to advertisers and agencies were the following:

Big Show $5,820 (1 ½ hrs.); Bob & Ray $3,242 (5% hrs.), $2,565 (¾ hrs.), $4,000 (1 hr.); Danger-ous Assignment $4,117; Dimension X $2,941; Hollywood Lome Story $1,823; Inspector Thorne $3,764; His Jiggs, Sir $4,200; Magnificent Montague $5,588; Man Called X $5,760; Mr. Mota $5,529; My Secret Story $1,470; Nighthawk $3,500; Pete Kelly's Blues $5,500; The Saint $3,285; The 84 Question $4,117; Short Story $2,941; The Whisperer $2,119; You Can't Take It With You $5,500.

KMMO TRANSFER
FCC Asks Station Status
KMMO Marshall, Mo., was asked by FCC last week to indicate whether or not it wished to pursue a proposed transfer of the station to M. F. A. Insurance Co. and others, since a hearing on the bid was completed by Aug. 25, deadline for the sales agreement. [Broadcasting • Telecasting, June 4].

In a letter to William Courtney Edmond, KMMO licensee, FCC indicated the proposed transfer must be set for hearing to determine whether M. F. A. Insurance Co. is qualified to be a broadcast station licensee under the laws of the state.

Mr. Evans has sold KMMO, subject to Commission approval, to KMMO Inc., a new firm in which the insurance firm owns all the preferred stock and 11 persons who are officers of the insurance firm own all the common stock. Consideration is $5,065.

KMMO is an independent outlet established in 1949 on 1300 kc with 1 kw daytime.

Frank D. Brimm
FRANK D. BRIMM, 57, Dallas manager of The Katz Agency since 1929, died July 29 of cancer. He entered the advertising field at 16 with the Oklahoma Publishing Co., later becoming advertising manager for the Marland Oil Co., Ponca City, Okla.

Texas Harmony
IN SAN ANTONIO, promotional exuberance has risen above the usual rivalry between radio and television.

KITE, a 1 kw daytime station, has bought a weekly schedule of 20-second and one-minute spots on WOAI-TV and KEYL (TV) to invite listeners to tune into its music and news programs.

And WOAI-TV has bought the sunset sign-off spot on KITE to urge people to turn on their television sets and see WOAI-TV's evening shows.

Mobilization Alert
(Continued from page 81)
counted for by (its) unnatural susceptibility to Regulation W. He cited the FCC TV freeze which has limited its growth, and other factors such as materials scarcities and color TV.

Every effort is being made to increase the available supply of nickel for the production of radio-TV receivers and other consumer durable goods, according to the National Production Authority.

Representatives of a consumer goods industry group asked the government to give manufacturers sufficient time to plan production schedules by indicating in advance the availability of nickel. They also asked for closer coordination between allotments of nickel and those for steel, copper and aluminum.

Progress was reported on conservation programs for critical materials. Nickel is used in magnetic loudspeakers of radio-TV sets.

In the story on construction permits in Broadcasting • Telecasting, July 30, it was reported that industry generally had sought a 25-lb. limitation on steel, copper and aluminum used in construction in cases not requiring NPA approval. The figure should have read 25 tons.

W GAR Changes
JOHN B. GARFIELD, sales manager of WGAR Cleveland, last week announced the appointment of Robert C. Smith as station publicity director. Mr. Smith took over Aug. 1 (Wednesday) after serving as director of athletic news at the U. of Southern California. He succeeds Manuel H. Eisner, who moved into the sales department after holding the publicity post for eight years. Also announced was the addition to the sales staff of William Humphreys, former Northern Ohio Div. sales manager for Horlick's Corp.

NBC has launched new record program, Speak for Yourself, featuring staff announcers as guest masters of ceremonies, Sat., 5-5:30 p.m.

ABC-UPT
(Continued from page 28)
tices, etc. It claims that the cases cited in the court suit disclose "a long catalog of unfair and discriminatory methods of competition, deliberately practiced, long continued and widespread in application" by Paramount Pictures and its successor UPT.

"Past history of United Paramount creates the gravest danger to the public interest if the applications made by it shall be granted," the petition said. Panchon & Marco also ask that it be permitted to participate in the proceedings on the applications.

Rep. Celler's objections were couched in a most outspoken manner.

"Any television or broadcasting company is in its nature, of course, monopolistic. The spectrum and television channels are physically limited and, therefore, when parcelled out by the FCC become legal monopolies," he wrote Mr. Coy.

"It does not seem mete or proper, therefore, that the American public, which, in the above sense, a monopoly, should be permitted, without the most cogent and satisfying reasons, to unite with this company operating these theatres, and companies having herebefore been declared guilty of a violation of our anti-trust laws. This must be so, especially as it is my understanding that these theatres, having been declared guilty of unfair methods of competition, the Federal Court has decreed that motion picture producing companies cannot own theatres. Why should a television company be permitted to own theatres?"

The Communications Act, asserted Rep. Celler, proscribes the grant of channels not only to those who have been convicted of radio monopoly but also to prevent those with monopolistic taints attached from getting any license from your Commission." He is not opposed to the use of theatre owners in the New York Congressman made clear.

Chairman Coy's July 25 answer acknowledged that Rep. Celler's letter "raises serious questions of which the Commission is fully aware and concerned with," and advised that the staff was studying the various implications of the merger.

Della Cioppa Promoted
GUY DELLA CIOPPA, associate director of CBS Hollywood network program department for the past two years, has been promoted to director of network programs, Hollywood, immediately. Announcement was made Wednesday by Harry S. Ackerman, CBS Radio vice president in charge of network programs, Hollywood. Mr. Della Cioppa has been with CBS since 1937 during which time he has been associated with network's radio and TV programs.
STARTING THIS FALL, WINZ WILL BE THE ONLY
50,000 Watt INDEPENDENT
IN THE SOUTH

NOW WATCH SALES SOAR IN FLORIDA...

The impact of 50,000 Watts on the expanding Miami-South Florida market (22nd Market in the USA) served by WINZ, will prove a desirable bombshell in sales!

As the largest independent station below the Mason-Dixon and centered in the fastest growing area in America, WINZ today mirrors a new multi-million dollar opportunity walking in your door!

This intensive selling power will double the effect of the smallest advertising budgets. Here then, is a decided sales advantage for those who need: Better Time — or More Time — or More Power — or New Markets — or Greater Markets!

Effective Immediately

WE ARE PROUD TO ANNOUNCE
THE APPOINTMENT OF

FORJOE & COMPANY
National Representatives

JONAS WEILAND, Pres.

50,000 WATTS DAYTIME • 10,000 WATTS NIGHTTIME
NOW UNDER CONSTRUCTION

WINZ Miami, with studios in Hollywood Beach Hotel

FLORIDA CANNOT BE BEAT FOR GROWING THINGS

WINZ

940 K.C.

BROADCASTING • Telecasting
HOOVER PLAN

A STALEMATE developed last week between the White House and Congress on the status of the Hoover plan to reorganize regulatory agencies, such as the FCC, by vesting within the chairman sweeping administrative powers.

At the same time, it was learned that FCC itself disapproves of this particular intent of the Hoover plan and had told a Senate committee in so many words that it likes the current status of the Commission wherein the several members act as a body on high policy.

The difference of opinion between the executive and legislative branches of government sharpened as the aftermath of an exchange of letters between Sen. John L. McClellan (D-Ark.), chairman of the powerful Executive Expenditures Committee in the Senate, and President Truman. The letters were released by the White House last Tuesday.

Sen. McClellan asked the President for clarification on the Hoover plans and indicated that Congress would like to proceed with reorganization if the Chief Executive could "take into consideration the basic points raised in opposition to the original plans."

President Truman, however, went along with "revision" requested by the Senate committee but added the new plans ought to be "consistent with the recommendations of the Hoover Commission."

At this point, there is a falling out between the President and Congress. Congress believes that over a score of years it has legislated the type of regulatory agencies it wants to carry out national policy.

When the reorganization plans first came up in the 81st Congress, those parts affecting such agencies as FCC were defeated. In this Congress, a new legislative attempt has been made at the request of the Hoover Commission which is working with the White House [BROADCASTING • TELECASTING, April 2, March 26].

Policy Change

The Hoover Commission says its plans are reorganizational. But key members of the Senate say the plans are far from "reorganizational," and that the realignment features are secondary. In the contrary, they believe the Hoover recommendations would effect a change in policy that in the first place stemmed from Congressional direction.

Sen. McClellan is expected to draw up a new letter and send it to the White House stressing these very points. It is understood that as things stand now, the Senate can not act.

The Senator's letter to Mr. Truman, written in the name of the expenditures committee, came about following a meeting with top representatives of the Hoover Commission. These spokesmen told the Senator's committee they wanted the views of Congress and the Chief Executive on record.

According to Senate Interstate Commerce Committee files, revealed for the first time, the FCC plan got a raking-over by the FCC last spring.

This opposition from the Commission coincides with that of Senate Commerce Chairman Ed C. Johnson (D-Col.), who as early as last March expressed dissatisfaction with the bill's apparent intent.

At that time, Sen. Johnson made known that his chief objection to the legislation centered on the breadth and related concentration of powers which the plan would vest in the Chairman in contrast with those of other Commissioners.

The Senate felt that such a change in administrative and executive functions would usurp Congressional authority by placing the FCC more fully under the direction of the executive branch of the government.

The Hoover plan legislation was introduced first in the Senate by Sen. McClellan whose bill (S 1139) was referred to his committee. Sen. Johnson then introduced his own bill, similar in content, explaining his opposition, and reason for writing a new bill, to Sen. McClellan. By introducing his bill, Sen. Johnson's committee in effect bid for jurisdiction over the legislation.

FCC Objects

Information subsequently filed with the committee reveals that FCC does not favor the provision in the bill that would give the chairman the authority in FCC internal affairs, in its relations with Congress, and in the execution of Commission policies.

Concentration of executive power in policy decisions is the specific effect of the bill that is not liked. Current provisions of Sec. 4 and 5 of the FCC Reorganization Act permit the FCC to delegate the chairman the necessary authority to "expedite" Commission administrative activities, the Commission holds.

FCC also claims that during a "period of years," it has delegated necessary authority to the Chairman on these activities and also points out the existence of an executive officer. It cites Sec. 5 (a) of Sec. 8 (T. McFarland Bill), passed by the Senate and lodged in the House Commerce group, as spelling out the designation of the FCC

TOWN'S TOP TALENT

ABC prestige, PLUS net-calibre local talent spells listener interest and sales punch for the unique W J W programming plan.

Chief Says: "Chief Station puts on biggest show, Good medicine for building sales, Chief's advertisers sure do know it's 'network plus' the listener hails"


**FCC BUDGET Meets Capitol Stymie**

FUNDS-bill log jam on Capitol Hill has welcomed a new visitor to its fold, the Independent Offices Appropriations measure (HR 3880) that includes money for FCC’s fiscal 1962 operation.

The appropriations legislation got as far as conference between the two houses and the writing of a conference report. But there was trouble from the first. The House wanted to cut federal jobs according to its own formula, a method differing from the Senate idea. Conferences had their own version, patterned after the Senate’s.

Result was the House voted down the report July 25 and sent it back post-haste to the conference committee where it joined another funds measure (Labor-Federal Security) that had been earlier turned away because of the job-cutting formula of the Senate.

According to the progress made in conference, FCC would be allotted $6,116,650, a figure that is a compromise between the House-approved $6,233,000 and the Senate-okayed $6,253,000. The new figure still represents a healthy cut—$738,350—from the $6,860,000 requested in the President’s budget.

Conferences agreed to the Senate proposal of limiting FCC purchase of passenger autos to 10 as compared to the 20 the House had proposed. Of more importance to the agency, a Senate limitation on funds for personnel services (not more than $6,560,300) was stricken. The proposed cut in information services (15%) was left up in the air [Broadcasting • Televesting, June 25].

The money bill’s smalls” pace in Congress is so marked this year that it can be visualized by two factors: (1) government agencies usually make up the new budget in the fall, meaning FCC will be working on its fiscal 1959 budget estimate this September, and (2) a new extension of 30 days, expiring Aug. 31, was enacted on all government funds as a tide-over. Congress did the same thing earlier this summer when the government swung into July 1, date that fiscal 1962 began.

The Independent Offices Bill contains Title V which would give authority for assessment of fees and charges for regulatory services and activities performed by agencies and commissions. There has been no evidence, as yet, that FCC intends to charge for some of its broadcast services even if given Congressional sanction.

**OHIO PROPOSAL**

**New Daytimer on 1250 kc**

A NEW daytime station for Washington Court House, Ohio, has been proposed in an initial decision handed down by FCC Hearing Examiner James D. Cunningham. The Court House Broadcasting Co. will operate the station on 1250 kc with 500 w, daytime only. It will be the only station in Washington Court House, if the Commission adopts the initial decision.

Two conflicting applications for the same facilities have been dismissed. That of Central Ohio Broadcasting Co. for a new station at Gallion, Ohio, was dismissed July 1, and that of Dayton Broadcasting Co. for one at Washington Court House was dismissed March 16.

The new station will provide service to 167,790 persons over an area of 3,874 square miles, according to the decision. WGL, Fort Wayne, Ind., operating on the same frequency, will be slightly affected by the proposed operation, but the decision stated that the interference area “is now served by about 10 standard broadcast stations . . . and there is no evidence to indicate that any of the programs of WGL are designed especially for the residents thereof.”

President of the applicant company is L. Morse Werner, supervisor of communications for the city of Dayton, Ohio. Secretary-Treasurer John Horeb is a radio engineer and Vice President Wilbur N. Nungesser is at present engaged in transmitter operations with WLYC, Cincinnati. Other stockholders are Ray Brandenburg, state director of the National Automobile Dealers Assn.; Thomas H. Craig, department store manager; William L. Foss and John A. Moffet, consulting radio engineers in Washington; John H. Kattrowe, sales engineer; Henry O’Donnell, employe of Dayton’s fire department radio section, and Charles H. Hire, lawyer.

**WANNA BUY AN OIL WELL?**

Most significant towers in all of Canada are the new oil derricks looming up in the Canadian West . . . And the Western Provinces of Alberta, Saskatchewan and Manitoba are booming, with the discovery of oil, the steady world market for wheat, and famed Western beef.

Wise Americans and Canadians are eager to invest in the West. Those seeking promising new markets for their goods are investing too. Naturally, they want to know how best to spend their advertising dollars. Here’s the answer:

If you look at a map of Canada, you’ll find the Prairie Provinces of Alberta, Saskatchewan and Manitoba bounded by the Rockies on one side and Northern Ontario’s sparsely settled lake country on the other. That makes the Prairie Provinces a local market.

Looking again at your map, you’ll be impressed by the vastness of the Canadian West. Note, too, that the big cities are few and far between. So, for many Westerners, Radio supplies the bulk of the daily news and entertainment. Folks get up with the Radio and it stays on all day—in farm kitchens and urban living rooms. Radio is the dependable, every-day medium for everyone. Summer and winter, radio gets through!

Canada’s West is not only a firm, prosperous market today—it’s one of the most promising potential marketing areas anywhere. By establishing your brand name now, you’re investing too in the new West, in the new oil, new land and new wealth. Even the most conservative broker would recommend it.

“In Canada, you sell ‘em when you tell ‘em!”

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

**CANADIAN ASSOCIATION OF BROADCASTERS**

106 Sparks St.
Ottawa.
37 Bloor St. West.
Toronto.

August 6, 1951 • Page 45
AD COUNCIL

PUBLIC SERVICE contributions of radio and television, and of radio and television advertisers and agencies, are given high rank in the Advertising Council's ninth annual report, released last week.

Through the council's Radio Allocation Plan alone, the report said, campaigns, bringing the overall number of agency man-hours contributed to the council since its inception to over 350,000. During the past nine years, it was pointed out, 68 task force agencies in 25 cities have worked on 150 council campaigns, involving the services of more than 2,100 contact and creative personnel.

Contributor's List

Contributions to specific campaigns via radio and/or TV included the following (with name of volunteer coordinator and of the volunteer agency shown, in that order, in parentheses):

- American Economic System (productivity)—"Campaign messages including free offers of . . . booklets were carried on virtually every major net- work radio program sometime during the year." (Robert M. Gray, Esso Standard Oil Co.; McCann-Erickson)
- American Heritage—"Radio and television advertisers contributed time for special messages during the year. A special television kit pre pared by the council was sent to 107 local television stations and the four major networks for their use prior to Election Day." (Donald B. Hause, Armour & Co.; Leo Burnett Co.)
- American Red Cross—"Through the council's Radio Allocation Plan, the program received 552,415,000 listener impressions on radio network and stations featured slides and film presentations . . ." (Philip J. Kelly; Compton Adv.)

Better Schools—"Campaign messages were scheduled on hundreds of leading radio network and television programs. Many television stations contributed time for the showing of a one-minute film." (Felix W. Coste, Coca-Cola Co.; Benton & Bowles)
- CARE—". . . Support during 1959 included 10 weeks of radio allocations which resulted in 285,995,000 radio home-impressions. . . . The council distributed three 20-second spot an nouncements to every televisionsta tion in the country with television results . . ." (A. E. Stevens, American Tobacco Co.; N. W. Ayer & Son)
- Community Chests of America—"Council radio allocations resulted in 275,782,000 radio home-impressions during the year." (BBDO)
- Forest Fire Prevention—"Through the council's Radio Allocation Plan, the program received 241,111,000 radio home-impressions." (Russell Z. Eller, California Fruit Growers Exchange; Foote, Cone & Belding)
- Home Fire Prevention—"Through the council's Radio Allocation Plan, more than 58,995,000 radio home-impressions have been received." (Donald W. Stewart, Texas Co.; Ervin, Waney & Co.)
- Religion in American Life—"Nearly 300 messages were scheduled on commercial and sustaining network radio programs. Local television stations and television advertisers carried special messages and, in many instances, contributed time for the showing of a RIAL film." (Robert W. Boggs, Union Carbide & Carbon Co.; J. Wal ter Thompson Co.)

Stop Accidents—"Through the council's Radio Allocation Plan, messages were carried on hundreds of major network and regional programs—all commercial and sustaining. Top commercial television programs also contributed time during the year." (Wes ley J. Nunn, Standard Oil Co. of Indiana; Young & Rubicam)
- Student Nurse Recruitment—". . . Hundreds of network radio and television messages . . ." (Anson C. Lowitz; J. Walter Thompson Co.)
- United Nation's Day—"Radio support was excellent, and television stations made use of a kit mailed by the NARTB." (Allan M. Wilson, Ad vertising Council; J. Walter Thompson Co.)
- U. S. Defense Bonds—"Through the council's Radio Allocation Plan, the program received 884,524,000 listener impressions. . . . Specially prepared films received wide television use." (Thomas H. Young, U. S. Rubber Co.; Albert Frank-Quentem-Law, G. M. Basford Co., Campbell-Ewald, Dancer-Fitzgerald-Sample, Foote, Cone & Belding, Schwab & Bratty, Schimmer & Scott, J. Walter Thompson Co.)

Estimates of listener impressions were based on the Nielsen Radio Index, made available to the council at no cost by A. C. Nielsen Co.

ABA Convention

ALABAMA Broadcasters Assn., composed of 60 Alabama radio stations, has announced a convention to be held Oct. 12-13 at the U. of Alabama, Tuscaloosa. W. Emmett Brooks, general manager, WEBJ Brewton, Ala., is ABA president.

REPORTS ON RADIO-TV CONTRIBUTIONS

The "Radio aided more campaigns than in any peacetime year," the report asserted.

Though the newly formed Television Allocation Plan was in operation for only part of the year, the report pointed out, it "quickly re ceived the voluntary cooperation of 50 network advertisers and the four TV networks" and during its first four months of operation achieved total circulation estimated at 207,506,000 television home-im pressions.

The contribution via radio consisted of major support to 19 top-priority campaigns and additional coverage to 34 others, while the TV plan secured regular support for seven top-priority programs, gave additional coverage for 10 others, and telecast over 200 network messages.

The report noted that 27 leading agencies gave their services to 18 local radio stations, 21 stations worked on both television and radio, and 18 agencies worked exclusively on television.

A HOT SPOT FOR RESULTS

WKOW-CBS

MADISON, WISCONSIN

Blankets the capital and 13 prosperous counties. Gives you the largest radio coverage in Wisconsin. That's why WKOW is Wisconsin's biggest advertising buy!

1070 K.C.

Wisconsin's Most Powerful Station

WKOW

Page 44 • August 6, 1951

AND LOOK WHAT'S STEAMING AT WKOW

As fancy a dish as you ever might wish . . . a kettleful of "moo-la" — 460 million dollars' worth — waiting to buy your product. Get your share of these milk checks that Bassy earns. Take advantage of WKOW's concentrated low-cost coverage — a half-millivolt area.

REUNION of "Operation Shangri-La" in New York July 19 was highlighted by presentation to "Skipper" Walter Evans (r), Westinghouse Radio Stations Inc. president, of miniature chest and "Escaped" map. Making presentation is Curt Peterson (c), partner, Marschik & Pratt, New York, spokesperson for agency-advertiser group, and W. B. McGill, WRS advertising manager, who made oak and hammered silver chest and drew map. Re union commemorated "Mythical Weekend" of Dec. 8-10, 1950, plane trip to Bermuda made by nearly 100, including formation of mystic "FEC."
VA CLASSING
House Probes Radio-TV Issue

A HOUSE investigating committee can be expected to take to task the Veterans Administration for classifying students engaged in training for radio-TV under the G. I. Bill as following “avocational” pursuits.

Up until Feb. 20, 1951, the VA classified the training as avocational. The difference between avocational and vocational classification means:

The veteran who follows a vocational pursuit gets benefits, such as tuition and subsistence, paid by the government; on the other hand, avocational students must pay their own way entirely unless they can “justify” their training.

A hearing was held on the radio-TV situation July 19. Ralph W. Hardy, NARTB director of government relations, told the select committee probing the educational and training program, that: “It will come as a distinct shock to the broadcasters to learn that the VA, with which they have so long and faithfully cooperated, now classifies their industry along with bartending, dancing, etc., as being avocational and recreational and thus denies to it the stature it has achieved.”

EMPLOYMENT HIGH

Information obtained by the committee shows 80-90% of the radio-TV graduates finding employment in the field, a spokesman told Broadcasting • Telecasting. The spokesman also said full employment and skilled personnel are deemed important because of the part played by radio-TV technicians in civil defense.

It has been pointed out that regional offices of the VA were in disagreement with the Washington office on the February ruling. In 1948, the VA had ruled the field as avocational but then reversed itself. One regional office, in Dallas, categorically refused to go along with the latest VA order, it was disclosed.

A peculiarity pinpointed by the committee is the VA practice of discounting an entire curriculum, which may be made up of a majority of radio-TV engineering and other technical courses but which includes a course or two on radio announcing.

A committee report may be forthcoming in a few weeks, it was predicted, challenging the VA ruling.

WJNR Newark airing Peace in Korea, half-hour recorded roundup of cross-section opinion about effects of proposed cease-fire agreement in Korea.

WPOR MOVE

Changes Frequency, Studios

WPOR Portland, Me., began operating last Wednesday on a new frequency, 1490 kc, following FCC approval a fortnight ago of its $22,000 purchase of WMTR Portland’s facilities [Broadcasting • Telecasting, July 23].

In announcing the shift, which makes WPOR the ABC and Yankee-Mutual outlet in Portland, Harold H. Meyer, president and general manager of Oliver Broadcasting Co., the licensee, said the station will continue to use its own call letters. It also will continue to operate its 250 w transmitter. However, the station has moved to modern studios, located in the Chapasian-Arcade Bldg. WPOR formerly operated on 1450 kc.

Mr. Meyer did not specify what disposition would be made of WPOR’s former facility.

