WHO IS NOW FAR BETTER BUY THAN EVER BEFORE!

<table>
<thead>
<tr>
<th>Area Inside .5 Millivolt Contour (Square Miles)</th>
<th>BEFORE</th>
<th>NOW</th>
<th>INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Inside .5 Millivolt Contour</td>
<td>84,500</td>
<td>89,000</td>
<td>5.3%</td>
</tr>
<tr>
<td>Area Inside Nighttime Fading Zone (Square Miles)</td>
<td>3,890,000</td>
<td>4,100,000</td>
<td>5.4%</td>
</tr>
<tr>
<td>Population Inside Nighttime Fading Zone</td>
<td>73,000</td>
<td>125,300*</td>
<td>71.6%</td>
</tr>
</tbody>
</table>

*Area of Iowa is 52,680 sq. mi.

WHO is the only 50,000-watt, 1-A Clear Channel Station in Iowa. Daytime listening area includes nearly all of Iowa, Southern Minnesota, Northern Missouri and Western Illinois. BMB Report #2, March 1949, showed Daytime Audience of 639,330 families in 167 counties; Nighttime Audience of 719,670 families in 280 counties. Simple summary on request.

Since the BMB report was issued, WHO has completed one of the most modern plants in the U. S. The latest in 50 KW transmitters and, more important to coverage, an innovation in AM broadcast antennas has been installed. The 780-foot, 300° vertical-directionalized antenna increases coverage day and night as shown by the above table.

Iowa Radio Audience Survey Figures
The 1950 Edition of the famed Iowa Radio Audience Survey (made before the installation of the new equipment mentioned above) shows that Iowa radio-set ownership is at an all-time high—98.9% of all Iowa homes in 1950, compared to 91.4% in 1940.

Furthermore, multiple-set ownership has increased tremendously—48.8% of Iowa's radio homes now have two or more sets, compared to 18.2% in 1940. Sets make today's audience: In Iowa homes equipped with two sets, 38.9% of the families report daily simultaneous listening to both sets—in homes equipped with three or more sets, 61.8% of the families report daily simultaneous listening to two or more sets.

The result is that the average 1950 Iowa home accounts for 13.95 "listener-hours" per weekday. WHO, of course, continues to get the greatest share of Iowa listening. One of 57 Iowa AM stations, WHO is "listened-to-most" by 37.5% of Iowa's radio families, daytime, and by 43.9%, nighttime!
Look this is television in the WHAS tradition...

Now the NATION'S MOST POWERFUL TELEVISION STATION

50,000 WATTS, ERP
Audio: 25,000 watts, ERP

Long before WHAS-TV went on the air over a year ago, plans were made to insure the maximum television enjoyment for the maximum number of viewers in Kentuckiana. These plans included a 12-bay, high gain antenna—still the only one of its kind in service.

With the recent authorization to increase our power, this antenna permits WHAS to transmit the nation's strongest television signal... giving more TV enjoyment to more viewers... offering the advertiser more for his money in Louisville.

More than twice the power of Louisville's second station!

WHAS-TV
Louisville, Kentucky

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.    ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
KNOCK OUT

ONE WORD, HAVING TWO MEANINGS

WSAR

ONE STATION, COVERING TWO MARKETS IN FALL RIVER-NEW BEDFORD

- No outside station adequately covers the Fall River-New Bedford Market throughout the day.
- Only one outside station gives adequate coverage at any time of the day before 6 pm, and then only during network time.
- Buy WSAR-ABC in Fall River New Bedford to sell in Massachusetts 3rd Market.
- For the complete story, contact your Headley Reed Salesmen.

WSAR
5000 W ABC FALL RIVER-NEW BEDFORD

Hooper Audience Index by two hour periods 8 AM - 6 PM, Winter 1950.
TENTATIVE approval given project proposed by Col. Howard L. Nussbaum, now radio-TV director of Harry B. Cohen, New York agency, whereby selected agency personnel would visit European area for indoctrination preparatory to presentation of top formal field testing will be sought in application to FCC. Production of receivers, transmitters, etc., not now anticipated prior to 1963. UHF, it's felt, also is that far away.

NEW CHANNEL 8 TV outlet in Atlanta, acquired by Broadcasting Inc., expected to use call letters WLTW, which already has been cleared with FCC. Assignment won't be formally made, however, until station using former facilities of WSB-TV (now assigned to Channel 2) is ready to take air—expected in October (see story page 28).

SUPREME COURT may take Scripps-Howard appeal and rule on FCC newspaper ownership policy [BROADCASTING • TELECASTING, Aug. 13] in behalf of some Washington legal observers. They reason: Court has on docket appeal of Lorain (O.) Journal from anti-trust conviction for refusing to take advertising from local merchants, who advertised on WEOI. Elyria-Lorain and justly, they contend, would give them a chance to "make newspaper law."

BROADCASTING TELECASTING

Closed Circuit

TENTATIVE approval given project proposed by Col. Howard L. Nussbaum, now radio-TV director of Harry B. Cohen, New York agency, whereby selected agency personnel would visit European area for indoctrination preparatory to presentation of top formal field testing will be sought in application to FCC. Production of receivers, transmitters, etc., it is surveying field and may acquire existing plants. Victor's vast distribution organization made to order for such expansion, and Frank M. Folsom, RCA president, one of nation's foremost experts on merchandising, can't lose his touch since he ran Montgomery-Ward and afterward put together Victor organization.

COVERAGE of political conventions next July to cost AM and TV networks between $6 million and $7 million, according to carriage estimates. NBC and CBS alone would spend around $2 million each, it's expected, including payments for both radio and TV commercial schedules preempted and reimbursements to advertisers and cancelled talent (see story page 23).

REPORTS continue on good progress being made in all-electronic color experiments of combined manufacturing and licensee groups. Best indications are that sometime next year a formal field testing will be sought in application to FCC. Production of receivers, transmitters, etc., not now anticipated prior to 1963. UHF, it's felt, also is that far away.

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BROADCASTING TELECASTING

Upcoming

Aug. 20: BMI Clinic, Penn-Narris Hotel, Harrisburg, Pa.
Aug. 21: BMI Clinic, Mayflower Hotel, Akron, Ohio.

(More Upcomings on page 34)

Bulletins

PREDICTION that today's 107 TV stations in U.S. will increase to 1,500 in five years, 2,500 in 10 years, and perhaps an eventual 5,000 was voiced Friday by FCC Chairman Wayne Coy, speaking at inauguration of new coast-to-coast microwave radio relay for AT&T for telephone service (early story, page 76).

AT&T TO OPEN RELAY SEPT. 4 FOR PEACE TREATY SESSION

AT&T at request of State Dept. will move inaugural of cross-country radio relay for TV program transmission from Sept. 30 to Sept. 4, bringing President Truman's address at Japanese peace treaty conference in San Francisco to televiewers 10:30-11 p.m. (EDT) along with subsequent sessions.

Idea understood to be suggestion of Bob McCormick, NBC-TV Washington commentator. Conference telecasts expected to be pooled for four TV networks and any other TV stations desiring them. Sponsorship status undecided.

Peace conference telecasts expected to bring revision of plans for Sept. 30 golden spike inaugural, which carried program budget of $250,000 for one-hour show, believed largest in broadcast history. To be telecast 9-10 p.m. on all interconnected stations of all four TV networks, show would be handled for AT&T by its agency, N. W. Ayer & Son, New York, under original plans. Ted Sisson, Ayer radio-TV executive, supervising and Wellbourne Kelley would handle preliminary writing.


NCAA PROBE ASKED

INVESTIGATION of National Collegiate Athletic Assn. plan restricting college football telecasts asked by Jerome W. Marks, New York attorney and chairman of Fair Television Practices Committee, in letter to Attorney General Howard McGrath. Committee is "private group organized to represent the interests of television set owners."
By Authorization of the Federal Communications Commission, KRLD-TV's Power Has Been Greatly Increased to 27,300 Watts Video and to 13,600 Watts Audio, Making...

KRLD-TV The Highest Powered Television Station in Texas on Either High or Low Channel.

Even Before KRLD-TV's Power Was Increased, a Survey of 102 Television Sales and Service Dealers Revealed KRLD-TV Gave the Best Picture and Audio Signal in Dallas' 100-Mile Area.

Now Operating on Greatly Increased Power and With a 6-Bay Antenna, KRLD-TV's Coverage Area Is Widely Extended and Viewer Reception Equally Improved Throughout the 100-Mile Radius.

MORE THAN TWO MILLION POPULATION NOW IN KRLD-TV'S EFFECTIVE COVERAGE AREA!

More power! More Viewers! More Programs! More Advertisers! More Results!

Channel 4

This is why...
Easy Makes His "Cat" Tread Lightly

Driving home on Three Ponds Road yesterday, I was flagged down by Easy Roberts' boy, Skeeter. "Take it slow," he advised. "Dad's crossing this road with our tractor beyond the bend."

Around the curve I saw why Skeeter stopped me. Easy had laid two rows of old truck tires right across the road, and was driving his new "Cat" tractor over them!

"More trouble this way," Easy explains, "but it does keep those tank tracks from tearing up the asphalt when I have to cross over to our other fields. After all, the roads belong to all of us—and I guess I'd get mad if someone else chewed them up."

From where I sit, Easy is my kind of citizen. He doesn't just give democracy lip service. He honestly believes it's his duty to consider the other fellow's interests. Whether it's the right to use the public highways or the right to enjoy an occasional glass of beer, Easy's out to protect his neighbor's "right of way."

Joe Marsh

Copyright, 1951, United States Brewers Foundation
OHIO'S RURAL STATION...

- ROBINHOOD FLOUR
- OMAR BAKERIES
- FORD TRACTORS
- MUSTEROLE
- PURITY FEEDS
- OHIO BELL TELEPHONE COMPANY
- MURPHY FEED CONCENTRATES
- OYSTER SHELL PRODUCTS
- DR. PIERCE
- PFISTER HYBRID SEED CORN
- WAYNE FEEDS
- WETALENE SOAP PRODUCTS
- PERTUSSIN
- CONSOLIDATED FARM FEEDS
- STANDARD OIL OF OHIO
- MULEHIDE ROOFING
- DOLCIN
- CARTER PRODUCTS

Lower cost per thousand rural listeners than any other Ohio station!

These are some of the satisfied advertisers who are successfully selling the "Billion Dollar" Ohio Rural Market on . . . WRFD!

O. L. Taylor Company
National Representatives

5000 WATTS
880 KC

WRFD
WORTHINGTON, OHIO
TELEVISION can teach youngsters and their elders how to save "more lives" in their community.

In Memphis, WMCT (TV) there has been awarded honors to courageous youngsters who remembered what they saw on their telesets.

Two 12-year-old boys in the city pulled another little boy from a lagoon and administered artificial respiration, bringing air back into the lungs of the nearly-drowned youngster. They attributed the knowledge to WMCT’s telecast of a film demonstrating how to perform the life-saving act.

Charlotte King, 9½ years old, was responsible for the life rescue of a young boy knocked senseless by lightning when her dad applied knowledge of artificial respiration demonstrated to him by Charlotte after she had learned the skill from television.

The youngsters received merit certificates from the station and were interviewed on a special afternoon telecast Aug. 3.

As a result of these stories of heroism, the station has planned a series to "teach more people to save more lives." The first, a 15-minute program, featured Memphis Red Cross workers and city firemen demonstrating an on-the-spot method of artificial respiration.

In addition, the station is working on other programs, originating locally, on various phases of lifesaving and first aid.

The film which originally inspired the youngsters to apply the lifesaving techniques was reshowed over the station during the award ceremony. As a follow-up to the lifesaving programs scheduled, The Memphis Commercial Appeal and the Press-Scimitar carried detailed stories on the role TV has assumed in saving Memphis lives. WMCT is the Commercial Appeal station.

Television can teach more lives in their community.

**Gene Archer**

WRC’s Gene Archer, to be exact. Gene’s delightful, hour-long mid-day program features the Cliff Quartette’s individual music, popular records ... plus Gene Archer’s own brilliant baritone style.

Participation in this choice time period (12:15-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene’s selling story.

Audience loyalty of “Here’s Archer” offers an immediate association with a “Name Performer” in the Nation’s Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

**IN THE NATION’S CAPITAL YOUR BEST BUY IS**

---

**Mr. Abrams**

NOWADAYS the so-called cold war is often referred to as the war of ideas. In the advertising world it’s an old bread-and-butter philosophy.

For example, George J. Abrams, who places large accounts on radio and television, is an idea man who believes in “test, test, test — then ride, ride, ride.” That’s a good yardstick for an advertising man or for any other person with imagination.

Mr. Abrams won his spurs on an idea. He got his present position — advertising manager of Block Drug Co., Jersey City, N. J.—by submitting an advertising idea for Omega oil to Block. Up to that time, he had been director of market research at Eversharp Inc. Block liked his idea, and since the advertising manager’s job was open, he took over in September 1947.

It is one thing to get an idea, but quite another to execute it successfully. Mr. Abrams scores on that count, too. As advertising manager of Block he must keep in mind such things as the $4 million advertising budget Block has set aside for this year.

Products of the company include Amm-i-dent tooth paste and tooth powder, Polident denture cleanser, Poli-Grip denture adhesive, Mini-poo dry shampoo, Py-Co-Pay tooth (Continued on page 83)

---

**There are different kinds of power**

**And we have the kind that counts!**

**The Power of the Largest Listening Audience in Wilkes-Barre Wyoming Valley**

A Recent Conlon Audience Listening Survey Revealed That...

**The First Thirteen Daytime Programs in Order of Popularity were on Wbre**

We’re all bustin’ with pride over the fact that Three of the Top Ten are our own Local Shows. Really some thing to consider in your Fall Plans!
It's impossible...

...as impossible as covering California's

Bonanza Beeline with outside radio

The Beeline is a whale-size market. It takes in California's great central valleys plus western Nevada. It has more people than Los Angeles . . . more buying power than Detroit . . . higher retail sales than Philadelphia.*

And it's an independent market, too—made up of local-minded inlanders who find their favorite listening on their own radio stations. You just can't land them with San Francisco and Los Angeles stations.

So be sure you use the stations they listen to—the five on-the-spot B E E L I N E stations. Together, they cover the whole market. Individually, each does an all-over job in a major Beeline trading area. For example...

KFBK SACRAMENTO

Delivers solid coverage of the entire 19-county billion-dollar Sacramento market, with a BMB home-city total weekly audience of 78% daytime, 91% at night. Affiliated with inland California's leading newspaper—The Sacramento Bee. Has lowest cost per listener in its area.

*Sales Management's 1951 Copyrighted Survey

McClatchy Broadcasting Company

KFBK
Sacramento (ABC)
50,000 watts 1530 kc.

KOH
Reno (NBC)
5000 watts, day; 1000 watts, night 650 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.

NACO FERTILIZER Co., N. Y., sponsoring 15-minute news thrice weekly over network of five North Carolina stations for 26 weeks. Program originates from WPTF Raleigh, and is carried on: WTBW Lumberton, WADE Wadesboro, WGTC Greensville and WBIG Greensboro. Agencey: Kelly Nason, N. Y.

ZAIEN Co., Pittsburgh, for Zadenol Dietary Supplement, using test saturation campaign on WHBO Canton, Ohio. Site selected because of "high concentration of average American families who spend 21% more for drug products than the average country."

ILLINOIS MEAT Co., Chicago, for its Broadcast brand products, to begin TV test in Detroit next month with Range Rider, once-weekly syndicated half-hour film, on WJBK-TV indefinitely. Agency: Arthur Meyerhoff, Chicago.

HOLLAND Furnace Co., Holland, Mich., uses TV for first time this week when it begins test spot schedule on stations in Chicago, Cleveland, Pittsburgh, Cincinnati, Louisville and Grand Rapids. Client just renewed Paul Gibbon on WBBM Chicago for 26 weeks and has ordered show for WCAU Philadelphia for same period. Agency: Roche, Williams & Cleary, Chicago.

ASSOCIATED SALMON CANNERS of British Columbia, Vancouver, starts new women's daily program Notebook with Claire Wallace, absent from Canadian radio for past two years due to illness. Program will be on many Canadian stations. Agency: James Lovick & Co. Ltd., Vancouver.


PETER PAUL Inc., N. Y. (candy bars), will sponsor Bob Garrett and the News on ABC Pacific network Tues., Thurs., Sat., 7:30-7:40 a.m. (PDT) starting Sept. 11 for 52 weeks. Agency: Maxon Inc., N. Y.


INTERNATIONAL SHOE Co., St. Louis (Friedman-Shelby Div.), to sponsor Kids and Company, 11 to 11:30 a.m., featuring Johnny Olsen on DuMont Network starting Sept. 1. Agency: Westheimer & Block, St. Louis, and its New York associates Wyatt & Schuebel Inc.

CORY Corp., Chicago (coffee brewer), sponsoring new daytime show, featuring Don Ameche and Frances Langford, on ABC-TV.

PAL RAZOR BLADE Co., N. Y., renewed its sponsorship of Rod and Gun Club of the Air Thurs., 8:30-8:55 p.m. over MBS, effective last Thursday. Agency: Al Paul Lefton Inc., N. Y.

QUAKER OATS Co., Chicago (Aunt Jemima Pancake Flour), will sponsor The Breakfast Gang on full Don Lee network (45 stations) for 13 weeks starting Oct. 2, Tues., Thurs., 7:15-7:30 a.m. (PDT). Firm will also sponsor The Answer Man starting Oct. 1 on same network (Continued on page 15)
NEW FACILITIES TO BETTER SERVE YOUR NEEDS

WE SPECIALIZE IN CUSTOM DESIGN TO SOLVE SPECIFIC PROBLEMS

Our NEW, modern plant, vastly expanded facilities and trained personnel are ready to go to work for you at a moment's notice. Skilled engineers are at your disposal to analyze specific problems. Expert draftsmen are on the job to design equipment geared to your particular needs in smooth, dependable broadcasting operations. Long years of experience—in both domestic and foreign markets—stand behind Continental Service. The Continental reputation for uniform high quality, superior workmanship and technical ability is your assurance of lasting satisfaction.

Look at these features of the new 5/10 KW AM Transmitter*

- For the first time in any commercial transmitter, Continental's improved high-efficiency amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.
- Exclusive of the automatic voltage regulator, the transmitter is completely self-contained, thus simplifying installation.
- Full, unobstructed view of all functional equipment is possible through the new "Transview" cabinet design and handsome vertical chassis construction. All components are forced-air ventilated.
- MAXIMUM STABILITY of tuning assured by vacuum-type capacitors in output stage.
- HUM-FREE OPERATION of control system through DC-operated relays.

*Being sold through GRAYBAR ELECTRIC COMPANY

NEW HOME OF CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVERGREEN 1137

CONTINENTAL ELECTRONICS Manufacturing Company

Broadcasting * Teletcasting

August 20, 195... * Page 11
By any measur
USE ANY MEASURE and you come up with the same answer. Central California is a great and productive market—and in Central California, KFRE leads them all.

BIGGEST BUYING POWER — the San Joaquin Valley is one of the great test markets in the country. It is one of the most progressive and most diversified farming areas in the nation—with the highest per capita wealth. It is the richest agricultural civilization that America has ever known.

LOWEST COST PER THOUSAND — your advertising message reaches more potential and responsive buyers at less cost per thousand on KFRE than on any other media in Central California.

THE BIGGEST AUDIENCES — you get them on KFRE: more than any other station in the area, more than the second network, more than all five of the third and fourth network stations combined—the largest consistent audiences in an area where the average income is higher—where the average family spends more on everything.

FIRST CHOICE OF MOST SPONSORS — more advertising dollars are budgeted to KFRE than to any other Central California station. Smart media buyers on local and national accounts select it again and again because they know the results they get from Central California's only 50,000 watt station. Ask Avery-Knodel.

First in America's Richest Farm Area . . .

50,000 Watts • CBS • 940 KC • FRESNO

KFRE

PAUL BARTLETT, President

RICHARD S. JACKSON, director of special events WAVE-TV Louisville, to J. M. Mathes Inc., N. Y., as assistant director of radio and TV in expansion of agency's broadcast advertising activity under READ WIGHT, director.

JAMES LINCOLN, Fuller, Smith & Ross Inc., N. Y., to John Mather Lupton Co., N. Y., as copywriter.

HERBERT LEDER, director of film Benton & Bowles, N. Y., and Nannette Vesina announce their marriage.  Mr. Jackson


on all accounts

W HEN television was still a sideshow, William Cowal Patterson was one of its literal trumpeters. Currently assistant director of the television department of Cecil & Presshrey, New York, Mr. Patterson began his career in video as a lecturer in the RCA television exhibit at the New York World's Fair in 1939. After talking about the medium for a season Mr. Patterson next proceeded to learn what he was talking about. He joined the creative element of the exhibit to serve as TV director.

Since it was hardly a medium for people, one of Mr. Patterson's first shows featured a pair of improbable beasts known—but only slightly—as Kukla and Ollie. Fran still had a separate identity and a last name as a vocalist in Chicago.

With the closing of the fair, Mr. Patterson joined NBC as an assistant director in radio. His next job was as a bombardier in the Army Air Corps, serving there as an officer for four years.

After the war he went to WNBC in New York as a producer-director functioning on the Tex & Jinx and Frank Luther shows among many others. In 1948 he moved to WGEN-TV Buffalo as producer and program manager. And early in 1949 he returned to New York as assistant program director of WCBS-TV, remaining there until a year ago August when he joined Cecil & Presshrey in his present capacity.

Mr. Patterson was born March 11, 1917, in New London, Wis. He majored in drama at both Northwestern and Iowa U. Upon completion of his formal education he turned to his first job as lecturer in 1939.

The following shows are under his supervision: Ammi Dent's Danger on CBS-TV, Auto-Lite's Suspense on CBS-TV and Sylvania's Beat the Clock. The agency creates and produces all the commercials for the three network TV shows.

The Patterson's, she is the former Marcia Freil, have two children, Pamela, 6½ and Neil, 2. The family lives in Manhattan.

Mr. Patterson's hobbies are golf, bridge and literature.
THELDA CORANI, timebuyer Duane Jones, N. Y., to Benton & Bowles, N. Y., in media department.

LOVICK E. DRAPER, network TV account executive ABC Chicago, named account supervisor of Grand Prize Beer, Foote, Cone & Belding.


D. BARKER LOCKETT, copywriter and contact man VanSant, Dugdale & Co., Baltimore, named account executive Lewis & Gilman Inc., Phila.

FRED M. JORDAN, vice president in charge of West Coast operations W. Earl Bothwell Adv., Hollywood, resigns. Prior to joining Bothwell, Mr. Jordan was vice president and manager Los Angeles office, Buchanan & Co., and before that with Erwin, Wasey & Co., L. A. WRIGHT NODINE, account executive Bothwell Adv., is acting head of agency until permanent appointment made.

Change of addresses: WILLIAM D. MURDOCK Adv., Washington, D. C., moving to enlarged quarters at 948 Warner Bldg. effective Sept. 1. Telephone is District 0460. BAKER ADV. Agency Ltd., Toronto, marked its 40th anniversary mid-August by moving to new and larger offices at 1315 Yonge St. ELLIS ADV. Co., Toronto, moved to new and larger offices at 77 York St., Toronto. SCHNEIDER, CARSON Ltd., Montreal, moves to new offices at 2024 Peel St., Montreal. ANDERSON, SMITH & CAIRNS Ltd., Montreal, moves to new offices at 1510 Drummond St., Montreal.

New Business

(Continued from page 16)


INSTANT MAXWELL HOUSE COFFEE to sponsor daytime drama serial, When a Girl Marries over ABC, Mon.-Fri., 11:15 to 11:30 a.m. beginning Oct. 1. Agency: Benton & Bowles, N. Y.

MURINE Co., Chicago, Sept. 9 starts Cedric Foster in five-minute commentary series on full MBS network, Sun., 6:55-7 p.m. Agency: BBDO, Chicago.

REYNOLDS METAL Co., Richmond, Va., sponsoring broadcasts of midwestern and southern trotting races, Thurs., 5:30-5:45 p.m. for five weeks on ABC. Agency, Buchanan & Co., N. Y.

Agency Appointments • • •

SNOWWHITE BAKING Co., Muskegon, Mich., appoints Ruse & Urban, to handle advertising. Radio will be used.

HUNT & WINTERBOTHAM, N. Y., maker of British Woolens, appoints Gray & Rogers, Phila., to handle advertising.

S. C. JOHNSON & Son Ltd., Brantford, Ont. (waxes), appoints Erwin, Wasey of Canada Ltd., Montreal, to handle advertising in Quebec province. Fall radio campaign for Glo-Coat is planned. Needham, Louis & Brerby Inc., Chicago, understood to be handling remaining Canadian advertising.

HEISS HOTELS, Mayfair & Lennox, St. Louis, named Olian Advertising, same city, to handle advertising effective Aug. 1. TV spots will be used. James O’Neal is account executive.

BELLOWS & Co., N. Y., appoints Benton & Bowles, same city, to handle advertising of all its wines and spirits products.
WOW! ZIV's NEW SENSATION

DUNNE and MACMURRAY
Together, in the Gay, New, Exciting Comedy-Adventure
"BRIGHT STAR"

FIVE DISTINCT IDENTIFICATIONS FOR YOU
Including Three Full-Length Selling Commercials!

WITH HARRY VON ZELL AN ALL STAR SUPPORTING CAST
SPARKLING SCRIPTS AND PRODUCTION BRILLIANT MUSICAL SCORES AND DIRECTION

It's a riot of newspaper feudin', fuss'n and fun!

NEVER BEFORE HAS A NEW SHOW CAUSED SO MUCH EXCITEMENT!

He's a reporter who hates bosses. She's an editor who hates reporters... It's action-full, event-full fun for the entire family!
THIS SHOW IS THE NEED OF THE INDUSTRY!

STATIONS ARE WIRING
FOR THESE TWO GREAT HOLLYWOOD STARS!

AGENCIES ARE PHONING
FOR THIS GREAT AUDIENCE-BUILDING HIT!

SPONSORS ARE GRABBING
FOR THE TOP SHOW IN THEIR MARKET!

DICTATE A WIRE BEFORE YOUR MARKET IS GONE!

ZIV COMPANY
Radio Productions
1529 Madison Road • Cincinnati 6, Ohio
New York • Hollywood
A RICHMOND MERCHANT WRITES:

"Large sales come directly from our WLEE advertising..."

Here's the success story of a Richmond store in the floor-laying business. The owner had never believed in radio advertising—but then he tried WLEE! Just read what he says now:

"I made a point of running Radio Specials that were not advertised in any other manner. Several large sales have come directly from our WLEE advertising. Now that we have been advertising regularly on WLEE for the past few months, the repeated mention by customers of our program has proved to us that radio is a very substantial medium."

All kinds of local Richmond merchants are used to getting direct results like this from advertising on WLEE. And more and more national advertisers are following their lead.

How about your Richmond advertising? Do you know the whole WLEE story? A call to your Forjoe man will bring you all the facts.
SPOT SALES CLIMB

By FLORENCe SMALL

AN UPSURGE in spot timebuying evident last week, suggesting the a significant change in advertising In addition to Pepsodent's turn [Broadcasting • Telecasting Aug. 13], it was revealed that the Crosley Division of Avco Mfg. Corp. is bypassing both radio and TV network programming in favor of a radio spot campaign for at least one of its products, while Pepsodent's parent, Lever Bros., is supplementing network scheduling for other products with strong spot drives. Additionally there were signs that Procter & Gamble may be paying closer attention to spot media.

As yet the sum of such moves is too limited to justify the use of the term "trend," but the tack taken by Pepsodent and Crosley seemed destined to gain the interest of the industry, and their success or failure may influence the future approach of many another client with even remotely similar merchandising problems.

Crosley, having decided to cancel its participation in the NBC-TV Show of Shows, will break out in mid-September in a price spot radio campaign in at least 100 markets to promote the sale of its telephone and radio sets. The first concentration will be for a period of 13 weeks at an estimated cost of $35-40,000. No final decision has been made in regard to exploitation of the firm's new line of refrigerators, but it is understood that spots in both radio and TV will probably be given preference. The agency is Benton & Bowles, New York.

Pepsodent's Move

The other spot convert, Pepsodent, was far more precipitate in its plunge into single-station programming. Sponsors last year of two radio network shows, My Friend Irma and Dr. Macro, the company will this year spend about $500,000 in some 100 TV and radio markets. Moreover, the firm is also considering purchase of a local half-hour TV show, probably in New York, to begin later in the season. The decision to concentrate on spots is the first major action under the stewardship of its newly acquired agency, McCann-Erickson, New York.

The reason advanced to Broadcasting • Telecasting by both among major advertisers was beginnings of what could become planning, into spot scheduling exclusively.

Crosley and Pepsodent for the switch to spot was the same: a desire to saturate specific markets where the buying potential is manifestly strongest.

Plans for its other products by Lever Bros., parent company of Pepsodent, while somewhat more in line with previous practices, reveal a strong undertone of spot awareness.

Rinso, whose TV-radio advertising budget is $3 million, has directed 15% of that figure into a spot radio and TV campaign.

IT'S TOO SOON to call it a trend, but some major advertisers are shifting the balance of their spending away from network and toward spot broadcasting. Crosley is buying radio spots in 100 markets. Lever Bros., for Pepsodent, will put half a million dollars into spot radio and TV and for other products is augmenting network campaigns with heavy spot schedules. Trend or not, the spot field is unusually active.

JOINT promotion campaigns to emphasize AM radio were started last week by stations in two cities, Detroit and Tulsa, as the local cooperative idea started to gather momentum. Already versions of the idea have been tried in a number of cities.

Six Tulsa stations last Tuesday formed an alliance to awaken the public and timebuyers to the depth and breadth of radio's value. The group is known as Associated Tulsa Broadcasters. Stations will pool resources, talent and facilities to publicize radio as the medium returning the most value for the advertising dollar.

Taking part in the Tulsa drive are KMGL KTUL KACK KOME KFMY and KVOK. William B. Way, KVVO general manager, named chairman.

In Detroit it was decided to start the campaign Sept. 15. Participating stations are WXYZ WJR CKLW WWJ WJBK WEXL and WKMHB, with WJBK, independent, not yet enrolled. Announcement of the project was made Thursday, following a Monday meeting at which an operating committee was formed.

Under a 30-day rotating chairmanship plan Hal Neale, WXYZ, was named first chairman. Budget plan provides individual stations share costs on state-card basis.

Slogan to be Used

Comprehensive advertising campaign is being developed, using a positive approach for AM radio promotion. The drive will be built around the slogan, "Wherever you go there is radio." Already the slogan is being used on station breaks and disc jockey programs. A trademark, along with the slogan, will be incorporated in all cooperative advertising, including transcribed spots, car card and newspaper space. No call letters will be used in co-op advertising.

The joint campaign will be augmented by individual station use of the slogan and trademark in regular newspaper and trade advertising, direct mail and other promotion projects being planned.

Tulsa, Detroit Set Pattern

In Tulsa Mr. Way said, "The number one job of the job of the job of the job of the ABT will be to make every member station realize that the promotion of its own medium is its most vital endeavor, and that united, we can all do a better job for ourselves, for each other and for the community, than we have ever been able to do individually.

"One of our first duties will be to show the public what a tremendous public service our Tulsa radio stations are doing in the matter of public interest features, courtesy spot announcements and free air time...made available every day to charitable organizations, church and civic groups."

(Canceled on page 28)

Tulsa and Detroit have set patterns which, if followed, hold great promise for radio's future. Both cities are endowed with a true radio audience, exemplified by long-time listeners.
Carney Joins Firm
As Board Chairman

WITH the resignation of William E. Cone & Belding, New York, to its a re alignment of and addition to its
Robert F. Carney, of the law firm of Carney, Crowel & Leibman, Chicago, as senior partner, joins the agency as chairman of the board of directors. P. Fairfax M. Cone, previously chairman, has been elected president of the firm, and Dén Belding, previously presi dent, has been elected chairman of the executive committee which comprises himself, Mr. Carney and Mr. Cone.

Directors Named


Messrs. Delano, Taylor and Whitney will be responsible for the agency's New York operations and Messrs. Campbell, David and Koretz will be responsible in

FCC FUNDS

$6,116,500 for '52 Okayed CONGRESS last week approved a joint conference report on the Independent Offices Appropriations bill (HR 3880) allotings funds for FCC's fiscal 1952 operation.

This second joint reporting of the bill was the first crack in the logjam that piled up on funds legislation in mid-summer [BROADCASTING • TELECASTING, Aug. 6].

The money measure gives $6,116,500 to FCC, or $733,350 off the mark set by President Truman when he requested $6,850,000 for the agency at the beginning of the year.

The bill, which must be signed by President Truman before becoming law, contains a formula for cutting personnel funds. This was the initial stymie in the bill's acceptance since the House wants to prohibit agencies from filling more than three out of four vacancies while the Senate would have cut 10% from personnel funds for most of the agencies. The compromise, agreed upon by the conference would attempt to eff ecuate both proposals.

Title V of the bill remains. That section would give authority for assessment of fees and charges for regulatory services and activities performed by agencies and commissions.

Rogers Joins Ziv

EDWARD ROGERS, former sales manager of Transcription Div. of Musak, New York, has been named account executive for Frederic W. Ziv Co. in the New York area.

Carney Joins Firm

As Board Chairman

Berchtold, executive vice president of the firm last week, the agency announced executive personnel.

Mr. Taylor, vice president in the Chicago office, moves to New York, where Krinkles, Post Toasties and Postum accounts of General Foods will be handled.

Mr. Whitney will supervise the agency creative department in

CRUSADE SERIES

Premieres on WNBK Thursday DOCUMENTARY film series, Crusade in the Pacific, produced by March of Time exclusively for television as sequel to its Crusade in Europe, will have its premiere over WNBK (TV) Cleveland on Thursday, under sponsorship of Society for Savings, Cleveland, it was announced Thursday. The films are being sold on a local sponsorship basis.

Portraying aggressive wars of the Asiatic-Pacific area from the 1931 Japanese invasion of Manchuria to the current Korean conflict, the series also is scheduled to begin on WDVT (TV) Pittsburgh under sponsorship of the Mellon Bank on Oct. 25; WSM-TV Nashville, sponsored by Third National Bank of Nashville, Aug. 27; WBZ-TV Boston, sponsored by Shawmut National Bank, on Oct. 2; WDSU-TV New Orleans, sponsored by American Brewing Co., on Oct. 3; WBAI-T.V., sponsored by W. Burton Guy Real Estate, Aug. 28; WXYZ-TV Detroit, sponsored by Detroit Bank, Aug. 28.

The five owned TV stations of ABC also are carrying the series which consists of 26 30-minute installments and negotiations are in progress in other cities.

New CBS Show

ROBERT Q. LEWIS show Robert Q's Workshop, which started on the CBS Radio Network as an eight-week summer series, will be a permanent listing on the network's evening schedule effective Monday, Aug. 27. The program will be heard Monday, Tuesday, Thursday, and Friday, 10:30-11 p.m. It currently fills a Monday-Friday time slot, 7-7:45 p.m.

ABC Net Income

ABC announced Thursday that net income for the company and its subsidiaries reached $472,000 for six months ending June 30, 1951. The amount is equal to 28 cents per share on 1,689,017 shares of outstanding $1 par common stock. By comparison, net for the first six months of 1950 was $180,000, equal to 11 cents a share.

Furniture Fortissimo

RADIO selling got so good for Farr's Furniture, retail furniture and appliance house, Cincinnati, that it purchased 14 one-minute spots to tell people the store was closed for the owner's two-week vacation. Report comes from Keelor & Stites, Cincinnati advertising agen cy, which handled a heavy spot campaign on two local stations in a 12-month period for the store.