AM With TV

THAT radio and TV can coexist on a competitive basis was further demonstrated last week in an application filed by WBII Bedford, Ind., for transfer of control [See FCC Roundup]. The station’s request included a statement that “WBII has succeeded in spite of the fact that the smallest city in the world with a television station is located some 20 miles away (WTVB TV Bloomington, Ind.) and not only is television successfully received in this community, local merchants can advertise on television due to the fact that WTVB’s rates are probably the lowest of any existing television station. We believe this situation is unprecedented.” WBII is a 250 w fulltimer, on 1540 kc.

RALSTON RESIGNS

To Join Screen Assoc.

GILBERT RALSTON will resign as executive producer of Procter & Gamble Productions Inc., Hollywood, to head up the recently-formed television division of Screen Assoc. Inc., Beverly Hills, Calif. Currently working on P&G’s Fireside Theatre television film series, Mr. Ralston will leave for his new post when he has fulfilled his commitments for Procter & Gamble, probably sometime this fall.

He has been with the Fireside Theatre unit since he organized it approximately 2\frac{1}{2} years ago. Prior to that he was for six years head of night time radio for P&G in Cincinnati and Los Angeles. Previously he held a similar post with Compton Adv., New York and Los Angeles, for three years.

The new television operation plans to go into full-scale production of television films in the near future. Headquarters are at 329 S. Beverly Drive.

Principals in Screen Assoc. Inc. are Ralph E. Stolkin and A. L. Collich, Chicago; Ray Ryan, San Sherrill C. Cowlin, Los Angeles; B-J Levine, New California attorney; Wulf, attorney and

THE BRANHAM COMPANY

August 6, 1951 • Page 45
DENIES WDZ BID
For Fulltime on 610 kc

CHANGE to fulltime operation on 610 kc with 1 kw-DA by WDZ Decatur, Ill., now operating on 1050 kc with 1 kw-D, was denied in an initial decision last week by FCC Hearing Examiner Hugh B. Hutchison.

At the same time, the application of Negro-owned Afro-American Broadcasting System Inc. (Broadcasting Group, *Telecasting* Dec. 27, 1948; Dec. 15, Nov. 24, 1947) for a new station in Chicago area's Hopkin's Park on 610 kc with 1 kw unlimited was denied by default.

Denial of WDZ application was based on "particularly severe" interference the proposed operation would give to service areas of WHKC Columbus, Ohio; WTMJ Milwaukee and WMT Cedar Rapids, as well as the interference it would receive in its own service area from these stations.

... Upon an overall basis, approximately 2.5 times as many listeners would be deprived of existing broadcast services from various sources as would benefit from the new broadcast service proposed by station WDZ," the initial decision concludes.

Subsidy issue of possible duopoly between WDZ and WMBD Peoria was resolved in favor of the applicant. Although Charles B. Caley is president and 27.5% stockholder of WDZ and vice president and 22% stockholder of WMBD, the hearing examiner concluded Decatur and Peoria were sufficiently distant to rule out conflict with the duopoly regulation.

ABC HOLLYWOOD
Radio to Interim Quarters

TO ACCOMMODATE increasing television activity, ABC radio personnel quartered at the network's Hollywood Television Center, have moved to temporary offices at the ABC Vine St. Bldg.

Move involves Francis H. Conrad, director of radio for the Western Division and manager of KECA; Amos Baron, Western Division radio sales manager, and Ned Hullinger, station relations manager.

Vine St. Bldg. is being remodelled and enlarged to eventually house the network's entire radio personnel in that city.

NBC Show to Europe

NBC Double or Nothing daytime quiz program Aug. 10 leaves for a three-week tour of military installations of European Theatres of Operations under USO Camp Shows Inc. Broadcasts will be taped daily from various points in England, France, Austria and Germany and flown back to New York for release on NBC. Walter O'Keefe is m.e. of the half-hour program.

ED RINKE, pres., Metropolitan Detroit Chevrolet Dealers Assn., finan-
izes association sponsorship Michigan State's full grid schedule on WKMH Detroit. Standing (1 to r): Tom Adams, Campbell-Ewald acct. exec.; Jack Davidson, WKMH sales rep.; and George Miller, station sls. mgr.

TED OBERFELDER (l), gen. mgr., of WJZ New York, Herb Sheldon and Bob Bories (r) exchange congratula-
tions after negotiating for the Sheldon early morning show, packaged by Mr. Bories. Show starts on WJZ Aug. 13, 6:30-8:15 a.m., Mon. through Fri.

On the dotted line.......


HALF-HOUR daily of the Bill Gordon Show on WHK Cleveland is approved by James B. Flanagan (l), adv. and sls. prom. mgr., Pick-N-Pay Super Markets. Contract is 52 weeks. Mon. through Fri., 9:15-9:30 a.m. and 3:15-3:30 p.m. At right is William K. Brusman, WHK acct. exec.

COLORADO National Bank renews for third consecutive year local sponsor-

ACROSS-the-board newscast sponsorship on KLRA Little Rock, Ark., is under-
taken by Old Golds. Seated is Ed Primas, dir. of merchandising, F. Lorillard Co. Standing (1 to r): W. V. Hutt, KLRA gen. mgr.; John Hope, dist. sales mgr. for Old Golds; and Thaine Youst, Lennen & Mitchell.
DRUG Rx BILL

Manufacturers’ Compromise Voted By House

A FAR-REACHING bill, which conceivably could mean the loss of millions of dollars of advertising revenue involving the sale of certain proprietary drugs, precipitated a heated controversy on Capitol Hill last week.

The House adopted a manufacturers “compromise,” defeating a proposal which would have empowered the Federal Security Administration’s Food & Drug Administration to list those drugs which may be sold only on prescription. The measure, as sent to the Senate, now gives manufacturers the right to define so-called Rx drugs.

The measure (HR 3998) was introduced by Rep. Carl Durham (D-N. C.) and reported with amendments by the House Interstate & Foreign Commerce Committee after prolonged hearings. A companion piece (S 1186), authored by Sen. Hubert Humphrey (D-Minn.), pending before the Senate Public Welfare Committee, which last week scheduled hearings.

As reported by the committee, Federal Security Administrator Oscar Ewing could list a drug in the prescription or Rx category without calling a hearing. “Interested parties” could have petitioned for hearing and rehearing and, failing that, take recourse to district and circuit courts and, finally, the Supreme Court.

Draws Fire

The Humphrey-Durham bill drew stinging attacks on the floor from anti-administration sources, ranging from charges of “socialized medicine” to claims that “the proprietary industry can consider itself on the way out” if the bill were approved by the House and Senate.

The stricken provision had been defined as prescription drugs those which are “safe and efficacious for use only after professional diagnosis by, or under the supervision of, a practitioner licensed by law.” The bill would amend Sec. 503 (b) of the 1938 Food, Drug & Cosmetic Law.

Manufacturing and proprietary groups fought the new legislation as a serious threat. Additionally, some authorities pointed out that the committee version would have entailed an appreciable effect on across-the-counter drug sales and current advertising practices.

Drug manufacturers have been among the top radio network advertisers in recent years. As the bill was reported by the House committee, it was feared, numerous products could be taken off the open market and labeled prescription items with the Rx legend.

The proposal was offered as a “public health” measure designed to relieve druggists of certain responsibilities and define others, such as legalizing oral prescriptions and establishing the right to so-called ad-lib refilling of others for non-Rx drugs.

SALE TO ROYAL

Planned by Gen. Entertainment

PLANS for the sale of General Entertainment Corp., New York radio transcription firm, to Royal Entertainment Corp., New York, for $20,182, which will permit payment of 5% of the claims of general creditors of General Entertainment, have been announced. General Entertainment is the outgrowth of a firm organized by Howard G. Barnes, formerly vice president in charge of radio and television for Dorland Inc., when he acquired Kermit-Raymond Corp. and Transcription Broadcasting System in the fall of 1949 after making a deal with creditors of those two firms.

Spokesmen said the pending sale of General Entertainment is being made because “the committee representing the creditors [of Kermit-Raymond and TBS] requested that Mr. Barnes make an arrangement whereby his obligations to these creditors may be retired, and leave Mr. Barnes in a position of control without the obligations of the old corporations.”

Stations and agencies using transcription properties involved in the sale, the announcement said, “will continue to receive uninterrupted service.”

WMAQ Goes 24 Hours

FIRST regularly-scheduled 24-hour operation began for WMAQ, NBC’s M & O station in Chicago, July 31, with a five-hour early-morning disc show. WMAQ remained on the air full-time for three months early in World War II, but this is the first time in its 24-year history that the schedule has been adopted permanently. Dirk Courtenay, freelance announcer and disc m. c., handles the six-a-week stint from 1 a.m. until 6 a.m. The “Joe Polk Bros. Central Ap- 

A Tonic For The Missus

The missus came marching in with a new hat yesterday. She was as happy as a circus poster.

I’ve learned one thing about the hats she buys. A hat is a tonic to her. If she’s feeling blue, nothing gives her a lift like a new hat. Now, I could trade in my old grey fedora without lowering my blood pressure a notch. But I’ll admit that more than once I’ve bought a new briar pipe I didn’t need—just because life was getting a little bit monotonous.

With Buck Howell it’s something else again. When Buck is feeling low, he gets over it by blowing on a broken-down clarinet he hasn’t mastered in twenty years.

From where I sit, different people are always going to respond to different things in different ways. So let’s keep a friendly understanding of what other folks get out of a new hat, an old clarinet, a chocolate soda or a temperate glass of sparkling beer or ale now and then.

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August 6, 1951  •  Page 47
TAKE A TIP
FROM MOTHER NATURE

Ever spend a few minutes standing beside a mountain stream or a brook meandering through an apparently level meadow and wonder why it chose that exact spot to build its course?

The answer is simple... and it points a moral to radio time-buyers. Mother Nature never does things the hard way. She follows the line of least resistance to solve her problems with a minimum of fuss and bother.

Wise time-buyers can take a tip from Mother Nature and follow the line of least sales resistance in the seven rich markets where FORT INDUSTRY stations are located.

Like the mountain stream and the brook in the meadow, your message on any or all of the seven FORT INDUSTRY stations follows the line of least sales resistance to the loyal, responsive audiences that have been built by years of broadcasting in the public interest.

Check the stations listed below and make sure they are on your schedule. You’ll be glad you did.

THE FORT INDUSTRY COMPANY

WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WSAI, Cincinnati, O.
WSPD, Toledo, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455

Broadcasting • Telecastin'
Pratt: Statesman, Engineer

A DISTINGUISHED scientist and engineer—Haraden Pratt—becomes the first telecommunications advisor to a President of the United States in the 176 years that we have been a sovereign nation. Whether he will become the first man in telecommunications only time will tell. The opportunity is there.

In making the appointment, the President selected the more innocuous of two recommendations of the Communications Policy Board he had created last year, headed by Dr. Irvin Stewart, a member of the original FCC. This temporary committee had recommended (1) a three-man Policy Board, which could have had the ingredients of a "super-FCC," or (2) an advisor. Specifically, the task for either would be the formulation of national policy on frequency assignments as between government and private users and the operation of communications systems by government agencies, primarily the military.

Until now, it has been a one-way street. Through the Interdepartment Radio Advisory Committee, the military has preempted the blocks of channels it wanted—whether it used them or not—and private users, via the FCC, have been battling it out for the residue. Hence there's always been a shortage for private users. And there never has been a more exasperating one than exists today in television.

Our Presidents, heretofore, have been rubber stamps in communications matters. The one possible exception was Hoover, himself an engineer. A President could not be expected to be familiar with the intricacies of allocations. Hence, IRAC has in effect exercised the tremendously important powers of frequency allocations for government use vested by law in the President.

The Stewart Committee called for "better management of spectrum allocations." Implicit in its comments was the conclusion that more space could be found for essential private services—such as television—if the IRAC did not have carte blanche. Mr. Pratt will sit between IRAC and the FCC. He will be a member of the President's official family. He will be in a position to command the government agencies to justify their requirements and he will know that the consumer's viewpoint has served as a communications advisor to the military and to other government agencies. Out of this could come the availability of more channels for both TV and radio for the public's benefit. Some estimate an increase of possibly 50% in spectrum space.

Mr. Pratt is a scientist and engineer. He has had vast experience as a top engineering executive of IT&T and its subsidiaries. He has been honored with the presidency of the Institute of Radio Engineers, and has served as its secretary for nearly a decade. Some question may be raised whether his background, admittedly distinguished as an engineer, qualifies him to sit at the right arm of the President on high public policy in the tremendously important field of telecommunications.

Those who have known Haraden Pratt over the years say unequivocally that he has the capacity. They regard him as a statesman and a top executive. They have seen him arbitrate many a conflict. Their estimate is based on his ability, but his frail health, which forced his retirement from the top IT&T engineering command several years ago. But back into harness he went on classified government communications missions.

His is a big assignment. We wish him well.

CBS 'P' Award

ASIDE from its announced objective of building audience, the huge promotion campaign which the CBS Radio Division is undertaking may we venture to predict, achieve another but equally important purpose of encouraging advertisers to revise their belief that radio is at the end of its rope.

Advertisers cannot help but speculate whether, if CBS radio were feeling sick, it would be spending so much time and money to advertise its power.

As Frank Stanton, entering CBS parent-company president, said recently, emotion governs much of the advertising buying these days. The whirlwind campaign planned by CBS is bound to have an emotional impact on those advertisers who, more because of passion than because of reason, have discounted radio.

While it does not mean that so great a sum is being spent out of pocket, the campaign will use $8 million worth of time and space. The CBS radio promotion and the considerable campaigns that NBC and ABC are planning for the fall are all encouraging.

If the CBS campaign is not in any league. We suspect that this one will do much not only for CBS but for all radio.

TV Stitch in Time

THE establishment of a committee of practicing telecasters to act as a board of review over program standards is, to our mind, the most practical proposal yet advanced to ensure the intelligent self-regulation of television.

Not all the other matters now under consideration by the NARTB's Television Program Standards Committee, however, seem as promising. In particular, the apparent determination of this committee to write out a formal code of standards for TV does not strike us as well-reasoned, unless, of course, this committee is prepared to assemble a competent membership on the board of review.

A board composed of men of good taste would have scant use for a codified list of specifications as to what is and what is not objectionable. Indeed a code of fixed principles could be more of a hindrance than a help, since codes are more apt than not to encourage such concentration on legal strictures that artistry suffers unnecessarily.

We suggest that the standards committee devote its concentrations to the organization of the board of review and a plan of its functions. Such a board, we think, should extend its activities beyond the narrow scope of reviewing programs. It should act as a spokes- man for television on questions of program standards. In case of unjustified attack, the board should serve as a defense counsel for television. It should be the repository of full information as to what is actually on the air.

The standards committee, under the energetic chairmanship of Robert D. Sweezy, is blessed with favorable times in which to do its work. For the moment, at least, no strenuous attacks are being made against TV, and hence the committee can conduct its deliberations in a reasonable atmosphere. So blessed, it should use its time to evolve a workable plan for the operation of a board of review, unencumbered with useless codes and free to exercise its good judgment in helping telecasters to keep their programs clean but not to the extent that the art is scrunched out of them.

VICTOR WHITMAN KNAUTH

NEW HAVEN, Conn., a conservative community dominated by a creaking newspaper monopoly, has, within the past two years, been jarred by the brash voice of a radio station that dares to cover the news and editorialize about it—not always to the liking of the newspapers.

It is no accident that WAVZ New Haven, a 1 kw daytimer, has become known as "A Newspaper of the Air." Victor Whitman Knauth, co-owner and president of the station, is a former newspaperman whose experience ranges from covering local murders to interviewing Leon Trotsky back when he was not only alive but a top dog in the USSR.

Born in New York, Mr. Knauth entered Harvard U. after attending New York City elementary schools and Collegiate School. He left Harvard at the end of his second year and, as a member of the National Guard, went off to the Mexican border to chase Pancho Villa.

Later he went to France with the 26th Field Artillery, a part of the famed Yankee Division, and fought in the Chemin des Dames and Meuse Arogne offensives of World War I.

Returning home from the war, Mr. Knauth took a job as a reporter on the Springfield, Mass. Daily News. The first morning on his new job he was sent out to cover a murder. "Right then," he recalls, "I decided that newspaper work was mighty wonderful."

A yen to see the country took him to Santa Barbara, Calif., where he worked as a reporter on the Daily News, and then to San Francisco, where he joined the Chronicle. This was in 1920-21.

Radio was then a novelty, and it struck the adventurous fancy of Mr. Knauth. He started a question-and-answer column on radio for the Chronicle in which, with the aid of an engineer, he dealt with the intricate problems that readers reported having with the cantankerous crystal sets of those days.

He also started a radio program for the paper—to his knowledge the first of its kind on the West Coast. The program consisted of newscasts and interviews with celebrities who came to San Francisco.

Mr. Knauth's next move was to New York where he became a feature writer for the old New York World, the workshop of such journalistic greats as Walter Lippmann, Heywood Broun, Franklin P. Adams and Frank Sullivan.

Then Europe again, this time as a civilian. He worked with United Press in both London (Continued on page 58)
Salesmaker to the Central South

By concentrating over half his entire advertising budget on WSM during the last six years, a Southern flour miller has expanded his sales area to 18 states and production from 160,000 units in 1945 to 410,000 units in 1950.

Radio Stations Everywhere But Only One...

with a talent staff of 200 top name entertainers... production facilities that originate 17 network shows each week... a loyal audience of millions that sets its dial on 650... and leaves it there!

CLEAR CHANNEL
50,000 WATTS
IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Representatives

EARLE C. ANTHONY, president KFI-AM-TV, elected to executive committee Los Angeles Better Business Bureau. . . HARRY SYMONS WHITE, manager KWTX Badstow, Calif., and Shirley Ruth Christenson, were to be married Aug. 5. . . CARROLL MARTS, manager MBS Central Division, vacationing in northern Canada. . . J. T. SNOWDEN Jr., general manager WCPB Tarboro, N. C., father of girl, Martha Scott. . . PAUL H. GOLDMAN, vice president and general manager KNOE Monroe, La., elected chairman of Ouachita Parish chapter, National Foundation for Infantile Paralysis.

ROGERS NAMED
Succeeds Rosene at WSAZ

Mr. Rosene          Mr. Rogers

MARSHALL ROSENE, general manager of WSAZ-AM-TV Huntington, W. Va., resigned on Aug. 1 to become president and general manager of WNXT Portsmouth, Ohio. He will be succeeded by Lawrence H. Rogers II, who has been manager of the television station in Huntington.

Mr. Rosene was station manager of WSAZ from 1944 to 1949 when he became general manager of both the AM and TV properties. He owns a substantial interest in the new station in Portsmouth, which is expected to be on the air the latter part of August. WNXT is 1 kw output at 1260 kc, DA-1, and will be affiliated with ABC.

Mr. Rogers was the former promotion manager of WSAZ before becoming manager of the television property. He helped design and put the television station into operation in 1949.

Abrams Joins Staff

EARL B. ABRAMS, former editor of Television Digest, has joined the executive editorial staff of Broadcasting * Telecasting at Washington headquarters. Prior to joining the Washington-published newsletter six years ago, Mr. Abrams had been with the Army Signal Corps in an editorial capacity. He attended U. of Virginia, following his elementary and secondary education in New York City, where he was born.
Respects
(Continued from page 50)
and Moscow, interviewing top European statesmen, including Mr. Trotsky.
After a few years, he returned to this country and joined the firm of Ivy Lee, working in public
relations for George Washington Hill's campaign for Lucky Strike
cigarettes, "Reach for a Lucky
Instead of a Sweet."
At Ivy Lee he and two partners
founded Ommobook magazine of
which he is still an editor.
The main influence which prompted Mr. Knauth to purchase
WAVZ was his strong belief that newspapers in New Haven amounted
to a monopoly and he regarded this as an unhealthy situation.
In July 1949, he and Daniel W.
Kops bought WAVZ. Mr. Knauth divides his time between WAVZ
and Ommobook and Mr. Kops de-
votes fulltime to the 1 kw station, as co-owner, vice president, gen-
eral and promotion manager.
The two men believe they have restored competitive reporting to
New Haven. WAVZ has given
strong support to civic campaigns in editorials over the air.
Alarm System
Similar to the WAVZ operation, the
WAVZ newsroom is equipped
with a bell connected to the city
fire alarm system. Every alarm
is heard immediately and a WAVZ
reporter is sent to the scene of fire
and major accidents with a tape
recorder.
Schools are of particular interest to this "Newspaper of the Air." A
Notable was its campaign for
building a 1/4 million school in a
Negro underprivileged neighborhood. WAVZ also broadcasts a
series of programs into local class
rooms which are a part of the
school's curricula.
Youth problems exist in most
communities. WAVZ tackled New
Haven's by starting its own Boy
Scout Troop, staffed by station per-
sonnel, and using its studios as
a meeting house.
The restoration of competitive
reporting has not endangered the sta-
tion to local newspaper publishers. The local papers will not carry ra-
dio listings and will not permit any
of their advertisers to insert refer-
ences to WAVZ programs.
To counteract this, the station has distributed thousands of badges
"Listen to WAVZ—1260 on the
dial!"—which may be seen on beanie
caps of New Haven youngsters.
Mr. Knauth believes "radio can
do a great deal more than it has
been allowed to do in digging itself
into a community. It can make
many just as important, and trust-
worthy as a newspaper."
"We at WAVZ think that day-
time AM radio is going to continue
for a long time, if it performs a
local service." Meanwhile, WAVZ
has on file with FCC an applica-
tion for a TV station.
What's more, WAVZ is a profit-
able organization, says Mr. Knauth.
"The audience slowly began to find
out about [the station] and our
unexpected news bulletins kept them alert. And the more people
became interested in us, the more
we attracted our local advertisers."
Mr. Knauth is a member of the
Harvard Club of Yale and the Harvard Club of New York. His
only hobby is sailing and he has
made the trip to Florida twice.
Mrs. Knauth, the former Mar-
jorie Lord Strauss, is an M. D.
During World War II when there
were just as many doctors, she re-
hung her shingle in their home
town of Wilton, Conn. They have
two children, John, 16, and Mary, 14.
Mr. Knauth wishes that more
stations would be established for
the purpose of breaking up news-
paper monopolies. For himself, he
plans to maintain the air of a
newspaper around his "Newspaper of the Air."

Favors KLOK Nighttime
NIGHTTIME operation for KLOK
San Jose, Calif., has been pro-
posed in an initial decision by FCC Examiner Leo Resnick.
KLOK is now operating daytime
only with 5 kw on 1170 kc. The
station will use 1 kw at night if
the proposed operation is given
final approval by the Commission.
The hearing examiner's findings
were that KLOK would not inter-
fer with any other station and provide interference-free service.

ROYAL RETIRES

NBC Lauds Executive

JOHN F. ROYAL, one of the last
of NBC's old-guard executives, re-
tired from active service as a vice
president last Wednesday (Aug. 1),
in accordance with the company's
retirement plan, but will continue
to serve the net-
work in a con-
sulting capacity [BROADCASTING •
TELECASTING, June 25].
Recognized as one of the na-
tion's great ab-

Our belief
Free speech is a most cher-
ished right ... and the
welfare of America depends
directly upon the expressions
of its people.

Our belief in action
Every Saturday, WGAR
broadcasts "Ask City Hall" to
bring to hometown listen-
ers the news and actual voices
of the persons responsible
for community service and
government. A station, to be
valuable to its advertisers, must
render such vital service
to its community ... must
keep its mike open for dis-
cussion by a free people.