AT&T RATES

Microwave Relay Cost Set RATES for TV program transmission over the new coast-to-coast microwave radio relay will be based on exactly the same formula that already applies to all other TV networks. Spot, 30-second, 60-second video networks, a telephone company spokesman told BROADCASTING • TELECASTING Thursday.

In an attempt to clear up what is evidently a widespread misunderstanding about TV network facility rates, the AT&T executive said that for full-time use the base rate for TV network service is $35 a mile a month for video connections, plus $6 a mile a month for audio connections.

These rates, he said, are the same whether one network makes exclusive use of the facilities or whether they are shared among two, three or four networks, so that the present facility sharing arrangement will not result in extra revenue for AT&T.

Rates for occasional use are $1 a mile an hour for the video service. These rates are on file with and have been approved by the FCC and cannot be changed without the Commission authority, it was pointed out.
THE post of director of the Ford Foundation's new million-dollar TV-Radio Workshop went last week to A. Donegan, assistant publicity director of ABC. The post was vacated by Mr. Saudek, who resigned to become Ford's vice president and assistant to the president of the network.

The New York Post, in an article by Mr. Saudek, wrote: "Mr. Saudek was named acting president of the Workshop. The high purposes motivating this workshop are of unparalleled importance in extending the horizons of both radio and television."

Mr. Saudek said he "brings to the Ford Foundation a keen understanding of commercial broadcasting and a thorough knowledge of educational programming in both radio and television."

In pointing out that the workshop's first program, a 26-week series of half-hour shows called The People Act, already is in production and is scheduled to start on CBS Radio in November [Broadcasting • Telecasting, Aug. 13], Mr. Saudek said the workshop also hopes to have at least one television show on call for them to carry the name of the Ford Foundation. The programs will be "preachy," but will seek to get their ideas across via good entertainment.

The workshop expects to "have a relatively small permanent staff," and to "farmer out its work to a great extent. But Mr. Young made clear that top talent will be employed, with each show being put in the charge of "the best man we can find." Among performers, he said, name stars will be employed if and as they are needed. "This is the first year in which we already have an option on the services of a "leading star of the American stage."

In placing its shows the workshop probably will work both through networks and through an existing (or, if necessary, set up its own) organization for syndication to stations. The deal with both networks and stations will be that they provide the broadcast time and the workshop supply the programs. Networks and stations will be free to sell the programs, in which case the broadcaster gets his time costs and the workshop receives its production expenses. The Ford Foundation retains its right upon the sponsors, but Mr. Young did not specify the "certain terms we wouldn't want."}

Mr. Pacey

Sponsor Interest

He said a dozen advertisers and four or five agencies already had approached the Foundation about sponsorship of programs. Mr. Pacey, in his introductory speech, had explored the possibility of a workshop series, and he has now been appointed acting director of public affairs for ABC, joined the network as trade news writer, and then to national director of publicity.

Mr. Donegan, acting director of publicity, has been with ABC and the Blue Network since 1941. He joined as trade news editor and progressed to desk editor and then assistant publicity director.

Mr. SAUDEK

* * *

Will Direct Ford Workshop

Mr. Pacey

In 1938 following his graduation from Harvard. The following year he returned to ABC and in January 1948 was elected vice president. In addition to his departmental responsibilities he has been a member of ABC's policy and planning committees for both radio and television.

FORD GETS SENATOR SUPPORT

Johnson, Benton Laud Television-Radio Workshop

SSENS. ED C. JOHNSON (D-Col.) and William Benton (D-Conn.) have given their blessings to the Ford Foundation's Televising-Radio Workshop [Broadcasting • Telecasting, Aug. 13, 6].

Sen. Johnson, seeing in the project the "right way" to go at the problem of supplying community and public service programs, said: "I can't endorse it outright without knowing the content of the program. But it does seem to be an effective way to handle educational programming. It probably will provide cooperative enterprise between the educational and commercial broadcasting and those who prepare special programs."

The Senator, questioned if the workshop seemed to fit in with his idea of cooperation between the commercial broadcaster and the educational institution, said: "It would appear to be along the line of the Syracuse U. plan, an effective way of coordinating the groups."

Sen. Benton, who is crusading in the Senate on behalf of additional broadcast facilities for educational institutions, praised the announced workshop, labeling it "a wonderful idea" and one in which he was "entirely in sympathy."

Asserting that the Ford Foundation was "pioneering" in a field in which radio interests have been "gun-shy," Sen. Benton said Mr. Young's efforts were constructive in developing programs for commercial sponsors.

Sen. Benton, who has authored legislation which would set up a National Citizens Advisory Board for Radio-TV (see Broadcasting, July 6), said the project would at least partially fulfill his expressed aims.

The Senator said he has been working for greater use of radio and television in the public service and educational fields, whether efforts are under commercial or non-commercial sponsorship.

RTMA COMMITTEES

Appointed by Sprague

THREE committees—tax, traffic and industrial relations—were appointed last week by Robert C. Sprague, chairman of the board, Radio-Television Mfrs. Assn. A. M. Freeman, RCA Victor Director, was reappointed chairman of the Tax Committee, with F. Cleveland Hedrick Jr., as special counsel and secretary.

John B. Swan, Philco Corp., was reappointed chairman of the Traffic Committee with W. L. Fogelson, P. R. Mallory & Co., vice chairman. Leslie E. Woods, Raytheon Mfg. Co., was named chairman of the Industrial Relations Committee. Harvey Stephens, International+ Assistance Co., was named vice chairman.
Tighter Controls

(Also see story, page 88) RADIO-TV broadcasters who seek construction materials and plan to commence building or alteration, with authorization after Oct. 1, were confronted last week with hard-plastic criteria governing "essential projects."

Already faced with a temporary "freeze" on new construction, broadcasters were told that they would be denied fourth-quarter materials allotments for larger projects "unless the denial will adversely affect public health, safety or welfare."

The National Production Authority announced that "relative essentiality" of projects will be "the controlling factor in determining whether to grant permission to build and make an allotment of materials." Radio and television facilities were specifically cited by the agency. Projects involving use of less than 50 cubic yards of steel and 200 pounds of copper need no approval.

Essential Priorities Listed

Industry authorities were momentarily unable to judge whether broadcasters could make an adequate presentation under these three classes of "essentiality" priorities set forth by the NPA in the following order:

<table>
<thead>
<tr>
<th>Class</th>
<th>Priority</th>
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<tbody>
<tr>
<td>1</td>
<td>Construction projects &quot;which will further the defense effort by providing facilities in areas adjacent to military establishments or defense plants&quot; (mostly aircraft facilities).</td>
</tr>
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</table>
| 2 | Construction required as a result of disaster "materially affecting the public interest or essential community needs."
| 3 | Industrial (not commercial) construction and plant expansion essential to "the maintenance of public health, safety or welfare."

For broadcasters, the picture shaped up this way:

- Applications for station grants or permits approved by the FCC probably will receive favor: The FCC has indicated that the broadcaster has made contractual commitments for building or is currently in the process of construction.
- Broadcasters who have received FCC approval but have made no contract commitments or begun construction would be required to prove that a denial of materials would overlook criteria of public interest, safety or welfare, represent a hardship to the community or contravene the national defense effort.
- Applications filed for materials and building authorization with the NPA must first be reviewed in order to determine whether to allow non-essential construction "should be "postponed" and materials withheld for the quarter beginning Oct. 1. Scarcity of steel, vital in station construction, was particularly stressed.

NPA evaluated the situation in this statement:

"No commercial construction will receive an allotment of materials if the NPA or the fourth quarter unless public interest would be so adversely affected by such a denial that it would be a serious and unreasonable hardship upon the community involved, or would have an adverse effect upon the defense effort or on such important public health, welfare or safety."

Controlling Factors

Considerations of profit or loss, personal inconvenience, or lack of efficiency of commercial operations will not constitute "controlling or influencing factors" in final determinations, NPA emphasized.

Special consideration will be given, however, to building already underway (meaning where materials have been ordered and/or incorporated into structures) where failure to proceed would be "uneconomic" and not in the public interest.

Government officials had hinted the past fortnight that, because of demands on materials, broadcast and other applications would be more closely scrutinized with an eye to essentiality (BROADCASTING, Oct. 12, page 18).

Last Thursday's action was viewed in some quarters as tantamount to a fourth-quarter freeze on sizable broadcast projects falling to meet those demands. Other authorities felt that the new regulations merely impose restrictions—implied—but not carried out literally—in NPA's original construction of criteria. At least one such authority believed that the number of current AM-FM-TV facilities in relation to any one community would serve as one criteria, as well as the other two.

(Continued on page 81)

D.C. Defense

Broadcasters Planning Slowed

PROGRESS on communication installations for the District of Columbia's defense projects has been temporarily slowed because of difficulty in obtaining amplifiers for its supersonically controlled air-raid warning system. As a result, military, broadcasters' role has not yet crystallized.

The Defense Dept. reportedly has pre-empted materials tabbed for more than 50 amplifiers or public address horns and other equipment under a contract with RCA. The horns would be activated by special FM receivers located at control centers. Only four have been installed.

With the delay in receipt of equipment, broadcast participation in District civil defense has also been slow, save in classified advance monitoring or frequency sequential tests which have been conducted periodically in recent months under FCC supervision. Plan calls for a Washington delegation to serve as a monitor outlet.

Local civil defense officials reported that they have tested new 50 w transmitters installed at four control centers, and a primary 250 w transmitter at the main command post. Supersonic devices, a new feature for warning systems, render aluminum horns and other equipment unnecessary and represent the outgrowth of experimental work in transistor radio and other specialized services.

An advisory committee comprising broadcasters and other media has been inactive while the District Office of Civil Defense galvanizes its plans into reality. Next step, after obtaining equipment, is to recruit personnel. Kenneth Berkeley, vice president and general manager of WMAL-AM-FM, is a committee member. WRC, WTOP, and other stations also are represented. Ross Beville, chief engineer of WWD-AM-FM, heads a subcommittee on broadcast phases.

ESSENTIAL LIST

NARTB Cites Radio-TV Needs

GOOD CHANCE that radio and television will be returned to the government's list of essential industries was voiced last week by NARTB spokesmen after a hearing before the Inter-Agency Advisory Committee on Essential Activities and Critical Occupations. Pleas for classification of radio and TV on the critical list was made Wednesday afternoon before a technical subcommittee of the Inter-Agency Advisory Committee. Radio and TV were removed from last year's original list when a revised and sharply curtailed list was issued last March.

High praise for the role of the electronic media in World War II and the current emergency was voiced to the subcommittee by Richard E. Schneider, an advisory panelist representative of the U.S. Civil Service Commission. Appearing at his own request, Mr. Schneider said he had worked with NARTB in distributing critical manpower recruitment announcements. The commission considers radio and television essential to its activities, Mr. Schneider explained.

Dewey Coates, secretary of the inter-agency committee, sat with the technical subcommittee. He acknowledged the essentiality of radio and TV but said NARTB should establish essentiality by showing its inadequacy to meet minimum civilian requirements, or short supply.

Radio-TV Unique

Harold E. Fellows, president, and Richard F. Doherty, employe- employer relations, protested the planned treatment of radio and TV on the critical list. Con- tended on behalf of NARTB that radio and TV are unique since they operate with few manpower re- serves. They might be unable to function at minimum manpower levels in case of sudden emergency placing greater demands on the two media, it was explained.

Neal McNaughten, NARTB engineering director, said stations now asking for operator relief at the rate of about one per day. Many engineers who are in the reserves are being called up, he added. Forgers, he said, the employment situation in the technical field is getting tighter every day and the two industries are being told of the effect they can't get recognition of the critical list.

NARTB's delegation at the hearing also included Robert K. Rich- erds, public affairs director, and Charles H. Tower, assistant em- ployee-employer relations director.

Technical Subcommittee

The technical subcommittee included Irvin E. Mitchell, National Production Authority chairman; Mr. Coates; J. Bernard Josephs, Sidney Hatkin and B. E. Worden, all of NPA.

A majority of the subcommittee indicated they felt radio and TV should receive special consideration by the full inter-agency committee.
CONVENTION SPONSOR?

APPROACHES for commercial radio-TV sponsorship of the 1962 national political conventions and for possible public service coverage were detailed at informal discussions among key Democratic-GOP representatives and network executives.

The unprecedented closed meeting was called by the Republican National Committee. Its publicity directors, along with those of the Democratic National Committee, met with Washington representatives from live radio and four TV networks.

It was understood that no definite conclusions were reached during the one-day session, held Wednesday at the Mayflower Hotel in Washington, and that a similar conclave will be called sometime early next month to resume the exchange of ideas.

Among the topics raised by national committee and industry representatives were those touching on commercial sponsorship, convention facility arrangements, TV production problems and operation, the cost of commercial network cancellations which would arise from public service broadcasts, and techniques of media coverage.

At conclusion of the conference, industry representatives agreed to carry back to their respective networks current thinking on these problems and they will confer with top echelon network executives on these matters as they relate to policy and financial aspects.

Parties Decide Sponsorship

It was emphasized that the ultimate decision to either permit network radio-TV sponsorship under certain conditions will rest with Democratic National Committee Chairman William Boyle Jr. and GOP Chair Guy Gabrielson. Similarly, industry representatives will be guided in future talks by their respective network policies.

The meeting last week followed a conference among radio-TV representatives of the two national committees, which delved into the sponsorship issue and convention site, yet to be selected in Chicago.

Additionally, each committee has indicated it will appoint an advertising agency to handle the '62 convention details [Broadcasting • Telecasting, Aug. 13].

Attending last Wednesday's session were these industry representatives: (ABC) Thomas Velotta, vice president in charge of news and special events; (CBS) Earl Gammons, vice president in charge of Washington operations, and Sig Mickelson, director of public affairs; (LBS) John Dunngan, Washington regional manager (WOL); (MBS) Hollis Seavey, Washington program coordinator, and Milton Burb, news director; (NBC) William R. McAndrew, general manager, WRC - AM - FM WNBW (TV) Washington, and William F. Brooks, vice president in charge of public relations; and (DuMont TV Network) Walter Compton, manager, WITG (TV) Washington.

Radio-TV Chiefs

Representing the national committees were: (Democratic) Fred Van Devender, public relations director; and Kenneth Fry, radio-TV chief; (Republican) William Mylander, publicity director, and Ed Ingle, radio-TV chief.

While national committee and industry executives were exploring the multitude of problems bearing on '82 convention coverage, there were indications that the politicos themselves were priming with an eye to radio and TV.

Grid Coverage

Contracts for radio coverage signed as opening of the season passenger and petroleum sponsors joining the list [Broadcasting • Telecasting, Aug. 13].

Such companies as Atlantic Refining, Tide Water Associated Oil, regional Chevrolet dealers and electronic manufacturers will sponsor play-by-play broadcasts or related sports programs.

Tide Water will use over 125 Pacific Coast stations, many of which are regional or national network affiliates, to cover 80 major western collegiate games. Chevrolet dealer groups in Maryland, Virginia and Pennsylvania are completing negotiations for games through Ketcham, MacLeod & Grove, Pittsburgh agency.

Eleven Chevrolet dealers in the Maryland area will sponsor nine U. of Maryland games on a total of 11 stations, keyed from WITH Baltimore. Delaware, West Virginia and District of Columbia outlets will be used in the hookup.

Conference. High spot of the Sept. 29-30. 20

STATEWIDE network will carry U. of Maryland football games this autumn under Chevrolet dealer sponsorship. At contract signing (seated, I to 4): Louis W. Kieffer, Baltimore dealer; James K. Tutum, U. of Maryland coach; (standing) J. William McIlhenny, of Ketcham, MacLeod & Grove, Pittsburgh agency; M. J. Logen, Chevrolet zone manager; William W. Cobey, U. of Maryland graduate athletic manager.

Commitments for radio-TV by Senators and House members have not crystallized as yet, but here again campaigning poses some thorny questions not likely to be resolved before the 82d Congress reconvenes for the second session next January.

Involved are such factors as selectivity of media, costs of utilizing "live" or film television shots, coverage of constituents' areas, production techniques and other complicated problems.

But a few Senators and Representatives already have evidenced their eagerness to get into the TV swim on the basis of filmed reports "to the folks back home." One is Sen. William Benton (D-Conn.), who is up next year for his first full term in the upper chamber.

Sen. Benton, staunch advocate of educational TV and the Voice of America, has already laid the groundwork with commencement of a series of 10-minute film reports on WHIC-TV New Haven, Conn. The Democratic National Committee is defraying part of the finances. Film costs and the hours of preparation needed for each program are cited as a difficult problem confronting the Senator, and as a result he may turn to live TV spots after October. Possibility also was held out that he may reduce his program to five-minute stints.

Tide Water Sets Pact

The Tide Water's schedule, placed through Buchanan & Co., San Francisco, will open with the Sept. 29-30. 20 night game between U. of San Francisco and San Jose State and close Dec. 1 with the Southern California - Notre Dame game. Harold R. Deal, manager of advertising and sales promotion for the sponsor, said this marks the firm's 26th year of sports broadcasting. Included in the special network are stations of NBC, Don Lee-Latenna, ABC, Mutual and Arizona. Broadcasting System networks.

Film Versions

TV coverage was mapped by WDSU-TV New Orleans, which plans to telecast film version of all Tulane U. and Louisiana State U. games under sponsorship of D. H. Holmes Co.

Phillips 66 and Lee Tires will sponsor All-American Game of '62 Week on a selective TV spot basis in the South and Midwest, through Lambert & Feasley, New York.

More than 60 stations already have signed for Touchdown Tip with Sam Hayes, RCA syndicated football round up service, Manage A. B. Sambrook of RCA Records Program Services Sales report last week. He said the 13-week (Continued on next page)

Industry Consulted

A similar version was launched by the Republican National Committee on behalf of Rep. Kenneth B. Keating (R-N.Y.), who last March began a series of 10-minute talks aimed at constituents in his 48th District covering Rochester. On the Senate side, the GOP has similar plans for Sen. Arthur V. Watkins (N. Idaho), who also will campaign for re-election in 1952. Sen. William F. Knowlton (Continued on page 89)
CASTING for DuMont.


THE MAJOR movie firms had no comment last week on FCC's order for hearing on the qualifications of certain Paramount firms to be broadcast station licensees in view of past anti-trust "violations"—issues also held applicable to their future in radio and TV [BROADCASTING • TELECASTING, Aug. 13].

But they acknowledged they are "studying" the order and its implications carefully. For the present, it appeared that 20th Century-Fox, Warner Bros. and Loew's among others, plan to "watch developments" before deciding on specific action.

The FCC investigation was called upon all pending transfer, renewal and license applications of the several Paramount firms and DuMont. It is recognized as the "pilot case" which may determine Commission policy as to future movie participation in the ownership and operation of broadcast stations, particularly television.

Hearing Not Set

The effect on control of the media of mass communication is considered to be one fundamental background issue in the proceeding. FCC has considered similar broad public policy "questions" before in other fields, notably the onetime newspaper ownership study.

The proposed merger of ABC and United Paramount Theatres Inc. has not been set for hearing although some Commission quarters and Paramount spokesmen feel it will be consolidated with the reall Paramount-DuMont inquiry soon as the FCC staff completes initial review of the merger papers.

These are among the unanswerd questions seen in the overall proceeding:

- - -

1. Whether other movie "majors" will seek to intervene in the case since general issues may be implied or precedent established. Certain movie interests already have protested the proposed ABC-UPT merger [BROADCASTING • TELECASTING, Aug. 6].

2. What position, if any, Justice Dept. may take. Admittedly reviewing problem, Justice volunteered "memorandum" of views in FCC's earlier "uniform policy" case which touched on some facets of present proceedings. Justice has intervened in other FCC cases, principally common carrier.

3. Possibility FCC could view movie entry into TV as stimulus, rather than deterrent, to inter-network and station competition. Justice insisted, however, as posed respecting ABC-UPT merger.

4. How many of basic problems in FCC's forthcoming television reorganization might overlap in Paramount-DuMont case. Theatre TV inquiry has been postponed from Sept. 17 to Nov. 26 [BROADCASTING • TELECASTING, Aug. 6].

5. Certain FCCs and industry representatives consider the ABC-UPT merger proposal has forced the Commission to look at the policy problems involved in the motion picture participation in radio-TV.

6. They point out the issue has been approached several times since 1946, when FCC authorized Paramount Television Productions Inc. to construct KTLA (TV) Hollywood. In that grant FCC noted certain pending anti-trust litigation to which the applicant was a party, and for the first time asserted Paramount's 29% interest in Allen B. DuMont Labs. constituted "control" of DuMont under certain provisions of the Commission's regulations.

Earlier this year the Commission decided not to set a "uniform policy" in the handling of applications from firms found to have violated anti-trust and other commission laws in movie ownership and operation in broadcasting.

FCC's hearing "opens up Pandora's box" for the movie interests, one spokesman warned.

DuMont representatives had no comment on FCC's hearing order but they indicated specific action may be announced this week.

DuMont in the past has been openly unhappy about the Paramount "control" issue. In March the firm again protested the continued broadcasting of its stations to the Commission.

DuMont held the non-action has been a "critical hardship" in the conduct of its business [BROADCASTING • TELECASTING, March 19]. The firm indicated it is being penalized because another firm has been involved in an anti-trust proceeding to which it was not a party.

Male Review

No "Unexpected Questions"

Spokesmen of the Paramount firms again indicated unofficially the FCC order brought forth no "unexpected questions." They, too, felt some definite action may be announced this week respecting the proceeding.

Observers speculated last week that since on the pending applications may be expedited more by getting on promptly with the hearing rather than seeking out other temporary licenses to cover the questions. Legal experts point out such other recourse includes petitioning for clarification of the hearing issues, or amendment of them, as well as stipulation to certain matters.

Issued Aug. 9, the hearing order indicated FCC wants details re...

(Continued on page 32)

BROADCASTING • TELECASTING

PARAMOUNT HEARING

Movie Firms 'Study'

"Whirlwind I" Fails for DuMont Purposes

(Also see story, opposite page)

SUPER, ULTRA perfectionism of an electronic computer threw DuMont engineers for a loop, made them give up their idea of using Massachusetts Institute of Technology's Whirlwind I digital computer to arrive at the definitive U.S. television allocation plan.

DuMont technicians had hoped to fill all allocations criteria (spacing, occupied channels, fixed number of channels for certain cities, etc.) to the computer, sit back and have the machine come out with an unquestionable final allocation plan. They started using the machine April 24, but the machine was too exacting.

Difficulty was, DuMont reports in brief filed last Friday, that the computer would backtrack repeatedly if it couldn't find a channel to fit into a city. It would not only scan all possible channels to be fitted in for that city, but if it couldn't find one it would start back and change previous assignments over and over.

"Even...with the computer operating at the rate of 50,000 operations per second," says DuMont report, "thousands of centuries would be required to exhaust all possible combinations."

Reason: Not enough storage capacity, says DuMont. But in a few years the machine's storage capacity may be increased fourfold, and then it could come out with the unbreakable answer, the report states.

BACK TO THE ABACUS

age 24 • August 20, 1951

BROADCASTING • TELECASTING
STATE BOARD

Sokolosky Hits Pa. Bill

BILL in Pennsylvania’s General Assembly (No 784) to set up a television network for non-commercial educational purposes has been roundly condemned by Newman George E. Sokolosky in an ABC broadcast. His script was printed in the Congressional Record last Wednesday by Rep. Joseph R. McCarthy (R-Wis.).

Mr. Sokolosky said: “It used to be said that the American people’s interest in television failed, it was the duty and obligation of government to step in. But this bill is not interested in the public.
They are, on the whole, well-managed organizations, performing a useful service, doing it better than anywhere else on earth, although still not good enough, and making a profit at it.”

Asserting that the Pennsylvania bill “is only important because it shows the politicians cannot keep their hands off things,” Mr. Sokolosky warned that they “jumped the gun and therefore interested a costly system from a competitive private enterprise.” If they get away with it, he said, “it will be followed in other states—and will place upon the public a burden unjustified and heavy burden.”

Although the bill asks for $100,000 “as a starter,” Mr. Sokolosky said, it would be more like $25 million and that “would be low.”

He wished to ask how many cities would have “booster and subsidiary stations” and what type of buildings and amount of land would be purchased. The bill asks for a “master station and subsidiary stations as may be needed.”

BROADCASTING

DuMONT PLAN

DuMONT THREW the book at the FCC for the second time—when it filed its affirmative case last Friday—the first to do so under the Commission’s July 25 order of testimony on the city-by-city TV allocation proceedings [BROADCASTING • TELECASTING, July 30].

In an impassioned plea for the FCC to adopt its plan of channel allocations, the U. S. DuMont stresses that its plan provides more channels to more cities (particularly in top markets) than does the FCC’s.

Thus the FCC plan fosters monopoly, he implies.

DuMont plan even takes into account the oppositions to its proposals from the 65 broadcasters and educators who filed objections and which the FCC listed in its order of appearances July 18 [BROADCASTING • TELECASTING, July 23].

FCC’s Position

General consensus is that the FCC will barely rip up its own allocation plan to accept DuMont’s—even if it were to agree to the DuMont contention that its plan makes more efficient use of the spectrum (particularly in UHF allocations). In May, DuMont comment only made such comparisons for northeastern U. S.

Most observers feel that the FCC may use some of the DuMont recommendations to increase the number of channels in many cities prior to developing the city-by-city hearings.

Thus the FCC may end up with an allocations plan that lies between the acknowledged looseness of its present proposals and tightness of DuMont’s.

That attitude is based on the feeling that it is better to have some leeway for future channel shifts, rather than right off to nail down channels assignments hard and fast.

The DuMont plan fundamentally is based on economic and population factors. That is also considered to weigh against its adoption. The FCC set up a different set of priorities for TV assignments.

Allocation Criteria

As established in the Commission’s March 21 notice, FCC criteria are to establish either one or two TV services to all U. S. and to each community. Only after that was realized, were population, location and the number of TV services a community was getting taken into account.

The FCC plan allocates TV services based on equal distribution of TV broadcast stations to the several states and communities.

In essence, it says its plan “serves the people with the most possible TV services.”

Among the new data used in last week’s DuMont presentation not in its May comment are:

• Population figures.

• Complete comparison between its plan and the FCC’s of each UHF allocation. In May, DuMont comment only made such comparisons for northeastern U. S.

• Comparison of Canadian and Mexican allocation proposals.

• Maps of all 12 VHF channels, comparing its proposals with the FCC’s.

DuMont still plans to change only 19 of the existing 107 TV stations operating on VHF—compared to 21 changes proposed by the FCC.

To clinch its claim that it utilizes the spectrum more efficiently than does the FCC, DuMont cites the following advantages in assignment of VHF channels to cities:

This is on the assumption that only VHF wavelengths can be considered the competitive equal of present stations.

The FCC plan allocates 568 VHF channels to 342 communities, compared with the DuMont plan which assigns 655 such channels to 375 communities.

• FCC assigns four or more VHF channels to 21 cities, covering a population of 47,408,976—or 32% of the U. S. total; DuMont assigns to 53 cities, covering 73,904,118 people or 32% of the population. The population figures are based on an estimated 50-mile radius for VHF stations.

• In the top 100 markets, the FCC plans to assign four or more VHF channels to 16 cities, covering 46,848,829 population; DuMont to 47 cities, covering 73,021,169.

• In the top 50 markets, the FCC plans to assign four or more VHF channels to 16 cities, covering 46,228,158 people; DuMont to 30 cities, covering 64,641,590.

Comparative Proposals

Unique approach is that of comparing the FCC’s proposals and its own in the area of the U. S. with highest population density—north and east of Memphis, according to DuMont.

In that area, says DuMont, the FCC plans to assign four or more VHF channels to 37 cities, covering 60,789,061. DuMont proposes

(Continued on page 81)

August 20, 1951 • Page 25
NARTB MEMBERSHIP
WGN Among 16 Joining

NARTB enters its three-month schedule of district meetings next Thursday at Roanoke, Va., under the impetus of a record influx of new members.

Signing of 16 new radio stations last week by the NARTB Station Relations Dept. marked a seven-year record. Heading the list was WGN Chicago, along with WGNi, its FM affiliate.

Program for the Thursday-Friday meeting at Roanoke [BROADCASTING • TELECASTING, Aug. 13] was compiled and last week by Mr. Essex, WTJS Winston-Salem, N.C., NARTB District 4 director. The meeting sets the pace for the series of 17 district gatherings that run through mid-November.

Largest Membership

Largest of the 17 areas in point of membership, District 4 includes the District of Columbia and contiguous Maryland counties, Virginia, North Carolina and South Carolina. Attendance at the 250 meeting and may reach 300, Mr. Essex said, judging by advance registrations. Meetings will be held at the Hotel Roanoke.

Harold E. Fellows, NARTB

NBC PURCHASE

Land Deal Closes Sept. 17

ESCROW proceeding in the purchase of 19 acres of Burbank, Calif., city-owned land by NBC for its proposed $25 million Radio-Television Center [BROADCASTING • TELECASTING, July 30] will be closed Sept. 17.

NBC New York board of directors originally agreed to close the deal by Aug. 31, 1945, according to Mr. Essex, Burbank City Attorney Archie Walters. Indecision on a nine-acre parcel of land involved caused the extension of the sale terms. Price of the 39 acres is $283,287.50.

A Warner Bros. Studio spokesman told BROADCASTING • TELECASTING last Thursday that NBC has filed deeds to 20 acres of studio-owned land in Burbank recently purchased for reported $750,000. Property adjoins 19 acres being sold by Burbank to NBC.

Properities held in escrow at Alameda St., west of Buena Vista St. in southwestern Burbank. It adjoins the Warner Bros. studio. The city, in the deal worked out, agreed to vacate one street and termi- nal construction of buildings over a storm drain as conditions of the sale, according to Mr. Walters.

Construction of the Radio-TV Center at 1955 Hartley Ranch Blvd., headquarters at Sunset and Vine was stopped as of last week, it was said. Although delayed by the network executives, it is understood that the present Hollywood Western Div. headquarters at Sunset and Vine will be disposed of upon completion of the project.

Mr. Essex ... Mr. Fellows

president, will make the district circuit, his first since assuming the presidency last June. He will address the meeting Thursday afternoon and then start a question-answer battle royal in which mem- bers will have a chance to air any association gripe they may be harboring.

Mr. Fellows told BROADCASTING • TELECASTING the NARTB head- quarters staff "is enthusiastic about the job we want to do for our members. You can imagine that 16 new applications for mem- bership within one week does much to build up that enthusiasm."

Commenting on the Station Relations Dept. achievement in bringing in 128 new members since last Nov. 1, Mr. Fellows said, "This record speaks not only well for the association's services but confirms the good judgment of the NARTB board in establishing a Station Relations Dept. In the list of new members are some of the nation's finest broadcasting sta- tions, now aligning themselves with brother industry leaders. I con- fidently believe this is the beginning of a trend which will find NARTB stronger than ever before in its history by the time we meet again at this time next April."

Details of a number of new NARTB services will be announced during the district meetings, Mr. Fellows said, describing them as "contingent services" extended to station operators not only in the broad fields of public relations and government relations but in the specific areas of programming and management control."

Mr. Essex said the Roanoke dele- gates will be welcomed Thursday morning by Lt. Gov. L. Preston Collins, of Virginia. Lt. Gov. Collins is part owner of WMEV Marion, Va.

Fellows to Speak

After introduction of associate members, Carl Haverlin, BMI president, will address the meet- ing. Mr. Haverlin will conduct a BMI clinic Wednesday for the Vir- ginia Assn. of Broadcasters, with Mr. Fellows as a featured speaker.

Thursday morning speakers, in- clude Robert K. Richards, NARTB general director, and Ralph W. Hardy, government relations di- rector. Mr. Richards will describe NARTB services and Mr. Hardy will review the association's contacts with legislative and administra- tive bodies.

Added to the Thursday morning agenda is a showing of an Associ- ated Press film depicting how news can be used for revenue purposes. Oliver S. Gramling, AP's assist- ant to the general manager for radio and television, will present the feature.

Mr. Fellows will appear at 2 p.m. Thursday, after an informal luncheon and a presentation on behalf of the armed forces. The television portion of the two-day program will follow, with Thad Brown participating as NARTB's TV director.

While the general form of the district meetings does not include a TV session such as, Mr. Essex requested participation of the TV director because of intense District 4 interest in the subject.

Entertainment for Guests

District 4 and the Virginia Assn. of Broadcasters will be hosts at a 6 p.m. cocktail party, to be followed by a dinner dance. Special entertain- ment for women guests is planned by the committee.

Richard P. Doherty, NARTB em- ploy-employer relations director, will conduct a Friday morning ses- sion on labor problems, salaries and administration. A panel will take over part of the morning. The convention business meeting will be held at 12 noon.

Friday afternoon will be in charge of William B. Ryan, presi- dent of the Roanoke Broadcast- ing Bureau. Mr. Ryan will make the first formal presentation of the "full arsenal of BAB sales devices and promotion aids" as part of the afternoon sales clinic.

BAB sessions during the district meetings are open to all commercial stations in each district regardless of membership in BAB or NARTB, Mr. Ryan said, adding that he is inviting some non-members to the meetings at the discretion of each district director.

Kobak To Attend

Edgar Kobak, consultant, BAB's board chairman, will open BAB's Roanoke program with a review of fundamental industry needs. After Mr. Ryan's presentation, Lee Hart, BAB retail specialists, will discuss sales aids derived from studies con- ducted by Advertising Research Bu- reau, showing superiority of radio over newspapers in stimulating re- tail sales.

A BAB clinic, Mr. Ryan said, will include Robert M. Lambe, WTAR Norfolk, Va., chairman; Harry B. Shaw, WTJS Winston-Salem; Gus Youngstead, WPTP Raleigh; James W. Hicks, WCOS Columbia, S. C.; Ed Whitlock, WRL Richmond; James E. Nevells, WJJB Roanoke, and John Harkrader, WDBJ Ro- anoke.

In announcing that NARTB had signed contracts for the week, the association disclosed that all but four of the 128 stations joining since last Nov. 1 had taken the

AFRA-TVA MERGER

Complete Talent Unification Seen

MERGER of American Federation of Radio Artists with Television Authority, voted by AFRA convention delegates in Minneapolis a fortnight ago [BROADCASTING • TELECASTING, Aug. 13], is considered by union officials "the first step" in an amalgamation of all talent unions.

AFRA spokesmen, during the convention and afterwards, pointed out to the industry generally that the merger is the beginning and not the end, as some observers be- lieved, of the original plan of the Associated Actors and Artists of America (AAAA) for a union of all talent into a single group which would issue only one card to per- formers.

The move, now under discussion by top AFRA and TVA men now, is expected to be completed by early 1962. Transition would be almost effortless inasmuch as many AFRA executives in major as well as secondary areas are now han- dling TVA business.

Convention delegates voted to ban from membership any card- holders or applicants who were members after Dec. 31, 1945 of any organization deemed subversive by the U. S. Attorney General or any other "authorized" federal agency.

Such an amendment to the constit- ution was approved by members na- tionally in a mail vote, 2,118 to 457. Convention delegates, sup- porting the proposal for an anti- Communist clause, voted, however, a suggestion that the time-limit on membership in the Communist Part be changed to the time after the recent convention instead of Dec. 31, 1945, and another which provided that only a member of the Communist Party, rather than one of any group cited as sub- versive, would be barred from AFRA. Clause now pertains to various totalitarian and fascist groups as well as Communist.

To Check Code Violations

Convention conventioneers moved to check more closely for violation of AFRA transcription codes, charge of abuse of transcriptions without pay- ment of talent fees periodically and misuse of musicians who are signed to handle speaking or singing parts which should be handled by AFRA workers. Reports of such violations will be sent by field workers to New York headquarters where they may serve as a basis for recommenda- tions during the next negotiations.