Edward Petry & Company

Cleveland's Friendly Station
Represented Nationally by
RADIO - America's Greatest
Public Service Medium

Interviews Fellows
TWO Australian broadcasters are
currently in the United States
making tape recordings for use on
4KQ Brisbane. One of the record-
ings made by Les Andrews, 4KQ
general manager, and Peter Clark,
commentator, was an interview
with NARTB President Harold E.
Fellows. Others were devoted to
talks by U. S. labor leaders. 4KQ
is a commercial station financed by
a labor federation in Brisbane.

WMIL
MILWAUKEE

BROADCASTING • Telecasting

 August 6, 1951 • Page 53
BOYCOTTS

PROSPECT that radio-TV broadcasting unions may be restrained from engineering sponsor boycotts in cases where petitions for election last week by industry legal authorities.

The issue was raised in a labor case involving the Hoover Vacuum Co., and the dealing with product boycotts as a union weapon. The 6th Circuit Court for Cincinnati held that the product boycott called by the union was "unlawful" and ruled that the firm was legally justified in discharging employees connected with the action.

The decision draws a distinction between union authorization of such a boycott in cases involving indemnity of petitions for election and others touching on normal collective bargaining relations. The ruling did not condemn sponsor boycotts per se and the board precluded it on the basis of inherent facts in the dispute.

Industry authorities noted that AFRA and IBEW have, in the past, called product boycotts as a means of persuading employers in instances involving petitions for elections.

Two other NLRB actions also commanded the attention of legal authorities in the past fortnight:

A ruling which declares invalid all union shop election held by affiliated unions of parent federations prior to effective dates involving compliance with the non-Communist affidavit procedures of the Taft-Hartley Act.

A decision spelling out that NLRB May Restrains Unions

"assessments" levied by unions are not the "periodic dues" employees are required to pay to retain their jobs under a union shop agreement.

The latter ruling calls the case of "Hollywood" Authorities Ct. of B. DeMille, who in 1944 refused to pay a $1 assessment levied by a union of radio performers (x x x) and was expelled from membership. Mr. DeMille was compelled, of course, to reestablish his job as producer of the "Lux Radio Theatre."

Taking cognizance of the De-Mille incident, NLRB stated that "The concept intended to eliminate the non-payment of assessments, as such, as a basis for discharge of employees... is our duty to follow that principle here." The decision prohibits the discharge of employees under a union shop "for reasons other than the failure of the employee to tender timely the periodic dues and the initiation fees uniformly required as a condition of acquiring or retaining membership."

The other NLRB decision, involving non-Communist affidavits, stems from the first time the recent Supreme Court ruling which, in effect, stated that the provision governed parent unions and not solely affiliated and independent organizations. NARB has counseled broadcasters, however, to re-examine their own bargaining agreements.

The "action invalidates over 4,500 pacts negotiated by various CIO and AFL unions, including AFRA and IBEW, previous to Dec. 22, 1949 (for CIO), and Nov. 7, 1947 (for AFL). Authorities felt, however, that the ruling would have little effect on agreements entered into with broadcasters.

Specifically, affiliate union pacts containing union shop clauses authorized by ballots prior to those dates are affected. Additionally, the contracts will not be adjudged by the board as bars to new tests of majority representation in any shop.

In a recent case involving WARL Arlington, Va., NLRB held that the non-Communist affidavit provision did not apply to officers of the CIO and the AFL but only to those of independent and affiliated groups.

Union Shop Clause

Under the Taft-Hartley Act, a union shop clause—one requiring union membership after 30 days—can be incorporated in a bargaining contract upon agreement by a majority of employees. Unions not complying with the non-Communist provision are denied benefits of the labor board, including a request for a union shop vote under NLRB auspices.

BRAZIL FREEDOM

Radio Assn. Pledges Vigilance

A PLEDGE to exercise "strict vigilance over its rights and freedom which the Constitution grants to all Brazilian citizens" was given to members by the Brazilian Radio Ass'n following a recent meeting devoted to study of new radio broadcasting and communication regulations.

In a statement issued by the board of directors to its members, BRA referred to a recent executive decree on communications and stated its position "as a representative association embodying elements of all opinions."

BRA said it was not possible for it to consider the decree "within its political or jurisdictional province exclusively" as to "the interests of those working in radio broadcasting." Directors will make known their views to a commission which will draw up proposed legislation pertaining to the Brazilian radio code. On receipt, representatives of the various workers and organizations concerned by the BRA are exclusively "personal" and do not reflect the views of BRA, the announcement added.

FLOOD SERVICE

Stations Continue Aid

THOUGH the flood waters have subsided, radio stations continued their service to victims through the period of rehabilitation.

In cooperation with the American Red Cross, WBT Charlotte, N. C., developed a campaign to aid stricken areas in Kansas, Missouri, Oklahoma and Illinois.

WBT sent air Aug 1 as "D (for disaster) Day" when citizen of Mecklenburg County aimed at meeting a goal of $8,000 for flood relief.

Additional requests of WBT's were during the deluge [earlier stories, BROADCASTING • TELECASTING, July 30, 23] trickled in last week. Among those accounts were the following:

KLWN Lawrence, Kan., was on the air 67 continuous hours, giving bulletins, aiding evacuation and reuniting families. The station also helped out other stations who for a time were knocked off the air.

KRMG Tulsa anticipated floods in the northeastern portion of Oklahoma and sent its mobile unit to Miami, Okla. Less than 12 hours after the mobile unit arrived, Miami was surrounded on three sides by water. As a result of this preparation, KRMG was able to obtain news quickly and directly from the source.

Radio advertising aided Santa Fe Railway to keep the public informed on train schedules during the flood. The railroad placed 32 spots over KFJZ Fort Worth. The announcements were phoned to Fort Worth from Santa Fe's office in Galveston.

Sabotage Booklet

DIFFERENT ways of setting up an "effective industrial defense system" are pointed out in a new U. S. Chamber of Commerce publication, Sabotage and Plant Protection. The 25-page booklet presents views of many top civilian and military experts on combating sabotage. Protection of classified information, plant protection, disloyal employees and the handling of saboteurs are a few of the other measures discussed in the booklet.

Listeners have paid nearly $1,500,000 to see THE NATIONAL BARN DANCE (See Front Cover)

CLEAR CHANNEL Home of the NATIONAL Barn Dance

Page 34 • August 6, 1951
President Dick Mack and Treasurer Frances Buss check over RTDG's budget for the coming year

increase in budget will permit the launching of many new national projects. More frequent meetings of representatives of the locals are planned, Mr. Mack said.

Members of the national board include, in addition to the officers and executive committee, Sherman A. MacGregor, Ralph Nelson, Charles Powers, Ernest D. Rice, and Lester Vail of New York; Max Hutto, John Guel- del, and Jack Lyons of Hollywood; Alan M. Fishburn of Chicago; Shields Dierkes of Detroit, and Lee Davis of Philadelphia.

BURTON TO NPA
In Electronics Products Div.

ROBERT BURTON, former chief of the Communications Division of the Federal Civil Defense Administration, has assumed the directorship of the Foreign Section of National Production Authority's Electronics Products Division.

In that position, he will work with other branches of the Dept. of Commerce and the Dept. of State (SCA) on applications from foreign countries involving electronics equipment. Most of the work is devoted to requests for priority assistance in electronics products.

Mr. Burton, former international frequency expert headed up communications for FCDA before that branch was combined with the Air Warning Service (Broadcasting * Telecasting, April 2). He had been responsible for compiling data on the role of broadcast and other communication services in national civil defense. He was succeeded by Col. William Talbot (USAF).

New WHBF Unit

NEW 5 kw transmitter, a modern $50,000 unit, has been installed by WHBF Rock Island, Ill., replacing equipment used since 1941. The old transmitter had accumulated some 70,000 service hours in the 10-year period, according to station officials. Installation of the new unit, under the direction of Chief Engineer Robert J. Sinnett, was completed in three days without interruption of programs, WHBF reports.

POUTRIE NAMED
Grets Munitions Board Post

APPOINTMENT of Col. Clifford A. Poutrie (U.S. Army) as director of the Munitions Board's Electronics Program Division, succeeding Marvin Hobbs, has been announced by John D. Small, chairman of the Munitions Board.

Mr. Hobbs, who has headed the division for the past year setting up military requirements and schedules for electronics goods, becomes special electronics consultant to Chairman Small and C. W. Middleton, vice chairman for production and requirements. As special advisor he will help coordinate electronics programming with production resources.

Col. Poutrie has been serving as a communications instructor at the Signal Corps' school at Fort Monmouth, N. J. Previously he was stationed with the Eighth Army at Yokohama, holding the rank of commander for the signal depot.

KFUO Power Increase

KFUO-FM Clayton, Mo., installed an 85-foot eight-bay Collins antenna atop its AM tower. The installation boosts the station's effective radiated power to 6.7 kw.

A 1 kw station, it also is operating on a new frequency, 99.1 mc (Channel 256), KFUO-AM-3FM is owned by the Lutheran Church and is located at Concordia Seminary.
AN ARTICLE in the July issue of Readers Digest describing opposition to musically-soothed rides has drawn a sharp reply from Translite Radio Inc., Cincinnati, which labeled the piece "an automatic characteristic of the most violent type of yellow journalism."

The rebuttal appeared in a review of translisting's current status as a result of the U. S. Court of Appeals ruling which challenged the constitutionality of the service, with particular application to the District of Columbia [Broadcasting Telecasting, June 18, 11].

Referring to the "piouly fraudulent assault" on transit FM, Translite Radio Inc. said it had called the attention of the Digest to "half-truths and omissions" but had received no answer. Additionally, it challenged the "misrepresentation" implied in a cartoon which purported to show rider disfavor, and use of certain adjectives like "captive," "blaring," "plug-uglies" and "amplified howls.

Moreover, TR charged, "the Digest carried no mention of the past, present and future contributions of Transit Radio to civilian defense as a means of communication in times of emergency." The translisting company also cited the recent flood disaster, in which the service played a vital role, and the willingness of national civilian defense authorities to take advantage of its assets.

Translite Radio Inc. authorities

DEFENSE ROLE

Cited in WWDC-FM Spots

SERIES of spot announcements pointing up the value of transit radio in the event of full-scale emergency has been launched by WWDC-FM Washington, capital outlet for Transit Radio Inc. The announcements are being aired hourly from 7 a.m. to 7 p.m. on Washington street cars and buses.

Officials of Washington Transit Radio Inc. said the broadcasts are designed to apprise the public of the importance of transit messages and are not aimed at winning public support in view of the recent U. S. Court of Appeals decision. The majority of riders in the District of Columbia already approve translisting, they contend.

One sample of the spot announcements being aired by WWDC-FM is the following:

"If a full-scale emergency should develop, the radio-equipped buses and street cars of the Capital Transit Co. District ready to be mobilized at a moment's notice by our civil defense officials. Directed by static-free FM radio, they could be sent wherever needed. Passengers would be provided with accurate, up-to-the-minute information to avoid panic—save lives...."

TR also warned that advertisers "should view with alarm" the use of certain adjectives in the decision which may portent a "direct attack on all advertising," including fields like translisting, which heretofore have enjoyed "relative freedom" from attack.

NEW KHQ TOWER

Scheduled for Sept. 1

CONSTRUCTION on one of the largest towers in the world has begun for KHQ Spokane. The 826-ft. tower will replace one torn in half by a violent windstorm in November 1948. Costing an estimated $95,000, the tower is expected to be completed about Sept. 1.

Richard O. Dunning, KHQ president, said "the tower's half-wave design will give Spokane the tallest tower in the West, and one of the four largest in the world." It is designed to give constant signal strength in central Washington, Montana, Oregon and Idaho.

KHQ had started construction of a new tower immediately in 1949 but it toppled over before completed. The current building started in July, Mr. Dunning reports. Prime contractor is RCA, fabrication by International Derrick & Equipment Co., Torrance, Calif., and equipment by Radio Towers Inc.

Radio-TV Marathon

THE NETWORKS and five independent New York radio and TV stations participated fortight night in a 45-hour marathon presenting Conover TV model-actresses in appeals on behalf of United Cerebral Palsy. UHF spokesman said stars, commentators and disc jockeys joined with network and station executives and personnel in arranging for the appearances of the models, which started at 6:30 p.m., July 22 on Bill Taylor's Sunrise Serenade on WOR New York and Mutual, and ended by Barry Gray's program on WMCA New York at 3 a.m., July 24.

In between the programs reported, there were appearances on CBS, NBC, ABC, DuMont TV Network, and WONW, WINS, WPX (TV), and WMGM, for a total of 36 shows.
have you ever bought

a cumulative rating?

We don't think you have, or ever will. You buy one show, one spot to reach the most audience possible at the lowest cost. In Washington the one station that delivers more audience for more advertisers is WNBW.

WNBW leads in individually-rated quarter hours, highest-rated local shows, highest-rated network shows, highest-rated news shows—and highest-rated advertiser acceptance.

We don't have the highest cumulative rating—but have you ever been able to buy a cumulative rating?

Ask NBC Spot Sales to show you the latest ARB survey.
ONE OF A SERIES FEATURING THE MEN WHO MAKE FREE & PETERS TELEVISION SERVICE

Yes, by George, it's—

GEORGE F. STANTON!

Here's an F&P Colonel who, before joining us, had spent most of his business life on your side of the desk. Starting 'way back in high school, George Stanton worked during the summers for J. Walter Thompson. After college, he stuck to the agency side of advertising, where he rolled up 15 valuable years of experience with two big national firms. Then, having acquired an excellent knowledge of all kinds of media, George found it easy to buy the idea of going into national spot television as a lifetime career.

Today George Stanton is our Midwest TV Sales Manager, one of the 75 good men (and women) who staff our seven offices, and who keep proving and re-proving the magic of the F & P formula we developed back in 1932, and have "lived by" ever since . . . good stations + good men = good service.

Today more than ever we are convinced that this "philosophy of fundamentals" is the most important thing we have to offer you, here in this pioneer group of station representatives.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK  CHICAGO  DETROIT  ATLANTA  FT. WORTH  HOLLYWOOD  SAN FRANCISCO
A LOT of people are going to see better TV pictures than ever before.

That will be the first result of FCC’s grants last week of the initial batch of requests to use full transmitter powers. Permission to use full 5 kw power (or 500 w in case of community stations) was given by the Commission in its July 26 “Fifth Report and Order,” which cracked the three-year-old TV freeze [BROADCASTING • TELECASTING, July 30].

On other television fronts, FCC Chairman Wayne Coy revised his optimistic prediction that the freeze would be thawed by September, made July 18 to Senate Interstate & Foreign Commerce Committee [BROADCASTING • TELECASTING, July 23]. And, the FCC staff was planning to issue last Friday a clarification of its “peremptory procedures” [BROADCASTING • TELECASTING, July 30], which has proved vexatious to many attorneys and engineers concerned with protecting their clients.

First higher power grants were made Thursday to WJZ-TV WOR-TV WPIX (TV) New York, WON-TV Chicago, KLRL-7 Dallas, KMTV (TV) Omaha, WHEN (TV) Syracuse, WHAM-TV Rochester, N.Y., WAVE-TV Louisville, WHK-TV Nashville.

Four More Granted Friday

Second batch of grants, issued Friday, included: WDEL-TV Wilmington, Del., WXEL (TV) Cleveland, WKTU (TV) Columbus, Ohio, WKVT (TV) Utica.

Since most stations were running their transmitters at less than the rated power, increases granted will measurably hike each station’s effective radiated power. This will be substantial in most cases. Stronger signals will not only increase the service areas of stations but most importantly they will “lock-in” TV sets that up to then were getting fringe reception. This is due to the fact that the signal being received at the set will be of higher intensity than before.

In addition to the 16 requests for higher powers filed with the FCC July 25-29, the following stations have all requested the same authority:

WNBT (TV) and WCBS-TVS New York, WNBQ (TV) and WENV-TV Chicago, WIZO-TV Cleveland, WJLA-TV Washington, WSAZ-TV Huntington, KFMB-TV San Diego, WAGA-TV Atlanta, WHAS-TV Louisville, WNBK (TV) Cleveland, KNBH (TV) Los Angeles, WGBT-TV Lancaster, WYK-TV Oklahoma City, WNBFT-TV Binghamton, WHFP-TV Rockford, Illinois, WTVX (TV) Richmond, WSZY-TV Syracuse, WWJ-TV Detroit, WBRK-TV Birmingham, WFBM-TV Indianapolis, WCPO-TV Cincinnati.

The TV freeze isn’t going to be ended by September, Chairman Coy wrote Sen. Edwin C. Johnson (D-Col.) July 25, because “paper” hearings will run through Nov. 26, after which the Commission must study the record and write its final report and order.

“The time required in this connection [study of the record and writing of the final report and order] by the Commission, will be kept to a minimum in view of the fact that we can begin preliminary analysis and evaluation of data when the first group of comments is filed.”

Industry representatives agreed to dates for the proceedings at a July 20 pre-hearing conference, Coy emphasized, and there was a “clear indication . . . that the parties to the proceedings were in general unprepared to proceed faster.”

Possibility that there might be some voluntary agreements prepared to be heard after Nov. 26 was also mentioned by Chairman Coy in his letter.

Flood of requests for clarification of its written hearing procedures plagued the FCC staff all last week. Major uncertainties seem to be: (1) When to file affirmative statements and when to file only “clear indication” of settlements’ statements and (2) how much to file in the DuMont hearings due Aug. 27 and how much to file when individual city cases come up again under the geographical groupings.

## CONTEMPT CITATIONS

The SENATE last week prepared motion by Sen. Harry P. Cain (D-Wash.) that it “reconsider” contempt citations requested by its crime investigating committee against two TV-recalcitrant witnesses.

The move came after Sen. Cain took the floor to refute what he believed were apparent implications in an article (July 1) by syndicated columnist Robert S. Allen that he was holding up contempt citations against Morris Kleinman and Louis Rothko both of Cleveland.

These men appeared before the Senate Crime Investigating Committee last March, refusing to testify because of the presence of television and also radio in the hearing room. They also balked when the committee chairman, Estes Kefauver (D-Tenn.), offered to “shut off” TV by training the cameras only on committee members. This was done but the witnesses still refused to talk, demanding that “all apparatus” be shut off [BROADCASTING • TELECASTING, April 2].

In explaining the motive for asking reconsideration of the citations which were voted by the crime committee, Sen. Cain last Monday referred to a letter, which he said was being sent to constituents who had objected to his stand after reading Mr. Allen’s column. Sen. Cain wrote:

My stand on the contempt citations

is prompted solely by the fact that I believe every man, however guilty he may be, and regardless of the crime of which he is accused, has a fundamental right to withstand the charges and to confront the evidence against him, and to have a fair and unbiased trial.

I moved for reconsideration . . . on the ground no proceedings ought to be taken for refusal to testify before a battery of television cameras until the issue of self-incrimination and self-protection has been decided by the courts.

In his column, Mr. Allen had alleged: “Inside fact is that certain top TV officials have secretly urged a number of prominent Senators, including members of the crime committee, not to force a court test of television’s rights to broadcast proceedings without approval of participants.”

Questioned by BROADCASTING • TELECASTING

(Continued on page 88)

August 6, 1951 • Page 50
The Success of two Cincinnati furniture store entrepreneurs in television came about quite inadvertently—of all things, through production difficulties which foiled up their first commercial.

This is not recommended as general practice to stations, but in the case of the Royal Furniture Co., of Cincinnati, the advertising message literally stumbled across the orthicons. Fortuitously, the sponsor requested and received a repeat on the commercials—and became enamored of television from there on.

The incident took place in 1949 when Graybar Electric Co., appliance distributor, bought a show developed by Wilfred Guenther, president of Guenther, Brown & Berne Inc., Cincinnati agency. Participating spots also were sold to Royal on the program, which featured wrestling from the studios of WLWT (TV) Cincinnati.

Men behind the TV success of Royal Furniture Co. gather around a couple of inanimate objects—two of the prizes offered on Midday Merry-Go-Round. L to r: David Brown, vice president of Guenther, Brown & Berne; Jerry Cohen, Automatic Appliances & Furniture Co.; Mr. Levine; Big Jim; and Mr. Kirschner.

Hi Kirschner, a partner in Royal along with Albert Levine, was quick to notify the agency of the opening night production snafu, even though the firm had actually sold a set while the show was in progress. Mr. Kirschner also asked the agency to represent Royal.

Subsequent developments brought the furniture store a popular series called Midday Merry-Go-Round, which has mushroomed appliance sales phenomenally, and another glowing testimonial for daytime television.

Royal bought the hillbilly show on WCPO-TV six days a week, one-half hour daily, for roughly $330 per week in cooperation with Speed Queen Washer, Philco refrigerators and Raytheon television. During an approximate 12-month period, Royal reported, sales of washers, refrigerators and TV sets maintained a high level.

Analyzing the success of the promotion, Guenther, Brown & Berne Inc. noted that "several lessons" could be learned. The agency put it this way:

"Perhaps the most important point is definite proof that daytime TV is successful and does pay off. Not all daytime TV, of course. But certainly what has been done once may be done again many times . . . Daytime TV is a paying medium if it is handled right.

"Secondly . . . some hillbilly programs have a wide latitude of appeal to viewers other than hillbillies; and hillbilly shows, if handled right, generate a sense of loyalty in viewers that is comparable to the old time 'station loyalty' in AM radio."

What is the basis of this promotional success?

The agency used actual merchandising on the show, mounting prizes on large cardboard placards, and such giveaway gimmicks as boxes of soap flakes, an ironing board, rinning tubs, etc.

Later, in January 1951, the format was switched with addition of two contests staged at the request of the agency. First was a "Name-the-Hound Dog-Contest," seeking a name for a beagle pup. Prizes ranged from a Philco refrigerator with the pup thrown in to hand irons and floor stand ash trays. Merchandise credits also were included.

Contest Draws 11,000 Entries

The contest cost only $420 weekly but drew in some 11,000 entries from 70 counties in the fertile Ohio Valley market. Total of 78.3% of the entries flowed in from the Greater Cincinnati area.

The second promotion was a hillbilly amateur contest, the winner walking off with a Philco table model TV set after a five-week runoff. The contest pulled 6,000 votes from three states. Both efforts helped allay the traditional post-Christmas buying slump.

And they served to prove that merchandising is a valuable asset in any TV venture. One part of the Royal merchandising plan entails use of life-size cutouts of Big Jim Stacy, Midday M.C. According to the agency, Mr. Stacy's card-board counterpart helped to pull in customers who had seen him often on television.

At present Royal Furniture Co. sponsors Midday Merry-Go-Round Monday through Friday, 12:15 to 12:30 p.m.

No Drop in Sales After Time Cut

This may come as a sort of balm to rate-cut advocates, but Messrs. Kirschner and Levine curtailing their sponsorship from 30 to 15 minutes daily and dropped a Sunday 45-minute segment, 10:30-11:15 a.m. with the advent of a new rate card at WCPO-TV. There is no report that the sale of washers, refrigerators or television receivers has fallen off, however, in what must still be regarded as radio's prime time domain. And the cost of 75 minutes per week is a mere $400-plus per week on merchandise that virtually sells itself—with the aid, of course, of television's demonstrable assets.

As to viewer loyalty, Mr. Kirsch- ner aptly illustrates this with the anecdote about the woman who telephoned from a small town for a Philco refrigerator she saw on Midday. Mr. Kirschner assured the prospect that the product was available and supplied directions for getting to his store.

The feminine viewer didn't think the trip was necessary, however, and added: "If Big Jim Stacy says it's a good refrigerator, send it to me!"

The life-size Big Jim placard is so realistic that Mr. Levine, a Royal partner, once brushed against it in a store and emitted an absent-minded "pardon me."
NEGOTIATIONS for the fourth quarter allocation of AT&T's intercity video transmission facilities among the four TV networks have commenced and are continuing in accordance with the schedule devised a year ago. First meeting was held July 10, and the final session for Sept. 17. (20 days before the end of the quarter).