(Continued on page 38)
FOODS, Toilettries, Drugs, Tobacco and Laundry Soaps & Detergents—the five leading classes of goods advertised on the radio network—account for more than three-quarters of all network time sales, according to a Broadcasting * Telecasting analysis of advertisers’ expenditures for radio time in June 1951, as recorded by Publishers Information Bureau.

### Breakdown of Classes
Product group breakdown of June network time sales made by PIB shows Foods in first place with 23.2% of the total amount expended for network facilities by all advertisers; Toilettries & Toilet Goods second with 16.8%; Drugs & Remedies third with 12.6%; Smoking Materials—cigarettes, pipe tobaccos and lighters—fourth with 12.3%; Laundry Soaps, Cleansers & Polishes fifth with 11.1%. The five leading advertising groups account for 76.0% of all network gross time sale revenue during June.

Three of the top five network advertising groups—Food, Drugs & Remedies, Cleansers & Polishes, Foods & Food Products, Drugs & Remedies—also are among the five largest users of national spot radio, according to survey made by Broadcasting * Telecasting of station income which showed that among spot advertisers, makers of soaps, foods and drugs ranked one, two, three, with brewers in fourth place and automobile and accessory manufacturers ranking fifth.

### Survey Comparisons
Same survey [Broadcasting * Telecasting, Aug. 6] revealed that only one of the top network sponsor groups attained similar prominence at the local level; food advertising on the average was ranked by station operators as their second largest source of local advertising revenue. The local top-spending advertising groups were: Automobile & Auto Accessories, in first place; Foods, second; Appliances, third; Department Stores, fourth; Furniture, fifth.

P&G Top Advertiser
Procter & Gamble Co. in June continued as the number one network client, its more than $1.8 million worth of network time purchases, at gross rates, being nearly three times the sum spent also by gross rates, by General Foods. Table III itemizes gross radio network time purchases of the top 10 clients, and leading advertisers in each product class is listed in Table II. Table I shows the total gross time purchases of all advertisers in each product group, for June and for the first half of the year, with 1951 billings compared to 1950.

### TABLE I

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>JUNE 1951</th>
<th>JAN.-JUNE 1951</th>
<th>JUNE 1950</th>
<th>JAN.-JUNE 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$431,114</td>
<td>$345,507</td>
<td>$341,745</td>
<td>$353,564</td>
</tr>
<tr>
<td>Automotive, Automotive Access. &amp; Supplies</td>
<td>66,567</td>
<td>69,457</td>
<td>68,736</td>
<td>66,387</td>
</tr>
<tr>
<td>Building Materials, Building Supplies</td>
<td>225,835</td>
<td>3,230,710</td>
<td>361,110</td>
<td>5,009,296</td>
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<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>507,395</td>
<td>3,187,820</td>
<td>471,416</td>
<td>3,709,698</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>50,434</td>
<td>1,448,013</td>
<td>94,498</td>
<td>925,104</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>3,476,782</td>
<td>22,461,213</td>
<td>2,606,879</td>
<td>23,530,111</td>
</tr>
<tr>
<td>Furniture &amp; Fixtures</td>
<td>84,296</td>
<td>2,033,373</td>
<td>90,779</td>
<td>2,454,158</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>229,597</td>
<td>1,437,476</td>
<td>207,281</td>
<td>1,647,002</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>172,612</td>
<td>2,090,110</td>
<td>172,630</td>
<td>1,123,095</td>
</tr>
</tbody>
</table>

### TABLE II

#### LEADING NETWORK ADVERTISERS BY PRODUCT GROUPS FOR JUNE 1951

<table>
<thead>
<tr>
<th>Product</th>
<th>Source: Publishers Information Bureau</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>Archie Chalmers Mfg. Corp.</td>
</tr>
<tr>
<td>Automotive, Automotive Access. &amp; Supplies</td>
<td>Franklin H. Lee Co., Inc.</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>Wm. Wrigley Jr. Co.</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>U. S. Government</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Foods</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>Philip Corp.</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>U. S. Steel Co.</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Longines-Wittnauer Watch Co.</td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Accs.</td>
<td>RCA</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct Mail</td>
<td>Dr. Ira Shure Stores</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>Liggett &amp; Myers Co.</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>Lever Bros.</td>
</tr>
<tr>
<td>Toilettries &amp; Toilet Goods</td>
<td>Procter &amp; Gamble</td>
</tr>
<tr>
<td>Transportation, Travel &amp; Resorts</td>
<td>American Assn. of Railroads</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>American Federation of Labor</td>
</tr>
</tbody>
</table>

### Table III

#### TOP TEN RADIO NETWORK ADVERTISERS IN JUNE 1951

<table>
<thead>
<tr>
<th>Client</th>
<th>Gross Time Purchases ($000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>3.646,046</td>
</tr>
<tr>
<td>General Foods</td>
<td>3.601,946</td>
</tr>
<tr>
<td>Lever Bros.</td>
<td>2.957,554</td>
</tr>
<tr>
<td>The Upjohn Co.</td>
<td>2.834,667</td>
</tr>
<tr>
<td>IBM</td>
<td>2.398,245</td>
</tr>
<tr>
<td>The American Tobacco Co.</td>
<td>2.183,714</td>
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<tr>
<td>The American Tobacco Co.</td>
<td>2.183,714</td>
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</tbody>
</table>

### Mills, Lumber, Insurance, Soaps, Cigars, Lighters

Milton R. Neaman of Mamonneck, N. Y., was named senior attorney for the CBS Laboratories Division by President Adrian Murphy last week.

Another change in the CBS organizational structure was announced Wednesday when officials of Royal Wood Products Manufacturing Co., wholly owned subsidiary of CBS-Columbia Inc., elected Lucius Epstein vice president and director.

Mr. Neaman, a graduate of Harvard College and Harvard Law School, served during the war as assistant general counsel to the quatermaster general and as member of Gen. Lucius D. Clay’s legal staff. Since then, he has been assistant to the president and board member for the Welch Grape Juice Co. and assistant to the president and treasurer of the Soft-Lite Lens Co., Bay State Optical Co., Lasing Assoc., and Burroughs Tomatop Inc.

Epstein’s Background
Mr. Epstein has been general manager of Royal Wood Products for the last three years, having been associated with the radio-television industry many years prior to that. His election is co-incident with an extensive expansion program that Royal Wood Products, through the acquisition of a manufacturer of radio and television cabinets.

### Broadcast * Telecasting

August 20, 1951 • Page 27
Spaghetti Contest

Six-woman team representing the Women's Advertising Club of St. Louis will meet a six-man team of St. Louis Browns today (Aug. 20) in a spaghetti-eating contest. Bill Veck, Browns' owner, will introduce ball players. Miss Le Chapman, continuity and traffic editor of WLST St. Louis, is a member of the women's team. Bud Blattner and Hovie Williams, sports announcers, will broadcast a play-by-play account.

Eduardo R. Chibas

Sen. Eduardo R. Chibas, leader of the Cuban People's Party, died Aug. 16. Sen. Chibas is reported to have fatally wounded himself Aug. 5, following a fiery radio broadcast denouncing the President of Cuba and his government. The Senator conducted a weekly series of political broadcasts over CMQ Havana. The shot was fired after the show had left the air.

FOR THE FIRST TIME in Armed Forces public relations, television has been made a separate entity. Here-on linked with radio, the TV branch gained separate status when Maj. Robert G. Leffingwell (r) was officially appointed chief of television for Headquarters U. S. Air Forces in Europe. Maj. Leffingwell formerly was associated with Walt Disney and Nat Fleischer studios. He was selected by Lt. Col. Benny Oldfield (l), chief of USAFE public information.

A BEDTIME STORY But KPRC-TV Plays Safe

KPRC-TV Houston last week rejected a mattress company's one-minute film commercial for fear someone would be offended because it showed a couple in bed.

The rejection was made in spite of a stamp of approval given the film by a Methodist minister who had been invited by the would-be sponsor, the Bed- ding Co. of Houston, to inspect it with an ecclesiastical eye.

Bert Mitchell, KPRC-TV program director, agreed that there was "nothing suggestive" about the film, but he said "we just can't take the gamble that it might offend somebody... It's conceivable the FCC would cancel our license if enough people protested." The banned film first showed a husband and wife trying unsuccessfully to sleep on a bed of standard size and then reposing happily, if at a modest distance, in the "king-size" bed the Dennis company advertises.

Station Unity

(Continued from page 19)
schools and others," Mr. Way added.

A paid executive secretary will be employed by ATB within the next two weeks, Mr. Way said. This secretary will maintain permanent headquarters in the Watts-Payne Adv. Inc., which has been named advisory agency for the new organization. Financing of the group will be borne proportionately by all six member stations.

"One of the regular duties of the executive secretary," explained Mr. Way, "will be to attempt to free the time of all stations for the church and civic groups, and to let them know just how many thousands of dollars of worth of time, at commercial rates, the stations are giving them each year."

Mr. Way pointed out that the new organization will be especially valuable in boosting Red Cross, Community Chest and Chamber of Commerce campaigns.

On the present Tuesday's meeting were C. B. Akers, vice president of KRMG; L. A. (Bud) Blust, commercial manager of KTUL; Jim Neal, manager of KARA; D. D. Hagan, program director at KYO; W. T. McClarin, promotion manager of KVOO; Don Watts, president of the Watts-Payne ad firm; Dale Bethke, promotion manager of KRKM; J. I. Meyerson, general manager of KOME, and Lawson Taylor, general manager of KFJM.

COLOR ADAPTER

Motorola Exhibits

PILOT model of an adapter whereby existing monochrome sets can receive CBS color transmissions in black-and-white was shown for the first time last Wednesday in Chicago by Motorola Inc. at the annual convention of Motorola distributors and salesmen. Meeting at the Stevens Hotel, group was told a product on the adapter will be started as soon as there is sufficient public demand.

The unit is expected to sell for $29, and is 20-by-6-by-6 inches in size. It attaches directly onto the back of the picture tube, and is tuned to black and white or color with a simple, single dial. Motorola also showed its "Stratotuner," which brings in UHF frequencies to a VHF set. The unit, a single dial mechanism, is incorporated into the TV receiver at the factory for an added cost of $49.95 and sells for $49.95 if purchased separately.

Production will be started in October. The company de-emphasized its television set models, which are produced in 16 new black and white models, all with 14, 17 and 20-inch black rectangular tubes, for the fall line.

World-wide distribution of the complete line of Reves Soundcraft professional magnetic recording films will be handled by Westrex Corp. (subsidiary, Western Electric Co.), Soundcraft has announced.

WGST CHARGES

Hidden Atlanta Ownership

HIDEN STOCK ownership in both Atlanta Newspapers Inc. and Broadcasting Inc. is charged by the Georgia School of Technology (WGST) in petitions filed last Thursday with the FCC.

This should invalidate the FCC-approved $525,000 sale of Atlanta's WSB-TV Channel 8 facilities, claiming Georgia Tech, from Atlanta Journal and Constitution interests (CoX) to Broadcasting Inc. [Broadcasting - Telecasting, Aug. 13.]

WGST alleges:

(1) That Joseph L. Morris, 10% stockholder in Broadcasting Inc., "now has, or has had, an interest in Atlanta Newspapers Inc. or its predecessor companies and that such fact was concealed from the Commission . . ."

(2) That investment bankers Robinson-Humphrey Inc. were the "moving parties" who promoted the sale. That firm member Robey Robinson holds 3,625 and his mother, Eleanor H. Robinson, 21,633 preferred shares in Atlanta Newspapers Inc. That firm member Henry Grady is a trustee for 6,012 preferred shares in Atlanta Newspapers Inc. That firm member Joseph L. Morris owns 6,000 common and 6,000 preferred shares of Broadcasting Inc. That firm member Irvin T. Ragsdale owns 1,000 common and 1,000 preferred shares in Broadcasting Inc.

In other portions of the petition for reconsideration, WGST justifies that it is "aggrieved" by claiming the new station will compete with it both for sponsors and audience; that its application for TV Channel 11 in Atlanta is effectively denied without a hearing by FCC's approval of the WSB-TV sale. (FCC proposes to change Atlanta Channel 8 to 11 in the proposed allocation plan.)

WLTV Starts Oct. 1

On Oct. 1, Broadcasting Inc. plans to commence Channel 8 operation with tentative call letters of WLTV. At the same time WSB-TV will begin operating on Channel 2, retaining those call letters.

Transfer of Channel 8 facilities was approved by the FCC Aug. 9 by a 5-4 vote (with Chairman Coy and Comr. Henncott, absent). Approval came week after 3-3 tie on matter.

WLTW is owned by a group of Atlanta businessmen, headed by Walter C. Sturdvant, owner of the Montgomery Knitting Mills, Summerville, Ga. General manager of the nation's prospective 108th - and last pre-freeze-TV station is William T. Lane, former WAGE Syracuse executive.

Edward R. Chibas

Sen. EDUARDO R. CHIBAS, leader of the Cuban People's Party, died Aug. 16. Sen. Chibas is reported to have fatally wounded himself Aug. 5, following a fiery radio broadcast denouncing the President of Cuba and his government. The Senator conducted a weekly series of political broadcasts over CMQ Havana. The shot was fired after the show had left the air.

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Station Unity (Continued from page 19)
THE Voice of America should be operated by a new agency, "an independent agency, separate from the State Dept. or any other government department," Brig. Gen. David Sarnoff, chairman of the board of RCA, declared Wednesday.

Gen. Sarnoff, who had returned from two months in Europe on Monday, said that he was not criticizing the performance of the present personnel of the Voice of America, "whom we are doing the best they can with the limitations they have." He noted considerable progress this year in Voice broadcasts over what he had heard when he was last in Europe two years ago, he said.

But, he declared, "the war in the ether is a war which the United States and the democratic countries are not winning," Russia, he said, is today doing the best propaganda job by all odds.

Use of Local Radio

He urged the use of local radio facilities in England and the countries of Western Europe, "as an addition to and not a substitution for our shortwave program." He favor buying such time from the European radio operators as necessary. But he said he felt that the governments should make it their "top priority," perhaps as a partial return for the economic and military aid they are receiving.

Declaring that our propaganda job should "either be done on a scale large enough to reach our objective or it isn't worth doing at all," Gen. Sarnoff said that if we want to spend a billion dollars for arming ourselves and our allies in the next two years it would not be unreasonable to spend 1% of that sum for what he termed "psychological peace-keeping," which he said is just as important in peacetime as psychological warfare is in war time.

He called for a full revaluation of the Voice of America program, deciding what we want to say, then getting the facilities to say it—shortwave, mediumwave, longwave stations here and abroad, coordinated into a unified operation. He expressed confidence that once the need for such a program is understood there will be little difficulty in obtaining the funds from Congress.

Proposed Agency Defined

The proposed new agency to operate Voice of America would "have to be a government agency," he explained, possibly an American counterpart to England's Ministry of Information. The State Dept., which formulates our nation's foreign policy, would necessarily be represented on the new agency's board, he said, as would our military authorities. But he expressed the belief that non-governmental spokesmen, representing commerce, education, religion, the arts, and other facets of our society should also be represented in the Voice's top management.

Plan to Increase Audience

Plan to increase the audience for Voice of America broadcasts through the distribution of low-cost personal radios in foreign lands, proposed by Gen. Sarnoff some time ago, is "being worked on," he said. He reported that some progress has been made. Large-screen TV installations in public places might also be valuable disseminators of American messages abroad, he said.

Gen. Sarnoff described as pure "wishful thinking" any idea that the American system of commercially supported broadcasting may be adopted in Europe on any widespread scale.

Television is "practically non-existent" in Europe outside of England, where a million set-owners receive three to four hours of video programs a day from the BBC, Gen. Sarnoff reported. French telecasts, on a dual system of 405 and 819 line images, occupy much less time, he said, and are seen by far fewer viewers with estimates on the number of receivers in France ranging from 12,000 to 40,000. Holland has a "local service, and that is all the European television there is," he said.

He reported little likelihood for agreement on TV standards throughout Europe in the near future, noting that the English are urging adoption of their 405-line pictures, the French advocating 819 lines and the Belgians and Dutch favoring a 625-line image. With all European television under governmental control, decisions are influenced by political as well as engineering considerations, he said.

Despite this situation, Gen. Sarnoff was optimistic over the outlook for international television, arising that it may well become a reality before 1960.

No Foreign Color TV

There is no color on the air anywhere in the United States, he reported, and no signs of its regular appearance elsewhere in the immediate future. However, he said, conversations with top executives convinced him that when color comes it will be via the all-electronic compatible system which RCA is advocating at home.

Sarnoff Urges Separate Agency

JAPANESE TREATY

Full Coverage
By Networks

STAR teams of radio-TV correspondents will be dispatched by the major networks to cover the four-day Japanese Peace Treaty meetings in San Francisco Sept. 4-8. The conference will receive thorough coverage through regular as well as special broadcasts, although final time clearances and air schedules will not be fully worked out until the conference agenda is announced.

CBS Radio has created a special news and public affairs staff, headed by Charles Collingwood, its White House correspondent. From New York, Stuart Novins, CBS Radio Associated Director of Public Affairs, and Dallas Townsend, radio news editor, will join Mr. Collingwood and Don Mosley, KCBS San Francisco in the conference city.

CBS Radio's regular People's Platform will emanate from the coast the Sundays preceding following the meetings, Sept. 2 and Sept. 9, 12 noon to 12:30 p.m. Mr. Collingwood will act as chairman for the discussion among representatives of the signing countries. Capitol Cloakroom will be heard from San Francisco Tuesday, Sept. 4, from 10-10:30 p.m. EDT as will the week's You and the World, Monday-Friday, 9:15-6:30 p.m. EDT, which for that week will be titled You and the Japanese Peace Pact.

NBC's ABC Team

NBC's team of four reporters will set up headquarters in San Francisco's War Memorial Building to give national audiences radio coverage from Monday, Sept. 3 through Friday, Sept. 7. The group will be headed by Merrill Mueller, former chief of NBC's London Bureau. With Mr. Mueller will be Alex Dreier, who currently broadcasts from Chicago, and Ei-

JUDGE JUSTIN MILLER, NARTS board chairman, visited Latin America to study and appraise the U. S. Information & Education Exchange program in several countries south of the border. Judge Miller also is a member of the U. S. National Commission for UNESCO. Here he is shown in Panama's new resort hotel, El Panama. L to r: Judge Miller; Murray D. Wise, charge d'affaires of the U. S. Embassy in Panama; Forney A. Rankin, public affairs officer for the U. S. Embassy in Mexico, who accompanied Judge Miller on the Latin American trip, and Fernando Elete, head of Panama's largest radio chain.
CONTRACT between Radio-Television Directors Guild (AFL) and WBKB, CBS video outlet in Chicago, has reached the “handsshake” stage as the union organized its first group of television directors in the city. Terms are still being negotiated with WENR-TV (ABC) and WNBQ (NBC), although most of the clauses have been agreed upon except those pertaining to wages.

Under terms of the WBKB agreement, which is expected to be okayed shortly by station management and the 15 employees affected by the contract, directors and floor managers on staff will receive a minimum starting salary of $95 weekly. Directors also will receive a commercial fee on every sponsored show, with sustainers included in the staff wage.

The contract, when signed, will extend until May 31, a total of 11 months, and will expire at the same time New York contracts come up for renewal. A contingency clause was included in the WBKB negotiations which provides for a buyout of the station in “inheriting” its RTDG contract. CBS is planning to buy the outlet when FCC approves purchase of ABC by United Paramount.

WGN-AFRA Dispute

THREE-MAN arbitration panel will attempt shortly to settle the continuing dispute between AFRA and WGN Chicago. Union reportedly wants revision in the “company policy” providing for salary reductions in accordance with circumstances of each case. AFRA also wants sound effects personnel at WGN-TV to be AFRA card holders. WGN’s arbitrator is former Judge Minner.

WGN’s arbitrator is former Cook County court Judge Julius H. Miner, with John F. Sullivan for AFRA. The two will select a third man from a roster submitted by the American Arbitration Assn.

‘Captive’ Item

A “captive motorist” is not far removed from a “captive audience” when he finds himself hemmed in by a double-parking driver, according to a municipal court judge in New York. Judge Maurice Wahl drew this comparison in ruling that one motorist was entitled to sue when he found his car trapped by another. He allowed for the U. S. District Court of Appeals decision which challenged the constitutionality of transit radio in public conveyances.

AFL Film Council

To Protect Members

MOVE to protect its members from salary losses from un-established television film producers was taken last week by unions and guilds of Holbrook, C. Ron Cordell. In a statement issued by Roy Brewer, president of the Film Council, it was announced that "hereafter, any television film company, not the agent of a sponsor or which does not have an established reputation in the industry, must sign a contract and provide sufficient bond to guarantee at least the week’s pay before members of the union and guilds affiliated with the council will be permitted to work for it."

Action taken by council was a direct result of what happened a few weeks ago at Trans-World Pictures, Los Angeles, where several union members including talent and backlot men were not paid for their work. Film Council has since prohibited members from working at the new TV film organization until members are paid.

Firms will in future be cleared through Film Council, through individual unions. Groups will act together to withhold members’ services until stability of particular producer is established to their satisfaction.

Other unions associated with TV film production expected to take similar action.

Kling Negotiations

NEGOTIATIONS for the release of all video film series properties of Kling Studios, Chicago, to United TV and Standard Radio Transcription Services for national sales were understood to be in progress last week. The Kling film is a special musical children’s program, Old American Barn Dances; several children’s shows, one of which features Vaughn Monroe, bandleader-baritone, and a dramatic series, The Yellow Kid.

Overseas News Service

AN OVERSEAS news service, intended to provide independent stations with network caliber news, is being offered by the Universal Broadcasting System with its series, Report From Europe. The weekly feature, recorded overseas and distributed by air from New York, will feature news roundups from UBS correspondents in major European capitals. Report From Europe will start Sept. 1 and will be available either on tape or records.

Series of 39 one-minute films presenting stories about famous diamonds and jewelry announced by Charles Michelson Inc., New York, for local TV sponsorship by jewelry stores.
D. C. 'QUAKE'

Stations Out in Mock Disaster

A "QUAKE" rocked the District of Columbia Aug. 10, knocking out all but one Washington station—but surviving listeners never got wind of the "disaster" at the time. They had to consult their newpapers.

The "disaster" was an earthquake simulated by the Military District in Washington as a military exercise to test one of its emergency plans on a local basis. Normally an Army command, the organization serves as an overall defense command in time of emergency.

No Participation

For radio-TV stations, the exercise was purely hypothetical, including the release of the Military District describing the details in advance. Broadcasters neither participated nor reported on the disaster—possibly out of deference to the memory of the 1933 San Francisco-Wellesley scare, because of certain constraints urged by the military, or lack of news interest.

Before the exercise got underway, the military had supplied stations of the test and requested that they refrain from extracting mere details from the release during the exercise. Broadcasters also were asked to repeat, "This is an exercise," if they decided to air news reports. According to the military, none of the major stations carried the "disaster." Newspapers carried accounts.

Communications Silenced

The "alert" was first sounded at 12 noon Friday, Aug. 10, and three hours later the "quake" had knocked out communications including broadcast stations. A TV outlet was able to operate the following day and was asked to furnish volunteers immediately for rescue work. City authorities declined to identify the television outlet which survived the disaster. They added, however, that it was "the one furthest removed from the seat of command operations." Television could not throw any light on the subject either.

Beard to Blair

APPOINTMENT of Steve Beard as account executive with the Dallas office of John Blair & Co., station representative firm, was announced last week. The appointment became effective Aug. 1. Prior to joining Blair, Mr. Beard had been an assistant account executive and merchandising manager for Tracy-Locke, Dallas advertising agency. Besides having been a radio copy man for Advertising Assoc. in Dallas, Mr. Beard also served as an announcer and salesman for KPLT Paris, Tex., and as salesman for KRLD Dallas.

ABC SCORED

NATIONAL Assn. of Radio & Television Station Representatives last week shifted its sights from NBC to ABC in a new volley in the association's continuing war against the network sale of announcements, which cast on what should be station business.

"The accepted area of network operation upon which the entire industry economy is based is in the field of network programs," Murray Grabhorn, managing director of NARTSR, stated. "Revenue from such arrangements belongs to the stations. It is an issue as that." Mr. Grabhorn, until recently an ABC vice president, charges this network with offering announcements "integrated within the body of four separate network programs" to stations for sale to local advertisers. "The advertiser is charged what might be considered a premium rate but the station does not get it," Mr. Grabhorn said.

"Most of it goes to the network. It is a wonderful take for the network, but the station gets the short end."

ABC Answers

ABC viewed the matter in another light. A network spokesman explained that all programs are offered to network clients under the ABC Pyramid plan. Stations not included in the sponsor's network are given the chance to sell the program spots to local stations and the contract for this purpose is called a "programmer." The programmer is a "network service assignment to the points that the stations retain, plus a program charge, which the network receives, as it does on all co-op shows."

DuMont Plan

(Continued from page 25)
to assign that many VHF channels to 63 cities, covering 75,645,828.

In 26 cases DuMont admits that its plan falls short of the minimum 180-mile city-to-city separation proposed by the FCC. DuMont emphasizes, however, that in all such cases the transmitter to transmitter separation fully meets the 170-mile criterion. Except for the following, the city-to-city spacing of the exceptions is between 170 and 180 miles:

Binghamton, N. Y., Wilmington, Del., 165 miles on Channel 12.

Columbus, Ohio-Detroit, Mich., 168 miles.

Fresno, Calif.-San Francisco, Calif., 181 miles on Channels 2, 4, 5 and 7.

Delays Plans

ORIGINAL PLANS to use new 400,000-square-foot Westinghouse Television—Radio Div. plant at Metuchen, N. J., to triple TV production have been postponed because of the international situation, F. M. Sloan, division manager, said last week in announcing the beginning of a major new birth control campaign, which will now be used for limited defense electronic production, he said.

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McCarthy Issue

Networks To Air 'Answer'

CBS, MBS and NBC last week promised—and ABC tentatively indicated—they would offer time to Sen. Joseph McCarthy (R-Wis.) to answer what he called an "extremely vicious smear attack" on him by President Truman in a "non-partisan" address last Tuesday evening.

NBC wired the Wisconsin Republican that it would make available 15 minutes in its regular Pro and Con series, 10-14 p.m. EST, Aug. 17, to McCarthy. CBS Radio set aside the 6:15-30 p.m. segment that same evening for the reply. ABC agreed to allot broadcast time, but late Thursday had not set the day or time.

The Sen. was given time on MBS' Reporters Roundup this Thursday or the next.

Sen. McCarthy had wired each of the networks of carrying the Chief Executive's American Legion speech, requesting "equal time" to answer references to "hate and scare mongering." The coalition had mentioned no names but the Senate readily accepted the challenge in the interest of "common decency and fair play," Mr. Truman's spokesman broadcast from 6:15 to 6:30 p.m.

NBC Statement

In its telegram NBC said it did not regard the speech as "a personal attack," but noted its practice of making facilities available to members of Congress. ABC promised to see McCarthy's next speech.

"All the networks claim they allow a man to reply if he is attacked," Sen. McCarthy explained. "I have not looked into the legal aspects of this because I think they are fair." This was the second occasion in recent weeks that a major non-partisan speech by Mr. Truman has stirred political leaders. Most of the public leaders previously had cited a July 28 speech in Detroit, accusing the Chief Executive of attacking G.I. service time [CLOSED CIRCUIT, Aug. 8].

Political addresses, as distinguished from "state of the nation" messages, should be purchased at radio-TV time rates or compel equal time segments for opposition replies, the Republicans pointed out.

Emerson Names Abrams

STANLEY M. ABRAMS was appointed acting director of sales last week by the Emerson Radio & Phonograph Corp. With Emerson since 1948, Mr. Abrams has served on the company's sales staff, as regional sales manager and, since 1950, has been television sales manager. He succeeds Charles Jolhinas, who was named president and sales director to assume the presidency of the new distributing subsidiary, Emerson-Broadcasting Corp. of Chicago.

VOICE' Funds

Showdown Vote Pends

A BITTER showdown vote by the full Senate Appropriations Committee—and later by the upper chamber itself—on further drastic cuts in Voice of America funds was forming up on Capitol Hill last week.

There was every indication that Senate debate would reach the same feverish pitch as that which characterized House discussion on the controversial State Dept. information program.

Latest evidence of this disparity in Congressional thinking was manifested last Thursday as the Senate Appropriations subcommittee, headed by Sen. Pat McCarran (D-Nev.), voted to pare broadcast and other information money from the original $115 million to $64 million.

Subcommittee vote was 7-6 in favor of the $61 million reduction, with the chief argument primarily on party lines and perhaps one or two Southern Democratic members uniting with Republicans to turn the tide against the administration request. Sen. McCarran reportedly was opposed to such drastic action, and had, in fact, urged a stronger drive by the Voice, including active efforts to promote subscription among Communist-controlled countries [BROADCASTING • TELECASTING, Aug. 13].

The subcommittee markup for the Voice is to be held before the full committee early this week, possibly today (Monday). It was generally felt that the committee would back up the group's recommendations. If that happens, administration forces will have no recourse but to carry the fight to the Senate floor. Committee is headed by Sen. Kenneth McKellar (D-Tenn.), another Dixiecrat.

Action taken by the subcommittee was even more crippling than that of the House, which went along with the Appropriations Committee and approved $55 million. In this instance, administration backing failed to materialize, but Democratic stalwarts promised to renew their efforts in the upper chamber.

Included in the original request was $25 million for radio broadcasting (language additions, etc.). State Dept. authorities have declined to estimate what amount the Voice would be allotted pending action by the Senate and a joint House-Senate conference committee, which probably will be set up to resolve differences.

MBS Adds Two

MBS announces two new affiliates: WCBT, a 1500 kw, 2000 watt, 1240 kw, (owned and operated by Mr. Airy Broadcasting Inc.) on Sept. 1 and WMUR Manchester, N. H., 5 kw, 610 kw, (owned and operated by Mr. Airy Broadcasting Co. of New Hampshire Inc.) effective immediately. WMUR is also an ABC affiliate.

Talking Clock

AUDIO advertising has assumed another possible facet with the issuance of patent for a talking clock to T. J. Valentino Inc., New York, recording engineering consultants. Patent is for a system in which wall clocks, equipped with records, tape, or wire, will broadcast "announcements" in retail stores. The talking clock will deliver 48 20-second spots per day, an hour-a-day effort in the business of the day.

CLARK NAMED

To Defense Department

CAPT. CHESTER H. CLARK (USAF), former account executive at WWSW Pittsburgh and one-time manager of WLOG Logan, W. Va., has joined the Radio-TV Branch of the Office of Public Information, Dept. of Defense, as producer-writer. His duties were outlined last Thursday by Charles Dalton, Radio-TV Branch chief.

Capt. Clark served as manager of WLOG during World War II and was announcing, producer and writer at WCAE Pittsburgh from 1938 to 1947. More recently he was public information officer of the 363 Tactical Reconnaissance Wing at Shaw Air Force Base, Sumter, S. C. returning to active duty there from WWSW earlier this year.

Radio's Vitality

Katz Releases Findings

A COMPILED of published statements and findings emphasizing the vitality of radio has been prepared by Katz Agency, New York, station representative firm, for its salesmen. It also is being given wider distribution to point up radio's sales power, impact, low cost, and to show that the "blue ad chips (are) still on radio." Titled Radio Roundup, the four-page digest says its premise is CBS President Frank Stanton's recent statement that "radio—is in the foreseeable future will continue to be America's No. 1 mass medium."

Mrs. Norman B. Black

MRS. NORMAN B. BLACK, 81, director of WDAY Fargo, N. D., and president of Forum Publishing Co., publishing the Fargo Forum, died Thursday after an illness that had confined her to her home for several weeks. Mrs. Black became president of the publishing company when her husband died in 1931. She was a director of Dakota Photo Engraving Co. Norman D. Black Jr., grandson, is publisher of the Forum.
HALLCRAFTERS last week introduced a "color transceiver," which receives CBS colorcasts in black-and-white on its own models, and Admiral Corp., brought out a color adapter which converts color to black-and-white and reduces the picture size for future conversion to CBS color by addition of a color wheel. Webster-Chicago Corp., in a similar move, demonstrated an auxiliary color unit for attachment to standard sets, and planned to make color wheel assemblies for sale to set makers.

Hallicrafters President William J. Halligan said: "We want to provide a way for Hallicrafter set owners to receive special teletscasts, in black-and-white, and color. The color unit is built on a small chassis mounted atop the rear portion of the standard set, and is operated by a separate knob. Production will begin in a week.

Three Switches

Admiral's adapter has three switch positions: (1) full screen reception in black-and-white; (2) full screen reception of color programs in black-and-white, and (3) color reception on a reduced screen, that of a black-and-white tube, for conversion to color with a color wheel. Admiral, however, "hasn't changed its view that color should not have been authorized until a satisfactory compatible electronic system had been perfected," Vice President R. A. Graver said.

Webster-Chicago is making initial deliveries of auxiliary color units, and will have "moderate" production by Sept. 1. The unit, still unpriced, has a 12½-inch picture, 16-tube chassis, picture tube and color wheel assembly with three controls for contrast, brightness and color phasing.

TV's Impact

REAL estate values in a community near San Diego reportedly have depreciated because of Civil Aeronautics Authority demands that a building which has blacked out television reception. Some 200 residents of La Mesa, near San Diego, began having troubles about a year ago when CAA installed a fan marker beacon. The "thing" emitted a screeching noise—24 hours a day. The CAA ordered it stopped, and most of the noise disappeared. The beacon was subsequently discovered that the additional equipment also blanked out TV programs. As a reflection of TV's impact, real estate values went down.

COLOR ADAPTERS

Now In Production

FOUR TV Applications for new stations and a request for an experimental station were filed with FCC last Friday. The four commercial applicants were:

WEAF, Midwest Television ERP for Minneapolis. Company plans to spend $413,750 in construction, $150,000 first year of operation, estimates $500,000 revenue first year. Cowles owns KRMP and Triibune which under the name of Northwest Broadcasting Co. got a CP for television in 1948. It had to give the CP up in 1949 due to interlocking ownership with WTCN-TV. Cowles owns KRNT Des Moines; WNAV Tanon, S. D.; WCOB Boston, and is also publisher of Des Moines Register and Tribune, and Look magazine.

For Allentown, Pa., Steinman-owned WEST Easton, Pa., seeking UHF Channel 39 with 200 kw. Plans to spend $228,000 on construction. Now operates experimental TV station KG2XAZ in Allentown, also AM stations WORK York, WRDO Harrisburg, WRAW Reading, WAGL-AM-TV Lancaster, all in Pennsylvania; WDEL-AM-TV Wilmington, Del. Steinmans publish Lancaster New Era and Inelligencer-Journal.

KHMO Hannibal, Mo., asking for Channel 7 with 47.5 kw. Plans to spend $284,000 on construction, $96,000 first year of operation. KHMO is owned by Hambieh Courier Post, owners of which also have newspaper interests in Iowa, Wisconsin, Illinois. KFDM Beaumont, Tex., seeking Channel 6 with 100 kw. Plans to spend $290,000 on construction, $200,000 first year of operation, estimates $350,000 revenue first year. Principal KFDM stockholders also have an interest in KFDX Wichita Falls, Tex.

Experimental TV is being sought by WHUM Reading, Pa., which seeks permission to use 700-me carrier with 12 kw, will spend $350,000 on equipment.

Add Olsen & Johnson

OLEN & Johnson, satany film and theatre comedy team, have been added to the list of comics who will headline All Star Revue programs, over NBC-TV Saturday, 8-9 p.m., starting, Sept. 8. Program, which will feature Jimmy Durante, Ed Wynn, Danny Thomas and Jack Carson, as well as other stars yet to be announced is sponsored by Snow Crop Marketeers, Pet Milk Co. and the Kellogg Co.
ATTENDING a Stork Club reception in connection with the premiere of CBS-TV's "Star of the Family," sponsored by Ronson Art Metal Works Inc., are (l to r) Hubbell Robinson Jr., CBS Television Div. vice president and director of TV network programs; Arthur Foff, executive vice president, Grey Adv. Agency Inc., which handles the Ronson account; Alfred R. Natanon, Ronson vice president in charge of engineering; and Alexander Harris, Ronson president; J. L. Van Valkenburg, president of CBS TV Div.; Julian Field, Grey vice president, and David Sutton, vice president in charge of sales, CBS TV Div.

MORNING VIEWING POPULAR

Survey Finds Added Hours Get the Viewers

Paramount Hearing

(Continued from page 64)

speaking past anti-trust proceedings and alleged "violations" of such laws. The Commission said it also wishes to "obtain full information" as to "all facts and circumstances, if any, imposed by the applicants on broadcast stations"... (2) "relationship, if any, presently existing between Paramount Pictures Corp. and United Paramount Theatres Inc. and what arrangements have or will be made respecting production, distribution and exhibition of "restrictions" on use of films, stories and talent through in theatres or on TV; (3) plans or policies for exclusive theatre TV programs; (4) "ownership, management and control" of DuMont; (5) whether illegal transfer of certain stations has occurred.

Among the transfer, license and renewal applications set for hearing are the following:

Application for transfer of control of Paramount Television Productions Inc., licensee of KTLA (TV) Hollywood, from Paramount Pictures Inc. (old production, distribution and exhibition firm prior to division under 1949 anti-trust consent decree) to Paramount Pictures Corp. (new separate production and distribution firm).

Request for "transfer of control" of Allen R. DuMont Labs. Inc., TV manufacturing firm and network and station association, from Paramount Pictures Inc. to Paramount Pictures Corp. (99% stock interest involved).

BID for transfer of control of Bal-...
They know what it is in BALTIMORE!

"What's that, Mama?"

"WFBR Family Day was biggest mid-week attraction in history", say officials of Gwynn Oak Amusement Park in Baltimore, as 25,000 people pack park! Promotion was exclusively WFBR's—no other advertising medium used!

Yes—they know what radio's for in Baltimore—especially when it's Baltimore's family station—WFBR.

Families all over Baltimore listened to WFBR's advance promotion for WFBR "Family Day" at Gwynn Oak Park. They believed what they heard—and then acted!

Family after family stormed the park!

WFBR is proud of this record-breaking promotion—proud, too, that it is Baltimore's real "family station"—the station whole families listen to, enjoy, and trust implicitly.

Yes, we have the Hoopers, too—in some cases startlingly high. But more than that—we have the confidence and solid loyalty of Baltimore families!

Ask any WFBR representative or John Blair man to tell you about it.
Once again WOR, that power-full station in New York,

you can have THOUSANDS of new customers for less than \( \frac{1}{2} c \) each!
here’s how it’s done...

THE DAY was June 7, 1951—slightly overcast, but not for the Hudson Pulp and Paper Co., nor the Duane Jones Co., its agency.

The station was WOR.

The time was between 7:15 and 8:00 A.M.

The program was (and is) “John Gambling’s Musical Clock.”

The situation, says the Hudson Pulp and Paper Co., was—“... through steady WOR promotion, Hudson Pulp and Paper Co. 80-count paper napkin has completely captured the New York market... but:

“... What we want to do is increase the use of this leader, and also obtain distribution and wider use of our three higher-priced and longer-profit napkins called Rainbow, Guest and Damask.”

Sounds simple, doesn’t it?

But it was a challenge for WOR and John Gambling, both of which Hudson Pulp and Paper has used as the spearhead of its advertising for more than 6 years.

You see, Hudson was a little rugged. It said, “Let’s make the offer on one day’s program.”

“Gosh,” said WOR, “what do they want? Miracles?”

Well, it was only one program conducted by WOR’s John Gambling.

The announcement stated—and notice that it is not too simple—“Write in and get 4 coupons. Each of these is good for one of the four kinds of Hudson napkins which your local grocer will give you when you give him the coupons. Write in and get your coupons.”

However—and this is important—every grocer did not have the napkins. So, people prowled and asked and demanded and grocers got the napkins from the Hudson Pulp and Paper Co.

They had to. You don’t turn trade away, do you?

How many customers did WOR’s one John Gambling program get to prod and pummel all the good grocers of greater New York for the Hudson Pulp and Paper Co.?

Hold tight...

186,955!

Really—at less than 1/2 cent cost for each on the advertiser’s part...

for a one-day mention on WOR

No other station in America could have produced this phenomenal impact on America’s greatest mass market at a cost so incredibly low.

Would you like to do the same? At such a low cost?
MATERIAL LAG

CHALLENGE posed by shortages of raw materials is being successfully met by American industry, including electronics and communications manufacturers, government authorities acknowledged last week.

Industry is using its inventiveness and ingenuity to find ways of overcoming scarcities in all materials to keep the nation’s economy humming along at high levels.

With the advent of a full-blown controlled materials economy just over the horizon, radio-TV set makers and other electronics producers can take a bow for pressing into operation a number of conservation measures.

Virtually all firms have initiated such campaigns. RCA, Westinghouse, General Electric, Philco, and a host of other companies have adopted conservation techniques from cabinet design to substitutes in electronics parts, like speakers, tubes and capacitors.

The National Production Authority cited various examples of conservation. The communications industry, for instance, is saving vast quantities of copper, steel and nickel by introducing new theories and practices. A major telephone system was cited. Electrical manu-

Gov. Lauds Industry Inventiveness

facturers also were lauded.

This official acknowledgment came as the government announced plans for complete allocation of nickel, cobalt, tungsten and other alloying materials heretofore cut back from 15% to 35%. NPA noted that these materials used in electronic equipment parts are “vital” in defense production and also to the “essential” civilian economy.

Cobalt and nickel are integral parts of permanent magnet loudspeakers, though industry learned to improve substitute materials with the advent of initial cutbacks last fall. Nickel also has been used in the gun assembly of cathode ray tubes in TV sets. Tungsten is utilized in radio-TV tubes.

Selenium Use Study

Allocation of selenium, used in rectifiers, also was under study. NPA noted its widespread use in the “postwar expansion of the electronics and television industries,” and said this had served to outstrip available supply.

In other actions last week the government:

1. Tightened up rules governing orders for “maintenance, repairs and operation” supplies (like commercial broadcast transmitters). Manufacturers may not order or receive more than 40% of their quarterly quotas (based on 120% of the dollar value of 1950 MRO purchases) during the first month of any quarter.

2. Met with members of the Electronic & Component Parts Industry Advisory Committee to review the materials situation and discuss the prospect for future allocations under the Controlled Materials Plan.

3. Reported that, as of July 16, it had approved tax amortization certificates totaling $80,107—or 74.3% of the aggregate $107,848 requested by electronics and communications producers for expansion of facilities.

4. Was urged by Defense Mobilizer Charles E. Wilson to declare a “general moratorium” on new amortization grants, beginning Aug. 18, for “at least 60 days” because of shortages of steel.

E. E. Hensinger

EMERY E. HENSINGER, 64, veteran accountant in FCC Broadcast Bureau, died Aug. 10 at his home in Tiffin, Ohio. He joined FCC in 1935. Prior to formation of the new Broadcast Bureau, Mr. Hensinger had been chief of Applications Branch of Broadcast Division, FCC Accounting Dept.

“THE PRESTIGE STATION OF THE CAROLINAS”

GREENSBORO, NORTH CAROLINA

25 YEARS

Serving the Richest
And Most Populous
Area in the Southeast
1926-1951

Gilbert M. Hutchison, President
C B S
Affiliate

Represented by Hollingbery

5000 Watts 1470 KC

THE CHALLENGE OF THE 50'S

“THE BEST-ENGINEERED STATION IN THE LAND”
In Northern California
MORE PEOPLE LISTEN — more often — to KNBC
than to any other radio station

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

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

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

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

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

PLUS-Market Case History
Napa-Santa Rosa
* Population—149,147, an increase of 52.9% from 1940-1950
* Effective Buying Income* — $186,553,000, an increase of 108.9%
* Retail Sales* — $170,519,000, up 191.4%
* KNBC Audience — Week after week, more than four-fifths of the radio families listen regularly to KNBC

*Sales Management’s 1951 Survey of Buying Power

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

BROADCASTING • Telecasting
August 20, 1951 • Page 39
Years ago when our company was young we decided that each of our F&P Colonels, on his or her fifth anniversary with this organization, should receive a very handsome wrist watch, inscribed to commemorate this mutually important milestone.

Over the years, as twenty-nine of us have stepped up and received our watches, this sentimental gesture has become one of the most pleasant and significant rituals of our lives. It betokens a real fraternity of effort, and many other things that can hardly be said with words.

Yet over the years our Five-Year Watches have also had much to do with the sale of radio time. They have played a tangible part in welding us together as a team, in reminding us of the lasting values of our daily tasks, in sustaining our constant recognition of our long-term obligations to each other, to the stations we represent, and to you agencies and advertisers.

So that's what one of our many F&P traditions means to you—better, more conscientious service aimed at tomorrow as much as at today.
Watch

Photo Courtesy Tiffany & Co.

EXCLUSIVE NATIONAL REPRESENTATIVES

EAST, SOUTHEAST
Boston-Springfield WBZ-WBZA
Buffalo WGR
New York WMCA
Philadelphia KYW
Pittsburgh KDKA
Syracuse WFBL

Charleston, S. C. WCSC
Columbia, S. C. WIS
Norfolk WGH
Raleigh WPTF
Roanoke WDBJ

MIDWEST, SOUTHWEST
Des Moines WHO
Davenport WOC
Duluth-Superior WDSM
Fargo WDAY
Fort Wayne WOWO
Kansas City KMBC-KFRC
Louisville WAVE
Minneapolis-St. Paul WTCN
Omaha KFAB
Peoria WMBD
St. Louis KSD

Beaumont KFDM
Corpus Christi KRIS
Ft. Worth-Dallas WBAP
Houston KXYZ
San Antonio KTSA

MOUNTAIN AND WEST
Boise KDSH
Denver KVOD
Honolulu-Hilo KGMB-KHBC
Portland, Ore. KEX
Seattle KIRO

HOLLYWOOD SAN FRANCISCO

BROADCASTING • Telecasting

August 20, 1951 • Page 41
DISPERSAL PLAN
Affects Material Allocation

FALLING to obtain authority from Congress in the extended Defense Production Act, President Truman has approved a policy for dispersal of industry which sets up new criteria for allocation of materials and other government actions.

The Office of Defense Mobilization will establish general standards to be followed by the Defense Production Administration, National Production Authority and other agencies in allocating raw materials, granting tax amortizations and in approving emergency loans. Defense Mobilizer Charles E. Wilson will administer the policy.

Possible application was seen on requests from electronics and other manufacturers who might seek to concentrate new plant facilities in congested areas to handle government orders. Established industry will not be dispersed, however, it was stressed.

It was understood that the new criteria would not apply to broadcasters desirous of beginning construction on new radio-TV facilities within metropolitan areas when the building freeze is thawed Oct. 1 (see separate story). Other commercial enterprises (as distinguished from production plants) would not be affected.

NSRB Booklet

Presidential approval of the policy was based on recommendations furnished by ODM, the National Security Resources Board and the Munitions Board. NSRB also has issued a booklet, Is Your Plant a Target?, dealing with "the protection of industrial production" in the event of full-scale war. Gist of the booklet is a four-point program for industrial dispersion with these guide posts:
1. To disperse new and/or expanding industry—not to move established industry.
2. No region of the country is to be built up at the expense of another.
3. Industrial dispersion can be carried out if such deployment is confined to each local marketing area.
4. State and local governments are urged to take a leading hand. The federal government will lend technical guidance.

In his statement of policy, the Chief Executive said that "the danger of atomic attack grows and demands...new...and more positive policies." He continued

Since 1945, we have experienced a period of unprecedented industrial expansion, but except for a few examples, there has been no pronounced trend away from (densely concentrated centers). Some $18 billion in new plants and equipment were spent annually during the past four years, largely in areas already highly industrialized.

Several "factors" have added to the urgency of dispersal, the President added, among them evidence that Russia has the atomic bomb, probability of successful penetration of U.S. defenses in the event of air attack, and outbreak of hostilities in Asia. NSRB originally had recommended plant dispersal in 1945 but Congress subsequently rejected the plans.

ZIV SALES GOAL
Set at 450 Stations

SALES goal of 450 stations by Sept. 30 has been set by Frederic W. Ziv Co. for its new open-end transcribed syndicated situation comedy series Bright Star which co-stars Irene Dunne and Fred MacMurray.

Release date of the series, currently being taped in Hollywood at a three-per-week rate, is scheduled for Sept. 24, according to John L. Sinn, executive vice president [Broadcasting • Telecasting, Aug. 13]. The goal of 450 stations was set during a series of conferences between Ziv executives and the firm's sales force over the week-end of Aug. 10. Firm's national sales staff of 100 is now in the field contacting prospects.

RESOLUTION expressing "appreciation for the generous aid extended by NSRC and other personnel" passed by Veterans Hospital program officers in Charleston, W. Va.
In Cleveland—only WJW offers network prestige, network audience, PLUS NET-CALIBRE LOCAL PROGRAMMING. Cleveland’s key daytime personalities do the town’s surest selling job—on WJW.

This combination of network and local personality programming is geared for maximum sales results in the Greater Cleveland market. It pays off for others—it will pay off for YOU.

Results Talk: Call in H-R Representatives or call Hal Waddell for full story, availabilities.

CLEVELAND’S Chief STATION

WJW

5000 W. BASIC ABC

WJW BUILDING CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.
Your prospects are best in the West!

People are flocking to the Pacific Coast in the biggest rush ever... anywhere. Twenty thousand of them—about one every two minutes—are moving in every month. In California, Oregon and Washington, population has increased 48% in ten years!

These people are staking out a place in the sun... are you? They spent 15,410,000,000 retail sales dollars last year. Are you getting your share?

And new people (as every fourth person is) establish new buying patterns. Are you competing successfully with heavily-advertised national and regional brands?

Consider this: of all advertising media, only radio has kept pace with the Coast and its booming growth. And Columbia Pacific delivers larger audiences than any other regional network.

If you want to strike it rich in the West, the best way to reach your best prospects is on the Columbia Pacific Network. For fine locations on the finest stations up and down the Coast, call Radio Sales, or...

Columbia Pacific Network

Represented by RADIO SALES

Michigan's WLAV Grand Character

**BASEBALL PROBE**

Hill Mulis Media Aspects

An executive session of the House Monopoly Subcommittee will determine whether witnesses will be called to give the entire picture of baseball broadcasts, Chairman Emanuel Cellers (D.-N.Y.) said Wednesday.

Chairman Cellers discounted earlier reports that the subcommittee already had decided to go ahead with a broad investigation and the calling of witnesses from the radio-TV field and from FCC.

"Our plans have not been made as yet," he said, "It will be up to the subcommittee, sitting in executive session to decide."

However, Aug. 10 when the subcommittee went up its first five minutes of the baseball hearings, it was indicated that further hearings would be held on the broadcast question [Broadcasting *Television* Aug. 1]. Chairman Cellers had quoted as saying radio and TV industry spokesmen would be questioned in the fall.

It had also been reported that witnesses should be called from FCC, from radio, TV and newspaper industries to discuss the broadcasting issue.

Question of broadcasts and telecasts of games, whether they hurt attendance and whether baseball will have to further restrictive rights should legislation pass exempting the sport from anti-trust laws, have come up in the hearings just completed.

**JONES RE-NAMED**

At Clients' Request

Duane Jones, who last month resigned as chairman of the board of Duane Jones Co., New York, has been re-elected chairman and president of the agency by request of the clients, it was announced this week.

Robert Hayes, who had taken over as president of the agency when Mr. Jones left, has resigned to devote his entire time to servicing major accounts as an account executive.

At the time of his resignation, Mr. Jones had announced that he was going to undertake a European business tour, but that trip, planned under government auspices, has been indefinitely postponed, Mr. Jones stated.

Although valuable information could have been obtained regarding packaged goods markets abroad, it was felt that inflationary trends, the changing tax structure, and other market factors made it advisable for him to remain as head of the agency, to direct ad policies and techniques that "placed major clients of the agency at the head of the sales parade in their respective fields," the announcement said.

**ELMER the BAT BOY**

Gives Character to advertisers' messages as he knocks himself out with selling.

In Grand Rapids Elmer is "Mr. Afternoon!"

**Let Elmer go to bat for you**

For Reservation

Call John E. Pearson

**RATE RAISES**

Three Issue New Cards

Three stations last week reported increases in their rates. The stations are WEEI Boston, KVUU Tulsa and KOWL Santa Monica.

WEEI issued Rate Card No. 22, effective Sept. 1. Rates for one time only are: Class A, one hour $525; half-hour $315, and station breaks $54; Class B, one hour $350; half-hour $150, and a one-minute spot $70. Class C, one hour $252.50; half-hour $157.50, and one-minute spot $50. Class D, one hour $130; half-hour $78, and one-minute spot $25.

An increase of 10 to 20% over its old rate card was announced by KOWL. The increase, first the four-year-old 5-kw daytime station has put into effect, brings the hourly rate to $72 from $60.

Boost was justified, according to Arthur H. Coughlan, owner of KOWL, as operation has materially increased during the station's four years on the air; population has increased 700,000 within its primary signal area during the four-year period; total radio listening during the daytime hours is greater in the area, with the number of auto radios doubled during that time.

Advertisers who have signed contracts before Sept. 15, 1951, will be given six months protection.

KVQO has increased its local advertising rates for the first time in 11 years, according to Local Rate Card No. 9, effective June 25, 1951. New rates for the 50 kw, clear channel station on 1170 kc, for one hour, half-hour, and one minute in Classes A, B, and C, respectively, are:

Class A: ($6-10:15 p.m.), $225, $140, and $75; $25; Class B: (6 a.m. to 6 p.m., 10:15-11:15 p.m.), $125, $80, and $50, and Class C: (11 p.m. to 6 a.m.), $95, $55, and $10.

**WEBER ELECTED**

President of WFPG

Fred Weber, former general manager of Mutual and former part-owner of WDSU New Orleans, has been elected president of Neptune Broadcasting Corp., operating WFPG, Atlantic City CBS outlet.

Mr. Weber has become the largest individual stockholder in the station with 20% ownership. Other owners, holding 10 each, are Jack Berkman, Louis Berkman, Allen Berkman, Richard Teitelbaum, John Lau, Helen Teitelbaum and Mayer Weizenthal, who are identified with The Friendly Group stations (WSTV Steubenville, Ohio; WPIT Pittsburgh; WMBS Boston).
In U-H-F it's

G-E LIGHTHOUSE TUBES

...for stronger construction and a stand-out efficiency record!

✓ Built for hard service.
✓ Pioneering u-h-f types, with many years of successful application.
✓ Superior electrical characteristics.
✓ Excellent isolation from load and antenna effects.

Check these specific advantages of G-E Lighthouse Tubes in v-h-f and u-h-f circuits where you need high-level detectors and mixers; pulsed and CW oscillators; power amplifiers, and frequency multipliers...at frequencies up to thousands of megacycles!

You can't beat G-E Lighthouse Tubes for—

- Aircraft traffic and location control equipment.
- Radio, TV, and other microwave relay equipment.
- Microwave test apparatus.
- Emergency communications equipment (police, taxi, and other fixed and mobile).
- Military and commercial communications and common-carrier equipment.

In applications such as these, General Electric tube engineers will be glad to work closely with you, and with the circuit designers at your drawing-boards. Available at all times, is G.E.'s experience with u-h-f types that goes back nearly two decades, and which you may draw on at will.

Wire or write for comprehensive Bulletin ETD-120. Learn more about G-E Lighthouse Tubes—how they'll improve the performance, increase the dependability of your new u-h-f circuit! Electronics Department, Section 5, General Electric Co., Schenectady 5, N.Y.

GENERAL ELECTRIC

GL-2B22—High-frequency, high-pervenance detector to beyond 1,500 mc.
GL-2C40—Radio-frequency amplifier, converter, and oscillator to 3,370 mc. Plate dissipation 6.5 w.
GL-2C43—Radio-frequency amplifier, oscillator, and frequency converter from 150 mc to 1,500 mc, and in special pulsed circuits to 3,370 mc. Plate dissipation 12 w.
GL-2C39-A—Radio-frequency amplifier, oscillator, and frequency converter from 150 mc to 2,500 mc. Plate input to 100 w.
INSPECTING Radio Athens' 50 kw operation are (1 to r) Dick Erstein, radio officer, U. S. Information Service; Bob Humphries, BBC representative; General Gigantes, director, Radio Athens; John E. Pourifoy, U. S. Ambassador to Greece, and Charles H. Crutchfield, vice president and general manager of the Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBTU (TV) Charlotte, N. C. Mr. Crutchfield is in Greece as an advisor and consultant to Greek radio officials who are modernizing their programming.

[BROADCASTING & TELECASTING, June 18.]

HILL REACTION

CONGRESSIONAL reaction to the appointment of Haraden Pratt as the President's telecommunications troubleshooter [BROADCASTING & TELECASTING, Aug. 6] has been slow in fortinight, and is best reflected in a general "wait and see" attitude in qualified quarters.

Without exception, communications-minded lawmakers were as reluctant to comment on this development as upon publication of the Temporary Communications Policy Board's own report from appointment of Haraden Pratt as the President's telecommunications troubleshooter [BROADCASTING & TELECASTING, Aug. 6] has been slow in fortinight, and is best reflected in a general "wait and see" attitude in qualified quarters.

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From a Hindu temple in Singapore to the dank tomb of King Tut in Egypt... from the imposing balcony of Mussolini's palace in Rome to the historic tower of Big Ben in London, Kenneth Melvin has taken his PRESTO tape recorder... recording strange voices, sounds, music, that have become living commentaries on people's customs, habits and surroundings. As official reporter for the British Festival, he is now travelling throughout the British Isles recording material for a 52-week series of network broadcasts.

"I shall be interested to discover", says Kenneth Melvin, "whether any tape-recording equipment has ever been subjected to so grueling a test as my PT-900... not on a single occasion—over four months of constant operation, averaging six hours a day, under murderous variations of temperature, current, voltage and with constant man-handling from car to scene, upstairs and down cellars—

not once has it failed me."

Every day, thousands of PRESTO owners are discovering, just as Mr. Melvin did, that PRESTO equipment is made to give the utmost in performance and dependability. That's why... wherever you go there's PRESTO.

PRESTO RECORDING CORPORATION

PARAMUS, NEW JERSEY

In Canada: Walter P. Dawns, Ltd., Dominion Square Bldg., Montreal
Overseas: M. Simons and Sons Company, Inc., 25 Warren St., New York, N. Y.

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS
THE SURE-FIRE SALESMAN

CLOTHING STORES, in all parts of the country, are finding radio the best answer to their advertising problems.

Reports from established firms in widely separated areas prove the efficiency of the spoken word in selling clothing—particularly men’s and women’s suits.

Successful formats reported include:

- Sports broadcasts six times each week on KGVO Missoula, Mont., which have built Yandt’s Men’s Store into one of the most successful suit merchandisers in the area. The daily programs are aired by Max Yandt, owner of the firm.
- Spot radio, particularly on newscasts, for the John Niemeyer stores, of Grand Rapids. WOOD Grand Rapids carries the bulk of the advertising to which the owner credits at least 50% of his gross business.
- Daily participation for Grayburn Clothes, Los Angeles. The firm uses a Negro disc jockey on KOWL, Santa Monica, Calif.
- Well-timed spots on KFSD San Diego, all the advertising needed by Bennett’s Clothiers, San Diego, since they dropped all newspaper advertising two years ago.
- Harris & Frank chain of stores in Southern California sponsors daily newscasts on KMPC Los Angeles, with supplementary broadcasts in cities where stores are located. Executives trace many new accounts to the use of radio.

The YANDT

In Missoula, Yandt’s Men’s Store credits a major share of its outstanding success to the “personal touch” made possible by radio.

Since 1928 Max Yandt, president, has used KGVO for a 10-minute, Monday-through-Saturday sports message which he has developed into a daily broadcast of the most successful in the Northwest. The success of these programs has been attributed to the personal interest taken in the store, and the individual attention given to customers.

The history of Yandt’s dates back to 1907 when the store was founded by Max’s father, J. B. Yandt, in Stevensville, Mont., 30 miles south of Missoula. In 1919 most of the town of Stevensville was destroyed by a disastrous fire. The elder Yandt looked over the ruins and decided to move to Missoula.

Recognizes Radio’s Value

On Jan. 18, 1931, KGVO went on the air in Missoula and two years later the elder Mr. Yandt died, leaving the store to his son. Max Yandt was quick to see the possibilities which radio offered. He liked the idea of a sports show and, helped by a veteran radio man, Les McCabe, worked out the format of Yandt’s Sport Slants. Auditions were held seeking the right “voice” for the show and it was agreed that Max Yandt, himself, gave the daily broadcast exactly the personal touch. From the first the show was a natural. It went on the air at 6:15 p.m., Monday through Saturday, ten months a year. The basic format has never been changed.

Always interested in sports Max Yandt has increased his knowledge until he is recognized as a sports authority throughout the state and area. He acts as judge of many sports events in the area and is a leader in several sportsmen’s organizations.

Every year the business volume of Yandt’s Men’s Wear has increased until at the present time it does the largest business of any men’s wear store in the area in spite of the fact that it is not in the central business district.

The sporting goods department has always been a major one with the store but other departments on the air.

At the present time the volume of sales to professional men and office workers is the largest of any store in the area while trade from outdoor businesses has increased as a result of the large amount of business done in lumbering, ranching and mining, has continued to increase.

In recent months network commitments have forced a cut in the program from ten to five minutes per week but there has been no change. The store still spends 75% of its advertising budget on radio. Max Yandt continues to deliver the daily broadcasts. Speaking rapidly, averaging slightly over 140 words per minute, he does not lose distinctness or clarity.

Originally all advertising copy was prepared under the direction of Mr. Yandt, but now it is planned to a greater degree by Frances Supernau, who has been with the clothing firm since 1946. No agency is involved in the account. Advertising features nationally advertised brands at the “right” price. Quality is emphasized in all copy.

Seasonal Emphasis Placed

Commercials have always followed a definite line often mentioning one seasonable item for as many as 10 days at a time. Several slogans have been associated with the store through the years. Typical are: “Yandt’s Men’s Wear, the Wool Suits Men and Women Who Buy for Men”; “Whatever a Man Needs for Himself or a Woman Wants to Buy for a Man, Yandt’s Men’s Wear Has It”; “Priced Right With Merit Always a First.”

Once a year the store offers a suit and topecoat sale which is featured on the program. Occasionally close-outs of particular merchandise are stressed.

On New Year’s day, 1942, fire swept an entire city block in Missoula and much of the merchandise in Yandt’s store was damaged by smoke and water. Since the stock of men’s suits and overcoats was large a room was rented in a vacant building and the resulting “fire sale” was one of the most successful ever held in the area. Spots on KGVO were used to supplement the program. It was a complete sell-out in 16 days.

“Mr. YANDT

“We feel that radio has a personal touch that is not offered by any other media,” Max Yandt says. “We utilize the personal appeal to its fullest by doing our own broadcasting. We have made friends and customers of hundreds of persons by this method. Where else, except perhaps by television when we could add vision as well as our voice, could we get this plus benefit in advertising? Our store is headquarters for all people interested in sports. We have built its reputation on a quality basis. Radio offers us something more than any other advertising medium.”

Officers of the company beside Mr. Yandt, president, are George May, vice president; Robert Hemgren, treasurer, and Verda Hemgren, secretary. Mr. Supernau is director of advertising.

At least 50% of the nearly $250,000 annual gross business of the John Niemeyer Men’s clothing stores in Grand Rapids is attributed to use of radio by the founder and owner, whose name the two stores bear.

Mr. Niemeyer is a great believer in the use of spot radio, particularly participations on news shows.

News Appeals to Customers

“Over the years,” he says, “the same general type of radio advertising has produced the greatest results for us. News appeals to the man. The head of the house pays little attention to many of the spot advertisements scattered between other shows. But when we can work in a plausible commercial during a news show, we have the male audience set up for our message.

“We don’t overlook the scattered spot advertising program, though, because apart from the men, women are likewise good customers and listen more intently to commercials at scattered times.”

Favorite format for the John Niemeyer one-minute spot, the bulk of which is carried over WOOD Grand Rapids, is the informal conversational type announcement. On WOOD many of these spots are put over the air by Dick Henry, announcer, and Bob Run.

(Continued on page 82)
To the PRESS and RADIO:

Subject: A "TREMENDOUS JOB" -- and the JOB AHEAD

In keeping traffic moving around the Kansas-Missouri flood areas by the use of alternative routes, and in the prompt repair of broken lines and restoration of service, the railroads have done what James K. Knudson, Administrator of the Defense Transport Administration, described as a "tremendous job."

They now face another difficult task of a different kind -- the movement, at the same time, of part of the Southwestern grain crop along with the harvest in the Northwest. Carefully laid plans for building up a backlog of high-grade box cars were disrupted, first by prolonged rains which delayed much of the winter wheat harvest, and then by the flood which made unusable thousands of the cars assembled for that purpose. Despite difficulties, however, the railroads are going ahead with the job of assembling box cars needed to handle the double movement ahead.

In all this, as well as in handling the major part of the nation's other production, the railroads face difficulties in securing steel and other materials needed not only for carrying forward the car and locomotive building program which they undertook to meet the growing needs of national defense, but also the materials necessary to keep existing cars and engines in repair and running.

As Administrator Knudson of the DTA said, "This country can have and use no more of anything than it can haul," and, as he added, "the great bulk of that hauling is done in railroad cars." That's why it is so essential to commerce -- so vital to defense -- that there be no lessening of the flow of materials needed both for increasing railroad capacity and for carrying on day-by-day railroad operations.

Sincerely yours,

William T. Faricy
WILLIAM BURKHARDT, center, pres., Burkhartd Brewing Co., Akron, renewes for second year sponsorship of 11 p.m. news, Mon. through Fri., on WTAM-AM-FM Cleveland. Staff announcer Tom Field (J) handles the nightly newscasts. Eugene Myers (R), WTAM sales mgr., represented station in negotiations.

WISCONSIN U. football games on WBBM Madison will be sponsored by Oscar Mayer & Co., meat packagers. Completing arrangements (1 to r): Robert Loomis, station salesman; Pat Hernon, play-by-play announcer; Arthur Tolwell, pres. of agency of same name; Jack McDonald, adv. exec. for Oscar Mayer.


HAYMONDS DENY Anti-Trust Charge Answered DENYING that they had participated in any purported violation of the Sherman Anti-Trust Act while owners of San Bernardino (Calif.) Broadcasting Corp. and licensee of KITO San Bernardino, Carl E. Haymond of Tacoma, Wash., and his son Carley, exterior Haymond have filed answer in U. S. District Court at Los Angeles to the half million dollar triple damage suit of Broadcasting Corp. of America, operator of KPRO Riverside, Calif. [Broadcasting • Telecasting, July 9].

Messrs. Haymond denied a conspiracy to injure KPRO's business or restrain their trade in interstate commerce by unfair competition, false representation or through other means in violation of the anti-trust laws as charged in the suit.

Declaring the plaintiff's complaint does not state a cause of action for violation of the Sherman Anti-Trust Act, and pointing out that the claims are barred by the statute of limitations of.

LAVERY WINS

Gets $30,000 Damages

DAMAGES amounting to $80,000 were awarded to Emmett Lavery, playwright and screen writer, last Monday night by a Los Angeles Superior Court jury in his $200,000 depreciation of property suit against Mrs. A. Roger Town Hall Inc., ABC and five other defendants [Broadcasting • Telecasting, July 16]. Trial had been in progress since July 10.

Mr. Lavery had originally filed a $1 million slander suit against the defendants. Judge Arnold Fraeger early in the trial ruled out a plea for general damages amounting to $800,000. Mr. Lavery was restricted to sue only for specific damages of $200,000.

Suit was filed from Sept. 2, 1947, ABC Town Hall debate on the question, "Is There Really a Communist Threat in Hollywood?" Mr. Lavery charged that during the debate Mr. Rogers accused him of Communist sympathies. He also claimed she referred to his play "Gentlemen of the Press" as being un-American propaganda and charged it followed the "party line." He said its value was "depressed" by this criticism on the radio.

Other defendants in the suit were: Ayn Rand, novelist, and Frank O'Connor, her rancher husband; Morris Ryskind, producer and writer; Robert Arthur, producer, estate of the late James McGinness, film producer; estate of the late Sam Wood, film director.

Attorneys for the numerous defendants indicated that they will move for a new trial and if that fails they will appeal the 6-3 decision of the jury. Another damage suit, filed by Martin A. Gosch, producer of the Lavery play, asking for $1 million damages, is pending against Mrs. Rogers.

TOSCANINI RETURN

In U. S. by Sept.—Saroff

ARTIBO TOSCANINI will return to the United States early in September, RCA Board Chairman David Sarnoff announced Monday upon his own return from a two-month visit in Europe. The maestro will make some recordings for RCA Victor and will prepare programs for his broadcasts with the NBC Symphony Orchestra, whose season he will open Nov. 3 at Carnegie Hall.

"Mrs. Sarnoff and I spent a weekend with the maestro on his beautiful island on Lago Maggiore," Big G said.

"He appeared to be in good health and expressed his eagerness to resume his musical activities in America."
They LOVE us in Cleveland

BILL MAYER... WGAR... SAYS:

"I get 'em when they're wakin' up and eatin' breakfast. My audience likes good music... including novelties and production gimmicks. I can find them in the STANDARD PROGRAM LIBRARY: not to mention the fine talent. I like STANDARD... and so do the folks who listen in the morning."

HAL MORGAN... WGAR... SAYS:

"I get 'em when they feel like dancin' and romancin.' The folks want good music, by top artists, with fine arrangements. I can find all of these in the STANDARD PROGRAM LIBRARY. And if it's soft and dreamy stuff I'm lookin' for... they're in the STANDARD LIBRARY, too. It's a great Library."

REG MERRIDEW, Program Director... WGAR... SAYS:

"Both Bill Mayer and Hal Morgan are right. Both guys know what their audience wants... and that's what they give them. That's what accounts for their swell ratings and sales success stories. Whether it's MORNING, NOON or NIGHT, the STANDARD PROGRAM LIBRARY does a wonderful job for us. We sure like it."

SELL WITH Standard Radio

SELL WITH

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SELL WITH

How about it? Top program-men in radio today use the STANDARD PROGRAM LIBRARY... and to good advantage, too. It's the library that can make it easy for you to use... and sell!

Why not join the smart men in radio... who say... I like... and use... the STANDARD PROGRAM LIBRARY. It's the greatest!

Call or wire any office for information on how you can start to...

TRANSCRIPTION SERVICES, INC.

140 N. La Brea, Hollywood - Webster 8-9181
360 N. Michigan Avenue, Chicago - Central 6-0041
444 Madison Avenue, New York City - Plaza 3-6650

BROADCASTING * Telecasting

August 20, 1951 * Page 53
1950 PROFITS
FTC Reports Increases

PROFITS of 22 manufacturing industries—including makers of electrical equipment and supply, but excluding the cigarette, bread and dairy fields—all were similar or "substantially higher" last year than during 1949, according to a report released last Monday by the Federal Trade Commission and submitted to Congress.

In a comparison of 1949 and 1950 profit rates, soap and cleaners reflected the "most striking increase," reversing a decline on the basis of 1949 and 1948 figures. Those industries showing a profit decrease were dairy products, cigarettes, cigars, plug and smoking tobacco, bread and biscuits and crackers. Motor vehicles and petroleum refining showed marked increases from 1940 to 1950.