Although representatives of two television networks—United Paramount Theatres and Theatre Television Network—sat in on the initial session, an AT&T spokesman made it plain that they were there as observers only. If any network group was asking for full use of intercity facilities, its request would be considered along with those of the TV networks, he explained, and if there was any conflict the theatre group would receive equal consideration with the telecasters in its resolution. For the present, however, there has been interest in using the TV hookups on anything but an occasional basis and occasional users.

BELL UHF BID

Asks Engineering Conference

BELL TELEPHONE Labs last week renewed its bid for UHF spectrum space to develop its proposed broad band multi-channel radiotelephone mobile common carrier service but in a shared basis with other services geographically.

Forthnight ago the Bell Labs proposal for re-assignment of the 470-500 mc portion of television's UHF spectrum to common carrier use was turned down by the Commission on the grounds that TV needed the extra frequencies in order to develop a "tightly competitive" national system [Broadcasting • Teletcasting, July 16].

Bell now is particularly interested in the 400-470 mc portion of the spectrum, but has suggested FCC call an engineering conference on the subject which would also include consideration of ways to more fully utilize the frequencies between 216 mc and 470 mc.

The Bell Labs petition asked for a 2 mc band which it would use fully in the second frequency, use only two-thirds in 22 other major cities and only one-half in most other areas. The unused channels would be shared with other services, it was indicated.

The Bell Labs petition noted the frequency-saving methods suggested by the Joint Technical Advisory Committee for the 470-500 mc allotted forthnight ago also would be proper subject matter for the suggested engineering conference [Broadcasting • Teletcasting, July 31].

Meanwhile, John V. L. Hogan, head of Hogan Labs Inc. and past TTAC chairman, advised FCC the advisory group will consider the study projects suggested by FCC at TTAC's next meeting. No date was given.

Theatre TV Inquiry

FCC POSTPONED theatre hearings last week from Sept. 17 to Nov. 30, presumably because of conflict of the earlier date with TV allocation proceedings which run through July 26. Time for filing comments also was extended from Aug. 15 to Oct. 26. Theater TV hearing is for the purpose of allocating frequencies, establishing rules and standards for a proposed TV service to motion picture theaters. Plan has been supported by motion picture exhibitor organizations and Hollywood producers.

CABLE CHARGES

Less Than 2% of Program Bill

WBAP-TV Fort Worth moved a step nearer to July 14 approval of its application for enough 2% of Program Bill.

AT&T's next meeting.

It was indicated.

fitted on June 15 and with an inter-

connecting network of 11 theatres in eight cities for the succeeding fights whose telecast rights were secured exclusively for theatre showings on June 27 & 28.

Presumably the phone company will be able to do as well or better this fall if the theatre-TV people order special hookups for Saturday afternoon telecasts of college football games not available for broad-

cast for home reception under the restrictions set for this season by the National Collegiate Athletic Assn. [Broadcasting • Teletcasting, July 30].

Unless the theatres make television a regular part of their daily programming, however, so that they would want full-time use of the Bell System's intercity facilities for TV program transmission by coaxial cable or radio relay, they will have no part in the allocation of these facilities among the TV networks. That the theatres will go into television on such a scale is considered unlikely, for the present at least. Leon Van Tassel, president of UPT, at the stockholders' meeting on July 27 which approved the merger of this company with ABC [Broadcasting • Teletcasting, July 30], stated definitely that his company views theatre television as a special event extra, to be used only a dozen or 18 times a year and certainly not as an integral part of the daily programming of UPT theatres.

TV NETWORK facilities costs—

AT&T charges for transmitting sight-and-sound programs from one city to another around the interconnected circuit by coaxial cable or radio relay—amount to less than 5% of the cost of the sponsor of a typical half-hour network TV show, according to an analysis prepared by Bell System Linear Engineer A. T. Chinn. Even the addition of Los Angeles, San Francisco and Salt Lake City to the interconnected city group would not appreciably increase the proportion of total costs applicable to connection charges, which would then be slightly over 2% instead of slightly less. AT&T breakdowns analyze the costs of video advertising as follows:

Estimated Charges for Live Half-Hour TV Show (Including Los Angeles, San Francisco and Salt Lake City)

A. Charges for production, talent, studio, agency commission for typical 30-minute drama $3,972.50

B. Class A time charges for major networks for 45-station hookup for 126 minutes (approx. time) $15,694.00**

C. Charges of Bell System for 45 station network hookup . . . . $4,852.00 (Based on Com't. Dept. estimate of $13.20 per station)

Percent of sponsor's cost (total program charges) which is received by Bell System for use of network facilities . . . 1.77% or 15.4%.

*6 Cities

**Based on actual charges for various stations in these cities.

Half-Sponsor's Cost

The approximately 2% figure for connective costs is less than half the sum (5%) which AT&T figured was the percentage of total sponsorship costs allocable to Bell System network facilities a year ago [Broadcasting • Teletcasting, Aug. 7, 1950]. At that time, AT&T calculated that a half-hour TV network program would cost about 10 cents a mile to transmit, including all charges for station connections, switching and local channels as well as the intercity transmission of both video and audio signals—the former based on a fee of $35 a mile a month for eighthour daily service, the latter on a rate of $8 a mile a month.

Analyzed another way, the TV transmission charge for the sum-

mer of 1950 were found to amount to roughly $10 a station for a half-

hour program, for the 25-city hook-

up then prevailing. Expansion of this TV network to 41 cities would, it was estimated, raise this cost to $11 per station for the half-hour transmission. Today, with the basic charges at the same rate ($35 a mile a month for video, $6 for audio), the average cost for the same half-hour transmission is figured at $11.30 per station for a 40-station network and at $14.16 per station for the projected 45-city hookup, as follows:

Bell System Television Network Service Charges

Based on two hypothetical networks of differing size. Charges for both video and associated audio channel

includ

All charges assume:

(A) 8 consecutive hours per day; and 3 hours per day

(B) 1 station per city, using high
capacity local channel charge now in effect.

(C) New York transmitting at all times.

1. Network consisting of the 40 cities now served by existing Bell System facilities:

   A. The average charge per station, per half hour would be . . . . $11.20

   B. The average charge per network mile, per half hour would be . . . . $103

2. Network to service 43 cities (above plus Los Angeles, San Francisco, and Salt Lake City):

   A. The average charge per station, per half hour would be . . . . $14.15

   B. The average charge per network mile, per half hour would be . . . . $269.

August 6, 1951 • Page 61
**CHICAGO'S CHANNEL 2**

**Zenith vs. WBKB**

TROUBLESOME, but not dangerous, is the feeling at the FCC and among Washington radio attorneys concerning the request of Zenith Radio Corp., Chicago radio-TV manufacturer, for a ruling on the relationship between its Channel 2 Chicago TV application and the FCC proposal to change Balaban & Katz TV station WBKB (TV) from Channel 4 to Channel 2 as part of the allocations proceedings.

Zenith request, filed last week, clearly raises this fundamental issue in opinion of informed observers:

Will the FCC continue to group all applicants for each city on a competitive basis, or will it return to the AM practice where only those applicants in conflict with each other on specific frequencies are put into hearing?

Similar question, not as clearcut, was raised by the question of whether to grant Wilmington, Del., application for Channel 2. Those favoring the granting of the application contend that since it is the last channel available to Wilmington, Del., it is necessary to grant it in order that the city may have TV service.

The FFC, however, has not indicated how it will rule in this matter. It has asked for information on the situation and has asked that all applicants for Channel 2 in Wilmington be granted a hearing.

**Mexican TV**

MEXICAN TV

NEXT STEP, after completion of the Mexican TV station in September, will be the construction of a new station at Matamoros, Mexico City.

After that, expansion of Mexico's Romulo O'Farrill Jr., whose family operates a chain of radio stations and theatres in the U.S. and Canada, is being planned.

The O'Farrill family is a major stockholder in the new Matamoros station, and also operates KTVH on Channel 8 in Mexico City - first TV station in that country. It began operation in August 1950.

The new Matamoros station is across the border at Brownsville, Tex. About 75% of its programming will be in English, through extensive use of U.S. motion pictures and advertising. The films will have Spanish subtitles for the Latin Americans in this rapidly growing cotton area, according to Mr. O'Farrill.

**TUBE SALES**

RTMA Reports 20% Drop

A 20% decline in TV picture tube sales for the first six months of 1961, from a corresponding period last year, was reported by Radio-Television Mfrs. Assn. last Wednesday.

Purchase of TV tubes by set manufacturers was placed at 2,552,757 units for January-June 1961 compared to 3,171,660 for the first six months of 1960. Sales value of purchases was estimated at $65,500,000 compared to $78,000,000 for the same period in 1960.

The report also showed that 92% of all tubes sold to set-makers during the first six months were 16 inches or larger in size, with 86% rectangular in form.

**COLORCASTS**

CBS Gets 3 Dodgers Games

PLANs for the first color telecasts of Major League baseball - three home games of the Los Angeles Dodgers - were announced last Friday.

Hubbell Robinson Jr., CBS Television Division vice president and director of network programs, and Walter Law, president of the Brooklyn club, said arrangements had been made for CBS-TV to colorcast the Aug. 11 game with the Los Angeles Dodgers, the Aug. 26 game with the Chicago Cubs and the Sept. 8 game with the New York Giants. All are afternoon games.

Larry S. White, color coordinator for the CBS Television network, negotiated the plans with Mr. O'Malley. Announcers for the color pickup from the Dodgers’ Ebbets Field will be Red Barber and Connie Desmond.
Ernie Was Interested in Five Hundred Twenty Million Dollars

ERNIE was a self-acknowledged Genius. He made a little Gadget that would hold on a hook in any kind of weather. Now he was just a LITTLE MAN and couldn't reach EVERYBODY who needed a holder-owner.

But he heard about $520,987,000 floating around in the San Antonio ** trade area. That interested him no end. "Just think," he said to himself, "that means 750,000 people who might buy holders for "

So, he put WOAI-TV on the job! Soon, more than 48,000 families saw Mr. **'s holder for on their sets.

saw how it worked... drivers saw it and told their friends. Yep, soon everybody for miles around San Antonio ** knew about Mr. **'s holder for and told folks all over Texas and the South. Of course, he didn't get ALL that $520,987,000... but he got his share!

AND SO CAN YOU!

* ERNIE is fictional - the market information is fact, from Sales Management's 1951 Survey of Buying Power.
** America's fastest-growing major city.
PA TV NETWORK

Bill Pigeon-holed

THE Pennsylvania State Legislature last week pigeon-holed a proposed bill to establish a statewide, non-commercial, educational television network after Pennsylvania commercial broadcasters entered vigorous opposition. 

Introduced by State Sens. John Meade of Philadelphia and Joseph Barr of Pittsburgh, the bill had passed one reading and was up for a second when a Republican caucus formed it to be referred to the Senate Appropriations Committee.

Observers said it was unlikely that the bill would emerge for reconsideration during this session of the legislature.

In its original form, the bill called for a $2 million appropriation to build and operate a TV network, but the appropriation later was cut to $100,000 with which the Dept. of Public Instruction was to make a survey of technical requirements for such a project.

Practical broadcasters said that the $2 million originally contemplated was a drop in the bucket when one considers the near and distant future cost to erect and operate a TV network: They estimated $10 million would be a more realistic figure.

The bill was recommitted to committee after the board of directors of the Pennsylvania Assn. of Broadcasters expressed opposition.

John S. Booth, general manager, WCHA Chambersburg, and president of the broadcasters' association, issued a public announcement saying that the board, representing some 100 radio and TV broadcasters, felt the proposal had been "introduced without consideration of the costs involved, nor of the full ramifications of its terms."

"We are urging all broadcasters to contact their Senators immediately," said Mr. Booth, "and urge that they use their influence to have the bill recommitted to committee or that public hearings be held."

"The board feels that the views of experienced commercial broadcasters should be considered before any further steps are taken," Mr. Booth added.

Mr. Booth pointed out that $3,000 worth of prizes is being offered to salesmen in the campaign, which will continue to Sept. 30. The winner will receive either a $1,680 convertible or a West Indies cruise. Second place will receive children's programs, program acceptability, decency and decorum—Davidson Taylor, NBC, chairman; James L. Caddigan, DuMont; Clair R. McCollum, WGN-TV, Chicago; Robert M. Dettorre, WABC-TV, Chicago; and Paul Raibourn, Paramount KTLA (TV) Los Angeles; Donald W. Thornburg, WCAU-TV, Philadelphia. Committee 1 will meet in New York Aug. 6.

Committee 2, news and public events, religion, controversial issues, community responsibility—Harold Hough, WBAP-TX Fort Worth, chairman; Leonard Reinsch, WSB-TV Atlanta; and WHIO TV Dayton; Henry W. Slavick, WMCT (TV) Memphis; Mr. Swezey. Committee 2 will meet in New Orleans Aug. 30.

Committee 3, advertising practices—William J. Damm, WTMJ TV Milwaukee, chairman; Henry Bannister, WJW-TV Detroit; James D. Hanson, WEWS TV Cincinnati. Committee 3 will meet in Milwaukee Aug. 5.

Committee 4, standards observance—Mr. Raibourn, chairman; Mr. Bannister and Mr. Thornburg. Committee 4 will meet at date and place to be announced.

All members of the full committee attended the July 30 meeting except Mr. Hough and Mr. McCollough.

NARTB Adds

Two new television stations have been accepted as members in NARTB, it was revealed last week. New members are KFMB-TV San Diego, Calif., licensed to Jack Gross Broadcasting Co., on Channel 10 (10-14 kc.), and KTVG-TV Seattle, licensed to KGTV Broadcasting Co., on Channel 5 (76-82 mc.). Additions bring NARTB's TV membership to 66.

'OPERATION SUNBURST' Brings 52 New Sponsors to Crosby Stations

FIFTY-TWO new television sponsors were acquired by the three television stations of Crosby Broadcasting Corp. in the first four weeks of a special summer sales campaign called "Operation Sunburst."

Robert E. Dunville, president of the company which owns WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC-TC (TV) Columbus, reported last week that there had been an increase both in new accounts and in net dollar billing since the plan went into effect June 1.

"Operation Sunburst" includes a sales incentive plan for Crosby salesmen and provides them with a number of low-cost summer programs, some of which are sold on a participation basis to non-station sponsors and others available as units to a single advertiser. Summer advertisers are offered a 40% discount on rates, a $5,000 worth of prizes is being offered to salesmen in the campaign, which will continue to Sept. 30. The winner will receive either a 1951 convertible or a West Indies cruise. Second place will receive.

No formal announcement has yet been made, the combined globe-circling forces of United Press and Fox Movietone News are scheduled to launch their television news-film service on Oct. 1, to be known as United-Press Movietone News.

Several stations have already signed for the service, and others are in the process of negotiation, it was learned. A brochure describing the new service will be released by United Press-Movietone News early next week.

The service, which will be made available to all television stations, merges the repertorial and camera staffs of the two news services, to produce overall coverage of news events by film and script, with both, will be the reporter-camera-embassy team.

Basis of operation, it was understood, will be the reporter-camera-embassy team covering news events as they happen. UP newsrooms will take the newsfilm and relay it on special teletype circuit to the stations while Movietone film laboratories, receiving the films from motorcycle couriers, will process, print and air-deliver them to the stations. Scripts will be up-dated and revised by UP wherever necessary.

The service, it was learned, plans to deliver 1,800 feet of film per week, or 10-12 news stories daily with sound in cases where sound is necessary to the story, (i.e. interviews, accidents, on-the-spot reporting).

In all other instances, the local announcer, provided with the UP film timed to fit the film, plus the radio news reading, will deliver the news story, included in the service, will air the commentary and background.

With approximately 50 minutes of film and script received from United Press Movietone News, the stations, including local film and commentary, can carry two 15-minute news programs per day.

Also included in the service will be the full use of the 50 million foot Movietone News film library and station-subscribers will be able to arrange for special coverage of any news event on a cost, incidental basis.

When questioned by Telecasting, Leroy Keller, general sales manager of UP, said a formal announcement of the service will be forthcoming shortly.

EDWARD BENDER

FAMILY SERVICES were held Tuesday at Riverside Memorial Chapel, West New York for Edward Bender, 30, production director of News Wire Service, New York, who died of a chronic stomach ailment at Riverside Memorial. With WINS since July 1946, Mr. Bender is survived by his widow, Beverly, his parents and two brothers.

UP-FOX NEWS

Launch New TV Service

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Page 64 • August 6, 1951
the big news this Fall...

Rudy Vallee

ON NBC-TV

starring in his own daytime Variety Show . . .

starting early September, between 11 AM and 12 Noon (NYT),

Monday through Friday.*

Sales history will be made in the morning—Just as another great star of radio—Kate Smith—moved into NBC daytime television and moved mountains of merchandise—so do we believe that Rudy Vallee will make sales history in the 11 to 12 Noon period . . . No doubt about it, "The Rudy Vallee Show" is one of the great opportunities to get a head-start in the race for television's vast, responsive 'woman's market.' It will be available for a strictly limited period of time. Call us immediately for details . . . Circle 7-8300.

*tentative
Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, noninterconnected stations.

**ABC**

**CBS**

**NBC**


3:15-3:30 PM, Th., Bride & Groom; Hudson Paper Co.

3:15-3:30 PM, Tues., Bride & Groom; Lehn & Fink Products Corp.

3:30-4 PM, M-W-T, All Around The Town, s.

3:30-4 PM, Th., Meet Your Cover Girl, s.

5:30-6 PM, M-F, Firms listed sponsor Howdy Doody in 15 min. segments.
If you've ever been in Cincinnati, or if your client has a single dealer there—then you know all about this lady's past. And you know, too, why she is going National on NBC television this Fall... for RUTH LYONS' program. "Fifty Club," has been making history in that mature television market for two years running:

- Cincinnati sets-in-use during Ruth Lyons (12 to 1 P.M., Monday through Friday) are the highest among all reported U.S. TV cities.
- TV tune-ins jump nearly 100% when Ruth Lyons goes on the air at noon.

**Share of Audience**—68.2% Average

**Rating**—3.9 Average

Better call us today for all the facts in the case—its low-cost features will put a gleam in your eye.

**NBC TELEVISION**

The network where success is a habit

*Service of Radio Corporation of America*
FTPC ASKS SUPPORT

FAIR TELEVISION Practices Committee last Friday urged AT&T to take under advisement the public interest factor when it studies requests of the three interests for coaxial cable.

In Washington, meanwhile, FTPC's Aldredge, said the organization would solicit "mass support" from labor organizations and veterans groups. Mr. Aldredge, who has handled public relations for such officials as Vice President Alben Barkley and Interior Secretary Oscar Chapman, told members of Broadcasting & Telecasting last week that FTPC is opposed to both box-office or theatre television and to subscription TV.

Mr. Aldredge said FTPC has no connections with radio-TV interests. "But we have no objection to industry cooperation or its joining hands with us," he added.

FTPC feels that box-office TV is illegal because it is commercial but offers no public service for its continued use of spectrum space [Broadcasting * Telecasting, July 30].

Mr. Aldredge said FTPC was formed by some 15 New York lawyers and a few labor leaders.

NABET PERMISSION

NATIONAL Assn. of Broadcast Engineers and Technicians last week ordered a stay of execution for NBC and Filmcraft Productions, Los Angeles, with the announcement that a contract with NBC for filming of simplified NBC with camera crews of its own choice. The two-year contract made last year has 39 more weeks to run. First filming is scheduled for Aug. 10.

Decision was made the week before when NABET said it would not allow IATSE camera crews to be used at NBC and ABC with whom FTPC has contracts because it would create an "unsafe condition for NABET men here" [Broadcasting * Telecasting, July 30].

The unions are on a hostile basis. Situation originally arose when John Gueldel Productions attempted to bring IATSE cameramen in to ABC Television Center, Hollywood, to film Life With Hilda, and was prevented from doing so by NABET. At same time NABET issued warning to NBC that similar action would be taken if it attempted to allow "enemy" cameramen in.

Another NBC show affected by the union's stand was the Walter O'Keefe Who Do You Want To Bet program scheduled for filming at networks studios by Filmcraft.

In shifting its stand on the Marx show, NABET made it clear that its original decision against outside cameramen coming into its jurisdictional sphere still stood and that it would become effective on that show, too, after expiration of NBC-Filmcraft contract.

Meanwhile, the radio and television organizing committee of the Los Angeles Central Labor Council (AFL) continued its campaign against NABET on behalf of

From AT&T

Marks said, have been depriving private owners of telecasts an opportunity to view sports events, and "it is the apparent intent of these groups to contract for the rights to telecast an increasing number of such events for the sole purpose of being able to charge admission to such telecasts in theaters."

"There is some indication that the efforts of such sponsors may result in an illegal monopoly," Mr. Marks asserted.

The FTPC president told AT&T that the committee is not challenging the right of the firm to lease wires and cables "for such purposes where otherwise legal." But, he said, there is large public interest involved in coaxial cable time allocation.

Blocking factor to TV growth has been "limited facilities of your company for the transmission of network programs," Mr. Marks said, even though AT&T is making great efforts to expand facilities. However, Mr. Marks concluded, when AT&T has facilities of ample capacity to meet all demands upon it the matter of public interest vs. theatre TV "of course would not apply."

Hit Immunity Abuses

ABUSE of Congressional immunity by certain Senators and House members was hit by the American Civil Liberties Union last week, which urged Congress itself to curb "wild, unsubstantiated charges against individuals and groups." The Union did not favor proposed legal action to lessen Congressional immunity, but supported "a forum in which to rebut the charges" for those attacked by "defamatory statements" in Congress.

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.

Tired for peak Fall buying, the '51 Marketbook gives you Spot Ratefinder, newest rate information, population shifts, country-by-county breakdowns, state statistics, TV circulation, foreign language stations — plus brand new state and regional maps especially drawn for this edition.

And for broader perspective, our latest 25" x 35" three-color radio-TV 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.

Name

Company

Title

Street

City Zone

State

$7 Enc U Bill me

'51 Marketbook Special

(* For your Information)
NTSC COLOR

OFFICIAL LOOK at National compatible color TV system will take of FCC technical staff members.

Until now, the FCC, officially has not seen the all-industry refinement of the original RCA dot sequential system, which the Commission turned down in favor of CBS's field sequential system Oct. 11, 1950 [Broadcasting • Telecasting, Oct. 16, 1950] and which the Supreme Court upheld May 28 [Broadcasting Telecasting, June 4]. Members of the FCC staff who will attend the demonstrations are: Edward W. Allen, chief engineer; Curtis B. Plummer, Broadcast Bureau chief; Edward W. Chapin, Laboratory Div. chief; William C. Boise, acting Technical Research Div. chief.

They will visit General Electric Co. in Syracuse, Aug. 6; Hazeltine Labs in Little Neck, N.Y., Aug. 7.

BIG SCREEN TV

Expansion Seen in 1952

MOTION picture theatres with total seating capacity of 250,000 will be equipped with large-screen television by this time next year, and that figure will be doubled by end of 1952. John M. Sims, developing engineer of General Precision Labs, predicted last week.

Now on tour, holding television theatre clinics with exhibitors in key cities, Mr. Sims last Wednesday told some 75 exhibitors in Los Angeles that several in the Southern California area already have ordered Simpler theatre TV installations and others are negotiating for similar equipment.

He revealed that at present GPL and RCA have orders for installation of theatre TV systems in houses with a total seating capacity of 500,000 but these cannot be filled until the end of 1952.

Cost to the theatre of the GPL television film system or direct projection system, he said, will be in neighborhood of $15,000. Complete price list is to be announced in two weeks after he completes his tour.

Mr. Sims told theatre owners and exhibitors the coaxial cable will be completely linked with the West Coast before the World Series.

CCIR MEET

Agreement on 8.4 mc Width Seen Possible

POSSIBILITY of arriving at a unanimous agreement on TV standards within the accommodation of an 8.4 mc channel width emerged during the recent sixth plenary session of the Committee (CCIR), held in Geneva.

A CCIR Study Group noted that it was impossible to arrive at "unanimous agreement" on TV standards touching on the 406-, 525-, 625-, and 819-line systems of various countries. It reported, however, that it had discussed means of unifying the TV systems within the 8.4 mc width, though "specific proposals" for number of lines had not been formulated.

The group recommended further study on the "development of standardizing methods of accurately and objectively assessing the quality of pictures given by the TV systems." This recommendation was adopted with certain reservations by the U. S. and USSR.

Color TV also entered into the CCIR sessions. The group conceded that the three primary factors were picture quality, cost of receivers and "possibly" converters and bandwidth. It urged further deliberation to ascertain methods of achieving the "best combination of black-and-white and of color TV systems, from the viewpoint of picture quality, programming costs and the cost of receivers or converters."

"Sohio Reporter" on TV

WARREN GUTHRIE's "The Sohio Reporter" is now being telecast on WLNC (TV) in Greensboro, HLMTI (TV) Cincinnati, WLWD (TV) Dayton and WSPD-Toledo, as well as WXEL (TV) Cleveland where the newscast has been in radio since 1930. During World War II he served as a lieutenant commander in the Navy's Air Combat Intelligence.

Dr. Guthrie

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Dr. Guthrie
what film means to advertisers who plan to use television

According to the trade papers, there's a lot of film in television's future. As a matter of fact, there's a lot of film in television right now. There's film for programs of every description...for every audience group.

It makes good sense. Film assures uniform picture quality which is so often lacking in kinescope recordings. It makes good sense, too, to buy coverage for that film on a Spot basis. For Spot rates are generally lower than network rates for the same period—in some cases substantially lower. So, after paying for extra film prints and their distribution, you're still ahead.

You use only the markets you want. There are no minimum station requirements. No “must” stations. With Spot program advertising your distribution and sales plans determine your television coverage.

And you're a more profitable customer to the stations. Stations make more money when any time period is sold for a Spot program rather than a network show. So they clear time more readily...cooperate wholeheartedly.

These advantages of Spot program advertising—lower station rates...greater market choice and station cooperation—these are television fact, not Hollywood fiction.

To find out what these advantages can mean to your television advertising plans, call in a Katz representative and get the full story on Spot programs. You'll see that in television...

you can do better with Spot. Much better.

THE KATZ AGENCY, INC. Station Representatives

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY
She keeps up with the
And women keep up with her. For everything in the world that interests women—homemaking, art, science, music, the stage, books, world affairs—interests Margaret Arlen.

She knows women want more than just housekeeping news. And she sees that they get much more...from the people who make the news. (During one typical TV week, for example, her guests included such famous personalities as Claire Luce, Quentin Reynolds, Sarah Churchill and Admiral Ross T. McIntyre.)

Makes it easy to see why New York women pay such close attention to whatever Margaret Arlen* says or does and why she's a fair-haired favorite of the critics. Said Variety: "She's entirely at ease in video...at home and informal."

Billboard: "The decorative female commentator displays a poise and know-how in front of a lens that many more video-experienced performers might envy." Harriet Van Horne of the New York World Telegram and Sun: "She's a gracious and intelligent lady...pretty, too."

If you want New York women to keep up with you (and keep asking for your product) get into the whirl with Margaret Arlen. WCBS-TV or Radio Sales will be glad to show you how it's done.

*On the air Monday through Friday, 11:05-11:30 a.m.

WCBS-TV
Channel 2 • New York
Columbia Owned
Represented by Radio Sales
In a study of non-TV owners released last week, Advertisers Research sought to answer two major questions: To what extent and in what manner are non-owners a factor in today's TV audience? Secondly, when and how can these non-owners be expected to become set owners?

Sampling was made in the New York City area where 1,360,000, or 36.1% of the households, do not have telecasts. The study determined that:

The average non-owner watches TV 1.5 days per week. Average daily televisioning for non-owners is 11 minutes; average daily radio listening, 11 minutes. Average sponsor identification, by non-owners, for TV is 71%; for radio, 54.

A third of all non-owners (450,000) expect to buy a TV set within a year. Purchase apparently will be based on comparison and recommendation. One-quarter have not purchased a set because they could not afford it; one-eighth because of lack of interest; one-fifth because they are waiting for improvements or color.

Changes Football Dress For TV Screens

New color schemes will provide contrast in black-and-white TV uniforms for the black-and-white TV audience viewing Southern California area games this fall. Decision was made after tests on closed circuit were held.

Several teams are slated for the camera, posing the problem of lack in contrast in jerseys, pants and helmets between opposing teams. Idea of distinguishing color schemes was conceived by the Walter McCrery Inc., Beverly Hills, Calif., advertising agency handling the football account for H. Leale Hoffman, president, Hoffman Radio Corp., the sponsor. Privately monitored tests were held at KFI-TV Los Angeles.

'Children's Shows' Increasing Ratings

Daytime TV shows of interest to children have shown a significant

increase in the July 7-14 period, according to American Research Bureau Inc., which credited the rise to summer vacations from school. Toast of the Town ranked number one, with a 37.5 rating, in the top 10 shows reported for the period. The ratings are as follows:

1. Toast of the Town (CBS)
2. Philco Playhouse (NBC)
3. Talbot Scuttles (CBS)
4. Kraft TV Theatre (NBC)
5. Who's My Line? (NBC)
6. Sammamish (NBC)
7. Amos 'n Andy (CBS)
8. Orfeo Amateur Hour (NBC)
9. Summer Theatre (CBS)
10. Arena Theatre (NBC)

Weekly Television Summary—August 6, 1951—Telemcasts TV Survey

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<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KBW-TF</td>
<td>6,400</td>
<td>Albuquerque</td>
<td>WAVE-TV, WA57-TV</td>
<td>19,957</td>
</tr>
<tr>
<td>Anchorage</td>
<td>KMST-TV</td>
<td>3,000</td>
<td>Anchorage</td>
<td>WAVE-TV, WA57-TV</td>
<td>19,957</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV, WYIN-TV, WMAJ-TV</td>
<td>17,115</td>
<td>Atlanta</td>
<td>WAVE-TV, WA57-TV</td>
<td>19,957</td>
</tr>
<tr>
<td>St. Louis</td>
<td>WLW-TF</td>
<td>6,000</td>
<td>St. Louis</td>
<td>WAVE-TV, WA57-TV</td>
<td>19,957</td>
</tr>
<tr>
<td>Boston</td>
<td>WJAR-TF</td>
<td>115,000</td>
<td>Boston</td>
<td>WAVE-TV, WA57-TV</td>
<td>19,957</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WJW, WNES, WPNY, WBTQ</td>
<td>157,000</td>
<td>Cleveland</td>
<td>WJW, WNES, WPNY, WBTQ</td>
<td>157,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>WKOS, WGCX</td>
<td>145,000</td>
<td>Columbus</td>
<td>WJW, WNES, WPNY</td>
<td>157,000</td>
</tr>
<tr>
<td>Dayton</td>
<td>WSHO, WTVN</td>
<td>131,000</td>
<td>Dayton</td>
<td>WSHO, WTVN, WWSX</td>
<td>131,000</td>
</tr>
<tr>
<td>Seattle</td>
<td>WRJW, KIRO</td>
<td>117,000</td>
<td>Seattle</td>
<td>KIRO, WRJW, KIAT, KETL</td>
<td>117,000</td>
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<td>Portland</td>
<td>KMTR-TM</td>
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<td>WFLA-TF</td>
<td>105,000</td>
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<td>WFLA-TF, WJLC, WJLC</td>
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<tr>
<td>Pittsburgh</td>
<td>WEEB-FM, WQED</td>
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<td>Pittsburgh</td>
<td>WEEB-FM, WQED</td>
<td>103,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM-TV, WBBM-FM, WBBM</td>
<td>136,000</td>
<td>Chicago</td>
<td>WBBM-TV, WBBM-FM, WBBM</td>
<td>136,000</td>
</tr>
</tbody>
</table>

'Comedy Hour' Tops Nielsen July Report

With a rating of 41.8% homes reached, Colgate Comedy Hour led the top 10 programs in the national Nielsen ratings report for two weeks ending July 7, just released. Second was Big Town with 38.4% homes reached. Top 10 programs:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rank</th>
<th>HHomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colgate Comedy Hour</td>
<td>1</td>
<td>41.8%</td>
</tr>
<tr>
<td>Big Town</td>
<td>2</td>
<td>38.4%</td>
</tr>
<tr>
<td>You Bet Your Life</td>
<td>3</td>
<td>32.9%</td>
</tr>
<tr>
<td>Philco Playhouse (NBC)</td>
<td>4</td>
<td>32.5%</td>
</tr>
<tr>
<td>Somerset Maugham Theatre</td>
<td>5</td>
<td>32.5%</td>
</tr>
<tr>
<td>Amos 'n Andy (CBS)</td>
<td>6</td>
<td>27.4%</td>
</tr>
<tr>
<td>Orfeo Amateur Hour (NBC)</td>
<td>7</td>
<td>30.2%</td>
</tr>
<tr>
<td>Summer Theatre (CBS)</td>
<td>8</td>
<td>28.7%</td>
</tr>
<tr>
<td>Arena Theatre (NBC)</td>
<td>9</td>
<td>28.4%</td>
</tr>
<tr>
<td>Arena Theatre (NBC)</td>
<td>10</td>
<td>28.4%</td>
</tr>
</tbody>
</table>

'Toast of Town' Leads Videodex

The latest Videodex National Ratings for 38 markets for July 5-11 ranks Toast of the Town first. Ratings follow:

<table>
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<tr>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>% TV Homes</td>
<td>37.5%</td>
<td>34.1%</td>
<td>33.8%</td>
<td>31.8%</td>
<td>31.4%</td>
<td>29.2%</td>
<td>29.1%</td>
<td>28.7%</td>
<td>28.4%</td>
</tr>
</tbody>
</table>

Editor's Note: Totals for each market represent estimated number in viewing television area. Where coverage areas overlap set separations may partially dominate. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies, and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
Can you tie this?

*A TV Show that ...

gets 3,600 replies by mail on a single announcement

gives prizes to every family in six city blocks per program

does your distributor-customer merchandising for you

Yes, we’re mighty proud of the record of our new show, "BLOCK PARTY," exclusive on Channel 2 in the Baltimore Market. Just to demonstrate the pulling power of this quiz jamboree, the C. D. Kenny Division of the Consolidated Grocers Corporation, one of our sponsors, decided to give away a little plastic apron on the July 4th afternoon show. The result: 3,600 requests in the next two days' mail! Aside from demonstrated pulling power, don't overlook these other two powerful factors: 1: Sponsor's product (prize) is distributed to about 30 selected homes per program—odd or even side of a whole city block. 2: Marvin Ellin, master of ceremonies on Block Party, contacts all grocery stores in Baltimore personally to push your product and to promote better customer-distributor relations as a program tie-in. It is truly a cornucopia gone mad!

Copyrighted by Marvin Ellin

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WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK ★ DETROIT ★ KANSAS CITY ★ SAN FRANCISCO

CHICAGO ★ ATLANTA ★ DALLAS ★ LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

August 6, 1951 ★ Page 75
18-HOUR DAY
Predicted for TV Soon

"An 18-hour broadcasting day will become the rule rather than the exception in television within the next 12 months," according to Frederic W. Wile Jr., NBC vice president in charge of network television production.

Mr. Wile made this prophecy during a talk on "What's Ahead in TV Programming" before a convention of Hoffman Television distributors at Huntington Hotel, Pasadena.

Painting a bright picture of an "unlimited" future for the medium, Mr. Wile stated that television would continue to atomize the entire entertainment - informational-advertising - communications - merchandising fields.

On the informational level, he stated that television has the responsibility, with its "terrible power," to present ideas and personalities, to "bring before all the people, those who are running or want to run their government, and debaters of the great issues, either as they are being threshed out in actuality in Washington committee rooms or Lake Success or in special programs."

"People who don't have television sets in the next 12 months," he declared, "are just not going to be properly equipped to fulfill their obligations as American and world citizens."

Daytime television, he said, will take such a spurt that the housewife will "need more than one head." Soap operas will share the limelight with other programs of high entertainment caliber. Similar optimism was seen for sports, as Mr. Wile predicted the telecasting of top college football across the country on Saturday afternoons.

PROJECTION SYSTEM
Has Theatre Advantages

A NEW departure in direct projection theatre television has been announced by General Precision Laboratory Inc., Pleasantville, N. Y.

The new method, the Simplex Theatre Television System, was designed and manufactured by GPL and is to be sold through National Theatre Supply. Orders are being accepted for late fall delivery.

Featuring an improved optical design, the new system is said to produce higher overall efficiency. Outstanding improvement of the development is a mirror design for balanced light distribution over the entire screen, GPL claims.

Walter E. Green, president, National Theatre Supply, says the Simplex system will give theatre owners "a brighter, clearer picture than any other foreign or domestic system." Simplex will be serviced by Alltec Service Corp.

CELEBRATING signing of Texans Have Talent Show on KRLD-TV Dallas, Thurs., 8:30-9 p.m., are (l to r): Jo Anne Reid, program m.c.; J. W. (Jack) Blake, station's A.s.; rep.; Harry Reid, Miss Reid's agent; Jack Garson, dist. rep., Vitamin Corp. of America, sponsor; W. A. (Bill) Roberts, assist. gen. mgr. KRLD-AM-TV in charge of sales.

EXAMINING a CBS-Columbia Inc. dual receiver during color telecast in Cincinnati are Frank Vamos (l), branch mgr. of one of The Kroger Co. supermarkets in the Queen City, and Hubert Tuft, exec. vice pres., Radio Cincinnati Inc. (WKRC-AM-TV).

JOHN BALLARD (l), Bulova Watch Co. president, accepts plaque commemorating 10th anniversary of first commercial time signal televised. Niles Trammell, NBC board chairman, makes presentation. Bulova spot was on NBC-TV July 1, 1941.


 PENNSYLVANIA Gov. John S. Fina's television debut in Pittsburgh on WDTV (TV) is discussed by (l to r): Harold C. Lund, newly-appointed gen. mgr. of the television station, the Governor; and H. D. Harsh, prominent Pittsburgh lawyer.

TORCH of Hope is given Frank P. Schreiber (l) mgr., WGN Chicago, for $95,000 fund raised during WGN-TV marathon last winter for cancer research at City of Hope hospital. Others (l to r): William D. Ingram, pres., Chicago Business Men's Club for City of Hope; Robert Dachman, regional dir.; Art Holland chairman of marathon committee and owner Malcolm-Howard Agency.

Page 76 * August 6, 1951
NABET FLAGGED

NABET last week encountered another roadblock in its concerted move to represent all program personnel at TV broadcasting stations in the wake of a decision by the National Labor Relations Board.

The technicians union, which originally organized engineering and program employes at TV stations on a "vertical" basis, was thwarted in its bid to represent three program operations directors and one film editor at WNBW (TV) Washington, NBC &O station.

In establishing an appropriate unit covering servicing assistants, the board ruled out the film editor and program operations personnel on the ground that they are supervisors. Elections were ordered by NLRB within 30 days—or roughly within three weeks from today.

The decision was ruled as significant in industry quarters inasmuch as NABET, which recently became affiliated with CIO, had attempted at the outset to organize announcements and later TV directors-producers.

In a case involving KGO-TV San Francisco, NLRB last May held that the direct employes should be excluded from a unit comprising program department employees. In another instance involving WFMV-FM-TV Grosbyhans, N. C., cameramen-projectionists were bracketed with technical personnel but program directors, producers and announcers were excluded.

NABET last fall claimed eight contracts with TV stations and two network pacts (with ABC and NBC) showing cameramen-projectionists included in technical units. While industry observers were wont to single out NABET's organizing failures, NLRB authorities had a ready explanation: Classifying TV directors, film editors and operations directors as supervisors is subject to interpretation in individual broadcast cases, and thus to constant change. Unions, therefore, emerge from the voluntary status to the scope of radio, interpretations are likely to be based on the duties of personnel rather than titles. No two stations are alike, they explained, and the definition of a supervisor is not uniform.

Also at stake as an issue in the jurisdictional squabble is the question of so-called horizontal crafts advocated by the AFL (of which Radio and Television Directors &CIO is a member) and the vertical aspect calling for representation of engineering and program personnel in one unit as urged by the CIO (NABET).

As pointed out, NABET's loss of territory to get support for representation of TV directors was evaluated in the face of competition from RTDG (see separate story). RTDG also intervened in the WNBW case, and the record of the case will be amended to show that the latter unit demanded to appear on the ballot in forthcoming elections. At WNBW, NABET had sought a unit of all "non-performing" employees, including film editor, operations directors and staging employes.

At WNBW only eight of the 12 sought to be included by NABET emerged as a designated number for the appropriate unit. WNBW's program department is divided into three sections, staging services, production and operations. Both NABET also granted petitions for withdrawal by two participating unions—Local 829 of the United Screen Artists of America, the Washington Local of the American Federation of Radio Artists, both AFL.

In excluding the film editor and operations supervisors, NLRB upheld the request of NBC Inc. and denied NABET's claim to bring them within the same unit. Staging services assistants are not professional employes, however, the board added, noting it "is unnecessary to determine whether they constitute a craft."

AT&T EXHIBIT

TV Methods Demonstration

AN EXHIBIT demonstrating the transmission of TV programs over AT&T network facilities from NBC studios to homes across the nation has been set up by AT&T in cooperation with NBC in the RCA Bldg. in New York.

Integrated into the regular Radio City NBC tour, the exhibit consists of two sections. One is composed of three panels demonstrating mechanics of TV, TV program and methods of relay to the transmitter for broadcast, plus a map of the current and projected NBC TV network. Other sections display the two-way multipath coaxial cable and microwave relay—by which AT&T transmits television shows.

The exhibit, designed by Roy Bertain, was presented to William S. Hedges, NBC vice president in charge of integrated services, by John Waidlich, AT&T public relations director.

NLRB Ruling Excludes WNBW Directors

The AT&T exhibit, "Touchdown"—a great show for the fans of football and TV viewers everywhere. The exhibit, designed by Roy Bertain, was presented to William S. Hedges, NBC vice president in charge of integrated services, by John Waidlich, AT&T public relations director.

TRENDEX EXPANDS

Additions Begin Oct. 15

TRENDEX Inc. has announced three expansions of its service, beginning with the Oct. 15 TRENDEX report: (1) The following cities will be added as TRENDEX checking cities, either immediately or as they become interconnected—Louisville, Des Moines, New Orleans, Kansas City, Omaha, San Francisco, Atlanta, Minneapolis-St. Paul, Los Angeles—which will increase the TRENDEX sample to more than 700 Relator homes per half-hour.

(2) Ratings on afternoon programs—noon to 6 p.m.—will be added.

(3) For all multi-station cities, the reports will include monthly indexes showing sets-in-use and share of audience by two-hour periods for each evening. This city information will be published a month following the network report.

The expansions are being added without any increase in subscription rates, the research firm announced.

EMERSON POLICY

Plan to Spur Set Sales

To stimulate lagging sales of black-and-white TV receivers, Emerson Radio & Phonograph Corp., through its dealers, last week announced that purchasers of the new 1952 Emerson TV models would be permitted to turn in "at the full purchase price" on color receivers at any time during the next two years. Although the monochrome set must be a new Emerson, the color set may be of any make, the company said.

In making the announcement, Benjamin Abrams, Emerson president, expressed the view that the current color situation has been a detriment to TV set sales than has Regulation W, which tightened credit restrictions, calling for full payments before delivery and shorter time for the balance than formerly applied. He guessed that perhaps a million color sets may be produced during the coming two years and said that while there is no doubt about Emerson going into the production of colorable receivers when and if such a system receives Entertainment Board approval, "there is grave doubt that Emerson will make any CBS-type color sets in the next two years."

Overall TV set production by the entire color receiving industry for this year will probably fall 20% short of last year's total output, Mr. Abrams estimated, with a 1951 volume of some 8 million sets as against 10 million in 1950. Material restrictions will limit production for the final six months of this year to about half of the same period of 1950, he said, adding that even if the restrictions were to be lifted there would not be time enough to increase production before the end of the year.

TELECASTING • BROADCASTING

Plan S.A. Television

JAMES VALENTINE, formerly chief engineer at the ABC Central Division, Chicago, and his wife, Carol Howard, former station operations director at KECA-TV Los Angeles, leave New York next Saturday (Aug. 11) for Buenos Aires to establish a television broadcasting system in Argentina. Financed by IT&T, the couple will expand their operations to several other South American countries after establishing an initial setup in Buenos Aires, it was explained. They plan to spend one year in Argentina.

TELECASTING • BROADCASTING

Another Tel Ra First for TV

TELECASTING • BROADCASTING

"Touchdown"

Entering the fourth consecutive season! The biggest and best show of its type ... again available for full sponsorship. TOUCHDOWN is unrivaled for intense market penetration, and has been used with great success by leading advertisers across the nation.

13 weeks of colorful collegiate play highlighting top games throughout the season. Commentary by Byron Saam. Time: 30 minutes. Write, phone or wire IMMEDIATELY for availability and prices.
ADVENTURES of the U. S. Forest Rangers will consist of a new series of half-hour films for TV. ALLEGRO Productions, Hollywood, will produce the films in color, basing each story on an actual incident from the Dept. of Interior's ranger files. National parks and forests will be used as settings for the films. A former ranger, Stan Jones, has been granted exclusive rights to story properties by the Interior Dept. and has concluded a deal with Allegro for the material.

A weekly religious radio program will be adapted for TV by WILLIAM E. BRODY & Associates Inc., Los Angeles, under the title, Trinity Theatre. The five-year-old radio show is the Hour of St. Francis. Both radio and TV versions are produced in cooperation with the Third Order of St. Francis, which will package the program. Father Kenneth Henriques, O.F.M., is in charge.

This Is Life, a five-minute human-interest series, is being readied for production by a new Los Angeles firm, BERWELL Productions. The film was formed by Bernard Lober, William Maxwell and Jerry Schnitzer. Messrs. Lober and Maxwell are currently filming Superman for Superman Inc.

A series of four one-minute video spots for Flint cutlery and mixers is being prepared by SARRA Inc., Chicago. Agency for the account is Earle Ludgin and Mrs. Florence G. Murdock, account executive for SARRA Inc.

Two new corporations are being set up for STEPHEN SLEISINGER Productions Inc., Hollywood, by Herbert H. Gerken, vice president and treasurer. Mr. Gerken was formerly with S. D. Kellogg, New York C.P.A. firm. New series in planning stage are Red Ryder, Winne the Pooh and Blondie.

Advance sale in nine markets for Old American Barn Dance is reported by KLING STUDIOS, Chicago, now completing the 13-week half-hour series. Twenty-four programs are featured, including Grace Wilson, Lulu Belle and Scotty, and Karl and Harty. Kling also produces Vaughn Monroe Show and Yellow Kid Well.

Elect Partridge

ELECTION of Dr. E. DeAlton Partridge, president-elect of Montclair State Teacher's College, as president of the TV Council of Higher Education in New Jersey has been announced. Two officers named by the TV Council, organized in June to explore the possibilities of cooperative action in TV educational programming are: Rev. Thomas J. Gillisboy of Seton Hall U., vice president; Robert B. Macdougal, education director, WATV (TV) New Brunswick, treasurer; William O. D. Camp, Monmouth Junior College, treasurer; Elizabeth C. Butterfield, of WATV's education department, recording secretary.

Sales & Production . . .

JERRY FAIRBANKS Productions, Hollywood, is producing "The Other Jessie Grant" as its latest Bigelow Theatre play. Film is scheduled for release in early September on 34 TV stations. Fairbanks also has completed new series of TV film announcements for Drug Store TV Productions' DuMont network show, Cabalavade of Stars. Agency is Product Adv. Corp., New York.