Rate of return, after taxes for electrical equipment and supply industry, taking into account 64 firms, was 14.2% for 1940; 19.8%; 1947; 18.8%; 1948; 15.9%; 1949, and 21.9% in 1950. The report was the fourth in a series submitted to Congress by FTC and compared pre-war and post-war rates of return, after the Federal Trade Commission's 1950 report.

APRA CONVENTION
Harold Statson To Speak


Also announced last week was the opening of the annual awards contest for outstanding achievement in the public relations field. Entries must be received by Sept. 30 at national association headquarters, 1010 Vermont Ave., N. W., Washington, 5, D. C., and must be accompanied by an entry fee of $25.

BROADCASTING • Telecasting, Aug. 13.

GILLETTE SUCCESS
Inserted in 'Record'

SPEECH by Joseph P. Spang Jr., president of the Gillette Safety Razor Co., on occasion of the firm's golden anniversary, was reprinted in the "Most Significant" record last week by House Majority Leader Joseph W. McCormack (D-Mass.). Portions of the speech read like a radio success story. For example, Mr. Spang said:

'The most important advertising event in the history of Gillette... during this period (the thirties), came in 1939. That was the year which saw the beginning of our "Calvados of Sports" broadcasts. We first broadcast the World Series in 1939. Again, undertaking this promotion was a bold step. The cost of sponsoring that one event at a large hole in our advertising appropriation. That it was a good move has proven itself, and today we are most happy that we fulminated the right to this outstanding event for the next six years, both on radio and on television.'

As you all know, we broadcast and telescop most of the major sports events in the nation—football, boxing, and horse racing.

MEXICO CHANGES
Additions, New Assignments

LATEST Mexican changes in operating assignments have been reported by the FCC, following notification from Mexico under provisions of the 1951 NARBA. The new 1950 NARBA, to which Mexico is not a party, awaits Senate confirmation.

Changes reported (probable commencement dates in parentheses) are:

- XEGI Reynosa, Tamaulipas, new Class III station, 1 kw day on 620 kc (Oct. 12).
- XEFX Poza Rica, Veracruz, new Class III-A station, 5 kw fulltime on 1480 kc with night directional (Jan. 1).
- XEZM Zamora, Michoacan, changes from 1480 kc to 650 kc with 1 kw day, Class II (Aug. 11). XEZT Zamora changes from 650 kc to 1490 kc with 260 kw fulltime, Class IV (Aug. 11).
- XEFD Rio Bravo, Tamaulipas, new Class II station 1 kw day on 1170 kc (Nov. 20).
- XEFP Reynosa, Tamaulipas, new Class IV station 1 kw day 250 w night (Oct. 30).
- XEON Tuxla Gutierrez, Chiapas, changes from 1380 kc to 710 kc with 1 kw full time, Class II (Sept. 20).

RADIO INSTITUTE
N. C. Teen-agers Attend

TWENTY teen-age students, many on scholarships provided by their area stations, attended the first North Carolina High School Radio Institute at Chapel Hill this summer co-sponsored by the North Carolina Assn. of Broadcasters and the U. of North Carolina.

Mr. Wynn's Students

Students for two weeks lived on the campus and attended classes in all phases of broadcasting. The institute was held under the guidance of Earl Wynn, director of the Communications Center of the University, and an assistant, Rhoda M. Hunter, executive secretary, Communications Center.

Among North Carolina broadcasters who lectured were Robert Bates, WSJS Winston - Salem, Cecil Hoskins, WWCN Asheville; Bob Riersen, WBT Charlotte; Joel Lawhon, WVOT Wilson; Ed Kirk, WPTF Raleigh; Jack Younts, WEEB Southern Pines; Sue Taylor, WDNC Durham; Charles Gaylord, WPLB Fayetteville; Don Pierce, WRRF Washington, and Ed Anderson, WBBS Forest City.

WCGW ON AIR
Program Tests Underway

WCGW South St. Paul, Minn., new 500 w daytimer on 1590 kc, began program test operation Aug. 12 under the direction of Reinhard Steinley, general manager, and Darrel Goden, chief engineer. Executive director of the station is Albert Tedesco, general manager of WKLK Cloquet, Minn.

WCGW was granted to South St. Paul Broadcasting Co., owned by Victor Tedesco and family, who also control WKLL. Victor Tedesco is owner of WKLY Sparta, Wis., granted license Aug. 6 by FCC to cover its permit.

KCBS TO 50 KW
Stanton Gives Dedication

RADIO is "our foremost means of information and entertainment," and will continue to be for many years to come," CBS President Frank Stanton said in a CBS Radio broadcast Aug. 9, celebrating CBS-owned KCBS San Francisco's increase in power from 5 to 50 kw (740 kc). He appeared on a special broadcast (10:30-11 p.m.) with a group of CBS Radio personalities, to help open the new station.

"The great size of radio, so hard to visualize when you hear cold figures," Mr. Stanton said, in the dedicatory speech, "is evidence that over the years radio has been able to fulfill the demands we all make on it, and fulfill them more completely than any other means of communications, written or spoken, in the history of mankind."

P&G's Marshall Plan

PROCTER & GAMBLE, which sponsors Welcome Travelers from Chicago on NBC, has compiled some totals on the quantity of food it has dispensed to visitors since the opening about June 30, 1947. Breakfast guests since then have consumed 1,336,000 cups of Maxwell House coffee, 971,000 glasses of College Inn tomato juice, 589,000 bottles of Bowman milk, 1,500,000 Apple 'n Spice doughnuts and 2,146,000 Sallers' cold-pressed vegetable juice. The latter's consumption is currently a three-month wait for tickets.

ALL CONCERNED with Frederic W. Ziv Co.'s newest transcribed series, Bright Star, seem satisfied with the way the first rehearsal is going. L to r: Fred MacMurray, co-star of the situation comedy series; John L. Sinn, executive vice president, Ziv Co.; Irene Dunne, co-star; Herbert Gordon, vice president, in charge of production for Ziv Series expected to be aired this fall.

NEWS
from Binghamton, N. Y.

CALL RADIO REPRESENTATIVES, INC.
There is plenty of punch in the new 5000 watt signal at WENE, Endicott, New York. Equipped with the latest Gates BC-5B transmitter and associated five-tower phasor, a real wallop is spread over the southern tier section of New York state.

WENE is another Gates packaged installation and of the larger variety. Everything but the land it was put on was supplied by Gates—all ready for the consultant to prove the directional pattern.

You, too—like WENE, and over 700 other broadcasters who have complete Gates installations can enjoy not only the finest and latest but a type of manufacturer—customer relationship that spells cooperation in action. This cooperation can only result in the job done faster, better and at lesser cost.
Ford's Solid Foundation

THE TV-Radio Workshop set up by the Ford Foundation now has $1.2 million in its bank account and Robert Saudek as its boss. We aren't sure which is the man.

Mr. Saudek, who collects radio awards in such quantity as to risk accusations of monoply, also knows how to collect cash. During his service with commercial broadcasting he has successfully sold time to ideas, some of them shockingly intelligent.

If anybody is living proof that commercial broadcasting and public service can be compatible, Mr. Saudek is it. He's decided to run a workshop that can perpetuate itself only by managing the rather difficult exercise of keeping its feet on the ground and its head in the sky.

Motion Picture Picture

ANOTHER "battle of the century" looms with the action of the FCC in ordering an inquiry into participation of motion picture interests in radio and television station ownership. If anything, this determination is overdue.

Just four months ago it was announced that it would invoke no blanket policy on motion picture ownership, but would decide individual cases on their merits. Certain of the "indecents" whose "incursions" are now set down for hearing are five years old.

There's little doubt that the pending ABC-United Paramount merger goaded the FCC into action on these older cases, involving major film companies as well as Balaban & Katz, a subsidiary of United Paramount, now entirely divorced from the Paramount Hollywood production company. The ABC-United Paramount transaction involves the transfer of ABC-owned and operated stations to the newly fused corporation, and has no direct bearing upon these other pending cases.

But the broad question of public policy, which is contended by FCC spokesmen, is inextricably interwoven in the proceeding.

In the making here is another "newspaper ownership" issue, which had its onset a decade ago during the duopoly era. The FCC, after a three year investigation, finally dropped the proceeding. Within the last fortnight Scripps-Howard Radio Inc. petitioned the U. S. Supreme Court to review the FCC decision, which is, essentially, that all other things equal, the Commission will prefer a non-newspaper applicant over a newspaper contender as a means of controlling the mass communications media.

Any ironclad rule that would discriminate against any class of citizen, we have steadfastly contended, violates the Constitutional guarantees. That is no more true in newspaper, motion picture producer or an exhibitor, an insurance company, an equipment manufacturer, or a department store.

There is an extenuating circumstance, however, in the motion picture aspect. It is the consideration of violations of the anti-trust laws in determining the eligibility of applicants for broadcast stations. The Supreme Court has held that the motion picture companies are not violating these laws by controlling both production and exhibition facilities. The result was a consent decree under which the production companies were forced to divert those facilities from exhibition-house ownership. Hence, for example, the separation from Paramount of its theatre holdings, and the formation of United Paramount. The FCC therefore, somewhere along the line, is obliged to decide whether motion picture production companies would be in violation of the antitrust laws if they own and operate television stations. It is apparent that a TV station is the equivalent of a thousand motion picture houses, in terms of audience reached. But the FCC regulations limit the number of TV stations in the hands of a single entity to five.

Now there has arisen another legal conundrum. Motion picture exhibition houses are bidding for (and getting) rights to major prize fights. They plan to bid for other sporting events. These are on an exclusive basis, precluding their use on radio or TV. Does this constitute the movie decree issue, in reverse, i.e., a theatre chain controlling an important phase of "production," freezing out radio-TV competition? Is it analogous to the carriage-maker entering the automotive field?

The FCC, it would seem, is duty-bound to explore all of these facets. Certain others, such as its proposal to inquire into withholding of films and talent properties from TV use, we regard as outside the FCC's legal domain.

It will be better for all concerned—the motion picture producers and exhibitors, the broadcasters and telecasters and the public—if these fundamental questions are decided with greatest possible dispatch.

THE PASSING of William Randolph Hearst brings recollections of his philosophy of radio. The millionarion, whose news exploits already are legendary, once told the editor of this journal that: the greatest mistake he had ever made was his failure to "get into radio on the ground floor." "People," he said, "are getting too lazy or too busy to read, but they will listen." And, he explained that his newspapers were turning to shorter stories and more and more pictures. That was nearly two decades ago when there were 10 stations in the Hearst empire, as against three radio and one TV today.

It is ironical significant too that another publishing genius, Col. Robert B. McCormick, in sending condolences to William Randolph Hearst Jr., telegraphed: "My sincere sympathy to you in the loss of your father, news of whose death has just reached me over the radio..."

Benton & Boloney

WE'VE READ Sen. William Benton's revised legislation proposing a National Citizens Advisory Board for Radio and Television, and we must politely report that the Senator's original pattern has not been appreciably altered.

It may be slightly redesigned, with a dressier drape shape and a higher neckline, but it promises to cut the same suit of sackcloth, sprinkled with ashes, that the Senator all along has been wanting the commercial broadcasting system to wear.

It's becoming obvious that Mr. Benton's persistent effort to force some kind of legislation along these lines is, in spite of peevish resentment over past difficulties he personally has had with broadcasters.

As he has admitted, he couldn't get the networks to scuttle their schedules every time he had a new show, or even for a new educational show, however unimpressive, back when he was associated with the U. of Chicago.

He would be more than getting even for these fancied insults if Congress ever adopted the proposals he has made. The advisory board he advocates would exert censorship which, although indirect, would be intolerable, and also illegal.

Milton Lester Greenebaum

WHEN the Saginaw Broadcasting Co., of Saginaw, Mich., came into being, Milton Greenebaum was elected president. Not only was he chief executive, Mr. Greenebaum also was salesman, continuity writer, traffic manager and general factotum.

From this small beginning, Mr. Greenebaum has nurtured the company into a parent company which controls WSAM-AM-FM Saginaw and WLEW Bad Axe, Mich.

Still president of the company, Milton Greenebaum is not resting on his frequencies. His three main hobbies are work, work and more work.

During his formative years, Milton Lester Greenebaum's footsteps were not pointed in the direction of becoming a broadcaster. He was born to Mr. and Mrs. Adolph Greenebaum on Feb. 8, 1903, in the little community of Cheesaning, Mich.

He lived in Cheesaning until he was 15, then moved to the "big city" of Saginaw.

Graduation from Saginaw High was followed by attendance at the U. of Michigan. From there, in 1925, he emerged with a BA degree. During his senior year at the university he was national president of Kappa Nu fraternity.

After graduation, he and a schoolmate toured Europe working as assistants for a newscast company shooting footage on the continent.

His first real business experience was with his father in operation of a state-wide chain of men's clothing stores. He remained in the clothing business until 1938 when he left to enter the broadcasting field as part-owner and commercial manager of WBCM Bay City, Mich.

Mr. Greenebaum at that time was not a complete stranger to radio. In 1928 he served as m.c. for a weekly local amateur program sponsored by his clothing store and aired over WBCM.

Then, too, in 1935, he had filed his first application for what was later to materialize as WSAM. This application was not granted until 1940 because of litigation and frequent FCC hearings.

With the granting of WSAM, as a time-sharing station on and off the air four times daily, Mr. Greenebaum left his position as WBCM commercial manager and sold his interests in the Bay City outlet. He was going to devote his fulltime and energies to establishing Saginaw's first radio station.

A local company was formed and Mr. Greenebaum was elected president and did just (Continued on page 84)
RADIO IS TOPS FOR ADVERTISERS
SURVEYS SHOW
RADIO REACHES FARTHER;
RADIO DELIVERS MORE;
RADIO COSTS LESS—
Than ever before!

Figures show and advertising results prove, just as they do in most cities, that

IN MEMPHIS RIGHT NOW

WREC
is a better buy than ever before in its history.
The advertiser gets more in coverage. More in prestige.

Since 1946

U. S. wholesale prices have gone up 65%.
Charges of eight big magazines have gone up 47%. Those of 94 big city newspapers are up 24%.

WREC RATE, IN COST PER THOUSAND LISTENERS, HAS GONE DOWN 10.1% COMPARED WITH 1946.

<table>
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<tr>
<th>RADIO FAMILIES</th>
<th>1946</th>
<th>1949</th>
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<td>RADIO HOMES COVERED</td>
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Figures Quoted Based on Latest Available BMB Measurements

Advertise Is Essentially Salesmanship

WREC Sells More and Sells It Cheaper

Affiliated with CBS—600 K.C. 5000 WATTS.

Represented by THE KATZ AGENCY, INC.
JOHN PIVAL, program manager WXYZ-TV Detroit, named to newly created post of WXYZ-TV manager. PETER STRAND replaces him as program manager. Mr. Pival joined WXYZ in 1946 as a radio director. His new position will embrace sales responsibilities of the late LEONARD KAMINS, who died Aug. 2. Mr. Strand joined WXYZ-TV in September, 1948 as a director.

Mr. Pival

Mr. Strand

WALTER BROWN, sales service KLAC-TV Hollywood, to sales department, replacing LARRY BUSKETT, recently named sales manager KLAC-AM. DANIEL MILLER replaces Mr. Brown in sales service. FRANK SMITH, traffic department KLAC-TV, transfers to AM traffic department.

MORGAN RYAN, general manager WPTR Albany, N. Y., appointed vice president Patroon Broadcasting Co., owner of station.

LEAVITT T. POPE, administrative assistant to P. B. STEPHENS, business manager New York News, appointed assistant to G. BENNETT LARSON, vice president and general manager WPIX (TV) New York, owned by the News. Mr. Pope will relieve Mr. Larson of much of his office routine and will also assume some of functions formerly handled by JOHN McCLAY, previous director of operations who has resigned to join WCAU-TV Philadelphia.

GEORGE R. JENESON, in Chicago sales department WLW Cincinnati, appointed manager WOR-AM-TV New York midwestern sales office in Chicago, effective Aug. 27.

JACK DUNCAN, long-time radio veteran, named manager KNJU New Ulm, Minn., replacing BERNIE YOUNG, resigned.

PAUL SENFT to Bolling Co., New York, as account executive. He was with BSBO.

EDWARD PETRY & CO., San Francisco, has new telephone number: YUkon 2-9631.

JIM TOWLE, WTAO Cambridge, Mass., to sales staff WCOP Boston.

ROBERT MEEKER Assoc., N. Y., named national representative for WHOP Hopkinsville, WPAD Paducah, and WSON Henderson, Ky., effective Aug. 15.

GUY POPHAM, KBBC Galveston, Tex., named to sales staff KLUF Galveston. He will also handle some announcing and news commentation.

ROGER RICE, national sales manager KING Seattle, named sales manager. ROBERT KILPATRICK, local sales staff, will supervise national sales.

JOHN D. HYMES, former manager WLAN Lancaster, Pa., and for many years head buyer of several large agencies, including Lord & Thomas and Blow Co., to Hurwick & Haller Inc., midwestern rug and carpet retailers. He will become part owner and operator of their store in South Bend, Ind.

PERRY NELSON, sales manager KFBK Sacramento, Calif., resigns to accept position as regional sales manager Fab-Spray Div., Henderize Inc., Sacramento.

Persons

WORTH KRAMER, vice president and general manager WJR Detroit, named radio committee chairman, and LEE B. WAILES, vice president Fort Industry Co. (WGBK-TV Detroit), named TV committee chairman for Detroit United Foundation Torch Drive, raising funds for 146 health and community services in area. THOBURN (Toby) WIANT, public relations director Young & Rubicam, Detroit, named co-chairman public relations committee.

EDWARD LAMB, publisher Erie Dispatch and 'president WOTD Toledo, WTVN(TV) Columbus,' Ohio and WCU(TV) Erie, Pa., commissioned admiral of Flagship Fleet by American Airlines. JOSEPH L. BRECHNER, general manager WGY Silver Spring, Md., won official Silver Spring song contest sponsored by local board of trade with his “It’s Spring in Silver Spring.” GEORGE F. LEYDORF, vice president in charge of sponsored engineering WJR Detroit, elected chairman of Communications Engineering Committee of Michigan Office of Civil Defense. He heads committee of 11 key technical engineers, whose job it is to plan communications system for civil defense of Michigan.

EARL H. GAMMONS, vice president of CBS in Washington, named by President Truman as vice chairman, President's Committee on National Employ the Physically Handicapped where Mr. Gammons will become director of operations, Hollywood, and president Southern California Broadcasters Association, appointed broadcasting representative on Greater Los Angeles Committee American Relief for Korea Inc. Campaign gets underway in late August.

BBC CHARTER DEBATE

See Advertising Definitely Ruled Out

RENEWAL in altered form of the British Broadcasting Corp. charter which expires Dec. 31 was still under consideration in Parliament last week. Although discussions were incomplete, it seemed certain that BBC will continue as a government monopoly and that there will be no commercial advertising whatsoever.

A panel known as the Beveridge Committee examined an early draft of the charter last fall and the Broadcasting Act 1954 represents that section of the scheme which is most hotly debated issue.

The government proposed to "de-Londonize" BBC by having regional councils (particularly in Scotland, Northern Ireland and Wales) composed of men elected to borough councils, but largely because of regional political aspects, this means of decentralization was abandoned.

To Cite World Show

SINGLED out for its Forward America series, the World Broadcasting Co. will be cited for Americanism by the Veterans of Foreign Wars group holds its annual encampment in New York during the week of Aug. 26. Commander-in-Chief Charles C. Rainey, will introduce a resolution which attests to the organization's appreciation for air time donations.

Concerning finance, the government thought BBC should make a contribution to support rearmament and proposed that 15% be deducted from license fees paid by radio receivers-owners. Questions of the method of taxation made this a hotly debated issue.

The government proposed to "de-Londonize" BBC by having regional councils (particularly in Scotland, Northern Ireland and Wales) composed of men elected to borough councils, but largely because of regional political aspects, this means of decentralization was abandoned.

UNOFFICIAL

WHY BUY 2 BIG... OR 1 BIGGER...
ON "RADIO BALTIMORE" WAMC

Page 58 • August 20, 1951

MORE THAN 12,000 Midwesterners packed Grant Park at Illinois State fair to see WLS Chicago's National Barn Dance. More than three-fourths of million persons see program or its star each year, and station claims its cast travels farther than any other radio group in the country.
A THIRTY-FIVE BILLION DOLLAR MARKET—SERVED UP ON TELEVISION

The market delivered by these twelve stations* represents an annual effective buying income of $35,487,593,000. Television sets saturate the area intensively. And Spot Television sells it—sells it effectively.

Is your product getting its share of the sales in this ultra-rich market? If not, SpaTV on these stations will get it for you.

*That is, by their combined 0.1 mv/m coverage areas.

WSB-TV Atlanta
WBAL-TV Baltimore
WFAA-TV Dallas
KPRC-TV Houston
KFI-TV Los Angeles
WHAS-TV Louisville
KSTP-TV M'p't's-St. Paul
WSM-TV Nashville
WTAR-TV Norfolk
KPHO-TV Phoenix
WOAI-TV San Antonio
KOTV Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
The Pushmobile Derby is held every year and the whole state turns out to enjoy it. This spirited event is sponsored by the Delaware Association of Police as part of their Youth Recreation and Rehabilitation Program. Each entrant must personally be responsible for the construction of his car to standard specifications.

Cooperating whole-heartedly with the DAP program, each year WDEL-TV sponsors an entrant. To further assist the program and all boys who enter, the WDEL-TV contestant* constructs his car on television on his own show, "Derby Dope." This year's entrant climaxed his series of weekly shows by having as his guest, Mayor James F. Hearn. The Mayor inspected the TV derby car and took this opportunity to issue the proclamation setting August 18, 1951 as Derby Day.

*WDEL-TV believes, as does the DAP, that boys are our most precious commodity, that each should have full opportunity to become a worthwhile citizen. Thus WDEL-TV selected this year as its entrant, Tommy Galitis, a recent Latvian refugee.

WDEL-TV readily accepts its community responsibilities, is proud to present regularly many programs designed to aid, improve and enrich the lives of all its listeners.
SET SALES RALLY

TV SET sales are inching up. After the most drastic summer slump in TV's five-year-old commercial history, dealers are beginning to see the sun shining behind the dark clouds of consumer indifference.

Optimism engendered by this first upward movement since sales plummeted last April was offset, however, by one Washington retailer, who claimed his sales are up 78% over same two July weeks:

"Sure sales are up. Why shouldn't they be? We're giving sets away!"

He was referring to the spate of sales current these days as dealers clear inventory in preparation for new models already announced by such leading manufacturers as Philco, Motorola, and Crosley last week.

An RCA spokesman, in reply to inquiries about set sales, said last week:

"There has been a material increase in the volume of TV receiver sales in the last ten days to two weeks."

The "dislocation" of sales markets which was responsible for the piling up of radio and television inventories will diminish this fall—probably after Labor Day, the usually astute W. A. Blees, general sales manager of Crosley, predicted at his company's showing of its new line in New York last Tuesday.

Blees Predicts

Public confidence and the resumption of buying, Mr. Blees said, will result from several factors:

- The scare effect of the international crisis has quieted and the heavy purchasing that first accompanied it has now been "digtized" by the public.

- The easing of Regulation W will make time-buying possible for an estimated 20% of the public whom the original credit controls affected adversely.

- Manufacturers will prod the tentative purchaser with strong promotional and aggressive advertising campaigns.

Reasons for the upward trend are many, but they are mainly due to:

1. Clearances to reduce inventories before new 1951 models come on the market. These are primarily the "40% off" or the "1950 model 16-in. table for $99" type of sale.

2. Recent Congressional legislation easing credit restrictions from consumer durables in the Defense Production Act, signed by the President last month.

3. Still-persistent fear in the public mind that the defense program will curtail output of sets this fall and winter. Use of critical metals in the military program could impinge drastically on radio-TV manufacture. At the same time, radio-TV manufacturers are having to devote more and more of their facilities to war contracts—although that isn't a major factor yet.

Fears that color-TV and the still continuing controversy between CBS and proponents of a compatible system would have an adverse effect on sales are pretty much dissipated. Dealers report that color doesn't enter into their customers' thinking at all right now.

Meanwhile, factory inventory remains at highest peaks. At the end of July, 770,000 TV sets were in factory warehouses, according to the Radio-Television Manufacturers Assn.

That doesn't count at least the same number, if not more, in distributor and retail channels, according to informed sources.

Production, in the meantime, has begun to move forward too.

Figures, compiled by RTMA, show that weekly production hit 50,000 the last week in July, compared to minuscule 8,000 produced during the first week of that month when most factories were closed for vacations.

For the whole month of July, 115,000 TV sets were produced, compared to the all-time high of 875,000 last March—the period when manufacturers were pushing out all the TV sets they could in anticipation of cutbacks due to the military program.

For first six months of 1951 dealers bought 2,470,954 TV sets, RTMA reported last week in its county-by-county tabulation of set shipments. It is estimated that the 619,000 shipped the first six months of 1950 was 61,000.

Continued on page 78

Rise Is First Since April Downswing

RCA COLOR PLANS

Sarnoff Tells Next Steps

FIELD tests of RCA's all-electronic, compatible system of color television will be resumed Sept. 10, with the general public invited to view the programs as received on RCA color sets installed in New York's Center Theatre, Brig. Gen. David Sarnoff, RCA board chairman, announced Wednesday. Tests are part of a continuing program of color video research—chiefly, he said, now on production design—which will lead to an eventual application to the FCC for authorization of commercial operation of color televising by a compatible system, Gen. Sarnoff said.

At the same time he disclosed that RCA will demonstrate large-screen theatre color television in a New York theatre before the end of the year. It will be the same basic system as is utilized in RCA black-and-white theatre TV installations, he said, with the addition of apparatus needed to receive the telecast pictures in full color. The new equipment is "completely compatible," he said, with color easily added to existing monochrome theatre TV systems.

Gen. Sarnoff made these announcements at a news conference held in the RCA board room following his return from a two-month European tour (see story this issue). Despite the FCC award of commercial operation to the CBS non-compatible color system, he said that RCA is continuing its own program of color research and development and is also cooperating with other members of the TV manufacturing industry to reach an agreement on industry standards for compatible color television.

The FCC, Gen. Sarnoff explained, is interested in standards, not systems, and if any system meets the Commission's specified standards of operation, it is eligible for approval. No date has been set for an application for approval of a compatible system but it "will be sometime within the next six months," he declared. The application may be filed by RCA alone or in the name of the entire TV industry, he said.

Set-Owners Factor

Unless the interests of the 15 million TV set-owners (at that time), are completely disregarded, the Commission will have to give its approval to commercial operation with a compatible color system, Gen. Sarnoff stated. He added that he did not expect the set-owners' interests to be disregarded.

During the seven months approval would mean TV color tests under dual standards inevitable, he said that "the Commission can make a right decision as well as a wrong one," but he voiced a "willingness and anxiety to meet the competition" and let the public view both systems side by side and make its own decision as to which is better.

Meanwhile, the RCA color field tests next month will give the general public its first large scale opportunity to see this system of color TV. Only previous public showing of the RCA color system, with its tri-color tube receiving colorcast programs was held early in 1950 at a home exposition in Washington. New York demonstrations, July 9-13, were limited to viewers from the press and the radio-TV industry [BROADCASTING * TELECASTING, July 16]. The test starting in September probably will extend to the end of the year, Gen. Sarnoff said. He expressed doubt that FCC would be asked to approve operation before the end of that time.

The demonstrations will be extended from New York to other cities as rapidly as possible, Gen. Sarnoff said, explaining that one chief limiting factor is lack of a sufficient number of color receivers.

He named Washington, Philadelphia, Boston, and Chicago as cities whose people will probably get the first chance to look at color TV via the RCA system. Programs will originate in New York and will be transmitted elsewhere via regular TV network facilities, he said.

(Right Field page)

August 20, 1951  Page 61
After much debate, not all of it particularly illuminating, the Senate has voted contempt citations against two Kefauver committee witnesses who refused to testify in the presence of radio, television and other news media. Assuming the cases go to court, it is obvious that some kind of legal precedent will be set regarding the place of radio and TV in Congressional and other public procedures.

The court will not have an easy job to prune away the underbrush of irrelevant comment in the Senate record on this subject and get at the facts of the case. Our own view is that neither television nor radio has created the problem involved here. Each has simply illuminated problems that exist independently of television and radio.

One of many articles and speeches inserted in the Congressional Record during the Senate debate over the contempt citations was a piece written for the Atlantic by Thurman Arnold, former U.S. Assistant Attorney General and now a practicing attorney in Washington. Under the title, "Mob Justice and Television," Mr. Arnold expressed the fear that TV would transform Congressional hearings into public inquisitions and, in so doing, to deliver the responsibilities of judicial judgment to the American housewife, an unstable creature of doubtful wit and simmering violence.

It is somewhat astonishing to find Mr. Arnold suggesting that to date few such instances of Congressional excess have occurred and that others are threatened now only because of television. Mr. Arnold has enjoyed unusual opportunities—before television—to observe the work of Congressional committees at first hand; in fact, the Dies Committee was in full cry when he was Assistant Attorney General.

Does Mr. Arnold believe there is more merit in an inquisition conducted before a small audience, particularly when the former is widely reported in the press?

Assume that nowadays a certain Senator X, during a telecast hearing, confronts a witness with a series of bawling questions that cannot be answered without the implied admission of guilt, however undeserved. It is true that this would be an offense against the dignity of the proceedings and the rights of the witness. Would television have committed the offense? It seems to us that Senator X would be the culprit.

Is there reason to hope that the reputation of the squirming witness would be protected if television and radio were excluded from the room? History discourages such optimism.

Unless Senator X were unique among his colleagues, he would not be apt to take pains to conceal the fact that he had brought a witness to buy. Even if all media had been kept out of the hearing, newsmen would find it almost impossible not to receive a "leak" of information on which to base their stories.

The hazards of the "leak" system of news coverage, an art that flourishes in Washington, are obvious. It substitutes hearsay for personal observation and thus aggravates the risk of error or distortion in covering news.

Compare the "leak" system to television. The television camera is mercilessly truthful. It does not insert an interpreter between the public figure and the public. Its multidimensional impartiality is unrivaled by any other kind of reporter, man or machine.

Radio does not have the 20-20 vision of TV, but its ears are just as good.

By these arguments it seems clear that it would not be in the interest of accurate news reporting to exclude television and/or radio from public hearings.

Nor would the rights of a witness be more protected in newspaper accounts (some of them flavored by deliberate editorial slanting) than in broadcasts of the actual testimony.

No mob action ever took result from such a proceeding, it would have been aroused by the Kefauver hearings. Two characteristics that are not likely to be repeated were present in the Kefauver television audience.

First, most people in that audience, never having seen a Congressional committee in action before, were too intrigued by the physical phenomenon of seeing one to think very penetratingly at the time about what was going on. Second, the majority of the audience must be presumed to have already made up its mind and prejudices about many of the witnesses before it ever saw them.

The Kefauver TV audience, therefore, was unusually inflamed by the novelty of its experience and by its almost unanimous dislike for the witnesses it saw. Contrary to Mr. Arnold's fears, however, no mob action resulted.

A third element necessary to mob reaction was missing.

A mob is composed of a great many people gathered together, and mob action results not only from the stimulating force that assembles the crowd but also, and perhaps more directly, from the transmission from one person to another within the crowd of an excitement that becomes intensified as it is communicated.

The television audience is not a mob. It is a collection of individuals, most of them sitting peacefully in their own living rooms, independently observing an event and forming independent opinions about it. A majority may emerge from the experience with the same general opinion, but that does not mean that a mob has been created or that mob action is likely to ensue.

It seems to us that Mr. Arnold and others of similar mind have their targets mixed when they question the virtue of broadcasting public legislative hearings by television or radio. What they really must be worrying about is the conduct of legislative committees in general, whether televised or not.

Their worry on that point may be justified, but we suggest that the broadcast media, especially TV, should give them hope instead of adding to their despair.

The unique accuracy of the television camera at their disposal for future improvements in Congressional procedures, providing we dare right in refusing to believe that the American electorate is composed largely of boobs. The camera will enable the voter to make sounder judgments of his elected representatives by any other means short of personal acquaintance, especially after the novelty wears off and the audience becomes more sophisticated.

It took considerable effort on the part of a lot of people to remove lawsmaking from the inaccessible halls and install it in the public meeting-house.

We don't think the descendants of those people wish to put it back.

Teletcasting • Broadcasting
**HEARING COVERAGE**

CONGRESS hopes that the courts will be able to throw light on where news media stand in the coverage of Congressional hearings that are open to the public.

In seeking a way to geting court action, the Senate Aug. 10 voted to pass upon the question is to vote for contempt proceedings.

Sen. McGarland was correct in his impression, "providing the Senate and ... 6)."

U. S. District Attorney George Morris Fay received the citations last Tuesday and said his office must review them before he is necessary to review them and must decide when to present the material before the grand jury.

"It may be a matter of weeks or longer since there may be legal questions involved," Mr. Fay said.

The Senate has voted 38 to 13 to reject Sen. Harry P. Cain's (R-Wash.) motion that the Senate reverse itself and "reconsider" the citations which the chamber had voted 53 to 4 not to pass.

The witnesses are Louis Kopf and Morris Kleinman of Cleveland, who refused to testify before cameras and microphones for television and newsmen.

There is speculation that the court may find it necessary to decide what part radio plays in the coverage of open hearings. When the witnesses refused to testify before TV, the committee chairman, Sen. Estes Kefauver (D-Tenn.), who since relinquished his chairmanship, offered to "turn off" TV and in fact, this was done. However, radio and newsmen cameras were permitted but the witnesses still objected. When they steadfastly refused to testify, the committee recommended they be cited for contempt.

**Heated Senate Debate**

During Senate floor debate, which grew heated at times, Sen. Cain labeled the crime committee a Congressional "vaudeville show" and suggested that TV may have made a "headline hunter" out of Sen. Kefauver.

He noted that Sen. Kefauver had advocated an 11-point proposal to govern teletests of witnesses before or after committee meetings. Methods of the crime group, he said, show little similarity to Sen. Kefauver's "sensible and worthwhile proposals."

Sen. Cain also noted that Sen. Francis D. C. O'Connor (R-S. D.) had proposed banning television, radio and photographs of any kind in Congressional hearings while a witness is testifying.

Sen. Kefauver Majority Leader Ernest W. McFarland (D-Ariz.) said he wanted it clear that the vote did not mean that all Senators "favor the use of television or radio by committee because it is compelling. Witnesses to be televised or to have their remarks broadcast ... the only way we can get the courts to decide which we do not permit to be imposed upon us."

Joining in the debate, Sen. Alexander Wiley, chairman of the crime committee, said, in reference to the hearing in question: "No invasion of these men's rights was involved, and I think a court investigating the record will find that on its face it was very apparent that these men used their objection to television as a smoke screen or camouflage ... more so than any other action of his committee, said "television has been the greatest single educational arm available. . . . I am satisfied that television is going to play a vital role in many future committee hearings, but with appropriate safeguards."

Senate's function, he said, is to see that the telecasting of hearings be used constructively. "We must (Continued on page 78)"

**TV TERRITORIES**

(See DuMont story page 25)

LOOK for the opening of U.S. territories to TV, as the next step in the unthawing of the freeze.

FCC always has had a yen to permit TV stations to go on the air in U.S. territories because there are no problems of interference to hold upfreeze. Television, however, Hawaii, Puerto Rico and the Virgin Islands.

Only legal problem—a counter-proposal, Aug. 15, by Video Broadcast- ing Co. that Honolulu Channel 7 instead of Channel 2 be reserved for educational TV—was eliminated last month when the Joint Com- mittee on TV, which had concurred in the recommendation.

FCC's allocation plan proposes VHF-only wavelengths for the territories, assigns 25 such channels to Hawaii, 19 to Alaska, 5 to Puerto Rico, and three to the Virgin Islands.