WISCONSIN Public Service Commission has ruled that it has no jurisdiction to approve a petition of a Rice Lake radio salesman who wants to install a master TV antenna there and pipe TV shows into the now-dead reception area. The commission, in a ruling approved by all three commissioners, ordered the application for approval dismissed. Jurisdiction reportedly rests with the FCC.

Edwin F. Bennett, regional advertising representative for the Arrowhead Network and WJMC Rice Lake, plans to pipe in TV shows from St. Paul and Minneapolis to subscribers on a monthly fee basis. Rice Lake is located in a valley, where reception is poor, but could receive shows from a tower on top of a nearby hill, Mr. Bennett said.

A coaxial cable from the antenna would carry transmissions on leased telephone poles, along which the cable would be run and fed into homes and businesses. Mr. Bennett has figured the cost tentatively at $100 for installation in addition to subscription fees of $3.50 a month for homes and $5 for businesses.

WHO-TV Gets Color

WHO-TV Dayton will join the CBS-TV color network this week for a three day run, giving Dayton its first look at color television. The full CBS-TV color schedule will be carried Wednesday through Saturday, and the Kroger Co., which demonstrated the colorcasts in its supermarkets in Cincinnati July 20-Aug. 4 via WKRC-TV there (see TELEFILM, page 76), plans similarly to rotate CBS-Columbia receivers in its Dayton stores. In addition to these showings, WHO-TV plans to demonstrate CBS colorcasts to newsmen today (Monday) and to local CBS-Columbia distributors and dealers tomorrow.

HARD PROJECT

NATIONAL television shows are available on a community basis to another mountain location, Hazard, Ky., which is 90 airline miles from the nearest TV station, is now being developed by General Electric which has appointed Hazard TV Co. a dealer.

Hazard, located in a valley that is ringed by hills, is getting reception via a mountain-top antenna system mounted 1,000 ft above the town. Signal amplifiers and a coaxial wireline strung down the mountain side bring in TV signals. A number of homes have been connected to this antenna system by coaxial cable and are receiving programs from Huntington, W. Va., and Cincinnati. The company was formed by Dewey Daniels, banker, and E. J. Davis, coal mine operator, GE reports. Similar community antenna projects have been reported in past issues of BROADCASTING.

EDUCATIONAL TV

Legislators Want Hearing

CAPITOL'S New Jersey delegation has been referred to FCC's short-cut procedure toward lifting the television freeze in answer to the legislators' resolution protesting Commission failure to allocate any educational channels in the Garden State.

The delegation had requested oral hearing. Chairman Wayne Goy outlined the section in FCC's notice that any party submitting a sworn statement or exhibit can then request oral presentation, but said the House committee voted for oral hearing for the educational institutions of the state of New Jersey is not a question which can now be decided."

MASTER CONTROL

WBAL-TV Converts System

WBAL-TV Baltimore last week completed conversion of its technical facilities to a master control system. The conversion, a six months project, was made at a cost of $100,000 and with a negligible loss of programming.

John T. Wilber, station director of engineering, announced that an expanded operation will be available for fall programming. It is expected that a greater flexibility of production will result from the master control arrangement. Addition of new facilities increases WBAL-TV's studio space to 4,904 square feet.
TELEVISION coverage of the first stage show ever put on at Cincinnati's Coney Island Moonlite Gardens was claimed by WCPO-TV of that city last month on the occasion of "Dixon Day," set aside for Paul Dixon, station's TV disc jockey.

All existing records were swept by the boards as an estimated crowd of 100,000 jammed the entrance to see Mr. Dixon and his program of entertainers — despite TV coverage from the amusement park.

Mr. Dixon, whom WCPO-TV claims has successfully demonstrated that disc shows can be effective on TV, did a special non-telecast program at 5 p.m. on the mall and later, at 9:30, enceed The Dixon Quiz from the picnic pavilion.

Compliments were paid to Mr. Dixon's drawing power by M. C. Watters, general manager of WCPO-AM-FM-TV, and by Ed Schott, president and general manager of Coney Island. Mr. Watters said it was a testimonial to Mr. Dixon as a TV personality, while Mr. Schott noted that he has succeeded in breaking attendance records set by touring dance bands.

SILENT SHOW
WSAZ-TV Carries On

EVERY hoofer knows the adage: "If you've got it, use it!" The show must go on. WSAZ-TV, Huntington, W. Va., transferred this feeling to the television screen last month when it lost its sound transmission just before its picture went off for three hours.

Station was about to put on Let's Doodle, a thrice weekly local program featuring Shawkey Saba, a staff artist. Armed with easel and charcoal stick, Mr. Saba faced the cameras and began his doodling after pantomime introduction. During his show, Mr. Saba silently wrote out what the station's trouble was, first in nearly two years of operation, and asked people not to phone the station. He wound up the show with a diagram of the transmitter, towers with broken antennas and other visual description of WSAZ-TV's plight.

One poster read something like this, according to the station: "We'll be back on the air soon with sound and pictures. This is our first silent TV show. Please do not telephone. We are making history!" Then, said WSAZ-TV, "everything hew!"
WORDS OF A CHAMP

VOICE of America will beam impromptu speeches made by Jersey Joe Walcott, new heavyweight boxing champion, at Newark festivities honoring his victory. Message, recorded by WNJR Newark, is the fighter’s recoup of his uphill climb to what he describes as the greatest country in the world for a Negro.

NATIONWIDE OFFER

WFIL and WFIL-TV Philadelphia offering at cost to more than 3,000 AM, FM, and TV stations throughout country specially-packaged transcribed series of their prize-winning What America Means to Me programs, featuring brief statements by some of the most distinguished men and women in country. 500 copies have already been mailed to Standing Committee of American Citizenship of American Bar Assn. for use in organizations’ public education program. Besides red, white and blue four-page brochure outlining WFIL offer and telling in brief story of What America Means to Me, package includes two 16-inch double faced transcriptions with individual open-end program cuts, so that individual station credit can be inserted. Also included is a brief biographical introductory material on each of speakers, as well as suggestions for theme music to be used.

BASEBALL TRYOUTS

KRTN Dubuque in cooperation with Chicago Cubs baseball team sponsored fourth annual KRTN-Cubs Baseball Tryout Camp. Station plugged tryouts, presented as public service by sports staff, for entire month. KRTN used heavy air schedule, newspaper ads, KRTN Theatre marquee billing and letters to coaches and groups interested in project.

‘ODD LOOKING MAMMAL’

WILS Lansing sending trade and advertisers large folded brochure with poem about camel and his four humps. As piece unfolds poem continues until reaching center spread where it reports that “he carries me four times as far (speaking of sponsor’s name) . . . for the money . . . WILS gets you up to 4 times as many listeners per dollar as Lansing’s second station. Each section has cartoon of camel and his four humps with sponsor as driver.

NEW STYLE!

WBEX Chillicothe, Ohio, Record Rendezvous, 4:00-6 p.m., Mon-Fri., featuring Joe Sallay, sponsoring contest to name “Mystery Band” tunes. Listeners sending in record labels which will be woven into jacket and called “Rec-or-Jak.” It will be worn by Mr. Sallay’s arch rival on WBEX, Ron Johnson, for full week. Sunday picnic for contestants and station staff will wrap up promotion.

BIG FLOOD

CBS in cooperation with American National Red Cross presented special dramatic narrative program on the Kansas flood, titled The Big Job, last Wednesday, 10-10:30 p.m.

IMMEDIATE revenue produced by 10th regional promotion campaigns

23 years of service to the broadcasting industry

HOWARD J. MCCOLLISTER, M.W.R.N.B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

LANG-WORTH FEATURE PROGRAMS, INC.
113 W. 37th ST., NEW YORK 19, N. Y.

Network Cable Programs at Great Station Cost.

ARMED FORCES SERIES

ARMED FORCES Radio Service rebroadcasting The Time Hour, weekly religious series heard over WWRL New York, Fri., 10:30-11 p.m. Program is being produced by Lorelei Lewis for Wayne Wirth Telefeatures, in cooperation with ABC.

SEMPER PARATUS

U. S. Coast Guard, New London, Conn., sponsoring Coast Guard Cadets on Parade over NBC, Sat., 1:30-2 p.m., beginning Sept. 8.

DISCUSSION FORUM

KMPC Hollywood, Open Forum, Sun., 6:15-7 p.m. (PST). Discussion by panel of four representatives of community leaders of all sides of important questions of world, national, state and local interest. Listeners asked to phone in questions for discussion by Dr. John D. Van de Water, teacher of law and business administration, U. of California Los Angeles, is moderator.

SUMMER SELLING

KSL Salt Lake City distributing to trade promotion folder headed “The Sky’s the Limit,” which advocates “Come Summer. Go where the money goes. . . . Station claims ‘Advertisers last summer reached 41% more listeners on KSL than on the second station during the day, 38% more at night.”

RADIO’S EFFECTIVE POWER

GROCERY Store Products Co. used its participation in WBBM Chicago’s Paul Gibson Program to promote general consumption of mushrooms and specific sale of its product, B-in-B mushrooms. Company offered listeners series of mushroom recipes, but after six days cancelled offer because of response to limited-appeal item. After six mentions, 1,232 different requests were received for series. It cost sponsor 54 cents to introduce each family to new ways of using mushrooms.

NEWS ROUNDUP

KECA-TV Los Angeles, Press Box, Mon-Fri., 11-11:20 p.m. (PDT). Divided into two ten-minute blocks, program features rundround of sports by Hank Weaver and analysis of news by Chet Huntley. Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

LANG-WORTH

FEATURE PROGRAMS

langs the meters.

CONTEST

VOTE BEAUTY CONTEST

WBCE Akron conducted beauty contest "adapted for radio" during morning disc jockey program. Object: To find girl with most beautiful speaking voice. Contestants taped-recorded voices, which were played back to contest judges. Winner was young stenographer.

Rooster.

BROADCASTING • Teletcasting
BLOOD DRIVE
Alaskan Stations Promote

RADIO stations in Juneau, Anchorage and Ketchikan banded together to put across a Red Cross blood drive in Alaska—first in the territory's history—for "one of the most successful on record," the Red Cross has announced.

Citing the Alaskan radio stations for their participation in the drive, the Red Cross credited Robert Smedley, manager of KTKK Ketchikan, with "the most original recruitment device" in the campaign. Additionally, KENI KFQD and KBFR encouraged all station listeners into over-subscribing the city's quota of 1,000 donors, the Red Cross said. KINY Juneau covered that city's drive.

When the amphibious mobile unit neared the city, Mr. Smedley arranged for an unusual stunt, sending Staffman Wilford Green atop a totem pole in Ketchikan's famed Totem Pole Park. He was instructed not to leave until the quota was reached. Stunt was publicized with a continuous flow of spot announcements and station breaks.

KTNN Disc Jockey Rick Lauber who constantly reminded listeners of the approaching mobile blood unit and played musical dedications for donors. He also set up a competition between crews of two Coast Guard cutters stationed in the city. So successful was the drive that the pledge average of the Alaskan cities was proportionately greater than for San Francisco, with a population 40 times their combined size.

New NFAA Members

WITH four new agencies joining the recently formed National Federation of Advertising Agencies, headquartered in Los Angeles, the group now has a membership of 19 agencies, according to Byron H. Brown, president. New members admitted are Arnold & Co., Boston; Associated Advertising Agency, Wichita; Harvey Adv. Agency, Topeka; Speed & Co., Baltimore.

KGO MARATHON
Simulcast Raises $200,000

KGO-TV San Francisco captured Northern California listeners July 27 and held them for more than 21 hours with a simulcast that raised an estimated $200,000 for the Cerebral Palsy Assn.

KGOers are claiming it was the greatest promotion and production ever staged by radio or TV in the area—even surpassing the MacArthur homecoming celebration and the Kefauver Committee hearings.

The simulcast was originally planned as a 12-hour marathon Celebrity Parade to raise funds for a $45,000 deficit faced this year by the Cerebral Palsy Assn. in the San Francisco Bay Area. So successful was the show that it was continued for 21 1/2 hours.

Tip for the promotion was conceived by Vince Francis, KGO sales manager, whose own son is a cerebral palsy victim. The exhausting encees roles were handled by Lee Giroux, former KGO announcer now a freelance TV star, and Jack Dempsey, star of Hollywood. Bill Hellenbeck, KGO-TV director, supervised camera work. Gayle Grubb, KGO general manager, did much of the work behind the scenes.

HADACOL CARAVAN
Will Visit 18 States

HADACOL will make the rounds again, featuring "another fabulous Hadoacol Good Will Caravan," according to Sen. Dudley J. LeBlanc, president of The LeBlanc Corp.

Hadoacol's president says this year's entertainment troupe will play 50 cities in 18 states, an increase over 1950's 18 cities in seven states. Stars include Jimmy Durante, Milton Berle, Carmen Miranda, Rudy Vallee, Dick Haynes and Jack Dempsey. Three bands, dancers and an assortment of jugglers, acrobats and clowns are included. The caravan starts on its trail at Lafayette, La., in the heart of the Bayou country. Radio and TV promotion will precede the tour, Sen. LeBlanc said.

Sen. LeBlanc said Hadoacol will be spending about a half million dollars for talent alone. Advance sales in the "caravan territory" already have reached $6 million, he said. States in addition to Louisiana are Mississippi, Alabama, Georgia, South and North Carolina, Virginia, West Virginia, Kentucky, Indiana, Ohio, Missouri, Illinois, Iowa, Nebraska, Kansas, Oklahoma and Texas.

SCRIPTS SOUGHT

NBC Gets Govt. Requests

STATE DEPT. has asked NBC to release a copy of its, July 6 special events broadcast on the Prague (Czechoslovakia) trial of William Oatis, AP newsmen, convicted of espionage in the Iron Curtain country.

The 15-minute program, which broadcast recorded excerpts of the trial, including testimony by Mr. Oatis, carried commentary by former AP Prague reporter I. Goldberg; Ed Haaker, NBC Frankfort correspondent, and Henry Cassidy, NBC's director of news and special events.

The network also has been requested by the Senate Crime Investigating Committee to turn over recordings and transcripts of its Truth About Narcotics three-part series, now being heard Sunday, 1 p.m.

HPL Cited

LETTERS received by Paul West, The Housewives' Protective League commentator on KIRO Seattle, have been cited on the floor of the House by Rep. Hugh B. Mitchell (D-Wash.) during debate on economic controls. The correspondence favored continued price control. Rep. Mitchell said these are not pressure letters written at the behest of any organization...[but are] simply from individuals worried about the effect of the price pinch...They are worthy of consideration by this Congress.

No War

A FAKE bulletin announcing Russia had declared war on the United States aroused WATH Athens, Ohio, listeners a fortnight ago and has station officials searching for the "malicious practical joker" responsible for the hoaxes. True fake news, which was retracted by the station within 30 seconds after its airing, was announced during a remote broadcast of "Teen Talk" from a local department store. The "bulletin" was received at the store by telephone from a man identifying himself as a member of the WATH staff. Station reports it received more than 20 telephone calls from listeners within seconds after the news was broadcast. Denials were aired by WATH throughout the remainder of the day.

NBC Dragnet moves to new Thursday time on 11 network Pacific Coast stations, 8-9:30 p.m. (PDT). Stations affected are KOMO Seattle; KGW Portland; KMED Medford, Ore.; KOH Reno, Nev.; KORA Sacramento; KJBC San Francisco; KMJ Fresno; KERO Bakersfield; KIST Santa Barbara, Calif.; KFJ Los Angeles; KFSD San Diego.

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V. P. in charge of Programs

W L W
Cincinnati 2, Ohio

Ask your Blair man for the whole story
KAHN APPOINTED
Heads RTMA Promotion Unit

APPOINTMENT of a Promotion Committee for Radio-Television Mfrs. Assn., with J. J. Kahn, Standard Transformer Corp., as chairman, has been announced by Robert C. Sprague, RTMA board chairman.

At the same time Mr. Sprague also renamed H. N. Henrye Sailer, of John E. Fast & Co., chairman of the association's Credit Committee for the ensuing year. Mr. Sailer has headed the group, one of RTMA's largest and most active, for the past year.

Chairman Kahn, who took an active hand in the recent reorganization of the manufacturers' association, is also a member of the board of directors and past chief of the Parts Division. He also represents RTMA on Radio Parts and Electronic Equipment Shows Inc.

Rounding out the new promotion unit are Max F. Balcom, Sylvania Electric Products Inc. board chairman; Paul V. Galvin, Motorola Inc. president; and Leslie Muter, Muter Co. president. Serving ex-officio are RTMA President Glen McDaniel and General Manager James D. Scerrett.

DJ SONG CONTEST
Fullen Named Winner

UNIVERSAL International Films has announced the disc jockey winners of its recent Frank Sinatra song contest, with grand prize of $500 U. S. Savings Bond (or an expense-paid week in New York) awarded to Gene Fullen of KSAL, Salina, Kan. Contest was conducted among disc jockeys and their listeners to determine most popular standard selections recorded by the Columbia Records vocalist. Songs getting the most votes will be included in the forthcoming Universal motion picture "Meet Danny Wilson," starring Mr. Sinatra.

Runner-up prizes of 12 Bulova "Academy Award" watches were received by disc jockeys:

Jack Brooks, noted radio singer and announcer, appointed program director and production director WHEM Memphis, Miss. Mr. Brooks was with WMZV Cleveland, WHAS Louisville, and WBBM Chicago.

William T. Wagner named program director WTVN (TV) Columbus, Ohio. He was with WIBA and WKOV Madison.

C. Richard Evans, general manager KSL-AM-TV Salt Lake City, announces establishment of separate radio and television promotion departments. Wayne Kearl remains promotion manager for KSL. A. Richard Robertson named promotion chief for TV. LaVar Reese replaces Mr. Robertson in radio section.

Harvey Husten, Voice of America, New York, to announcing staff WAAM (TV) Baltimore. Pat Polillo named disc jockey on WAAM production staff.


Glen Johnson appointed assistant in television production department WITF (TV) Charlotte, N. C. He was with WFMY (TV) Greensboro.

Dick McAdoo returns to WGBG Greenbargo, N. C., as emcee on WGBG Night Hawk Program.

Paul Paulsen Jr. announcewriter WDKY Cumberland, Md., to W5VA-AM-FM Harrisonburg, Va., as announcer disc jockey.

Paul Dixon, disc jockey WCPO-AM-TV Cincinnati, starts disc jockey show on ABC-TV, as replacement for Currant Up.

Harry Brundidge signed to five-year contract to produce and moderate the Brundidge-Crime Reports program on WPIX (TV) New York.

Mike Jablons, president of Gainsborough Anson, N. Y., appointed director of publicity and promotion, WLIB, New York. New post is in addition to his duties at Gainsborough.

Carolyn Covert, WSUI Iowa City, Iowa, to continuity staff WOW-AM-TV Omaha.

Ruth Clymer, Mason City Globe Gazette, Mason City, Iowa, to continue department KSTP (TV) Minneapolis.

Bill Gordon, sports director WNAW North Adams, Mass., to staff WONT Gloversville.

Robert McLaughlin, disc jockey KLAC Hollywood, appointed television producer and assigned to Lee 'Carrot-Top' Anderson show on KLAC-TV. He will continue duties as disc jockey.

Jack Chancellor, TV writer NBC Chicago, father of girl, born July 31.

Frank McDonald, Hollywood director, signed to an exclusive term contract by William F. Brody Productions, same city, for both motion pictures and TV.

Muriel Gayle appointed director of copyrightwriting and acceptance department WIP Philadelphia, replacing Robert Laurence, who moves into newly created job of program coordination. Miss Gayle was women's commentator WGM New Rochelle, N. Y.

Jay Froman appointed to announcing staff KXYZ Houston. He was with Will Urbana.

Judy Theobald named script girl on CBS Gene Autry Show, replacing Cappie Roberts, resigning to be married in fall.

Arch Griffin, cameraman KECY Los Angeles, and Mary Crockett secretary to Cameron Pierce, station engineering operations supervisor, married in that city July 30.


Dexter Card, announces WMYW Portland, Me., to WABI Bangor, Me., in same capacity.

Tom Belcher, program director KGW Enid, Okla., father of boy, Robert Allen.

Rube Weiss, director WXYZ-TV Detroit, father of boy.

George Nemett, announcer KALI Pasadena, and Millie Cohen have announced their marriage.


Wayne Howell, NBC announcer and producer, replacing Eloise McElhone as master of ceremonies on RCA Victor disc and guest show, Musical Merry-Go-Round, Sat. 8:00-8:30 p.m.).

Grover Allen, ABC-TV Chicago director, and Elaine O'Malley, are to be married Aug. 18.

Hugh Green to NBC Chicago radio production staff. He was with WNNP Evanston Ill.

Don Faust, production director WITF (TV) Pittsburgh, and Barbara Wilson, married Aug. 4.

Rudolph Halley, who won national reputation via TV as chief counsel of Senate Crime Investigating Committee, signed as narrator for weekly TV version of Gangbusters, starting on CBS-TV Sept. 4 (Tues. 9-9:30 P.M.), under sponsorship of Schick Inc. (electric razors). Out of his proceeds from programs, Mr. Halley said he will make weekly presentations to one or more charities.

Eunice Kettle, member of "The Pinafores," trio on CBS Gene Autry Show, and James O'Bryan, married Aug. 4.

News...news...news

Clete Roberts, newscaster KFWB Hollywood, to KLAC that city, in similar capacity. He continues also twice daily telecasts on KLAC-TV.

Richard Mittauer, newsroom staff ABC Chicago, to news staff WOW-AM-TV Omaha.

Stan Edwards, announcer CKFH Toronto, to Canadian Press, as rewrite man.

Pauline Frederick, news commentator ABC, awarded gold key to city by Birmingham, Ala., July 18 at the Annual Wingo Banquet, for her contribution to the "culture and information of Birmingham."

Sandy Saunders, farm director WRY Oklahoma City, adopts boy, Lynne Charles.

Hal Fisher, newswriter WBBM Chicago, father of boy, Brian Joel.

Moscow Says

Coca-Cola may be "the pause that refreshes" to millions of American radio listeners—but the drink is doubtless "playing up" for Europeans. That's what the Moscow Home Radio is telling its listeners. A special U.S. government-monitored broadcast claimed that the soft drink is "inundating the markets of all European countries, poisoning the health of the people, and increasing the profits of the American Coca-Cola concern."

WNJR Newark July 10 and 20 aired 12-hour direct broadcasts from Atlantic City on U. S. Senate Crime Committee gambling hearings in that resort town.
**NEW ACCOUNTS UP**
Santa Ana Radio Credited

HOW a bank can use spot radio for direct selling as well as for institutional good will is superlatively illustrated by the California National Bank, Santa Ana, Calif. Institution has just completed its first year on KVOE, that city.

Until the summer of 1959, the bank used other media exclusively. It then added a schedule of five spot announcements daily on KVOE, changing time slots every day and copy every week.

With radio as the only new ingredient in its advertising, the bank gained 897 new accounts in the 12 months ending June 30, 1951, an average of 75 a month, according to executives. This is 69% higher than the best gain of any previous year, it was pointed out. The bank added 49 new accounts in the first 10 days of July.

**960 KC FIGHT**
Kinston Hearing Delayed

FURTHER hearing on competitive bids of WELS and WFTC Kinston, N. C., for improved facilities on 960 ke was postponed by FCC last week without date pending action on petitions to amend and modify issues in the case, involving inquiry by the Commission into alleged WELS stock transfers without consent.

**'STAR SEARCH'**
WLW Discovers Talent

AFTER 1,261 sets competing in 183 towns and cities of four states, the WLW Cincinnati "Star Search" contest has come to a close. Performers from Indiana, Ohio, Kentucky and West Virginia reached for fame in the midwest talent hunt.

First prize went to Wellington Blakey, a baritone from Gary, Ind. Mr. Blakey pocketed a WLW contract and $1,000 in cash. Prior to winning the "Star Search" contest, he was a television repairman.

A companion contest was held by WLW among 153 participating theatre managers to determine those who did most to promote the contest. Size of theatre or town had no bearing. Some 35 press books were adjudged July 26. The top six were given showmanship prizes ranging from $50 to $500.

ABC has launched new "supernatural" series, *Ghost Stories*, heard Monday, 9:30-10 p.m. for 13 weeks.

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Insurance Exchange Bldg. — Kansas City, Mo.

*Broadcasting* • *Television*
'FAMILY DAY'  
WFBR Outing Draws 25,000

SIX weeks of build-up for WFBR Baltimore's "Family Day" paid off July 25 when 25,000 persons crowded Gwyn Oak Park, Baltimore amusement area. While John E. Sturrock, WFBR vice president and general manager, acted as over-seer, the station staff saw to it that entertainment activities kept moving.

Jim Crist, morning personality, emceed a "Diaper Derby" for crawling babies and a "Husband Calling Contest" for housewives. Winners appeared on Club 1300 emceed by WFBR's Henry Hickman. Lou Corbin took charge of a "Surf Suds Blowing Contest," and a "Pop Drinking Contest."

Helen Brooks, director of women's programs, and Don Hamilton conducted an "Artists Delight Contest." In addition, the station gave away 5,000 WFBR balloons. Prizes for the contests were offered by local merchants.

Canadian Set Sales  
APRIL SALES of television receivers in Canada were four times as great this year as in April 1950, according to the Dominion Bureau of Statistics. The sets were sold in Southern Ontario where reception of United States stations is seen. A total of 4,077 sets were sold.

FARM POPULATION
10-Yr. Drop 5 Million  
REVISED estimates of farm population in the U. S. by the Commerce Dept. show a decrease of nearly 5 million between April 1940 and the same month last year.

Revisions of the 1940 census figure and of the Census-Bureau of Agricultural Economics figures for 1941-1949 were made so as to comply with a new definition of farm population adopted for the 1950 census. The new definition excludes from farm population those living in houses located on farms if the occupants pay cash rent for the house and yard only without any farm land. Decrease in population on the farms continues a trend that has been marked in this country since the early years of the Twentieth Century, it was noted.

Audio Fair Exhibit  
AUDIO FAIR, to be held at the third annual convention of the Audio Engineering Society Nov. 1-3 at the Hotel New Yorker, New York, will include an exhibit of high quality-sound recording and playback equipment located on the fifth floor of the hotel, Harry N. Reizes, fair manager, has announced. Audio Engineering Society will conduct a technical session of engineering papers for which a charge will be made. However, there is no charge to the fair, which is open to the public.

Diligent Digger  
A WELL DIGGER in Omaha, Neb., brought in a gusher of complaints a fortnight ago when he severed cables carrying major network radio programs, wire service and some military installations. According to a United Press report, all CBS, Mutual and NBC programs west of Omaha were interrupted from 25 minutes to more than an hour as telephone workers tried to repair cables.

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

July 27 Applications ...  
ACCEPTED FOR FILING  
License Renewal
Following is the list of license renewal of license: WBHF Rock Island, Ill.; WISS Indianapolis, Ind.; WLOU Louisville, Ky.; WFBR Baltimore, Md.; WVTN Rochelle, Ill.; WPIH Knoxville, N. C.; KMO Tacoma, Wash.; WZBA Madison, Wis.

License for WFJW-FM Altoona, Pa.—License for CP new FM station.

Modification of CP
KISS (FM) San Antonio, Tex.—Modification of CP for new FM station.

FM-97.5 mc
KFOR (FM) Riverton, Calif.—License for new FM station AMENDED to change from 97.5 to 101.5.

July 30 Decisions ...  
ACTION ON MOTIONS
By Commissioner Paul A. Walker
Harding College and Edith Wood Sweeney, Kearny, Ark.—Granted petition of Harding College requesting dismissal without prejudice of its application; on Commission's own motion removed from hearing docket application of Edith Wood Sweeney.

Watertown Radio, Inc., Baraboo, Wis.—Granted petition requesting dismissal without prejudice of its application.


WIZJ Bridgeport, Conn.—Granted petition for continuance of hearing in proceeding upon application of WIZJ Bridgeport, Conn., for license to transmit by way of electrical wires.

WYFT Melbourne, Fla.—Granted petition of WYFT to transfer its license to the Florida Educational Television System, Inc., and to increase its operating hours by one-half hour.

July 31 Decisions ...  
BY THE SECRETARY

KXLO Oak Creek, Tex.—Granted license for CP as amended. Granted license as amended.

BATAVIA, N. Y.—Granted license for the installation of a new station.

KSOO, S. D.—Introduced new station application. Exempts present license from installation of new station.

RKO Los Angeles, Calif.—Granted license for the installation of a new station. Exempts present license from installation of new station.

KRXK, St. Paul, Minn.—Granted license for the installation of a new station. Exempts present license from installation of new station.

KXOK, St. Louis, Mo.—Granted license for the installation of a new station. Exempts present license from installation of new station.

KTRY, San Francisco, Calif.—Granted license for the installation of a new station. Exempts present license from installation of new station.

GRAFTON, Wis.—Granted license for the installation of a new station. Exempts present license from installation of new station.

KXOK, St. Louis, Mo.—Granted license for the installation of a new station. Exempts present license from installation of new station.

KXOK, St. Louis, Mo.—Granted license for the installation of a new station. Exempts present license from installation of new station.

KSOO, Sioux Falls, S. D.—Granted license for the installation of a new station. Exempts present license from installation of new station.

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Hudson 9000
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AR 4-8721
ARLINGTON, TEXAS

A. R. BITTER
CONSULTING RADIO ENGINEER
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TOLEDO 9, OHIO
Telephone—Kingwood 7631

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710 14th St., N. W.—Metropolitan 4477
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GEORGE P. ADAIR
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TOLEDO 9, OHIO
Telephone—Kingwood 7631

mod. CP to change trans. location and type trans.: cond.
Following were granted mod. CP's for
extension of completion dates as shown:
WBFL-FM, Columbus, Ga. to
11-1-51; WOTL-FM, Toledo, Ohio to
11-9-51; WISN-FM, Milwaukee, Wis. to
11-23-51; WWSS-FM, Pittsburgh, Pa. to
11-23-51. WBGM-FM, Birmingham, Ala.
to 12-15-51; KBLI, Blackfoot, Idaho to
9-29-51; WMPM, Paia-Charlton, Mass. to
9-10-51; WTVJ, Miami, Fla. to 1-27-52.
WFPO, Milwaukee, Wis.—Granted license for
remote pickup to
KA-2097.
WKLW, Lebanon, Ind.—Granted license for
FM station; Ch. 256 (1097.1 mc) 300 w.
8 ft. tower.
WAGS-FM, Charlotte, N. C.—Granted license for
FM station; Ch. 259 (1077 mc) 2 kw; 140 ft.
W-KNOB Long Beach, Calif.—Granted license for
FM station; Ch. 299 (1097 mc) 2 kw; 220 w.
W-KNOB Long Beach, Calif.—Granted license for
FM station; Ch. 276 (1093 mc) 250 w; 450 ft.

August 1 Decisions...
BY THE COMMISSION EN BANC
Designated for Hearing
Desert Radio and Telecasting Co., Palm Springs, Calif.—Designated for
hearing in Washington on Sept. 6, application for a new station on 1290 kc
250 w, and made KXXO El Centre, Calif., party to proceeding.
Johnnie Weston Crabtree, Oklahoma City, Okla.—Designated for hearing in
Washington on Sept. 11, application for a new station on 1500 kc 300 w, D, and
made KVHP, Cushing, Okla., party to proceeding.
KIBO Seattle, Wash.—Designated for
hearing in Washington on Sept. 12, application to make changes in DA
pattern operating on 710 kc 55 kw, uni. DA-N, and made WOR New York
party to proceeding.
MEOV Changed
KECC Pittsburgh, Calif.—Granted CP to
change maximum expected operat-
ing values of DA-N (operating on 990 kc 1 kw uni. DA-N, U); cond.
Extension Granted
First Baptist Church, Pontiac, Mich.—Granted extension of authority to
transmit programs by wire from First
Baptist Church, 24 Oakland Ave., to
CKLW Windsor, Ont.
For Remain Silent
KGBM Bremerton, Wash.—Granted authority to remain silent for 60 days
from July 16, pending reorganization.

August 1 Applications...
ACCEPTED FOR FILING
License Renewal
Following stations request renewal of license: WTCO Savannah, Ga.;
WJLW Ashbury Park, N. J.; WADD Akron, Ohio; KOME Tulsa, Okla.;
KBND Bend, Ore.; WJAS Pittsburgh, Pa.; KMTY Waco, Tex.; KLTI Long-
view, Tex.; KIT Yakima, Wash.; WEBC Duluth, Minn.
Modification of CP
WCAR-FM Pontiac, Mich.—Mod. CP as
mod. authorizing new FM station for
extension of completion date.
KFV-FM Cape Girardeau, Mo.,
Same.
KBR (FM) San Antonio, Tex.—Same.
WSPA-FM Harrisonburg, Va.—Same.
WTON-ATL Atlanta, Ga.—Mod. CP, as
mod. new TV station, to change type
(Continued on page 28).

August 6, 1951 • Page 87
Help Wanted

Announcer
Immediate opening announcer with first class ticket, good pay for qualified man. Must have training and ability. Send disc and details. Box 457K, BROADCASTING.

Announcer-engineer. Station lacking good profits. Must be able to develop new high caliber news program. Must be able to collect and write local news properly. We need a family man with an interest in permanence. Experience is a high type community to live and work in, pleasant and congenial. Must be family man and well educated, a responsible salary to the right man. Box 452K, BROADCASTING.

Assure agent-opportunity for advancement. Must have experience in profitable network. Location near Birmingham. $32.00 to start, small commission. Great rates. Develop new wave for network. Salaries well above current rates. Box 500K, BROADCASTING.

Salesman
Head salesman wanted. Pennsylvania area. 15% commission. $75.00 per week draw. Reply Box 441K, BROADCASTING.

If you can sell radio time, I'd like to hire you. Maan for moderate market. We are located in poten- tidally. Substantial 5 kw in under- standing of the sales potential and market needs a down-to-earth salesman. Sales ability is a must. Experience and other details in first letter. Box 451K, BROADCASTING.

Salesmen or saleswomen. 250 watt east coast position paid for expenses and commission. Excellent opportunity. Send resume. Box 500K, BROADCASTING.

Wanted: Account executive, with radio or television experience. by medium- size, local or national. Address Box 419K, BROADCASTING. If you can sell radio time, I'd like to hire you. Man for moderate market. We are located in potential of the sales potential and market needs a down-to-earth salesman. Sales ability is a must. Experience and other details in first letter. Box 500K, BROADCASTING.

5 kw Mutual station in market of over 100,000 has opening for experienced salesman to handle local and national accounts. Adequate draw and good potential for sales. Women may apply. Box 569K, BROADCASTING.

Good deal for man experienced sports and sales. Upper Midwest. Box 511K, BROADCASTING.

Progressive independent station needs experienced salesman with desire to immediately. Air time optional. Full benefits are included. Write, WEIM, Williston, North Dakota.


Wanted: Salesman—must have background of some local, but not national. Give full details and picture in first letter. Box 512K, BROADCASTING. WHAN, Charleston, S. C.

Chief salesman wanted in Berkshire, N. Y. 15 kw. $900 per month commission, $100.00 guaranteed draw for first month. Reply Box 471K, WNW.


Wanted: Station—must have background of some local, but not national. Give full details and picture in first letter. Box WHAN, Charleston, S. C.

Help Wanted (Cont'd)

Announcer-engineer! Progressive western network station needs a permanent management. Good pay. Staff salary commensurate with living standard. Apartments available. Box 492K, BROADCASTING.

Wanted—announcer, colored. Must be familiar with programming and be able to handle disc and special shows. Explore new fields. Send full information experience and expected salary. Box 487K, BROADCASTING.

Help Wanted (Cont'd)

Managerial
Sales promotion manager needed by outstanding midwest, regional network affiliate. Must be a creative with thorough knowledge of radio arts. Must have a proven record of achievement. Will consider stale. All replies held in strict confidence. Address Box 510K, BROADCASTING.

Manager - salesman to assume full charge of Midwest station. Responsibilities include sales promotion and most modern equipment. Excellent opportunity for man with experience and ambition. Reply Box 500K, BROADCASTING.

Help Wanted

Announcer
Immediate opening announcer with first class ticket, good pay for qualified man. Must have training and ability. Send disc and details. Box 457K, BROADCASTING.

Announcer-engineer, network station. Must have good profits, congenial small station. Must be able to develop excellent living conditions. $65 to start. Selling not required, but will pay 22% commissions on all sales. Located in southeast. Box 385K, BROADCASTING.

September opening Texas station needs an announcer with deep voice, experienced board work. Good starting salary, raise contingent upon individual results. First details file letter will include salary expected. Box 510K, BROADCASTING.

Wanted—announcer with ticket, 250 watt, near N. Y. $50.00 commission. Good starting salary. Will consider inexperienced man with good pay, TV. Box 384K, BROADCASTING.

Wanted: Engineer-announcer at WMPM, Covington, Georgia. Good pay, ticket. Good profit combination. Announcer, Excellent staff, network station. Please send disc, photo, references. Box 378K, BROADCASTING.

Wanted—announcer-engineer. Station needs an announcer-engineer to handle disc and out -Hooper and outsell market. Good voice, pleasant personality; but car required. Box 505K, BROADCASTING.

Wanted: Engineer-announcer at WMLT, Menomonie, Wis. Must have first class license and be able to handle disc and out -Hooper and out -sell market. Good voice, pleasant personality; but car required. Box 505K, BROADCASTING.

Production-Programming, Others

Radio and TV writer, script and commercial, by medium-sized Pittsburgh station. Two year department. Moderate salary, good opportu- nity, single residence, close to radio. Send photo, experience outline, available hours. Reply Box 389K, BROADCASTING.

Engineer -announcer for splendidly equipped small town station near Atlanta. Must have a deep voice, first class ticket. Send photo and description of station. Box 485K, BROADCASTING.

Wanted: Engineer-announcer for splendidly equipped small town station near Atlanta. Must have a deep voice, first class ticket. Send photo and description of station. Box 485K, BROADCASTING.

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Ohio station needs engineer. Good living and working conditions. Pay $12.00 per word. Send resume past experience, salary required, etc. to Box 410K, BROADCASTING.

Wanted: Engineer-announcer at WHOP, Hopkinsville, Ky. Must have ticket at ou -to-Hooper and out -sell market. Good voice, pleasant personality. Box 507K, BROADCASTING.

Wanted: Engineer-announcer, or an engineer with first class license. Telephone J. Eric Keating, WGAT, Utica, N. Y.

Wanted—engineer-1st phone, $200 a month, travel expenses. Box 353K, Marsh, Walhalla, South Carolina.

Wanted immediately for a combination first class engineer-announcer, or an engineer with first class license, 250 watt. Box 623K, The Tidewater, Virginia.

Wanted: Engineer-announcer at WHOP, Hopkinsville, Ky. Must have ticket at out -to-Hooper and out -sell market. Good voice, pleasant personality; but car required. Box 505K, BROADCASTING.

Wanted immediately for first class ticket at FM station. Experience not necessary. Send photo, letter and details to Box 496K, Broadcasting.

Wanted immediately for first class license operator with some experience at con- cly. Send photo, letter and details to Box 496K, Broadcasting. Moderate salary, good opportu- nity; but car required.

Engineer and FM NBC affiliate 15 kw, ready to go. Send photo, experience outline, available hours. Reply Box 389K, BROADCASTING.

Wanted: Experienced staff engineer at WHOP, Hopkinsville, Ky. Must be a good profit combination. Send photo, disc, references. Box 594K, BROADCASTING.

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Wanted: Experienced staff engineer at WHOP, Hopkinsville, Ky. Must be a good profit combination. Send photo, disc, references. Box 594K, BROADCASTING.
Television

Announcers

Wanted, an experienced midwest an- nouncer able to handle ad lib and com- mercial announcements, 11 years radio experience, 3 years general managerial experience in small towns. Married, Veteran. Station manager who has 12 years back- ground radio accounting, has good reason to desire change. Thorough knowledge of all station operations. Relocatable. Prefer Florida, south or southwest. Box 476K, BROADCASTING.

Wants position in casting, disc jockey, manager, contact: Engineer, Box 478K, BROADCASTING.

Wants position in station management, contact: Station Manager, Box 480K, BROADCASTING.

Experience on college radio, 3 years. Does yours. Box 481K, BROADCASTING.

Desires position in station management, contact: Station Manager, Box 482K, BROADCASTING.

Situations Wanted

Managerial

Manager-program director-director sales and service. 11 years commercial experience, 3 years general managerial experience in small market operations. Married, Veteran. Seniority, announcing. Box 484K, BROADCASTING.

Station manager who has 12 years back- ground radio 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, family, draft exempt, good record, references. Box 485K, BROADCASTING.

Wanted, an experienced announcer in background, pleasing voice. Strong on copy. Box 486K, BROADCASTING.

Wanted, an experienced announcer in sports, news, special events. Box 487K, BROADCASTING.

Sports caster, newscaster. Experience, draft exempt, capable and interested. Box 488K, BROADCASTING.

Commercials wanted, any size. Draft exempt. Box 489K, BROADCASTING.

Experienced disc jockey, manager, contact: Station Manager, Box 490K, BROADCASTING.

Voted top notch combo, DJ, news, TV and radio experience. Box 491K, BROADCASTING.

Want to work in night time. Boos, laughter, fun. Box 492K, BROADCASTING.

Wants position as disc jockey, manager, contact: Station Manager, Box 493K, BROADCASTING.

License engineer. Box 494K, BROADCASTING.

Wants position as studio manager, contact: Station Manager, Box 495K, BROADCASTING.

Wants position as manager of all phases radio experience. Box 496K, BROADCASTING.

General manager. Box 497K, BROADCASTING.

Wants position as general manager. Box 498K, BROADCASTING.

Wants position as general manager. Box 499K, BROADCASTING.

Wants position as programmer. Box 500K, BROADCASTING.

Wants position as program manager. Box 501K, BROADCASTING.

Wants position as program manager. Box 502K, BROADCASTING.

Wants position as program manager. Box 503K, BROADCASTING.

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Wants position as program manager. Box 521K, BROADCASTING.

Wants position as program manager. Box 522K, BROADCASTING.

Situations Wanted

Salesman

Experienced salesman, desires position in sales or general sales. Please request. Box 454K, BROADCASTING.

Salesman. Box 455K, BROADCASTING.

Experienced, good voice, man appeal, promotional ideas. Box 456K, BROADCASTING.

Wants position in sales. Please request. Box 457K, BROADCASTING.

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Wants position in sales. Please request. Box 519K, BROADCASTING.

Wants position in sales. Please request. Box 520K, BROADCASTING.
Southeastern Network Station
$225,000.00

This outstanding high power station is located in one of the most attractive southern markets. Appraised value of fixed assets is in excess of purchase price. Gross and profits are increasing. Property has excellent TV potential. We can finance at least 50%.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKHAM-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROTHERS
WASHINGTON, D. C.
CHICAGO
WASHINGTON Bldg.
TRIBUNE TOWER
SFEU ARGENTTE I-2
Page 90 • August 6, 1951

Strictly Business (Continued from page 10)

chaper insurance for the first time because the risk of spoilage en route was cut sharply.

From railroad shipping, Mr. Stebbins went to another transportation medium and joined United Air Lines in New York as a trainee. He studied equipment of planes, passenger service and sales structure before selling the firm's script service, the forerunner to air travel cards. Sold on his own pitch, Mr. Stebbins jaunted off almost every weekend on long hops.

From transportation he went into communication and ad and as a sports announcer in Jamestown when he was called back because of illness. After acquiring announcing, production and radio sales experience at KRMG, he branched out to KOB Albuquerque, WJR Detroit and WGN Chicago before going into the representative field with George Hollingbery Co., Chicago.

As Bolling's midwest manager, Mr. Stebbins covers major markets in the midwest areas north of Memphis. Among his assignments is former Vail Elizabeth Buck of Lake Forest, Ill., and they have an apartment on the city's North Side. Their son, 20, is a sophomore.

Mr. Stebbins hunts all year around—for business on Bolling's 60 stations—but his favorite form of sport involves ducks and pheasant. Radio is still the best buy in any media, he says. But "managers should stick to their guns and not undersell radio by getting panic sales and reducing rates. They should improve their programming and think of new ideas for their present advertisers and potential buyers."

OPS Names Smith

EARL R. SMITH has been named chief of the Electronic and Musical Instrument Section, which was created in the Office of Price Stabilization's Consumer Goods Division, according to Harold B. Weiss, the division's director. Mr. Smith is on leave from Connecticut Cabinet Co.
N. Y. Alert Plan
(Continued from page 87)

aspect to civil defense, these authori-
ties asserted. Thus, the possibility was
disclaimed that any station may be
silenced at the whim of a state
governor, say, under any state law.
At the most, governors or
civil defense officials would be au-
thorized to "commandeer" station fac-
ilities for particular roles.

Engineering authorities seriously
questioned at least one phase of the
New York state plan—that of re-
ducing power of stations to 250 kw.
Questions were posed as to the dif-
ficulty some stations (those 1 kw or
above) would confront in modi-
yfying their facilities to accommo-
date that provision, and whether
reduction of power would mitigate
the feasibility of enemy craft navigat-
ing on transmitter signals. Ad-
ditionally, the issue of power reduc-
tion is not the only factor in hom-
ing, it was pointed out.

The New York order prescribes
procedures to be followed by AM,
TV, and FM stations and the ama-
teurs of the state from the time a
confidential "yellow" alert signal is
given, indicating enemy attack is
likely, to the issuance of the "white"
or all-clear signal. The rules also
apply during official CD tests.

The regulation—identified as
"No. 8"—is designed, according to
Col. Wilkinson, to "deprive the
enemy of the assistance of high-
powered transmitters on which to
broadcast," to spread the alarm when
attack is imminent, to provide com-
mand and information channels for
CD in event of attack, and to pro-
vide for periodic tests of the CD
radio network.

When the confidential "yellow"
alert signal is given, which means
an enemy attack is likely (but
which may also be used in CD
tests), commercial radio and tele-
vision stations are required imme-
diately to monitor the AM or FM
station from which they ordinarily
relay state CD programs.

If they are not on the air when
the "yellow" alert comes, AM and
FM stations shall make ready to
begin broadcasting if they are in-
structed to do so via the monitored
stations. TV stations which are off
the air may disregard the alarm
until the danger is declared passed.

If no official CD instructions are
received via the monitored stations
during the 30-minute period imme-
diately following a "yellow" alert,
monitoring may be discon-
 tinued. If instructions are re-
ceived during that period, stations
are required to interrupt whatever
program they are carrying at the
moment and repeat the instruc-
tions verbatim. They will then con-
 tinue monitoring, complying with
official CD instructions, until offi-
cial word comes that the alert is
over. If instructed to join the CD
network and carry only the CD
program, they must do so.

The regulation stipulates:
1. Since the "yellow" alert may be
 ordered for either communications
tests or in anticipation of actual
enemy attack, it is forbidden for
any station to make announce-
ments or rebroadcast the monitor-
 ing station or any other transmission
other than those received from the
station being monitored. Any
breach of this prohibition con-
stitutes a felony as provided in
the Defense Emergency Act of 1917.