Before the FCC can give the green light to U.S. possessions, it must be certain the proposed TV engineering standards are going to be accepted by the industry.

There doesn't seem to be much doubt about that now. At the present time, there are no applications for any city outside the U. S., but there is no doubt there will be applications as soon as the Commission gives the okay.

Meanwhile, FCC attorneys and engineers have gone back to normal routine—following grants of spe- cial temporary authority to 41 stations to hire transmitter powers to 5 kw or 500 w in case of community stations [Broadcasting * Tele- casting*, Aug. 13].

Still pending are requests from WABD New York, KTSU Los An- geles, KRON-TV San Francisco, WBEN-TV Buffalo, WTVT Bloom- ington, Ind., and others to have get changes of transmitter locations approved before they can get STAs to boost transmitter power to rated output. WABD's increase is being held up while FCC engineers study the interfer- ence that a more powerful Channel 5 signal would give to Channel 6 used by WHNC-TV New Haven.

Request that the FCC hold open final determination of the reserva- tion of Denver's Channel 6 for edu- cational TV was made last week by the Adult Education Council of Denver. It implied there might be a question whether educational TV channel is necessary there.

To Investigate

Council informed the FCC that it had appointed a committee to investigate the "needs, procedures, financing and operational require- ments" involved in establishing an educational TV station.

It asked that the channel be held open until a decision may be reached as to whether a cooperatively operated educational TV station is most desirable or whether it is better to cooperate cooperatively program educational teletests through the facilities of commercially op- erated stations.

Educators added: "The original comment and this amendment should not be construed as any reflection upon the radio stations. . . . It is only in the stations which would be Cooperatively operate and have cooperated admirably in servicing educational program needs . . . ."" San Francisco's KPIX (TV) asked FCC last week to boost trans- mitter power from 4.9 kw to the 5 kw permitted, thus increasing effec- tive radiated power from 29.9 kw to 36.5 kw.

**MEDIA 'BLACKOUT'**

Newsmen Hit Crime Group

BEVY of protests from radio fol- lowed "blackout" by the Senate Crime Investi- gation Committee last Wednesday when a witness balked at all media coverage.

The action came on the heels of Senate citing for contempt two wit- nesses who refused to testify before the committee because of the media. (see adjacent story.)

The witness Wednesday was Irving Sherman, a New York attor- ney. His counsel protested that cameras and microphones would make Mr. Sherman part of a "spectacle."

The flare-up came as the committee resumed hearings in Washington on New York's crimi- nal operations. Also objected to was witness giving services to media "for commercial purposes."

The counsel, Louis Waldman, radio-newseel operations would undermine "calmness, clarity and severity" needed for Mr. Sherman's presentation. The com- mittee, under direction of Chair- man Herbert R. O'Conor (D-Md.), then ruled out radio and news- reals. TV was not there since net- works' pooling arrangements fell through because of protests, time clearances and other difficulties. News reporters were permitted at the hearing.

Big blast from radio was regis- tered with Sen. O'Conor by the Radio Correspondents Assn.'s execu- tive committee which called the limitation "arbitrary" and "a form of discrimination against certain newscasts, threats to all media under our democratic tradi- tions of freedom of the press." It asked the crime group to "recon- sider" its action.

Cite Equality

If accepted that coverage by one media "should make a witness a part of a spectacle is to say ..., any news coverage of a public hear- ing makes a witness part of a spec- tacle." All news media should have equal access, the radio correspond- ents added.

Other protests, upholding the correspondents group, came from ABC, NBC and CBS Radio, as well as from Ben Chaitel, WMZQ Director, National Assn. of Radio News Directors.

Networks generally carried por- tions of the hearings by broadcast- ing special recorded highlights, including explanations of the Sher- man hearing.

Official reaction was not expected until the full committee studies the protests during closed session. However, a spokesman said some staff members were in favor of partial blackout to all media. For another spokesman added, "we are in a dilemma you know. We must get testimony if at all possible."

August 20, 1951 * Page 63
New CBS television equipped

CBS’s Ford Theatre of the Air in rehearsal. On the set, shot is being taken by camera at left. Camera at right lines up for next sequence.

Dual Slide Projector. Handles either opaques or transparencies, provides 100% dissolve from one to the other. Tape-time slide carriage and 2” x 2” projector kit shown are optional accessories.

35 mm Projector. Equipped with G.E’s famous Synchro-Lite feature that eliminates all moving shutter parts. This “cold” light source also permits film to be used for stills. Unit includes a continuously variable equalizer for balanced response from various films.

Studio Control Booth houses director and assistants at monitors. Studio action can be seen through glass front of control room.

Studio Camera—with mounting head and electronic viewfinder. Extremely accessible and light in weight, this camera gives you high quality pickups even under unfavorable lighting conditions.
Complete studio facilities—including 4 camera channels—installed in record time of 18 days!

by GENERAL ELECTRIC

Latest in Camera Channels and Monitoring Units Designed by General Electric Engineers and Built at Electronics Park.

To equip their famous Studio 57, CBS officials demanded the finest, most advanced units the industry could offer, and called on General Electric to supply them. Because a large studio layout of this type requires the maximum in flexibility, standard G-E studio units were ideal. Cabinetry is uniform. Building permits rapid, painless expansion when necessary. There are 4 complete camera channels in this CBS group, plus program control and accessory units.

Master Control is extremely versatile. It will accept as many incoming signals as would be required in any studio installation, and will also fade or switch any of these signals to multiple outputs.

There's plenty going on at Electronics Park these days—in research and manufacture for VHF, UHF and color TV. You're invited to come up and see what we've got before you buy any station equipment. For information and arrangements, call the G-E office near you.

HANDY LEATHERETTE ENVELOPE

... will be sent on request to station managers and engineers. Inside compartment packed with illustrated specification sheets on G-E television equipment. Write General Electric Company, Section 281-20, Electronics Park, Syracuse, New York.
WPX-TV (TV) New York announced Rate Card No. 4 last Tuesday, with a 25% increase in A and B time, while Class C time remains the same. Increases will be effective Sept. 15, although schedules contracted for prior to that date will retain the present rates for 28 weeks after the change is made.

Under the new rates, Class A time—Saturday, Sunday through Saturday, 7:30 to 10 p.m. and 10:30 to 1:30 a.m. and Sunday through Saturday, 7:30 to 10 p.m. and 10:30 to 1:30 a.m.—is increased from $500 to $750 for a one-hour broadcast. Class B—Sunday through Saturday, 10:30 to 1:30 a.m.—is increased from $500 to $750 for a two-hour broadcast. For Class C, from $490 to $675.

“Even at the new rates, an advertiser buying A or B on time on WPX can reach New Yorkers 26% cheaper than a year ago,” Sales Director John F. Nousen said. “And for C time, he gets a 64% better buy.”

WTG (TV) Washington, D.C., owned and operated outlet, will issue its new rate schedule, No. 7 Sept. 15, according to General Manager Walter Compton. It will set Class A hourly rate at $600 and the Class A spot announcement at $1,500.

In his announcement, Mr. Compton noted that the number of teleports in the greater Washington area is now close to the 300,000 mark “and probably will exceed that figure within the next several months.” He asserted that circulation has increased more than 35% since issuance of its number six rate card a year ago, while WTG’s new rates represent a 55% increase in the Class A hourly rate.

ABC’s WENR-TV Chicago will raise rates effective Sept. 1, with Class A time going to $1,500 per hour and spot announcements to $500 each, ABC Central Division Vice President John H. Norton Jr. has announced. Move is attributed to mounting number of sets in the area and higher operating costs. Sets in Chicago area went from 627,000 a year ago to 888,034 last March, when WENR-TV raised rates, and are expected to reach about 1,000,000 by Sept. 1, Mr. Norton said.

A REVISED rate card, effective Aug. 15 instead of Aug. 1 as originally announced, has been issued by KRON-TV San Francisco. Class A one-hour rates range from $480 to $600, Class B from $360 to $450, and Class C from $240 to $300. Spot announcement rates range from $40 to $120 depending upon class and number of times used.

National Ad Service Surveys College Students

MORE THAN an eighth of college students (13.1%) own their own sets at college and twice that number (25.9%) look at one or more programs regularly at college, according to a survey conducted by National Advertising Service, college newspaper representative. A total of 2,201 students at 25 colleges in seven television areas completed the questionnaire.

Time spent watching television each week by students was broken down as follows: 52.5% spent no time; 36.3% spent 5 to 10 hours; 13.8% spent 10 to 15 hours, 8.9% spent 15 to 20 hours, 0.5% spent more than 20 hours and 1.4% did not answer.

Weekly Television Summary—August 20, 1951—TELECASTING SURVEY

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<td>71,721</td>
<td>San Diego</td>
<td>KQPM-TV</td>
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<td>Huntington</td>
<td>KPNP-CTV</td>
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<td>San Francisco</td>
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<td>Los Angeles</td>
<td>KQPM-TV</td>
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Total Markets on Air 63 Total Stations on Air 107 Estimated Sets in Use 13,159,000

Editor’s Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, 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.
helpful hints to advertisers not yet in television

If TV sales results have slanted your thinking towards television advertising, you'll be even more interested when you remember that . . .

You can do better with Spot.

These are Spot programs we're talking about. Live programs or film programs. Daytime shows or evening shows. Once-a-week telecasts or strips. With Spot programs, you can do better in television—in so many ways:

You can get started so easily—with Spot programs. There's none of that business of minimum station requirements or "must" stations. Your distribution and your budget shape your Spot program market line-up.

You get better picture quality, for live shows or film are generally superior to kinescope recordings.

You get complete station cooperation . . . find stations clear time more readily because stations net more when a time period is sold for a Spot program than for a network show.

You get all this—at no extra cost. For compared to network rates, Spot rates are generally lower for the same time period, over the same stations. The savings are more than enough to pay for the extra film prints and their distribution.

Can you really look into television without looking into these advantages of Spot programs? We don't think so either. Which leads us to one final, practical hint: Call a Katz representative and get the full story on Spot program advertising. You may discover that you're closer to television than you think, because 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

August 20, 1951 • Page 67
TV MAY COME to Denver this autumn—but it won't be broadcast TV.

It will be theatre TV.

Plans are already in motion by Wolfberg Theatres Inc., owner of a chain of theatres in the Colorado capital, to tap the transcontinental network and give the populace their first view of regular TV. At the present time, there is no TV in Denver.

Not only special events are envisaged, but also regular network commercial schedules.

Downtown 1,500-seat Broadway Theatre will be equipped with General Precision Lab's film storage system in two or three months, General Manager John Wolfberg told BROADCASTING • TELECASTING last week.

Within six months a second installation will be ordered for the 2,100-seat Paramount Theatre, which the Wolfberg interests are taking over. Whether that, too, will be film storage or instantaneous has not been decided yet, Mr. Wolfberg said.

If theatre TV is a success in those two theatres, it will be extended to four drive-ins owned by the theatre chain. That would make a total of 15,000 seats for TV in Denver, Mr. Wolfberg pointed out.

Wolfberg interests are associated with Denver Mayor Quigg Newton and Broadcast-Magazine-Publisher Gifford Phillips in a TV application for that city. Mr. Phillips owns KGHF Pueblo and publishes several weekly newspapers in the Rocky Mountain area. Mr. Phillips already is a TV applicant in Denver, but will integrate his application with that of the new company to be called Denver Television Co.

‘Chagrined broadcasters in Denver have been foreclosed from TV because of the three-year-old FCC freeze. There are eight applications now in Denver—including those from the following broadcasters: KLZ, KMYR, KTLN, KFEL. FCC proposes to allocate four VHF channels (one reserved for non-commercial use) and two UHF channels to Denver.

Coast-to-coast TV is due to be inaugurated Sept. 30 [BROADCASTING • TELECASTING, Aug. 15]. Mr. Wolfberg hopes he may be able to inaugurate Denver TV with the World Series.

Advertisers Like Idea

Advertisers seem to like idea of having their shows seen in Denver, Wolfberg said. He has already approached the networks. Network people are not committed to themselves yet, but their initial reaction is that there's no reason why an "affiliation" can't be arranged, according to Wolfberg.

Use of the film storage system of theatre-TV will permit the Broadway to schedule its TV programs into its present film operation.

ROOSEVELT GROUP

TV STATION in Tulsa is the object of Miami TV Inc., incorporated last week in Florida, with Elliott Roosevelt, son of the late president, as president of the firm. Other incorporators are former Georgia Gov. E. D. Rivers Sr., chairman; Milton M. Ferrell, Miami attorney, vice president; Dr. Robert M. Oliver, Miami and Coral Gables physician, secretary; and John Roosevelt, associated with his older brother in the radio-TV package firm of Roosevelt Enterprises (mainly Mrs. Roosevelt's programs), will be a member of the board.

Messrs. Rivers, Ferrell and Oliver are already associated in a group seeking FCC approval to purchase WMIE Miami (10 kw on 1140 kc) from Arthur B. McBride and Daniel Sherby. But that application is delayed pending FCC clarification of the status of WMIE's transfer of ownership to Messrs. McBride and Sherby, both of Cleveland. Mr. McBride figured prominently in a recent Kefauver Crime Committee hearing as owner of Continental Press race news service. The FCC set aside an examiner's recommendation approving the transfer of ownership because of the allegations that was aired by the Kefauver Committee [BROADCASTING • TELECASTING, June 4].

Mr. Rivers recently sold WGOV Valdosta, Ga., to his son, but still

JAPAN NETWORK

Seen by Mundt Within Year

NETWORK television comprising over 20 stations which would operate by relays rather than coaxial cable may be a reality in Japan within the next year, Sen. Karl E. Mundt (R-S.D.) said last Monday.

Sen. Mundt estimated the entire cost for 22 stations at $4,670,000, which he said would be underwritten by Japanese businessmen. The Voice of America and other groups would be permitted to purchase time on the TV network, he added.

Reveals Publicity

In revealing publicly for the first time what he had disclosed to Broadcasting • Telecasting exclusively last month, Sen. Mundt noted that a similar television network is contemplated for Turkey and possibly Greece and other countries vital to U.S. interests. He indicated last week that the Japanese project stood a better chance of being galvanized into reality before the Turkish venture, of which he has made a diligent study.

The Asia plan was originally tipped off last month by Sen. Mundt, who said he had conferred with Japanese communications officials when they visited the United States. They also conferred with eastern commercial telecasters and broadcasters about the TV plan and the feasibility of commercial radio advertising in that country [BROADCASTING • TELECASTING, July 30, 23].
THERE'S "Something Special" on WPTZ, Philadelphia's first television station, every Monday, Tuesday and Thursday afternoon from 2:30 to 3:00 o'clock.

It's just what the name implies—"Something Special" in television programming for the thousands and thousands of ladies among the 865,000 television homes that regularly turn to WPTZ for the finest in music, news, drama and entertainment.

The program is conducted by Eleanor Glenn, a new and excitingly adult personality who just seems to know what her audience wants to see and hear. Her subjects range from money, child psychology, the history and romance of foods to the living habits of ball players' wives.

Whatever the topic, you can be sure Eleanor Glenn will have the right guest and material to make the program "Something Special" for her television audience.

And whatever your product, particularly if you're trying to reach women buyers, you can be sure WPTZ's "Something Special" is the place to advertise it.

"Something Special's" audience doesn't want merely to be entertained; it tunes to this program because it wants to watch and remember the things it sees and hears. It will watch and remember your sales messages on "Something Special".

If you want to reach women buyers in the huge Philadelphia market, "Something Special" is the program you especially want to hear about. For details on reaching this pre-sold, pre-conditioned audience on WPTZ, give us a call, or see your nearest NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Bldg. • Phila., Penna.
Telephone LOCust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

PHILCO TELEVISION BROADCASTING CORPORATION
CBS DAYTIME

With its nighttime schedule approaching the sold-out level, CBS Television last week launched a big push to sell daytime TV.

A 55-page presentation circulated to advertisers, agencies and CBS-TV stations noted that the number of June 1 to June 21 was 3 to 1 year later, and admonished advertisers to act promptly and get "a valuable daytime television franchise.

"From a commercial standpoint," the booklet observed, "daytime television is in about the same relative position as nighttime television in a year and a half ago." Prepared by Gordon Hellmann, director of sales presentations for the CBS Television Div., the booklet is entitled "Five Big Reasons For Getting Into Daytime Television . . . Now." Unveiled to newsmen at a luncheon Monday by Arthur Durum, CBS-TV assistant sales manager, it shows that, on the basis of fall orders, only three Monday-through-Friday strips, Monday-Wednesday-Friday strips, and two single quarter-hours remain available without competition in the 12 noon to 5 p.m. period.

Stations Survey

It notes that a CBS-TV survey of the 107 U. S. stations showed 70 are now starting operations by noon, Monday through Friday, and that by fall the number will increase to 92 and the programming by 10 a.m. A year ago, 18 stations were on the air by noon.

The "five reasons" for getting into daytime TV are listed as:

(1) To keep ahead of your competition.
(2) To deliver your sales messages to large housewife audiences.
(3) To deliver these messages at low cost-per-thousand.
(4) To trade up to the proven sales impact of daytime television ads.
(5) To get a valuable daytime television franchise.

In all, the booklet says, "47 big advertisers have used daytime network television during the past season or are starting this fall."

On CBS and NBC, it is noted, Procter & Gamble will have expanded its use of daytime TV from five quarter-hours a week last December to 23 by Sept.

In one year, it is pointed out, the average number of TV sets tuned in between 1 and 5 p.m., Monday through Friday, has gone from 8.3 to 15.0. Accurate Advertised survey in the New York market in May showing that the average adult female viewer watches TV 15 hours a week (Monday-Friday). Further, the booklet reports, the average number of sets in use between 1 and 5 p.m. gained 38.1% between March 1950 and March 1951, with a 156% gain in the number of sets outstanding.

The booklet asserts that "advertisers can sponsor a multi-weekly daytime show on a once-a-week nighttime budget," and cites Nielsen Television Index figures to show that, on a five times a week daytime basis, the advertiser averages an "unduplicated audience two and one-half times as big as his average audience for a single day."

Cite Magazines

Already, it is noted, some daytime TV advertisers are reaching viewers at lower costs-per-thousand and than they can get in four leading women's magazines. As of March, Procter & Gamble's "Garry Moore Show" delivered viewers at $2.03 per thousand; participating sponsors' Homemakers Exchange at $2.77 per thousand; House & Garden's "Bride and Groom" at $3.80. By comparison, the average cost per thousand and noters for full-page black-and-white ads in four women's magazines (Woman's Home Companion, Good Housekeeping, Ladies Home Journal, and McCall's) was placed at $3.57 for this year and projected to $3.85 for 1962.

Claiming that for fall CBS-TV "has the biggest daytime lineup in fall television," the booklet cites the following available package:

"Garry Moore Show;" "Steve Allen Show;" "All Around the Town;" "Meet Your Caller (Wheel) Exchange;" "Vanilla Fare;" "Bride and Groom;" "The Lovin' Family;" and "Garden of Eve."

SELZNICK SURVEY

Eyes Move Into Video

LOOKING into new avenues for further revenue from his old theatrical motion pictures, David O. Selznick, Hollywood film producer, has appointed John R. Markey to make an exploratory national survey of the television field. Besides television sales potentials of these old films, there are "other phases" of the general survey Mr. Selznick is interested in.

Mr. Markey, recently resigned national sales manager of Consolidated Television Productions, Hollywood producer-distributor of TV films shown for the next 60 days will be headed up in the Selznick Studio New York office at 400 Madison Ave. He reportedly has several potential sponsors lined up for fall release of films.
WOC-TV TURNS A FLOOD MENACE INTO A FLOOD OF CUSTOMERS

State Furniture Company... with store in Davenport, another in Muscatine... ordered a carload of mattresses. Shipment arrived during Mississippi River flood last Spring. There was no place to store mattresses because State's warehouse was surrounded by a rampaging Mississippi. State had but one solution to problem... stock these mattresses on valuable sales floor space in their two stores; then sell them as quickly as possible.

To do this selling job, State used TWO of their weekly half-hour shows on WOC-TV. Told public of their problem; offered mattresses (originally priced at $49.95) for $33.75. Also used newspaper ads.

According to State's own check of their customers, THIS ADVERTISING RESULTED IN $12,000 IN SALES... with WOC-TV producing more than 97% of this total. Furthermore, 50% of those who came to buy the $33.75 mattresses upped their purchases... bought either more expensive mattresses or other furniture. So SOLD is State on WOC-TV's SELLING POWER that they now buy two 15-hour shows a week.

Let WOC-TV write a successful sales story for your product or services. Your nearest F & P office has the facts—or contact us, direct.

Free & Peters, Inc.
Exclusive National Representatives

B. J. Palmer, president
Ernest C. Sanders, resident manager

The QUINT CITIES
WOC-TV, CHANNEL 5
Davenport, Iowa
D. J. FILMS

For Use With Standard Discs

ANOTHER answer for the question, "How can disc jockeys move to TV?" was given last Tuesday when Screen Gems Inc. announced production of films—both "live" and animated—designed to visualize the lyrics and rhythms of current and standard records.

Made in cooperation with such record manufacturers as RCA Victor, Decca, Columbia, Capitol, and Mercury, the open-cut films have no soundtracks of their own, but can be synchronized manually with the records they accompany.

The firstpackage of 15 films includes a couple dancing in shadows to Andre Kostelanets' recording of "Smoke Gets in Your Eyes," a young tap dancer shining shoes to Red Foxx's "Chattanooga Shoe Shine Boy," and an animation of cops and robbers, firemen, and an old jalopy, all rebounding to the beat of Bette Davis' 'Twelfth Street Rag.'

This initial group will be available to TV stations for six preview weeks at costs ranging from $187.50 to $1,976. Later leases, provided with spot charges, will grant unlimited use of the films for a full year, with options available at about one-third the original cost.

The films will be released in packages of 20 each month, with advance strips anticipating advance record sales. "In case of an unexpected record hit, we can turn out a film to go with it in one week's time," Will Baltin, producer of the 16mm films, reports. So far, no names have been signed for the films except for Jack Chertok, considered to introduce new vocalists to TV audiences by filming them singing recorded hits, Mr. Baltin added.

Premiere of the record visualizations is set for Sep- tember when Dorland Inc., New York, introduces "TV disc jockey tunes" on six stations.

AGENCY CONTROL

Cited on Hollywood Films

ADVERTISING agencies are fast becoming the "dictators" of Hollywood TV films, through direct control over $11 million in production and secondary control over another $5.5 million, Harry Mc Mahan, president-executive producer of Five Star Productions, Hollywood, told the Society of Motion Picture Comptrollers, meeting in Holly- wood.

He estimated that in 1962 the ad men should be spending well over $40 million of their clients' money in Hollywood. He further estimated costs of film commercials in Hollywood for the current year at $4.5 million against an expenditure of $65.5 million for sponsored film shows and another $5.5 million on open-end shows which eventually are sponsored regionally and nationally by advertising agency clients.

Despite the sharp rise in Holly- wood orders for TV film commercials, the producer finds it a hazardous occupation with a high death rate, according to Mr. Mc Mahan.

"More than 350 producers an- nounced themselves in the TV spot business two years ago, but fewer than 40 have survived and only seven have national recognition," he said.

More and more TV film producers are giving color a larger place in their plans.

Junior Science is a new color series aimed at children. Thirteen of the quarter-hour shows have been completed by OLIO VIDEO Television Productions, New York. They are designed as a physics primer for "young folks" and will include stunts and experiments suitable for home scientists who have only household equipment available. The open-end strips are based on a book by popular science writer, Kenneth M. Swezey, and are narrated by Dr. Gerald Wendt, founder of Science Clubs of Amer- ica.

In early September, D'ARMAND Productions, Los Angeles, starts shooting, in color, a series of 600 TV film shorts. Classical and popular music, dance and dramatic extemporizations are the quick choices for the 35mm film. SNADER TELEVISIONS, Beverly Hills, has completed five color shorts featuring the Dinnings Sista vocal team.

A catalogue of more than 200 color films is now listed by STERLING Television Co., New York, which has acquired exclusive TV rights for 13 more pictures from Van Kampen Heilner. (Eight of the new films are also available in black-and-white.) They are outdoor adventure pictures such as Fighting Bulls, Tampico Tarpon, Jumpers, and Unusual Sports.

New wrinkles on the program side include the ABC Jasper, a new quarter-hour series designed to expose rackets and confi- dence games currently being played on the American public. Films for this show will be available for TV sponsorship Nov. 1. Star of the show is an authentic rattle- buster and widdle-exposer, Sergeant Aculle Wallock of a police de- tective and FBI instructor. He has collected fixed devices and carnival gadgets over the years and often has been called into court to demonstrate the for the prosecu- tion. Bruce Elliott will write the scripts, basing them on Sgjt. Wallock's experiences. They will be produced by HOLBERT Produc- tions Inc. and distributed through HYPERION Films, New York.

A train ride combined with a delayed action simulcast is being started in Chicago by ACADEMY Film Productions. Bob Elson's Inter- view of the Century will take place on the renowned train, Twen- tieth Century Limited, featuring celebrities and other interesting passengers who happen to be along for the ride. Mr. Elson has done a similar show for radio and the filmed programs will be duplicated on tape for radio broadcast.

Kerry Drake, comic strip district attorney is in a film series by HAF- NER-HALPERIN Inc., scheduled for shooting Oct. 1. The series will run as a continue of their popular pro- grams, 26 produced annually. Four-teen-year radio-TV-movie rights to strip have been acquired.

TELEFILM, INC.

COMPLETE TV PRODUCTION

ALL PRODUCTION STEPS IN ONE ORGANIZATION


HOLLYWOOD 9-7200
CMQ-TV TAKES NO CHANCES!

When Circuito CMQ, S. A., the pioneers of radio and television in Cuba, required an unusual antenna support for their magnificent new TV station in Havana they called in the pioneer of antenna builders—Blaw-Knox.

This special structure, designed and fabricated by Blaw-Knox, soars high above a congested area yet will safely withstand anticipated wind velocities in excess of 200 mph. The same experience and engineering skill applied to this installation is available to you at no added cost, for even the simplest mobile communications towers.

BLAW-KNOX ANTENNA TOWERS

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.
BERLIN SHOWING

COMMUNISTS from the Russian sector of Berlin, Germany, as well as citizens of the Western Zone became acquainted with new emmissary television, in both color and black-and-white. The results, according to admiration and amazement, but... had concrete political value as well.

The diplomatic significance of the two-week demonstrations—color by CBS and monochrome by RCA—was expressed in a cable sent Berliners by President Truman. He said, in part: "This television exhibition has been arranged by the American-Cooperation Administration, and is presented by the American television industry, to show how few men can work together for peace and prosperity."

RCA presented its black-and-white system from a stage in Europe's largest outdoor theatre as well as on two television-sized screens (15 by 20 feet) at points near the Russian section and on more than 100 home-type receivers installed in show windows and other prominent spots in the boroughs of West Berlin. In order to reach all these outlets, a crew of 29 RCA engineers and technicians had to install a transmitter, a job that usually consumes six-months time. They finished the job in 85 hours, from a bat-winged antenna...

LAUD TV EXHIBITS' POLITICAL VALUE

No television exists in Eastern Germany today, and people there know of it only as a boast that the Russians invented it. After seeing color television, they were described by Clinton as "astonished at what they saw. They thought it was wonderful. They were really eager to know—Can an average man buy a TV set? Are there any color receiving sets? Are there any in Western Germany?

Dr. Sigmond Loewe, famed pioneeer in German television 20 years ago and participant in color experiments in 1959, was surprised at the quality of American color. CBS reports quoted him as saying: "This is the last word; it is perfect... It will be a great blow to German black-and-white television which is just getting ready to enter the commercial field again. It sees itself obsolete before it starts."

The impact of the occasion was heightened by the fact that the exhibition was staged modestly, with no fanfare nor any attempt to compete with the Russians' rally, according to one newscaster.

But crowds came, and there seemed to be little doubt that those more favorable to the Communists would come out and draw their own conclusions.

Bruce I. Steinmetz

BRUCE I. STEINMETZ, 65, secretary-treasurer of District No. 1 of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the U.S. and Canada, died Aug. 6 at Great Falls, Mont., his home. Death was attributed to a heart attack. District 1 of his union consists of Montana, Idaho, Oregon, Washington, and British Columbia.
Here's convincing proof that WJR's great listening audience is an active, responsive one. Recently, on their morning show, Pete and Joe offered their many listeners a copy of a verse. With only eight announcements, WJR received 10,827 requests from 18 states and Canada. This amazing response gives you added proof of WJR's intensive penetration of a large prosperous area, and every indication that your advertising message over WJR produces high-powered action.

Remember... first they listen... then they buy!
Mr. Kleban, president of the Blair organization. Mr. Weldon also said the station is due to go on the air with test patterns next Friday and to commence regular 2-11 p.m. operation Sept. 1.

Mexican station is owned by a group of Mexican businessmen, including Romulo O’Farrill Sr., owner of TV station XHTV Mexico City and publisher of Mexico City’s Novedades. It will be managed by Monte Kleban, former WOAI San Antonio executive.

Since XELD-TV won’t be interconnected, it will be serviced by CBS in the same manner it serves U. S. non-interconnected affiliates — with film and kines. FCC has jurisdiction, it is believed, under Sec. 325 (b) of the Communications Act of 1934, as amended. That section states that FCC approval is required when a U. S. station furnishes its program to a foreign station whose signals are “consistently” heard in the U. S.

XELD-TV’s Channel 7 signal is expected to cover all of the Matamoros—Brownsville area. It will radiate 2.8 kw from an antenna height of 700 ft. above average terrain.

XELD-TV expects to serve a U. S. population of more than 300,000 persons along the border and across the valley and will program largely to them. In addition to the U. S. audience, the Blair announcement said, the station will have “a bonus population of more than 200,000 Mexican citizens” in its primary service area.

The station is licensed by the Mexican Communications Commission, but also “will be operated in strict accordance with the standards of the American Federal Communications Commission,” the announcement said.

WONDERFUL ENTERPRISES, subsidiary of Bracken Television Productions, Los Angeles, has contracted with Ross-Lee, Inc., to market, carry for manufacture and sell a line of polo shirts and pajamas featuring puppet character in firm’s television film series, Willis Wonderland. National distribution of articles is scheduled to start in late December.

Coast Relay Ready $40 Million Job Completed

AT NOON Friday the Long Lines Div. of American Telephone & Telephone Co. inaugurated its $40 million, 3,000-mile transcontinental micro-wave radio relay for telephone service with the first phone call to cross the country by radio rather than by wire or cable.

The AT&T relay system, which already is carrying TV shows to cities as far west as Omaha, midway point in the system, will transmit its first fully cross-country TV signal on Tuesday as part of a test run from Los Angeles to Chicago [BROADCASTING • TELECASTING, Aug. 13, 6]. Inaugural simultaneous video coast-to-coast program is expected to be a full-hour show sponsored by AT&T itself on all four TV networks, tentatively scheduled for 9-10 p.m. if that Sunday evening hour can be cleared.

Last week it looked very much as if it could, although CBS-TV, which regularly carries the General Electric Co. program at that time, had not given AT&T office clearance.

For the first month of transcontinental TV program service only one east-west circuit will be available to telecasters, but after that they will be allotted one circuit each way. Amending its original announcement, the telephone company said last week that special circuits will be used for the Sept. 30 telecast to permit pickups from Los Angeles and San Francisco on that program only.

Participating in Friday’s ceremonies which opened the coast radio relay phone service were FCC Chairman Wayne Coy, Cleo F. Craig, AT&T president, and H. T. Killingsworth, AT&T vice president in charge of the Long Lines Div., in New York, with Mark Sullivan, president, Pacific Telephone & Telegraph Co., and Harold F. Huls, member and former chairmen of the California Public Utilities Commission, in San Francisco. Presidents of Bell telephone companies answered a roll call from terminal cities along the route.

System, built in about three years, comprises 107 relay stations including the New York and San Francisco terminals and covers 2,900 miles with an average distance between stations of 28.2 miles. Highest and lowest ground level points along the route are Mt. Rose, Nev., 10,076 feet above sea level, and New York, 11.5 feet above sea level.

Tallest tower is at Des Moines, 427 feet to top of antenna, 415 feet platform height (excluding the Long Lines Bldg. in New York which serves as first station, 460 feet). Shortest tower is 2½ foot platform height (14 feet to top of antenna) for antennas facing east at Stansbury Island station on the west side of Great Salt Lake, where antennas were placed near the ground to avoid reflections from the salt flats. Average height of towers is 125 feet (including telephone buildings in eight cities). Antennas weigh approximately one ton each. Radio relay system operates at frequencies in the 3,700-4,200 mc range.

Lewis to WSB

RAYMOND LEWIS, chief investigator of the FCC Hearing Div., joins the Wage Stabilization Board today (Monday) in a supervisory capacity. Mr. Lewis has been with the Commission since September 1940, during which time he participated in the newspaper ownership, Bovda and Don Loe cases, and most recently in the Richards case. He also served in the Army captain during World War II, serving with OSS in Europe.

Atlantic III NABET Encroachment Charged

FREQUENT skirmishes between feuding AFL and CIO unions over representation of radio and television workers last week gave way to all-out conflict as Hollywood AFL-CIO Local Council representing entertainment unions declared war on the CIO’s NABET (National Asso. of Broadcast Engineers and Technicians). It further resolved to notify management unions that “those yielding to further NABET encroachments face united resistance of all craft and guilds in the amusement industries.”

Mr. Metcalf, chairman of the NABET of creative workers at three San Francisco stations, an act considered by the council as an emergency, charged the AFL-CIO with making forays into “all fields in the amusement industries.”

It further urged all other guilds and crafts “threatened by NABET invasion campaigns” of those in the amusement industries to support “our efforts to maintain order and sanity in television field.”

Similar action was requested by the group of California State Theatrical Federation and the California State Federation of Labor at coming conventions.

Replying to the AFL declaration, Roy Tinsdall, national representative for NABET, stated that NLRB Act as amended in 1947 leaves matter of union representation entirely up to employers. “If the employers want NABET to represent them, we will continue to give them best representation we can.”

He further asserted, regarding AFL threats to employers, that many employers would be protected from AFL action under same act, if they sought NABET representation.

Printer Becomes Sponsor

ADD to the list of unusual names now heard in the advertising world, the William G. Johnston Co., Pittsburgh commercial printer, who has joined a participating list of TV stations and advertising agencies in making Junior WRGT (TV) Pittsburgh. The 138-year-old firm long has used radio and printed advertising. Robert H. Caffe, of WRGT, said that through supplementary TV advertising, closeup of methods of printing production can be shown to the public. Program sponsored by the company is Pitt Parade, a 10-minute film roundup of local news and current events.
Across the country - in less than a minute!

Some day soon, a jet plane will leave New York at 9 A.M.... And be in California—at 9 A.M! So fast are modern jets, they come close to following the sun in its flight across the continent. Speed? Yes. But in manufacture, the story is different!

The all-precision jet engine takes almost four times as much machining as World War II aircraft. It's long work—but defense deadlines are short!

To speed up jet assembly lines, the plane-makers have learned amazing production tricks. And they've learned an amazing traffic trick, too.

When ordering and shipping parts, the makers of the world's fastest planes use the world's fastest service—Air Express!

Whether your business is jets or jewelry, here are the unique advantages you can enjoy with regular use of Air Express:

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

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

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

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

For more facts call Air Express Division of Railway Express Agency.
Mutual Admiration

EDITOR:
This is just to let you know how much I appreciate the excellent coverage, balanced reporting, and editorial understanding of our purposes displayed by your publication in several sections of our TV-Radio Workshop.

James W. Young
The Ford Foundation
New York

[EDITORS' NOTE: To Mr. Young, consultant of the Ford Foundation and senior counselor, our thanks for his unsolicited praise, even in the note for the valuable program of the Ford-sponsored TV-Radio Workshop.]