Reports to be Filed
Within 12 hours after a "yellow"
alert is terminated, the regulation
provides, all commercial radio and
TV stations must send to the civil-
ian Defense Commission a report on
their activities during the alert,
which must include:
(A) The frequency and call letters
of the station, the program of
which was monitored;
(B) The time period during which
monitoring was maintained;
(C) The content of the program
received during such monitoring;
(D) A copy of each official civil
defense instruction or message which
was received during such monitoring,

When received together with
information concerning the time
of its receipt, the action taken with
 respect thereto, and the
time such action was taken.

Upon receipt of a "red" alert—
meaning attack is imminent, and
sounds by sirens, whistles, horns,
or other official means)—AM sta-
tions are required to do as follows:
1. Announce that a "red" civil
defense alert has been sounded;
2. Sound the "red" siren warn-
ing signal over its facilities for
three minutes;
3. Where its licensed power
output is more than 250 kw, reduce
its power to as near 250 power
output as possible, and
4. Broadcast a sustaining re-
cord of the emergency program, or
re corded civil defense instructions ap-
proved by this commission, for the
duration of such alert. At five-
minute intervals after its first an-
 nouncement of the sounding of the
"red" alert and during the period of
such alert, it shall announce that
the "red" alert has been sounded.
Other announcements shall be made
during the period of such alert.
The call letters and location of
the station shall not be given.

Upon the sounding of the "white"
or all-clear alert, AM stations shall
go back to their normal powers, tie
into the state civil defense radio
network—to be programmed via
WCBS-AM-FM and WOR-AM-FM
New York—and rebroadcast the
CD network program, making no
announcements of their own. Sta-
tions which cannot pick up from
WCBS, WCBS or WOR stations
shall pick up the CD program
from another New York
station.

The stations, upon hearing the
"red" alert, must "immediate-
ly" announce that a "red" warning
has been sounded, then broadcast
the "red" siren warning signal for
one minute and then go off the air
without further announcement.
When the "white" signal comes, TV
stations may either remain off the
air or go into their normal aural
programs and tie into the state CD
network program until it is completed, at which
time regular programming may be
resumed.

FM Stations' Procedure
In the case of FM stations, re-
cption of the "red" alert shall be
followed immediately by an
annoucement that the "red" alarm
has been given, then by the sound-
ing of the "red" siren for one
minute and then by discontinu-
ance of operations. When the
"clear" comes, FM stations shall tie
into the CD network and rebroad-
cast its program until it has been
completed.

Amateur stations must go off
the air upon receipt of the "red"
alarm, with those designated to do
so monitoring the interim state
control station.

The regulation also provides:
Within 12 hours after the termina-
tion of the program of the New York
State civil defense radio network fol-
lowing the "white" alert, all AM
and FM radio station, each televi-
sion station, and each amateur sta-
tion designated to monitor the in-
tem state control station and to link
itself into the state-wide network of
amateur operators, shall complete
and mail to the New York State
Civil Defense Commission . . . a full
report concerning its activities from
the time of its receipt of the "yellow"
alert (if it was received) or of the
"red" alert (if the yellow alert was
not received) to the termination of
the program of the New York State
civil defense radio network following
the "white" alert.

With the exception of those com-
mercial radio stations which have
been specifically designated by
this commission as state-wide stations,
and of those amateur radio stations
designated by this commission to link
themselves into the state-wide net-
work of amateur operators . . . all
radio and television stations located
within the area of one of civil
defense which has sustained enemy
attack will, after the "white" alert,
conform their functions to the orders
and programming issued by the direc-
tor of Civil Defense of their area.

The rules were effective Aug. 1.
Within 30 days each commercial
radio and TV station in the state
must file with CD headquarters "a
detailed plan of the individuals
to be notified and the actions to be
"white" signal, with the transmission.

Stanley P. Irvin

STANLEY PFEIFFER IRVIN, 58,
vice president in charge of the Buf-
falo office for BBDO, died of a
heart ailment July 31. He joined
BBDO in 1927 as copy writer and
account executive. He became
vice president in 1935. He had
died of the Buffalo office since
1939 and was named a director of
the company in 1940. He is sur-

served by his widow, the former
Mary McClurg Mix, and a son, John
Elliot.

Time Buyers, NOTE!

NO TV

Stations within
60 miles of

YOUNGSTOWN, 0.
Ohio's 3rd
Largest Trade Area

Buy

WFMJ

The Only ABC
Station Serving
This Market

5000

All programs duplicated on
WFMJ - FM
50,000 Watts on 105.1 Meg.
WATTS

CALL

Headley-Reed Co.,
National Representatives

August 6, 1951 • Page 91
August 2 Decisions
BY THE COMMISSION EN BANC

In-the-Matter

WINX Washington, D.C.-Granted in part application to change main studio location from Arlington, Va., to former location at 8th and Eye St., N.W., Washington, D.C.; engineering conip. Further ordered that application insofar as it requests CP for new synchronizing antenna in Rock Creek Park is retained in hearing status, and Order of May 25, 1956 in re Dockets 69-68-70, is amended to reflect same therein specified and substitute new issues in lieu thereof, of: Further ordered that hearing in this proceeding be continued as soon as practicable.

Petition Denied
KRTJ Farmington, Mo.-By order, denied petition requesting reconsideration of grant and without hearing of application to change main studio location from former location at 612 W. 13th Street, to 232 W. 12th Street, pending reconsideration.

To Remain Silent
WLQ Louisville, Ky.-Granted authority to remain silent for 60 days from July 15, pending reorganization.

WDR Fairfield, Ala.-Upon petition favoring denial of mutually exclusive applications for and in the proceeding has been correspondingly ex-

Box Score
SUMMARY THROUGH AUGUST 1959

Summary of Authorizations, Stations on the Air, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>AM Stations</th>
<th>FM Stations</th>
<th>TV Stations</th>
</tr>
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 confessed final decision favoring denial of application.

Docket Actions

FINAL DECISIONS

WRKG Mobile, Ala.-Announced decision and order severing WRGK application from proceeding in which it was heard with KUWB Elginberg, Tex. application, and granted modification of license for WRKG to increase nighttime power from 250 w to 500 w, employing directional antenna, on 170 kc with 1 kw, day: Thursday, August 1.

INITIAL DECISION

Los Angeles, Calif.-Hearing Examiner Basil P. Cooper issued initial decision favoring denial of applicant for ownership of radio telephone Inc. application for new station in the city of Los Angeles. Designed for use in furnishing telephonic service to users of railroad vending service, utilizing 43.58 mc with conditions, and requesting enlargement of Issues in re WKBW application for CP Commission decision, to May 16 to include Issue No. 5, regarding 900 kc.

Designated for Hearing
KFJTY Fort Smith, Ark.-Designated for hearing in Great Falls on Sept. 24, application to transfer control from Dr. Cameron to The Fairchild Corp.

Request Granted
General Commission, Roswell, N.M.-Granted request to modify the program of research and experimentation of the experimental television station KEZELX to include transmission of color television signals with other systems currently being studied. The Commission also prudential to any action Commission may take in view of outstanding applications or pending applications of General Commission interest, in view of the decision of the U.S. District Court, District of New Jersey, U.S. Free and All-American in favor of the Commission of the United States vs. General Electric Company.

August 2 Applications

ACCEPTED FOR FILING


CP Amended
Vero Beach, Fla.-Amended new AM station on 1450 kc 250 w unil, AMENDEED to change name of licensee from 1450 kc, to Claude C. Tillman Jr. and Robert E. Wadson, db/a as Hurricane Broadcast Service to Claude C. Tillman Jr. and Murray Claude Bcstg. Corp., db/a as Hurricane Broadcast Service.

License for CP
WSRK Scranton, Pa.-License for CP to change frequency, power, hours etc. WSNJ Scranton, Pa.-License for CP new AM station.

License Renewal

Following stations in their renewal of license: KFFA Helena, Ark.; KITO San Antonio, Tex.; KQSI Williston, N.D.; KZVI Indiana, n.c.; KFHP Kipton, KAN.; WHO Daytona, Ohio; WORK York, Pa.

CHNC New Carlisle, Que., is building new studio at cost of about $3,500,000. Two story structure will be 40 by 60 feet, concrete foundation, wood frame and brick walls, and will have adequate facilities for studios and business offices of CHNC as well as ground floor retail stores and some professional offices on second floor.

 antenna from 145 to 290 kw, condition. Granted Aug. 1. TRANSFER GRANTS

WIVY Inland Empire, Calif.-Granted assignment of license from E. D. Rivers Jr. to WIVY Inc. for 180 kw, license fee 1.7% of the new company.

KLMO Longmont, Colo.-Granted assignment of 1 ownership of license to new owner, the latter being a partnership to company owned by same individual, Longmont Bcstg. Co., Inc. Granted July 24.


WTRF-AM-FM Belleville, Ohio.-Granted control over ownership of WTRF-AM-FM to new owner, the latter being a partnership to company owned by same individual, Ohio. Granted July 24.

In Altoona, Pa., ROY F. THOMPSON and WRTA

A Prize radio combination in the rich commercial area of Central Pennsylvania. Represented by ROBERT MEKER ASSOCIATES

BROADCASTING * TEL Ecating
WINX CHANGE
Transmitter Move Granted
WINX Washington, which has been sold to owners of WOOK there subject to FCC approval (BROADCASTING • TELECASTING, June 18), was granted consent by the FCC to move its transmitter site from Arlington, Va., to the present WINX studios in downtown Washington and to discontinue its two synchronous transmitters.

The Commission, however, ordered hearing Sept. 17 on the request of WINX to establish a new synchronous transmitter at Creek Park. Comr. Robert F. Jones dissented from the order. WINX is assigned 250 w full time and 1,340 kc. Renewal of the station's present synchronous amplifiers had been set for hearing in May on policy issues similar to those specified for the Sept. 17 hearing at the FCC on the new transmitter.

The station's present owners,

WEAM LABOR CASE
NLRB Uplifts Examiner
PRELIMINARY findings of a trial examiner involving a labor dispute between American Fairfield Broadcasting Co. (WEAM Arlington, Va.) and iBEW Local 1215 were partially upheld by the National Labor Relations Board last Friday.

The board ordered WEAM to bargain collectively with the AFL union, upon its request, and to reinstate Robert E. Dalton, an employee whom the station had discharged. WEAM also was asked to "cease and desist" from "threatening to close its station" and interfering employees on their union activities. Station was charged with refusing to bargain with the local on and after March 9, 1950.

Sarnoff in 'Record
REPUBLICAN CELLER (D-N.Y.) had inserted into last Wednesday's Congressional Record the July 6, 1955, article on the life of Brig. Gen. David Sarnoff, RCA board chairman. Rep. Cellers, in the Record, prefaced the article by commenting: "The amazing scope of the mind of Gen. Sarnoff together with his vitality have enriched our country and added materially to its progress."

Available!
Rhymeline Time, featuring ecmes, David Andrews, pianist; Harry Jenks and KMBK-FRMs' celebrated Tune Chasers, is one of the Heart of America's favorite morning broadcasts. Hear each 5:30 a.m. newscast from 7:30 to 8:15. Rhymeline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Snark Motors, John Store, and Continental Pennant New York.

Contact us, or any Free & Peters "Colonel" for availabilities!

SEVENTY Illinois radio men met for the first broadcast-symposium of the Illinois Broadcasters Assn. at Pere Marquette Park Thursday and Friday. President Ray Livesay, of WLBJ-Mattoon, called the business meeting to order after a board luncheon.

Most discussion during the business session concerned sports and fees charged by high schools and colleges for athletic event broadcasts. Oliver Keller, of WTXA Springfield, reported on legislative matters.

Friday morning agenda included:

A sales session headed by Walter Rothschild, WTAD Quincy, a report by Lee Hart on activities of the Broadcast Advertising Bureau, an illustrated lecture by Oliver Gramling of Associated Press on "Your News and Its Revenue Potential."

Merrill Lindsey of WSOY Decatur outlined "How To Ring the Cash Register With Sports," while Lloyd Losers, WTAD, explained how to handle the baseball special. The sales panel discussion which followed was directed by Mr. Rothschild, appearing with IBA sales committee.

Charles Shuman, president of the Illinois Agriculture Assn., gave the luncheon address, after which Merrill Lindsey spoke on NARTB.

Other subjects discussed included Broadcast Music Inc.'s composers' contest, the Illinois State Fair, problems in broadcast of baseball, and TV in general.

Special guest speaker was Charles Warren, WCOM Ashland.

IBA MEETING
Sports Top Agenda

In retail sales

GREENVILLE $151,050,000
Columbia 136,965,000
Charleston 125,097,000

For the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knoll

IBC MARKET DEPARTMENT

REPORTS

BROADCASTING • TELECASTING
SENATE 'SPOKESMEN' BILL GIVEN SUPPORT OF FCC

FCC SUPPORTS Senate bill (S 1379) that would place broadcasts of authorized spokesmen on legislatures in public office in same category as those of candidates themselves, Commission's acting chairman, Paul A. Walker, told Senate Interstate Commerce Committee in letter released Friday.

Bill, introduced last spring by Sen. Ed C. Johnson (D-Col.), would clarify Sec. 315 of Communications Act that deals with use of broadcast facilities by candidates for public office [BROADCASTING * TELECASTING, April 30].

Comr. Walker said FCC recognizes purpose of section "can be effectively circumvented" if licensees permit candidates' spokesmen to use facilities without obligation to afford equal time to other legally qualified candidates.

FCC also suggested equal opportunities be given to: (1) candidate or someone designated by him to answer broadcasts by a spokesman for another candidate; (2) persons advocating opposite side of public opinion to be voted upon in election if proponent is permitted facility by licensee. FCC would clear up its famous Port Huron opinion by "specific language in statute making clear that since licensees may not censor programs they are exempted from any liability in any local, state or federal court in actions arising out of the possibly defamatory nature of such broadcasts [libelous or slanderous statements made over station]."

DUMONT PROFIT DROPS

NET profit of Allen B. DuMont Labs dropped from $2,797,000 for first 24 weeks of 1950 to $1,096,000 for same period this year, company reported Friday. Sales for 24-week period this year totaled $25,612,000 as against $26,586,000 for first 24 weeks of 1950, and earnings per preferred share (after preferred dividends) were placed at $0.02 for this year's period compared to $1.16 for last year's. Decline in net profits attributed by shareholders to slack-off in TV set business and fact that much of selling was out of accumulated inventories. Report said regular quarterly dividend of 25 cents per share has been declared on outstanding preferred stock, payable Oct. 1.

SEVEN MORE POWER BOOSTS

TRANSMITTER power boosts to full 5 kw rated output were granted 7 more stations late last Friday by FCC. Stations were WSAZ-TV Huntington, WAGA-TV Atlanta, WBKB (TV) Chicago, WJAC-TV Johnstown, WICU (TV) Erie (to 500 w) WJW-TV Youngstown (asural transmitter to 500 w), WPIX (TV) New York for Empire State Bldg. (see page 59).

WJAX BIDS FOR CHANNEL 2

REAPPLYING for TV last Friday was WJAX Jacksonville, which asked for Channel 12 with 62,448 ERP. WP 南AL-TV Jacksonville (transmitter to spend $372,746 on construction, got CP in August 1948, deleted by FCC for construction delay in July 1950. FCC's action was upheld in U.S. Court of Appeals in Washington June 28, 1951 [BROADCASTING * TELECASTING, July 9].

TIGHTENING OF BASEBALL RESTRICTIONS POSSIBILITY

POSSIBILITY that major and minor leagues are actively seeking to tighten restrictions on television broadcasts,Sen. Friday following testimony by George Trautman, minor league president, before House Judiciary Monopoly subcommittee. He told group, headed by Rep. Emanuel Celler (D-N.Y.), that leagues are "trying to work out an agreement" with Justice Dept. and that limitations were necessary to save minors. "Saturation" of minor league territories by big-league broadcasts is hurting attendance and is baseball's biggest problem, Mr. Trautman stated. He cited survey of 64 minor league cities reportedly showing 188 radio stations carrying major games. Rep. William M. McCulloch (R-Ohio) said broadcasts in this country is "cruel" of4lthough he's study into baseball's interstate commerce aspect.

"PAPER' PROCEEDINGS CLARIFICATION ISSUED

CLARIFICATION of TV allocation "paper" procedures was issued by FCC last Friday, following meeting between Paul Dobin, chief of Rules and Standards Div., Broadcast Bureau, and FCC Bar Assn. representatives William A. Porter, Leonard T. Marks, Percy H. Russell Jr., Robert M. Booth Jr., Ralph L. McFarland, and Emanuel Trautman stated. He told reporters that procedures for this year's consideration of applications for new TV stations in major markets during the week or transfer of any station from one market to another, those seeking to operate TV stations in medium markets, and those that want to use TV facilities without FCC approval were "clarified" by a resolution of FCC staff last Friday.

KEY CONTRACT READY

CONTRACT for sale of KEYL (TV) San Antonio to Fort Industry Co. [BROADCASTING * TELECASTING, July 28] due to be filed with FCC this week, shows KEYL as of May 31, 1951, with current assets of $51,929, liabilities $137,545, station's net worth approximately $362,455. This means that George Storer inter- ests, already owning WAGA-TV Atlanta, WGBK-TV Detroit and WSPD-TV Toledo, are paying $697,584 for fourth TV station—"$1,050,000 for all 5,000 shares of common stock minus $697,584 net worth. KEYL financial statement shows it spent $569,378 on equip- ment and housing since it began operating February 1950. Application for transfer of station control is due to be filed in week or so.

EMPIRE STATE TV

WPIX (TV) New York, which got power boost last week for its Daily News Bldg. transmitter (see story page 59) hopes to move transmitter to Empire State Bldg. this Friday, after getting approval from FCC to realign its antenna at that location. Meanwhile, WJZ-TV New York plans to begin using regular antenna atop Empire State Bldg. with newly granted power increase.

Closed Circuit

(Continued from page 4)

...at deadline

tion to FCC, thus avoiding implication that board would conflict or overlap statutory au-
tority of FCC, and (2) toning down of provi-
sion in resolution that would have extended freeze. Sen. Benton thinks FCC will support this one, with perhaps "minor exceptions."

HUBINGERS QUICK ELASTIC, New York, through Compton Advertising, New York, add-
ing several cities to its spot announcement schedule, already running in 35 markets.

OPTIMISM OVER prospects for House consider-
ation of McFarland Bill to tighten up FCC procedures seen following con-
ferece last week of broadcast executives with Chairman Crosser of House Interstate and Foreign Commerce Committee in which radio legislators indicated session would begin consideration of McFarland Bill, thrice-passed by Senate, be-
fore middle of August. Measure has languished in House since last session.

COUNCIL OF MOTION PICTURE organiza-
tions planning sponsorship of hour-long radio network program featuring top Hollywood talent, sometime during week of October 1, to help launch promotion campaign "It's Movie-
time U. S. A.; Go To A Theatre Today." Local film exhibitors also scheduled to buy radio spots in major markets during campaign, in October and November.

EXPECTED to be appointed shortly will be joint committee representing broadcasters-
and telecasters and both major leagues, to work out play-by-play procedures for years ahead. New policy, it is presumed, wouldn't become effective until 1952 or 1953 as NABT President Harold Fellows will make radio-TV appointments, with Ford Frick and William B. Harridge to designate representatives for National and American leagues.

NBC-TV reportedly planning to release 11 p.m.-
12 midnight to affiliates Monday through Fri-
day, when Anchor Hocking drops Tues.-Thurs.-
Fri. sponsorship of Broadway Open House in that period in mid-August. At least one major advertiser is pitching for sponsorship of part of period.

MIGUEL FEREYRA, director general of Tele-
communications of Mexico, arrived in Wash-
ington Wednesday to discuss informally with FCC and State Department officials mat-

RENEWED ACTIVITY in Mexican TV allo-
cations, notably along Mexican Border, indi-
cated in inquiries to FCC respecting authority to transmit programs across border to Mex-
ican TV stations. Inquiries were made to discuss informally with FCC and Mexican national tariffs pertaining to TV allocations. Comr. Rosel H. Hyde and Broadcast Bureau Chief Curtis Purliss visited Mexico City July 19-25 on same subject.

L-W, AFRA DISPUTE SETTLED

MONTHS-OLD dispute between Lang-Worth Feature Programs and American Federation of Radio Artists reported Friday settled. Terms of agreement not disclosed, but it was reported Lang-Worth will withdraw its suit and AFRA will withdraw its NLRB complaint, take over NF&I's "unfair" call, and call off picketing. Dis-
putes flared in February over new trans-
scription code.

BROADCASTING * TELECASTING
TO: All Radio Timebuyers
FROM: Radio Station WMBG

SUBJECT: RATE REVISION AND IMPROVED FACILITIES

It is the purpose of this to advise you of a number of changes which have occurred at WMBG in recent months, all of which are to the greater advantage of national and regional advertisers who are now employing our facilities or might do so in the future.

Recently our transmitting equipment was re-engineered, and we began to use our FM tower as the radiator of our AM signal. The FM tower which stands 642 feet above sea level is three times taller than the tower we have employed previously. In fact, it is a full 5/8 wave length long, if you are interested in the technical side—so that the result has been a very substantial increase in coverage. As a matter of fact, THIS CHANGE HAS ADDED 84,968 FAMILIES to those who can receive our signal clearly.

More than this, however, is the fact that our new transmission method has substantially increased the strength of our signal within the area previously covered. As a matter of fact, at one mile from our antenna, our signal strength has increased from 405 mv/m to 605 mv/m, an increase in signal strength usually associated with an increase in power up to 10,000 watts. This means that WMBG, with its top grade NBC and local programs has by far the clearest voice in its service area.

At the same time, we have completed an analysis of the rate structures of a great many radio stations throughout the United States, and we have come to the conclusion that WE MUST PRICE OUR PROGRAMS AND MEDIUM REALISTICALLY AND IN KEEPING WITH THE TIMES. Consequently, we have issued a new rate card number N51 which streamlines our rates to conform with current industry thinking. THIS DOWNWARD ADJUSTMENT IN OUR RATE IS EFFECTIVE AUGUST 1. If one or more of your clients are presently using WMBG, you will have already been notified by your Blair man of this adjustment. If your clients are about to become new advertisers, the new rate will apply.

It has always been our effort at WMBG to deliver the greatest possible service to the advertiser at the lowest possible cost. The moves we have made to increase our circulation and hold our rates at an attractive and desirable level are simply another reflection of this attitude. Your Blair man will be delighted to supply you with any additional information relating to our coverage, rates, programming, merchandising, and promotion or any other facts about our operation.

Very truly yours,

Wilbur M. Havens
Radio Station WMBG

Established 1926
RCA-NBC research scientists and engineers are blazing new paths in the use of ultra-high frequencies—to increase the nation's enjoyment of television.

**World's first custom-built UHF station**—points the way to more TV for more people

Although television now reaches 45 million people in more than 12 million homes, thousands of communities are still too far from existing stations to be reached by any programs. Moreover, under present conditions, many cities with limited program service want, but can't have, additional stations.

In preparation for the establishment of a country-wide television service, RCA has pioneered for many years in ultra-high-frequency (UHF) research to gather basic facts.

Today—an experimental station built by RCA at Bridgeport, Conn., is supplying the practical experience and engineering facts needed to design the best UHF equipment—including transmitters, receivers, and converters. NBC programs on the air during the full broadcast day are used by RCA—and other manufacturers, too—for large-scale field tests.

From results of this pioneering, RCA engineers have determined that practical UHF television equipment can be built to serve the public, and that present RCA Victor television sets can be readily adapted to give equally fine performance on both UHF and VHF.

See the latest in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y. 

Built by RCA at Bridgeport, Conn.—the first UHF transmitter to operate on a regular schedule.

RCA CORPORATION of AMERICA
World Leader in Radio—First in Television