Punch & Counterpunch

EDITOR:
It is very disturbing! I am referring to the WMBG [Richmond] ad on the inside back cover of the Aug. 6 issue of Broadcasting * TELECASTING.

As I read Mr. Havens' memo to timebuyers, I was much impressed with what was apparently a very sophisticated presentation of arguments for a rate increase. And I felt admiration for the man with nerve enough to state his case so boldy. He has added 8,968 families by a change in transmitting equipment. This same change improved his signal in areas already covered, and should provide more listening in these areas too! Good! To quote him directly, Mr. Havens says, "We must price our programs and medium realistically and in keeping with the times." Excellent! Good arguments well stated.

But wait! Here comes the shocker! This man was not building an argument for rate increases! He was ANOUNCING RATE DECREASES! Can you imagine it? With a story like that, the man announces rate decreases! What has happened in radio today? Where are the leaders? Did he have to announce it so the whole industry would see it?

In announcing that WMBG is now working with NBC, the station increased its coverage area, Mr. Havens had done himself, his station, and the industry in which he makes a good living an extreme disservice. If he had to cut, why announce it in the industry's leading publication? What's he so proud of?

Hall Wilkoff, Mgr. Commercial Manager
WABJ, Adrian, Mich.

[EDITORS' NOTE: Since Mr. West's comments are directed to an advertisement rather than to editorial material, the following are not carried in本周的广告, to reply. His letter appears below.]

EDITOR:
I think you will agree that WMBG has fought vigorously the attempt on the part of NBC to decrease AM rates last fall. Within a matter of a couple of hours we sent the president of NBC a 1,000 word telegram in opposition to a rate reduction... It was the first opposition received by the network and has been told had a great deal to do with NBC giving up the idea to reduce rates last fall.

About six months later CBS came out without prior warning and promptly reduced its network rates. Had the CBS affiliates fought like the WMBG network and six months earlier, perhaps CBS would have given up the idea just as NBC did, but no such scrap was put in by CBS stations. This left our network, NBC, retaining its affiliated station rates whereas CBS, its competitor, had substantially reduced theirs. This is another course to follow but to reduce NBC rates, but still over the objection of most, if not all, of the NBC affiliates. Once the pattern was set by the networks, it seemed rather stupid for our company to try to sell its AM facilities in the spot field for $200 an hour while NBC was offering the same stations and facilities for $126. Therefore, we met the network rate in the spot field.

Incidentally, we have had some very splendid reactions to the rate revision. They have come from some of the top agency people and three of our leading trade papers. Therefore, I am more convinced than ever before that our judgment was right and thinking clear.

The WMBG rates were the highest in the city of Richmond for its classification, and this condition has existed for many years, although we have seen AM facilities increase from two stations to three, then to four, to five and finally to six stations. Again, that is a condition that developed in almost every community after the war. I am sure anyone knows that whenever a station is added to a community, the original stations lose listeners. This condition is true even when a station does not have a television station, and when a community does have a television station, it is worse.

Mr. West... asked, "Where are the leaders?" WMBG was the first commercial station in Virginia. It was the first station in Richmond to broadcast daytime programs; the first to own its own buildings; the first to own a short-wave mobile unit; the first to own recording equipment; the first to use a directional antenna. It sold the first commercial in Richmond. It was the first station with FM and the first station in the entire South to build a television station.

I do not know Mr. West, and I am not even familiar with his station connections, but my guess is that, (1) he does not have a network affiliation, and (2) that the station's rate is perhaps already so low it would be more difficult to reduce it lower. His station is undoubtedly one of the 1,000 new stations added since the war and which have brought about the necessity of rate reduction through splitting of the audience. So far as leadership is concerned, he is either unable to distinguish it when he sees or hears it, or else he is very loose with the truth... His case is one in the right direction and one that will be followed by others who have had the years of experience that WMBG has had dating back over the past 26 years and at the same stand.

Wilbur M. Havens
President & Gen. Mgr.
WMBG(AM), WTVI(TV), WCOD(FM)
Richmond, Va.

Locked Out

EDITOR:
KFBB Great Falls, Mont., was today denied permission to record a public hearing in the Cascade County Courthouse. The hearing involved the termination of three deputy sheriff jobs...

We are determined to continue covering events of public interest.

W. J. Touney
Assistant Manager
KFBB Great Falls, Mont.

[EDITORS' NOTE: The editors would like to hear from any station that runs up against an uninsured exclusion from news coverage.]

Response from Roper

EDITOR:
YOUR Aug. 13 issue carries a letter from Mr. John Wilkoff which I think indicates clearly that he is (unfortunately, like so many other people!) did not hear the broadcast from which the quotations were made.

I made it perfectly clear that this particular study did not have as its purpose the measuring of radio audiences. I am not in the business of measuring radio audiences and have no desire to get into it. Mr. Wilkoff recognizes that fact in the last paragraph of his letter when he says our study is "clearly not a media measurement." But the rest of his letter seems to rather take me to task for the fact that the study is not what it clearly was not intended to be.

Judged by what it was and what it was clearly stated to be, our study did not "short-change radio"; it simply reported the number of people who said they spent most of their Leisure Time listening to the radio. If one were trying to measure the radio audience, one would not approach it from that angle at all, since of course to that figure must be added those who spend some of their leisure time as well as those who do not regard listening to radio as being "leisure time" but rather as being part of the obligation of daily living.

Elmo Roper
Marketing Research Consultant
Public Opinion Analyst
New York

In Godfrey She Trusts

EDITOR:
The July 30 issue of your publication took a couple of editorial swings at Arthur [Godfrey] which make me volunteer as a "second" for the fellow. . . .

Surely you don't really believe the American I.Q. is so depressing nor . . . viewers and listeners so susceptible to mud-slinging that such little talks or seminars as Godfrey's are dangerous . . . Relax. I don't think even George Washington could have convinced us all.

Sally G. Holliday
Public Relations Director
Treasure Masters Corp.
Minneapolis

[EDITORS' NOTE: As Information Officer for the U. S. Dept. of Commerce-National Production Authority in Texas, Louisiana, Arkansas and Oklahoma, I have visited more than 50 radio-TV stations within the past 90 days . . . I have yet to contact a radio-TV station in my travels that didn't afford my mission 100% cooperation. I know of no better way to express my appreciation than through a magazine that everybody in the radio-TV industry reads.

Bert Haing
Regional Information Officer
USDC-NPA
Dallas

Alcoholism Series

SERIES of documentary broadcasts—The Lonesome Road, analyzing medical, social and economic problems created by drinker and drunkenness—will be presented by NBC over its five owned radio stations starting this week. The series was produced by the National Committee on Alcoholism with the Communication Materials Center of Columbia U. [In Review, Aug. 13]. The series will be presented under the auspices of ABC's WJZ New York, WNEW Chicago, WXYZ Detroit, KECA Los Angeles, and KGO San Francisco in cooperation with civic, educational, social, health agencies and similar groups.
New station in the black after 24 days... thanks to tape!

WBOK, NEW ORLEANS, HITS SALES JACKPOT WITH TAPE-RECORDED PRESENTATIONS

Imagine a brand new station breaking even in less than a month, then zooming on to become the top independent in a tough 10-station market in less than a year! That’s the accomplishment of WBOK, New Orleans. And in the words of Stanley Ray, Jr., the station’s general manager, “Tape recordings enabled us to hit black ink 24 days after we began operation. We started making sales presentations of both shows and spots on tape one month before we hit the air... and these tapes in the great majority of instances closed the sale.”

Tape can do tricks for you, too. It sparks new show ideas, simplifies programming, eliminates fluffs and miscues from full shows and spot announcements... and costs far less than conventional recording methods!

Why not let our representative give you the full story of what tape recording can do for you? Address Dept. BT-81, Minnesota Mining & Mfg. Co., St. Paul 6, Minn.

EXPERIMENTAL SPOTS and new program ideas are worked out and produced on tape by Ed Prendergast and Bob Murphy of WBOK. Unusual and localized sound effects are easily captured on tape, which reproduces in every register with matchless fidelity.

INTERVIEWS AND REMOTE PICK-UPS are simplified with tape. No complicated arrangements and expensive line charges... tape goes everywhere, hears everything. Battery-operated units make high-fidelity recordings possible in moving vehicles, elevators or planes!

IMPORTANT: There’s more than one brand of sound recording tape on the market. To be sure of getting the lubricated tape used by major networks and recording companies, look for the brand name “SCOTCH” and the distinctive plaid-decorated box.

WOMEN ADVISORS
Defense Names Hobby, Markel

OVETA CULP HOBBY, executive vice president of the Houston Post (KPRC-AM-FM-TV), and Hazel Markel, were among the 48 women named to the Defense Dept.'s newly-created Advisory Committee on Women in the Services.

The committee, composed of outstanding leaders from radio, education, journalism, theatre and other fields, will advise on more effective utilization of women's power in the military services, expansion of opportunities and methods of attracting service enlistments. The group will report directly to Anna M. Rosenberg, Assistant Secretary of Defense.

Also appointed to the committee were Mrs. Arthur Hayes Sulberger, wife of the publisher of the New York Times, and president of Interstate Broadcasting Co. (WQXR-AM-FM), and Mrs. Edgar Stern, wife of the WSDU-AM-FM-TV New Orleans radio executive (affiliated with the New Orleans Times-Herald) and Artistic Director of the New Orleans Opera. Miss Markel, the only woman actively identified with radio-TV, is first vice president of the Women's National Press Club and regional director of the Washington, D.C., Fashion Group. She is heard over the coast-to-coast Mutual network each Sunday, 12:30 p.m. and daily on WWDC, and also authors a weekly column in the Washington Daily News.

Store Radio Success

CASE histories of 10 prize-winning department store radio programs, descriptions of spot saturation campaigns conducted by four stores and articles on store use of radio are included in Department Store Radio Advertising, a new 70-page book published jointly by BAB and National Retail Dry Goods Assn. It is available at $2.50 a copy to BAB and NRDGA members, $10 to retailer non-members and $5 to non-members other than retailers.

In Greater Grand Rapids
...the most ears are WOODpecked!

MONTE FASSNACHT named manager of TV program department at ABC Chicago. Other appointments: JOHN FITZPATRICK, production manager; JACK MCCORD, business manager, TV programs.

DON PHILLIPS, newscaster KWFT Wichita Falls, Tex., appointed publicity director KETE Lufkin, Tex. Mr. Phillips is former part owner of KRNU Ballinger, Tex. JANE DEE RAPPS KNOW, KTBC Austin, Tex., named continuity director KETE.

DON, ANDERSON, announced KFHC Wichita, Kan., named chief announcer. MARJORY BASSETT named public service director.

BUZZ HANSON, accounting department WDTV (TV) Pittsburgh, moved to studio department. NORMA WOODCOCK to accounting department.

MORGAN BAKER to CBS Housewives Protective League conducting two programs daily over WEEI Boston. BERNIE JOHNSON, former program director WSOY Decatur, Ill., will produce show.

ROBERT SYEGOOD, program manager WKY-TV Oklahoma City, father of girl, Robin Louise.

DOUG NIXON, program director Pacific region, CBC Vancouver, awarded Imperial Relations Trust bursary for 1951, which will allow him four months' study of radio and TV in Great Britain. Bursary was established in 1948 to strengthen ties that bind various parts of British Commonwealth.

DAVE DUNN, writer and continuity editor CKKJ Regina, to production staff CFCC Montreal.

JIM CLARK, graduate U. of Oklahoma, to public relations department WKY-AM-TV Oklahoma City.

NORM KELLER, program director WCNH Quincy, Ill., to WMOH-AM-FM Hamilton, Ohio, as disc jockey.

WILLIS CONOVER, disc jockey WWDC Washington, signed by WNBW (TV) Washington to do nightly half-hour program CONOVER's Guest Book.

RALPH KRUEGER, WWHG Hornell, N.Y., to WCSS Amsterdam, N.Y., as announcer and special events man.

MIKE HUNNICUTT, disc jockey WCPO-TV Cincinnati, to WOL Washington, D.C., as announcer and promotion writer.

MEL CODY, studio supervisor KMPC Hollywood, father of boy, Aug. 10.

JAMES C. JORDAN Jr., television director NBC-TV Hollywood, transfers to New York, as director of Eddie HAYES daily, WBCN-TV Colgate Comedy Hour programs.

HELEN J. SIOUSSAT, director of talks for the CBS Radio network, chosen for one of two first distinct units of service in the War Area for the Auxiliary of Veterans of Foreign Wars. Designated by organization as "the outstanding woman of 1951 in radio and TV," she will be honored during national encampment in New York Aug. 28-31. Other award goes to DORIS PLESON of Bell Syndicate in field of journalism.

BOB ARNOTT to announcing staff KNIN New Ulm, Minn., from KYSM and KTOE Mankato, Minn. DENNY HAYES transferred from announcing staff to KMJC music librarian.

SID VAN, recent graduate California Institute of Radio & Television, L.A., to KDSD San Diego on announcing staff.

NAT LINDEN, radio-TV writer-producer Hollywood, father of girl, Hilary Joy, Aug. 5.

BOB ARTHUR, news editor KFTH-AM-FM Wichita, Kan., appointed director of news and special events. BOB HENDERSON transferred from announcing staff, as rewrite man and reporter.

JOSEPH BURNS appointed head of newly-created special news department WNBC-TV New Haven, Conn. Department formed in order to give comprehensive pictorial report of Connecticut happenings on its forthcoming daily 12:30 WNBC News, to be sponsored by G. Fox & Co. department store of Hartford. New department will include crew of movie and still cameramen, reporters, and rewrite men as well as technicians to develop and edit the film. Reporters and photographers will secure state in telephone-equipped station wagons for on-the-spot coverage. National and international reportage will be provided through the usual TV and news sources. Mr. Burns, former night supervisor at WNHC, will also act as newscaster when show takes air.

SAM KAUFMAN, Washington sportscaster, to WOL Washington, in same capacity.

BRYAN FIELD, radio and TV sportscaster, appointed chairman of new blood procurement program for American Red Cross in state of Delaware.

BOB KELLEY, sportscaster KNPC Hollywood, and co-announcer KVRI (TV) Hollywood, Kelley & Moran sports program, following former emergency appendectomy.

JIM HARTY, director of TV programs Homan Radio Corp., L.A., will do TV play-by-play of Western State and Metropolitan conference junior college, football games Sept. 21-Dec. 1 on KEVT Los Angeles.

GAIL CHAPMAN, executive secretary to FULTON LEWIS Jr., radio commentator and newspaper columnist, and Lt. Muriel Douglas married Aug. 18. LEWIS ALLEN WEIS, former Don Lee president and now with NPA, gave bridal away.

KEN MAYER named to news reporting and studio, Luxembourg. He was with BBC and CBC.

CLIFTON UTLEY, network and local commentator, NBC-Radio-TV, to Europe at end of month for his fourth visit since 1945. He will fly to London, France and Western Germany.

BILL STOUT, senior writer, news department ABC Hollywood, starts five week's-and-Whee Whee Stood Looks at The News on KECA-TV Los Angeles.

'S FREEDOM WINDS'

Balloons Plug Free Radio

SOME 20,000 balloons carrying more than 2 million messages of encouragement and hope to the people of Czechoslovakia were released from a point "near the Iron Curtain" last week in the inauguration of a "Winds of Freedom" project to supplement Radio Free Europe's radio broadsides into Communist controlled areas. [Broadcasting • Telecasting, Aug. 13].

On side of each message were listed the frequencies and broadcasting schedule of the free world's major stations transmitting to Czechoslovakia. These include Radio Free Europe, Voice of America, BBC, Vatican Radio, Radio Paris, and Radio Luxembourg.

The "Winds of Freedom" project relies upon the fact that, in the upper air, the winds always blow from West to East. The balloons released in last week's inaugural measured four and a half feet and were of two types. One type was a square foot "balloon" which returns to earth intact at the end of its flight, bearing its packet of messages inside. The other was a rubber pilot balloon of the type used it meteorological observation; it bursts at 30,000 feet, scattering its messages over a wide area. The project—experimental in nature—has been under study for more than a year by leaders of the Crusade for Freedom, which finances RFC through public fund-raising campaigns.
Strictly Business
(Continued from page 8)
brushes and powder, Omega Oil, Toastmaster, Aid-A-Lak, ads. Tabal, Kotalo ointment and soap, and 15 other professionally promoted brands.

Mr. Abrams is 38 years old. By some miracle, he is the only son of a thousand brothers. By Mr. Abrams' standard it means he's had a chance to study and practice marketing and advertising since the day he graduated from Welthy Heights High School with a bachelor of science degree in marketing, magna cum laude.

For his master of arts degree, Mr. Abrams wrote a 260-page thesis on "Elimination Variations in Marketing of Drug Products." Now, he writes contracts with the theme of marketing and selling the products he represents.

It's in this experience is the "stint at reporting for the Orange (N. J.) Daily Courier (now The Evening Transcript); advertising assistant, National Biscuit Co. (1936-41); product advertising manager, Whitehall Pharmaceutical Co. (1941-46)—three years during this period he was liaison officer to the Commander-in-Chief of the British Pacific Fleet; director of market research, Eversharpe (1946-47).

Edited Children's Column

One of his chief duties at the New Jersey paper was to edit a children's column under the pseudonym of "Uncle George."

"Uncle George" has one idea nephew, Denver, with National Biscuit Mr. Abrams submitted an average of one new idea a week. Perhaps that is the reason he still is a firm believer in "the importance of the advertising idea."

That companionship with the force of an idea most likely accounts for his success with radio. He disc jockey. His first big radio purchase he ever made was the signing of Rayburn & Finch (disc jockey team) on WNEW New York four years ago.

The disc jock (now sponsors the duo on a 52-week basis in their highest rated time periods. As Mr. Abrams puts it, "the boys and the station haven't forgotten our early faith in their ability to attract a large audience."

Speaking of audiences, Mr. Abrams points to the television mystery show, Danger, set at 10 p.m. weekdays on CBS television. The company bought the time niche first. Mr. Abrams explains, in May of 1956 although it didn't have a show ready. It wanted this time period for the show that it would become prime time as video got into high gear. Mr. Abrams says the program is one of the highest-rated and best liked in the mystery category on television today.

Each step up the idea ladder has been a battle. With Eversharpe, Mr. Abrams entered at the peak of the "battle of the ball points," as he puts it. He pioneered on the company's Fashion Razor.

Abrams points out that Block Drug has organized its advertising for "the long pull" by purchasing network and television programs, a juvenile show, and developing high-readerhip in print advertising. He cites the rise in Amm-i-dent as a dentifice. Other people are benefiting from Mr. Abrams' experience in the advertising profession for he teaches the subject at New York U.'s Graduate School of Business Administration. He lists this as his "hobby."

In the academic world, Mr. Abrams is holder of membership in three honorary fraternities: Beta Theta Sigma (Phi); Alpha Cappa (business field); Alpha Delta Sigma (advertising), and Alpha Phi Sigma (junior scholastic).

In his profession, Mr. Abrams also is known as chairman of the Drug & Toiletry Group of the Asn. of National Advertisers Inc.

Sure Fire Salesman
(Continued from page 50)
yon, newscaster. A recent example of the success of this format was the sale of 400 pairs of a slow-moving model shoes over a 1/2-day sales period.

"To move these shoes and put our inventory in better shape," Mr. Niemeyer said, "the shoe company representative comes in and sells them in bulk to a jobber. There were lots of discontinued patterns and odds and ends in sizes. Rather than dispose of them to the jobber—"and with the shoe company's consent—we put them on sale, passing along price benefits to our customers."

It built the demand with a prelude of radio announcements on three mornings prior to the sale. First came the teaser, the day before the announcement that "tomorrow was the day," and then the third and final day's push.

"We had phenomenal success on this sale, which we can directly attribute to radio promotions which we had but one single newspaper advertising in the local shopping news. After the radio schedule was 18.7% per pair of shoes sold, or putting it another way, the schedule cost us 1.8% of our advertising cost."

Niemeyer commercials are built, for the most part, on the principle of "sell selling. Niemeyer's "advises listeners of quality goods on display at the stores. Radio copy also talks about odd sizes, shoes on sale, putting it another way, the schedule cost us 1.8% of our advertising cost."

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Sure Fire Salesman
(Continued from page 50)

...I N California several clothing stores are typical as firm believers in radio as the best advertising media.

Grayburn Clothes, Los Angeles, the examiner reports that 50% of all its business in the last three years to its twice-daily 15-minute participations in the afternoon and evening record programs, the Joe Adams Show on KOWL Santa Monica.

Direct accounts traceable to Mr. Adams (Negro disc jockey) have gone as high as $500 weekly. The store estimates that average sales are $85. The firm specializes in suits and sports jackets.

About 80% of the Grayburn advertising budget goes into radio, all of which is spent on KOWL. Placement is direct.

At San Diego, Bennett's Clothes, has specialized in men's and women's clothing for the past 28 years. Two years ago they discontinued all newspaper advertising because of high rates. Since that time they have used radio exclusively.

The store has concentrated on two seasonal periods, the March-April-May spring campaign and the fall and winter promotion which includes September, October, November and December.

This April the company used one spot, Monday, on KFSD, San Diego, 4 spots a day, 5 days a week with two morning minute spots and two afternoon chain breaks.

One morning spot was used when 2 and 3 CDs are on sale, the workers and the order men ran between 7 and 8:30 to reach the remainder of the wage-earner group.

The two afternoon spots ran adjacent to high drama. A special promotion was used in the April campaign for new charge accounts. Each new customer was given a $1.50 nailing silver ash tray.

It is estimated that over 100 new charge accounts during the period were attributable directly to radio with gross business 58.6% above the same four-week period last year.

The total cost of the advertising schedule was $500.

The Harris & Frank Co., with 16 stores in Southern California and one in San Jose, has sponsored five-weekly, Mon.-Fri., 15-minute 8:00 a.m. news shows on KMPC Los Angeles, since March 1, 1950, and finds many of its new accounts directly traceable to the newscasts.

The firm uses a combination of institutional and merchandising commercial copy. Straight selling copy is used only for special sales.

The KMPC news is supplemented with seasonal programs and spot announcements by the firm's various stores on local stations for special sales.

The firm is sponsoring baseball on KSJO San Jose. Agency is Walter McCreery, Beverly Hills.

WWW Goes West

WWJ Detroit claims a listener in Vallejo, Calif., based on response to an offer of tickets to the Aug. 12 250-mile stock car race made by Disc Jockey Bill Silber at a midnight-2 a.m. show. Calls came in from Michigan, Ohio and Chicago, but the winner phoned from San Jose and made a gift of the tickets to friends in Detroit.
Respects
(Continued from page 58)
about everything else which is required to get a struggling business on its feet. Therewith, came into existence the Saginaw Broadcasting Co.
Through relentless effort, he was able in 1942 to find a better frequency for WSAM and the FCC granted fulltime operation. In 1943, WSAM became the Northeastern Michigan outlet for NBC. FM was added in 1947.

Files for Bad Axe
After his TV application was nipped by the FCC freeze, Mr. Greenwood filed for a daytime station in Bad Axe. This grant was given in 1949, and on Feb. 11, 1960, WLEW took the air to serve 75,000 residents of that rich agricultural area. He still hasn’t forsaken the ambition of bringing a TV station to Saginaw.

Today, Mr. Greenwood’s energies are devoted to overseeing policies of the two AM stations and the FM station, handling network-station relations and serving as liaison with Wendy-Reed, the firm’s national sales representative.

He is helping form sales policies for the recently created Great Lakes Network, headed out of WSAM and comprising WLEW, WYFC Alma, Mich., and WOAP Owosso.

In 1948, he organized the broadcasters of Michigan into a state association. He was unanimously elected to serve as its first president and has served since on its board of directors. NBC affiliates recognized his administrative ability and he was elected to that network’s SPAC committee, the first such owner of WSAM to be honored. Since being first elected, he has been re-elected three times, has held the position of secretary of the group, and currently is in his fourth term of office.

In 1949 he was a member of NAB’s FM committee and also was a member of the Small Markets committee of NAB.

All of these activities have brought him one of the widest acquaintance in the industry. He has said that he has never been in a single city in America where he didn’t know someone.

His radio beliefs can best be summed into a Marit policy that has been the guidepost for 11 years at WSAM: “Let’s be local and with the people, not above ’em.”

Small Family
Mr. Greenwood’s family is a small but tightly-knit one, consisting of his wife, the former Maude Angers, of Saginaw, City, whom he married in 1933, and their prized Boxer dog.

It seems to be true that the busiest broadcasters in the industry still somehow seem to find time for outside activities. Mr. Greenwood is no exception.

In addition to Kappa Nu, he is a member of Saginaw Lodge No. 47, BPOE; the Elf Khurafeh Shrine of Saginaw, Ancient Accepted Scottish Rite Consistory of Bay City, and Saginaw Club and the Radio Pioneers of America.

If there is any time left over, Mr. Greenwood spends it with his collection of S. stamps, first-day covers, and collecting cataloguing Indian relics. And once in a while he is able to do a little hunting and fishing.

TRAIN WRECK
Quick Radio-TV Coverage
RADIO-TV’s quick coverage of spot news was again demonstrated Aug. 10, when the crack Southern Belle passenger train from the Marine troop train 126 miles northwest of New Orleans, resulting in what was reported to be the worst train wreck in Louisiana for 20 years. Among those stated to have survived the disaster was Mr. Greenwood.

The amended Regulation 9 permits merchants to accept trade-ins at a value assigned “in good faith” and to deduct this value from the amount required to meet the full down payment, the Bureau said in a special bulletin. But, it continued, the value of the trade-in is not always enough to meet the full down-payment requirement.

WGAR Spot Up
VOLUME of spot sales during the first week of August was up 125% over the same week during 1950 and dollar volume was up 15% since last February, WGAR Cleveland reported last week. Contracts signed early this month served to launch the station’s 1951-1952 season with flying colors, according to John B. Garfield, WGAR sales manager. New clients included American Book Assoc., Boston; Bromo-Seltzer, Baltimore; C & dy., Bruno-Quinine Cold Tablets, Citation Hats, Four-Way Cold Tablets, GE Light Bulbs, H & H Cleaner, Kool Cigarettes, Pilgrim Brewing Co., Ohio State Fair, Vick’s Cough Syrup, Cough Drops and Valtron Nose Drops, Trol Ket, and George Washington Instant Coffee.
AROUND THE WEST SOUTH
KVOO Tulsa Assignment South- west, 6:45 p.m., thrice weekly, spon-
sored by Standard Oil Co., for-
night age broadcast exclusive in-
terview with one of largest auto-
mobile dealers in United States,
Fred Ward, bedfast because of
heart ailment, told his version of
financial collapse of his multi-
million dollar automobile empire.
In dark room, with rhythmic heat
of oxygen machines as background,
auto dealer told Bill Day, manager
KOA news and special events, his
plans for come-back as soon as he
regains his health.

BRIGHT NEW STAR
CBS Radio Sales sending trade
letter with tear sheets attached
for new TV program Holiday in
Paris. Star of film show is Delores
Gray, now on Broadway. Tear
sheets are reviews of her Broad-
way show. Series of 12 shows
were filmed in Paris featuring top
Pertian entertainers along with
Miss Gray.

AIR WANTED POSTERS
WNJR Newark's 10:30 p.m. news-
casts now end with background
facts and physical characteristics
of criminals wanted by FBI. Local
Federal agent has recorded these
spots as daytime plugs for nightly
newscasts.

HIGH UP INTERVIEW
KSIB Creston, Iowa, broadcast
tape interview made by Disc
Jockey Jack Mills with performer in
action atop 135-foot swaying pole.
Recording also was used follow-
ning night by aerialist during his
act. Mr. Mills, prior to his radio
work, was a trapeze per-
former.

OPERATION MURAL
WSBT South Bend, Ind., has added
full-color photo mural to its mod-
ern reception lounge to show visi-
tors "there's considerably more to
a broadcasting station than sound-
proof studios, glassed-in control
rooms and business offices." Mural
shows 28-acre plot of ground five
miles from city on which trans-
mitter is located, with 480-ft. five-
tower directional antenna and four
shorter towers 270 feet high. Origi-
nal picture was taken with fast
news camera from low-flying air-
plane. Finished colored mural
photo is 12 feet wide by 7½ feet
high.

PROGRAM FOR BLOOD
WCKY Cincinnati, Males-
thrope Ballroom, Mon.-Sat.,
10 to 12 a.m. and 3 to 5 p.m.
Rex Dale, show m.c., devoted
entire week of programs for
enlisting Red Cross blood
donors. Aug. 16 "Rex Dale
Day" at blood center was set
aside so persons pledged could
assemble and give blood. Mr.
Dale greeted and thanked
them personally for their co-
operation.

MISTER PLUS
MBS distributing folder with re-
print of ad which appeared in
BROADCASTING TELECASTING
showing Mister Plus, dressed as
Western Prospector, leading two
burros across desert. Burros are
loaded down with products of six
advertisers using morning com-
network. Note attached to outside
of folder explains that picture ac-
tually should include still another
advertiser, whose $2 million ac-
count begins in October.

FISH TALES
KFMF San Diego held "round-
robin gabfest" when Toastmasters
International held annual conven-
tion in San Diego. Station lined
up six of group's officers, three of
whom lived in middlewest, and had
each speak on "The Glories of
Deep Sea Fishing." Station "piped"
show in middlewest head-
quarters as well as airing it.

TALKS HIM DOWN
WKBI St. Marys, Pa., aired re-
quest for cars to light runway at
airport for distressed plane. Sta-
tion reports that within five min-
utes 550 cars were either at field
or on their way. Listener first
noticed plane, station broadcast
suggestion that plane was in-
tuble to circle WKBI's tower.
Plane did this and was brought in
safety.

COURTESY CAR
KOTA Rapid City, S. D., using 'Courte-
cy Car" on Black Hills
ways, is equipped to give visitors
answers to questions, tips on enjoy-
ing their stay and welcoming guests.
Station runs show, three-time daily
from car, relayed to transmitter by
remote facilities.

CROSLEY GROWTH
CROSLEY Broadcasting Corp.
sending trade and advertisers two-
color brochure describing and pic-
turing its WLW Cincinnati, WLWT
(TV) Toledo, WLWD (TV) Day-
ton, WLWC (TV) Columbus, WINS
New York and Crosley shortwave
stations in Bethany, Ohio. Color-
ful brochure describes growth of
Crosley stations, and contrasts its
1922 studios with those of today.

AUTO CONTEST
WCUE Akron conducted six-week
cars promotion contest, spon-
sored by certain auto dealers in
Akron area. Contestant was to
take demonstration ride in car, fin-
ish statement in 25 words telling
why it is "car of today." Dealers
awarded new car to winner.

BROADCASTS DONATION
KALL Salt Lake City's Sport-
caster Mal Wyman aired blow-by-
blow broadcast widely different
from his usual style fortnight ago
by describing his sensations while
fighting 600 cc's of blood for service-
men wounded in Korea.

Further ideas or samples of the
promotion item mentioned on
this page are available by writing to
the individual companies.
FREEBORN CITY EVENT
"CITY of Freedom," musical spec-
tacle commemorating Detroit's 250th
birthday festival, aided by staff
members of three competing
Detroit stations. Fred Foy, WXYZ-
AM-TV; narrator of Lone Ranger
program, had role of "Detroit,"
who battled "Menace" attempting
to enslave him. William Wendell,
WWJ-AM-TV, appeared in many
disguises as "Menace," attempting
to lure "Detroit" to destruction.

Seydel Brechner, WJR technician,
will carry "Detroit," narrator
and activities.

William Wendell, WHAS-
Chiago, New York, issuing printed,
pink-
edged birth announcements for new
daytime serial, Cinderella Story.
Description of infant reads: "Weight:
15 pounds; Height: 55 inches;
Length: 250th

sion: Dra-

u.

Detroit

gram runs, one from CKNX
Wingham, and the other from
CFOS Owen Sound. The other
two stations in the pool are
CJIO Kitna, and

POOL PROGRAM PLAN
FOUR ONTARIO STATIONS
have formed a pool for exchange
week to start Oct.
A preliminary test of such a
pooled service has been in opera-
tion this summer, with two pro-
grams running, one from CKNY

Wingham, and the other from
CFOS Owen Sound. The other
two stations in the pool are
CJIO Kitna, and

Taped programs would be presented
by Community Broadcasting Ser-
cives, the pool organization, and
taped programs would cover re-
gional talks, music from local
groups, regional interviews, and

personalities. Each station
would contribute a program a week.
Standardized openings and

closing announcements would
be used. Tapes would be

Telecasting

NOW in its fifth year of service,
KSWM is an integral part of all
community affairs and activities.

Programs, Promotions
(Continued from Page 86)

characters, portrayed by other
marionettes, out of fairyland, story-
books and history.

WJZ-TV New York today (Mon-
day) inaugurates Uncle Lumpy's
Cabin (5 p.m., Mon.-Fri.). Hugh
Braman plays title role of kindly
character. During first half of show he
explains, consecutive days, scientific
origins, handicrafts, or historical events.

For second half, he tells story-

lyrics, and animated films to help.

EYE OPENER
CJIB Vernon, B. C., Canada, send-
ing advertisers optical illusion gimp-
mick with message warning "Don't
be fooled . . . use CJIB." Attached
letter explains station's national
business increasing several-hundred
percent over previous year's.

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UNIONS UPHOLD
In Two NLRB Rulings

COMPLAINT filed by IBEW against International Broadcasting Corp. (KWK Shreveport, La.), charging unfair labor practices, was substantially upheld in a preliminary finding handed down by a National Labor Relations Board trial examiner last Friday. In another action the board overruled objections raised by Westchester Broadcasting Corp. to an election held among its program personnel at WFS White Plains, N. Y. The election involved a dispute between the station and AFRA.

The KWK case dealt with a complaint filed in September, 1960, by IBEW alleging failure of the 50 kw station to bargain collectively, and holding that it discharged two announcers for their union activities. A hearing was held in Shreveport May 15-18.

In its reply KWK denied commission of unfair practices and held that, following an election among the employees last June 6 to which IBEW withdrew its original petition. Accordingly, KWK stated, NLRB was without authority to decide the case.

Two announcers involved were Paul Crawford and Vendex Marshall, with the latter described as station manager of KCJL Shreveport at the time of the May hearings. KWK had attempted to show that it sought to replace them "with more talented announcers" looking toward improvement of its overall program ratings and advertising volume.

With respect to the WFAS election case, the NLRB ruling stemmed from a secret ballot taken among the employees last June 6 to which Westchester filed objections. Of nine eligible voters, six cast ballots which were challenged by NLRB regional director and kept sealed pending further investigation.

In its ruling last week, the board held that the WFAS exceptions "raise no substantial or material issue" respecting conduct of the election. Westchester charged that the election was improperly conducted, that AFRA had "coerced, intimidated and threatened" station employees, and that election notice was insufficient. NLRB overturned its regional director to open and count the ballots to determine whether program employees (including staff announcers) shall be represented by the AFRA local.

A. M. WHARFIELD, vice president of A. C. Nielsen Co., exhibits the 545-pound bluefin tuna he landed off Wedgeport, Nova Scotia, while vacationing there earlier this month. Catch was made with homemade tackle.

WESTCHESTER

WBET FACILITIES
FCC WouldGrant Changes

INITIAL decision to grant WBET Brockton, Mass, change in facilities from 1 kw day on 990 kc to 1 kw fulltime on 1460 kc, directional night, was issued by FCC last Monday.

Hearing Examiner Elizabeth C. Smith found that WBET under its proposed new operation would have "unobjectionable" adjacent channel interference during the day to WSAR Fall River, Mass., but only within the Brockton metropolitan district which already is served by 12 other stations. No objectionable interference would be caused to any other outlet, the examiner concluded.

WBET's new primary daytime signal would serve a population of 312,555, while the new nighttime signal would give primary service to at least 65,130, according to the initial ruling. WBET is licensed to Enterprise Pub. Co.

Allocation Speeches

TWO TOP government allocation officials—Walter W. Watts, deputy administrator for procurement and production, Defense Production Administration, and Manly Fleischmann, DPA Administrator—last Tuesday delivered key addresses on the nation's production picture. Mr. Watts, who went to Washington from his post as vice president in charge of RCA's Engineering Products Div., spoke before the U. S. Savings Bond Div., Treasury Dept., at the Mayflower Hotel, Washington, Mr. Fleischmann appeared on ABC's America's Town Meeting of the Air.

INTERNATIONAL Brotherhood of Electrical Workers, Chicago local 1220 of radio and TV broadcast engineers moves to 400 N. Michigan Ave., room 514, from 410 N. Michigan Ave. Walter Thompson is president.

FARM MARKET DATA
Agriculture News Aired by 1,312 Stations

FARM market news, an important factor in keeping the farmer in a favorable bargaining position with other industry segments, is carried daily on more than 1,300 radio stations, according to the U. S. Dept. of Agriculture.

Social and economic conditions in foreign nations would be much improved were farmers able to receive agricultural news through radio and other media, the Economic Cooperation Administration has been told by German and Scandinavian farm information specialists who have been making a tour in this country.

In explaining results of the U. S. station survey, Kenneth M. Gapen, assistant director of information in charge of the Dept. of Agriculture's Radio & Television Service, said 1,312 of the 1,922 reporting stations disclosed they carry one or more farm market broadcasts daily, an increase of 17% over the number a year ago.

First Broadcasts

First market news was broadcast in 1921, with three stations carrying the reports. This year it was found that 1,233 stations regularly broadcast reports on livestock and livestock products; 592 on fruits and vegetables; 633 on grain and feed; 932 on dairy and poultry; 288 on cotton, and 36 on tobacco. Besides the 1,312 AM outlets another 200 FM stations carried market news.

This year marked first use of farm market news by TV on a regular basis, according to the department. Five TV stations reported such programs, including WOI-TV Ames, Iowa; WCPO-TV Cincinnati; WVTV(TV) and WINS TV Columbus, Ohio and WHIO-TV Dayton, Ohio.

Small number of stations carrying tobacco news was ascribed to the fact that the questionaires were mailed in April. The station lists for cotton and the fruit-vegetable market news might be higher, it was explained, were the survey conducted in the autumn.

Daily information on markets, food supplies and related programs is prepared by the department for transmission by press associations to stations. In addition broadcasts are handled locally for remote programs.

Wider Use Urged

The Scandinavian and German farm information specialists felt their radio stations should devote more time to information for farmers and farm women. The nations are handicapped by shortage of stations and inadequate teletype service, with farmers getting market prices a day late.

Use of more farm news on the air and in newspapers would lead to much needed understanding of agricultural problems by the general public, the foreign visitors agreed. The nine visitors were brought to this country by ECA. Their study program was developed in cooperation with the Dept. of Agriculture.

IN MONTREAL

it's

CFCF

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

August 20, 1951 • Page 87

Radio Television
Mr. Bill Hisman
Keystone and Richfield
New York City

Dear Billy:

Here's one for th' book! Hit shore proves that ole WCHS ter back when it comes to reaching folks 'round Charleston West Vir-
giny. 'Tis the day of the coming of the Fellas who are doing big things in the Kanawh river, talking big but can't find no traces at the boose or check in a coupla' corners. Yes, sir, ole WCHS ter back in the saddle. Sure he was a lean three miles! He was advi-
cing as his sema ter back. Sure he tem back in the saddle. Yes, it's great for ole WCHS! 

LCWS
Charleston, W. Va.

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**Special Dedictions**

ELECTRONICS and other manu-
facturers have been slow to realize
mushrooming opportunities for de-
ducting a traditional 5% in ex-
penditures permitted for educa-
tional, scientific and welfare pur-
poses in recent years. That is the gist of Mr.
new pamphlet, *The Five Percent*, released by the National Planning Assn. last year. Booklet
covers deductions which corpora-
tions may take from net earnings before taxes for these purposes. A com-
pany in the excess profits category today need only use $1 of its final net profits to claim roughly 20% in deduction whereas formerly the ratio was five to one, respectively, it was ex-
plained. Five percent of corporate profits channelled for educational and
scientific purposes today would run close to $2.2 billion, according to the booklet. Preview of the re-
port, prepared by Beardsley Ruml and Theodore Geiger, was given before the American Public Rela-
ions Assn. last Monday. Booklet sells for 50¢ and can be obtained from the book
108 31st St., N.W., Washington 6, D. C.

**WRITER-PRODUCER** Perry Wolff of
WEBM Chicago, who wrote cur-
tent dope-addiction series, *The Un-
touchables*, reports getting numerous
telephone calls from addicts who are
listening to program. Mr. Wolff taped
190,000 feet of film for six-time
series, featuring interviews with ad-
icts.

**TECHNICAL**

VIRGIL HINSHAW, engineer KFEW
Wichita, Kan., named chief engineer.

HOWARD C. LUTFGENS, chief engi-
neer NBC Chicago, and TED E.
SCHREYER, radio operations super-
visor, honored as charter members
of NBO-RCA 25-Year Club in Chicago.

LOUIS PARKS, engineer WKY Okla-
ham City, father of girl, Aug. 7.
KOWH Treats 1,200 Kids

ACTING on the theory that baseball is no less a community project than a private enterprise, KOWH Omaha recently went to bat for some 1,200 youngsters and arranged for a special knothole session at Omaha Stadium, home of the minor league Cardinals baseball team.

Faced with a lack of enthusiasm for the knothole idea on the part of the ballclub, which feared juvenile misbehavior, the KOWH management sold the club’s front office on the idea and handled complete details. It hopes to interest the YMCA, Rotary and other groups in sponsorship.

The youngsters were asked to sign their ticket of admission calling for good behavior and sportsmanship and also to obtain their parents’ signatures. Station then arranged to pay five extra policemen to patrol the bleachers at the suggestion of the club. Total cost came to $41 including payment to policemen, printing of tickets and minor clerical work, KOWH said.

In reporting on the special knothole occasion, KOWH noted that one of the big problems confronting minor league baseball is to maintain a healthy interest among the youngsters for the local team. Knothole gangs have become virtually extinct since the advent of night baseball, the station observed.

BETTER RADIO-TV
Calif. Group Goes National

EXPANDING scope of operation to a national basis, the Southern California Assn. for Better Radio & Television has changed its name to National Assn. for Better Radio & Television.

Headquartered in Los Angeles, the non-profit corporation will continue to promote social, cultural and educational values in radio and television through a national program designed to arouse public interest and support for higher standards of programming,” according to Mrs. Clara S. Logan, president. Projected activities include publication of a monthly magazine and an extensive organizational program, as well as continuation of current program evaluation studies and research projects, she said.

Dr. Richard Atkinson, author and lecturer, is first vice president and Dr. Lee deForest, inventor, second vice president. First new director to be elected under the national expansion program is Dr. Dallas Smythe, research professor of communications, U. of Illinois. He is also director of studies for the National Assn. of Educational Broadcasters.

For its shopping news section, Sutherland’s often uses department heads to describe outstanding values.

The 51-year-old company now draws customers from as far away as 35 miles. Sutherland’s confines its press advertising to local newspapers and depends on WLAW, with whose it spends its entire radio budget, to reach prospective customers outside the immediate vicinity.

AD COURSE
Opens Today In L. A.

DONN B. TATUM, director of television, ABC Western Div. and manager, KECA-TV Los Angeles, has been added to the list of speakers participating in radio and television session of the 10-day advertising indoctrination course for Southern California teachers getting underway in Los Angeles today (Monday) [BROADCASTING • Telecasting, Aug. 13].

A Radio-TV session, scheduled Aug. 28 at NBC Hollywood studios, will be sponsored by Southern Calif. Broadcasters Assn. Entire 10-day course is offered under auspices of Los Angeles and Hollywood advertising clubs and Los Angeles Advertising Women Inc., in cooperation with Los Angeles Board of Education.

Other radio-TV speakers will include John Baird, director, public affairs department, KMPC Hollywood; Myra Clark, continuity editor, KFI Los Angeles; A. E. Joscelyn, director of CBS Hollywood operations and president, SCBA; Robert J. McAndrews, managing director, SCBA.

Program will include a tour through NBC radio and TV facilities, supervised by Alan Courtney, NBC station relations and public service director.

Participating in other sessions of the 10-day indoctrination workshop will be representatives of advertising agencies and advertisers.
Advisory Board
(Continued from Page 25)
ting their money's worth" out of radio and TV.

First industry reaction to the Benton proposals came from NAB late a fortnight ago following its discussions with John Howe, assistant to the Senator [Broadcasting • Telecasting, Aug. 13].

Here is a quick summary of how the so-called "amendment" to the bill and the original draft differ:

- Any officer, director, em-
  ployed, or person otherwise "active"
  in the affairs of stations or net-
  works would be barred from mem-
  bership in the 11-man board. For-
  merly, persons with "financial
  interest" in broadcast stations
  or networks or employed thereof
  were prohibited. Not more than
  six members of the board can be
  of the same political party.

- Persons with financial in-
  terest in broadcasting activities are
  banned from employment with the
  board.

- Under the bill as drafted, the
  board would study "programming
  trends of broadcasting stations"
  with particular emphasis on com-
  munity service performed; extent
  of carrying programs for broad-
  casting the civic, educational and
  cultural interest of the American
  people, and "the extent to which such
  programs are carried at good
  listening hours."

Other Duties
In addition, the board would seek
potential new programming
methods, methods of financing
broadcast operations; nature and
composition of the "groups which
exercise effective control over pro-
gramming," mentioned are station
operators, networks, advertisers,
educational institutions.

Significantly the revisions leave
the reference to authority of the
board to "consider and advise the
FCC" in the many phases of
broadcasting that it would study.
Also deleted was a former reference
to the encouragement of the finan-
cing of public service and educa-
tional radio and TV programming
through educational institutions
and nonprofit organizations or
other sources.

proposals, Sen. Hunt and Salton-
stall noted the opposition from
the radio industry, the Senate com-
merce group and from FCC, and
said they thought the revised ver-
sions would serve to meet most of
this opposition.

Shows Way for FCC
Sen. Hunt said the advisory board
was necessary to point up needs
and details to both FCC and to
Congress since the legislators do
not have time to study "each facet"
of the broadcasting industry.

As Sen. Hunt looks at the sit-
uation "broadcasters consult with
FCC, the Commissions is bound to
be influenced to the industry's best
interests. The FCC staff becomes
the creature of the broadcasters
and the Commission becomes the
creature of the staff."

Sen. Saltonstall said he under-
stood that suggestions for revision
of the legislation which Sen. Ben-
tell wrote in his letter to "Mr. Coy"
should give the legislation
a better chance to be approved.

COUNTY AGENTS
Rotate on KFSB Show
KFSB Joplin, Mo., is building up
its rural audience through a local
farm service program featuring six
county agents of the U. of Missouri
Agriculture Extension Service.

The program, County Agent, is
heard six times weekly during
the noon hour. Each day a dif-
ferent agent from one of six
counties in the
Joplin area broad-
casts in informal style the latest
happening in his county.

Bill Clark, general and com-
mercial manager of KFSB, can
claim credit for the program.
Transportation difficulties were
overcome through tape recorders.

reason why
People in Kansas and adjoining states
depend on farming for a living. That's
why we've programmed to their needs
for 24 years. And it's why they buy
WIBW-advertised goods.

WIBW The Voice of Kansas
in TOPEKA

BROADCASTING • Telecasting

WCPO DAY
Complete Remote Operation

AUG. 9 was "WCPO Day" in Cin-
denati. Mayor Albert D. Cash is-
shouted a dedicatory saying and
12,000 WCPO-AM-FM-TV listen-
ers and viewers went out to Cin-
denati's Coney Island to see for
themselves.

All of the station's daytime shows
originated on the island that day.
A special 20- by 60-foot stage was
set up for the TV shows, and radio
programs emanated from a studio
and control room in the picnic
pavilion. Operations began at 6
a.m. for radio and 7 a.m. for TV.
Over 1,000 prizes were given away.
A Group 1 TV console was won by
a boy who waited at the gate for
36 hours in order to be first in line
for the opening.

CBC CONTROLS
Challenged by Allard

CLAIMS THAT privately-owned
Canadian broadcasting stations
were given freedom of expre-
sion on news because of Canadian
Broadcasting Corp. regulations,
were made by J. T. Allard, general
manager of Canadian Assn.
of Broadcasters at Ottawa on Aug.
13. The charge was made known
to Escott Reid, deputy under-sec-
retary of State for External Af-
airs, and "(Canadian Assn.
of Broadcasters) asked the CAB
for its views on the United Nations
draft convention on freedom of
information.

Mr. Allard wrote the department
that "Canada is one of the nations
which absolutely prohibits the
broadcast of news, except such
types of news as may be approved
in advance by a government au-
thority, responsible directly to the
executive. Nor is this done di-
rectly by legislation, but under
means or regulations issued by the
CAB. While the CAB does not
verbal broadcast of news, the re-
marks we feel that Canada would
scarcely seem to be in a very strong
position to urge upon others an
enlightened and enlightened policy
on freedom of information."

Mr. Allard said the CAB felt
the gravest doubts as to the use-
fulness of any such convention to
effect any improvement in interna-
tional freedom of information. He
stated that the CAB felt in gen-
eral agreement with the views of
the Commonwealth Press Union on
the subject. He suggested that
Canada should clean house before
telling others what to do about
freedom of information.

National Lutheran Week

NATIONAL Lutheran Radio &
Television Week has been pro-
claimed Oct. 28-Nov. 3, according
to Herman H. Hohenstein, D. D.,
acting executive secretary of the
Synodical Radio & Television Com-
mittee. During the week, minis-
ters were urged to spread the gos-
pel through radio. Ministers were
cautions, however, that crowded
radio station schedules makes it
advisable to apply early for reser-
vations.
MILESTONES...

▶ Initial celebration of WSBT South Bend's 30 years on the air took place last week when 70,000 persons attended the annual St. Joseph 4H fair and heard a four-day concentration of plugs for the veteran station. WSBT operated the public address system, staffed with announcers, and an information booth at the entrance of the main exhibition hall on the fairgrounds. Station also originated numerous broadcast features from the site.

▶ WTMJ Milwaukee has entered into its 25th year on the air. The Milwaukee Journal station began broadcasting on July 25, 1927. The official 25th anniversary next year will be marked by special features now in the planning stage.

▶ On Aug. 26, WTVS Jackson, Tenn., will celebrate its 20th year of broadcasting. Special programs and newspaper promotions are being used throughout August in honor of the stations birthday.

▶ Two staffers at WDRC Hartford, Conn., are observing anniversaries with the station during August. Chief Announcer Russ Naughton is marking his ninth year and Eleanor Nickerson, secretary to President Franklin M. Doollittle, is observing her 15th anniversary.

'LUCKY NUMBER'
New Format, More Chances

FORMAT of the Lucky Social Security Numbers program operated by Azrael Adv. Agency, Baltimore, has been broadened to include additional types of numbers on which advertisers wish to draw. Where before the program originally was based on social security card numbers, the format now includes armed forces serial numbers, Social Security numbers, and auto drivers' permits.

Number of digits in lucky numbers has been reduced from nine to six, providing more chance for listeners to win. The agency has paid out nearly $250,000 in cash prizes since the show started last year, according to Maurice Azrael, head of the Baltimore agency. The four-way number format has been tested in several cities.

The program was held not to be a lottery in the July 19 decision in the WDRC Washington case [Broadcasting • Telecasting, July 23]. In ruling that WEAM Atlanta, Ga., could not broadcast news numbers until at least an hour after their announcement on WDRC, Judge Albert V. Bryan, of the U. S. District Court in Alexandria, Va., held the idea did not fall within U. S. lottery laws or FCC regulations.

DISCUSSING mutual problems at a meeting of San Francisco Bay Area radio and TV engineers are (l to r): Seated, Chief Engineers Harry Jacobs, KGO-TV; Al Isenberg, KRON-TV; Al Towne, KPIX, and Ralph Johnson, RCA engineer; standing, Philip G. Lesky, vice president and general manager, KSFO-KPIX (TV); Vic Zack, Zuck Radio Supply Co., and Joseph Kelly, RCA. Some 75 engineers attended the meeting which was held at the KPIX studios. Mr. Johnson was principal speaker, discussing latest advancements in the image orthicon and camera techniques.

WAY WEEKEND HOST
Tourists Fed by Station, Advertisers

GUEST couples on the WAYX Wycoax, Ga., Welcome World program are given an unusual sample of southern hospitality. First they are scared half-to-death, then they are feted. unsuspecting motorists are stopped by a stern command of a local police officer. The motorists, usually out-of-towners, wonder why they are being arrested, what law they possibly could have violated.

Couples are much relieved when the policeman invites them not to appear before a judge but to be guests of the city and to appear on the program, Welcome World.

If the visitors consent to be weekend guests, they are given a police escort to the city limits where they are met by the mayor and the city commissioners.

Wide Entertainment
During the weekend the visitors are partyed, given a sightseeing plane ride, a visit to nearby Okefenokee Swamp, a long-distance telephone call to a person of their own selection, and gifts from local merchants.

On the weekly Welcome World, they are interviewed informally. When the guests set out again to continue their trip, they do so with a full tank of gasoline, courtesy of another local merchant. The programs are sponsored by local civic clubs.

Addie Davis Cobb

FUNERAL services for Mrs. Addie Davis Cobb, mother of Wilton E. Cobb, general manager, WMAZ Macon, were held Aug. 16 in Eastman, Ga., her home. Mrs. Cobb died Aug. 14. In addition to her son she is survived by a sister, Mrs. Jennie Davis Sessions.

"REAL AMERICAN BREAKFAST," campaign by Log Cabin Syrup, Aunt Jemima Pancakes, Swift's Premium Bacon and Pan American Coffee Bureu, will be hosted by radio and television on Garry Moore Show (NBC-TV); Show of Shows (NBC-TV); Don McNeill's Breakfast Club (ABC); Log Cabin's CBS newscast and Yankee Hometown Food Show

FLOOD AID
Red Cross Lauds Radio

"IMMEDIATE and generous response" by the nation's radio stations to fund-raising plea of the American Red Cross for aid to victims of flood disaster has been cited in a message to Harold E. Fellows, NARTB President, by E. Roland Harriman, president of American Red Cross.

Help of NARTB membership stations "has been an inspiration to the entire Red Cross organization, and has demonstrated once again the dedication to public service of all those within the broadcast industry," Mr. Harriman said. "Your wholehearted cooperation will be a major factor in helping sustain our campaign."

In a letter to Theodore S. Reppler, president of Advertising Council Inc., Mr. Harriman praised the council for "obtaining the all-out support and cooperation of the radio and television industry to reach the public with our emergency flood relief appeal for $5 million."

ALL-NEGRO STAFF
WEDR Enters Third Year

WEDR Birmingham on Aug. 26 enters its third year of broadcasting working with an all-Negro staff. Serving the 242,000 Negroes of Jefferson County, Ala., the station claims to be the first completely Negro-staffed broadcast outlet in the nation.

"In the two years of operation many changes have come about in both types of programs and in the attitudes of the residents of the area served," according to Paul E. X. Brown, WEDR news editor.

"These two years have been years of trials, of success and achievements. By the widespread response to the use of Negro personnel in southern radio and the pointing of programs to the Negro market, WEDR has given the green light to a new field and provided opportunities in heretofore unexplored avenues."

Idea for the all-Negro staff was conceived by J. Edward Reynolds, who with two partners (also white) spent some $30,000 getting the operation under way.

For Girls Only

At WTNJ Newark, N. J., the "W" in the call letter is believed to stand for "women." Last five babies born to wives of staff members have been girls. Fathers are Art Hodges, newsmen; Harry Waphare, personnel manager, John S. McCaffrey, supervising engineer; Tom Costigan, newscaster; and finally, Harry Goodwin, general manager, father of four girls. The five are fathers of 17 children, all of them girls.

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FCC Roundup

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August 10 Decisions

BY THE SECRETARY

Industries of the hearing in proceeding upon application. That the WKBK-Pittsburgh, Pa., trans. at present location of main trans. at place of


PILLSBURY MILLS, Minneapolis, reports net income of $2,676,049. The report also recommended the Justice Dept. prosecute for perjury seven officials of the American Communications Assn., named during the hearing as Communists or former Communists. They were alleged to have failed to sign non-Communist affidavits required under the Labor Management Relations Act of 1947. Sen. McCarran Aug. 9 introduced legislation embodying these recommendations.

Advertisements like to read ads, too. And so advertising in print is read by the leading buyers of advertising not only because they are interested in the stations and markets they might use, but also because they have a professional interest in your copy, layout, etc.

FCC Roundup

Page 96

August 10 Decisions

BY THE SECRETARY

Improves in transmitter output power of the following TV stations granted Aug. 3: WAGA-TV Atlanta, Ga.; WTVL-TV Mobile, Ala.; WTVN-TV Columbus, Ohio; WTVY-TV Montgomery, Ala.; WTVK-TV Nashville, Tenn.

August 10 Applications

ACCEPTED FOR FILING

License for CP:

KCRA Sacramento, Calif.—License for CP to increase power, change DA and relocate.

KCBS San Francisco, Calif.—License for CP to increase power, change DA and relocate.

KCBQ San Francisco, Calif.—License for CP to increase power, change DA and relocate.

KCMF-FM Orlando, Fla.—License for CP to increase power, change DA and relocate.

WKCR-FM Columbus, Ohio—License for CP to increase power, change DA and relocate.

License for new FM stations:

Modifications of CP:

WORL-AM Orlando, Fla.—License for CP to increase power, change DA and relocate.

RKRL-FM Dallas, Texas—License for CP to increase power, change DA and relocate.

License for CP

KBCQ-FM Salt Lake City, Utah—License for CP to increase power, change DA and relocate.

August 13 Decisions

ACTION ON MOTIONS

By Commissioner Rosel H. Hyde

LOCAL

By Commissioner Harry F. Summerville, Jr., of Oregon—Grant application to hear and consider application of William Best Co., Grimsby, Ont., for CP at Grimsby, Ont.

WHAM Providence, R.I.—Grant application to hear and consider application of William Best Co., Grimsby, Ont., for CP at Grimsby, Ont.

By Commissioner R. G. Reeder

By Commissioner William R. Tague

August 13 Applications

ACCEPTED FOR FILING

License for CP

KFAC-FM Los Angeles, Calif.—License for CP for new FM station.

License for AM

WBEN-TV Buffalo, N.Y.—License for new AM station AMENDED to decrease ERP from 1500 to 1000 watts.

License for Transmitter

WBBN-TV Buffalo, N.Y.—License for new AM station AMENDED to decrease ERP from 1500 to 1000 watts.

License Renewal

Following stations request renewal of license:


August 14 Decisions

BY THE COMMISSION EN BANC

August 14 Applications

License for CP (WTVT): $224,000; $224,000.

San Antonio Television Co., Area Chairman, was granted license for TV pickup KA-788 to WSAU, Milwaukee, Wis.

WSM Nashville, Tenn.—Granted license for WMPR-FM, 107.5, for station at present location of main trans.

WRAK Williamsport, Pa.—Denied license to WYOR, 1440, for station at present location of main trans.

WLAM Lewiston, Me.—Granted license for WJMR-FM, 107.5, for station at present location of main trans.

WMCK Nashville, Tenn.—Denied license to WYOR, 1440, for station at present location of main trans.

WCJO Janesville, Wis.—Denied license for WYOR, 1440, for station at present location of main trans.

WGBS Miami, Fla.—Denied license to WPBY, 650, for station at present location of main trans.

August 15 Decisions

San Antonio Television Co., Area Chairman, was granted license for TV pickup KA-788 to WSAU, Milwaukee, Wis.

WSM Nashville, Tenn.—Granted license for WMPR-FM, 107.5, for station at present location of main trans.

WRAK Williamsport, Pa.—Denied license to WYOR, 1440, for station at present location of main trans.

WLAM Lewiston, Me.—Granted license for WJMR-FM, 107.5, for station at present location of main trans.

WMCK Nashville, Tenn.—Denied license to WYOR, 1440, for station at present location of main trans.

WCJO Janesville, Wis.—Denied license for WYOR, 1440, for station at present location of main trans.

WGBS Miami, Fla.—Denied license to WPBY, 650, for station at present location of main trans.

August 16 Decisions

San Antonio Television Co., Area Chairman, was granted license for TV pickup KA-788 to WSAU, Milwaukee, Wis.

WSM Nashville, Tenn.—Granted license for WMPR-FM, 107.5, for station at present location of main trans.

WRAK Williamsport, Pa.—Denied license to WYOR, 1440, for station at present location of main trans.

WLAM Lewiston, Me.—Granted license for WJMR-FM, 107.5, for station at present location of main trans.

WMCK Nashville, Tenn.—Denied license to WYOR, 1440, for station at present location of main trans.

WCJO Janesville, Wis.—Denied license for WYOR, 1440, for station at present location of main trans.

WGBS Miami, Fla.—Denied license to WPBY, 650, for station at present location of main trans.

August 17 Decisions

San Antonio Television Co., Area Chairman, was granted license for TV pickup KA-788 to WSAU, Milwaukee, Wis.

WSM Nashville, Tenn.—Granted license for WMPR-FM, 107.5, for station at present location of main trans.

WRAK Williamsport, Pa.—Denied license to WYOR, 1440, for station at present location of main trans.

WLAM Lewiston, Me.—Granted license for WJMR-FM, 107.5, for station at present location of main trans.

WMCK Nashville, Tenn.—Denied license to WYOR, 1440, for station at present location of main trans.

WCJO Janesville, Wis.—Denied license for WYOR, 1440, for station at present location of main trans.

WGBS Miami, Fla.—Denied license to WPBY, 650, for station at present location of main trans.

August 18 Decisions

San Antonio Television Co., Area Chairman, was granted license for TV pickup KA-788 to WSAU, Milwaukee, Wis.

WSM Nashville, Tenn.—Granted license for WMPR-FM, 107.5, for station at present location of main trans.

WRAK Williamsport, Pa.—Denied license to WYOR, 1440, for station at present location of main trans.

WLAM Lewiston, Me.—Granted license for WJMR-FM, 107.5, for station at present location of main trans.

WMCK Nashville, Tenn.—Denied license to WYOR, 1440, for station at present location of main trans.

WCJO Janesville, Wis.—Denied license for WYOR, 1440, for station at present location of main trans.

WGBS Miami, Fla.—Denied license to WPBY, 650, for station at present location of main trans.

August 19 Decisions

San Antonio Television Co., Area Chairman, was granted license for TV pickup KA-788 to WSAU, Milwaukee, Wis.

WSM Nashville, Tenn.—Granted license for WMPR-FM, 107.5, for station at present location of main trans.

WRAK Williamsport, Pa.—Denied license to WYOR, 1440, for station at present location of main trans.

WLAM Lewiston, Me.—Granted license for WJMR-FM, 107.5, for station at present location of main trans.

WMCK Nashville, Tenn.—Denied license to WYOR, 1440, for station at present location of main trans.

WCJO Janesville, Wis.—Denied license for WYOR, 1440, for station at present location of main trans.

WGBS Miami, Fla.—Denied license to WPBY, 650, for station at present location of main trans.

August 20 Decisions

San Antonio Television Co., Area Chairman, was granted license for TV pickup KA-788 to WSAU, Milwaukee, Wis.

WSM Nashville, Tenn.—Granted license for WMPR-FM, 107.5, for station at present location of main trans.

WRAK Williamsport, Pa.—Denied license to WYOR, 1440, for station at present location of main trans.

WLAM Lewiston, Me.—Granted license for WJMR-FM, 107.5, for station at present location of main trans.

WMCK Nashville, Tenn.—Denied license to WYOR, 1440, for station at present location of main trans.

WCJO Janesville, Wis.—Denied license for WYOR, 1440, for station at present location of main trans.

WGBS Miami, Fla.—Denied license to WPBY, 650, for station at present location of main trans.
Help Wanted
Managerial


Saleman

Radio stationhits national network. Topflight salesman to call on radio stations handling national accounts. Excellent commission plan. Write full details about your background and experience. Box 614K, BROADCASTING.

Saleman for local accounts. Draw and commission. Texas station. Box 632K, BROADCASTING.

Saleman for 100 watt network affiliate. Fast growing, continuous Michigan community where retail sales are way above national average. Good opportunity. Give background and references first letter. Box 689K, BROADCASTING.


Saleman wanted. Attractive opportunity for man who believes he has selling ability. Write Box 680K, BROADCASTING.

Saleman. Experienced, proven producer, ready to mix in com- mercial production and sell. Desires opening at progressive Colorado major network affiliate. Send CV. Box 626K, BROADCASTING.

Saleswoman, liberal guarantee against billing now on air. High level of salesmanship required. Arizona radio station. Conscientious man can earn four to five figure income. No one-call TV or radio producer. Comprehensive TV, phone, wire, letter. F. A. Higgins, WITZ, Jasper, Indiana.


Saleman wanted. 1 kw. Independent station in major network market. Must be experienced. Write or call WKRT, Cortland, N. Y.

I have requests for good salesmen from stations throughout the United States. If you have a good personal and sales record and are interested, please send complete information and photo to Fred F. Palmer Co., Worthing- ton, Ohio.

Announcer

Sportscaster-announcer. Must be top play-by-play man for all special events, general staff. Above average earnings, liberal commission. Box 512K, BROADCASTING.

Eastern engineer. Independent station requiring engineer and or sales manager. Send complete information and photo to Box 612K, BROADCASTING.

Wanted—experienced announcer - DJ ability. Must have sales experience to make a guarantee. Write full details about your experience. Box 682K, BROADCASTING.

Help Wanted (Cont'd)

Fulltime regional station needs morning announcer. Must be able to run entire morning show. Several years experience re- quired. Good opportunity for advancement. Send full segment of record program, along with letters of recommendation and recent salary history. Box 632K, BROADCASTING.

We don't want announcers with pear-shaped tones and bad infection. We want announcer with good personality and ability to handle the top morning show. Full time position. Good salary. Box 662K, BROADCASTING.

Wanted, immediately by 250 fulltime Liberty affiliate on Florida east coast, a qualified, attractive, experienced afternoon announcer and service man in this area. Excellent pay you can produce. Send photo and disc. Confidential to Box 615K, BROADCASTING.

Wanted: Experienced sportscaster, football and basketball play-by-play some board work, salary commensurate with ability. Excellent opportunity. First class operation. Iowa station. Send full particulars with photo and disc. Confidential. Box 624K, BROADCASTING.

We have staff announcing position open on full time basis. Most aren't qualified to do the job. Small station, ample opportunity for advancement. Interested, write or phone the station. Box 630K, BROADCASTING.

A star to hitch your wagon to! We need a "Mr. Versatility" from around the country. Start around $50,000, good talent prospects. Fast growing, live-wire independent station. If you're from the northeast and you're g-o-o-d, shoot audition and details immediately. Box 642K, BROADCASTING.

Newscaster. Strong air personality newspaper background desirable, for editing and delivering local news. Per- sonality and presence required. Full salary, good community for living. Send disc to Box 615K, BROADCASTING.

Wanted: Announcer-engineer for early morning shift, who can really put across local shows. Opportunity will average around 45 hours weekly. Salary, $50 a week. Send disc to Box 617K, BROADCASTING.

Wanted: Announcer for small station in the Northeast. Experience, CD license, good voice. Send disc, Box 681K, BROADCASTING.

We want good announcer-engineer to fill combination job on KCCW, Alliance, Nebraska. Good opportunity, salary depends on experience. Send audition.

Needed immediately, a man with first class phone ticket to handle combos. Excellent earnings. Permanent position. Car needed. Write, wire or phone WQRT, Staunton, Virginia.

Engineer, first class license. Immediate opening. WEAV, Plattsburg, N. Y.

Wanted: Engineer with first class ticket immediately by progressive 200 watt station. No better working conditions anywhere. Must be able to take an- nouncement work and pay roll one- or two-weekly or more. Phone or wire collect. John Campbell, Station WPTN, Hunt- ville, Alabama.

Southeastern network station wants ex- perienced first class operator for car, daytime news and programing or better on announcing. Mutual sta- tion, salary based on experience. Must be own man, take the time to do a good job. Phone or write to Box 617K, BROADCASTING.

Executive, independent station. Must have excellent technical and program background. Send full details. Box 665K, BROADCASTING.
Experienced executive, former RAB official, twenty years operating, administrative, and sales experience in Washington, available for capital connection assignment. Limited to 100K cities. Extensive civic, club and government affiliations. Four years in Washington, $26,000 per year, now requires too long absence from home. Ten years experience makes change on thirty to sixty days notice. Write Box 565K, BROADCASTING.

Experienced commercial manager or salesman. Holds college degree. Available for intermediate or major market position. Am now employed 250 w network affiliation. Experience wide, fifteen years. Efficient, businessman. 28, married, college graduate, five years of phases of radio. Stations with high pressure policy do not answer. Box 677K, BROADCASTING.

State or sales manager available! Thorough knowledge of all station operations. Operations, engineering, management, sales and public relations. College education preferred. Reliability. Box 689K, BROADCASTING.

Manager-sales manager, 20 years newspaper-radio management, sales, production, continuity experience. Mature, responsible, aggressive. Community college graduate, 35, married, five years of sales experience. Assistant in programming, production, announcing, sales. Thorough. Box 691K, BROADCASTING.


Announcers

Sportscaster, network references. 6 years experience doing play-by-play of college baseball, basketball, boxing and baseball. Marry and move anywhere. Exemplary. Box 613K, BROADCASTING.


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Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

Radio Station and Newspaper Brokers

WASHINGTON, D. C.
WASHINGTON, D. C.
CHICAGO
SAN FRANCISCO
Washington, D. C.
Michael Black
James H. Murphy
Harold J. Murphy
Ray H. Hamilton
325 Montgomery St.
235 Montgomery St.
235 Montgomery St.
325 Montgomery St.
Washington Bldg.
Washington Bldg.
Tribune Tower
Tribune Tower

1201 12th St.
1201 12th St.

19th St.

HOLi. 5-2900

BROADCASTING

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

Radio Station and Newspaper Brokers

WASHINGTON, D. C.
WASHINGTON, D. C.
CHICAGO
SAN FRANCISCO
Washington, D. C.
Michael Black
James H. Murphy
Harold J. Murphy
Ray H. Hamilton
325 Montgomery St.
235 Montgomery St.
235 Montgomery St.
325 Montgomery St.
Washington Bldg.
Washington Bldg.
Tribune Tower
Tribune Tower

1201 12th St.
1201 12th St.

19th St.

HOLi. 5-2900

BROADCASTING
**RACING BOOM**

**Laid to Kefauver, TV**

**TELEVISION is proving a boon to the nation's racetracks—and trackmen are wont to attribute clicking turnstiles in part to Sen. Estes Kefauver (D-Tenn.) and the Senate Crime Investigating Committee which held televised hearings on gambling operations.**

Credit to the Kefauver group, which TV projected sharply on the public conscience, is given by race track owners who report a booming business in point of increased attendance (20%) and trackside betting (25%). 16 million racing fans wagered a triffe over $1 billion at 44 tracks during the first seven months of 1951, according to the Wall Street Journal.

George Widener, president of Belmont Park, N.Y., describes TV as a key factor in introducing racing to a broader public and whetting appetites. Partial TV coverage of racing events was cited. Another official, Fred Ryan of Tanforan, claims that the Senate committee put the quietus on off-track betting and spurred actual attendance.

A spokesman for the Empire City Racing Assn. of New York noted that "television is uniquely suited to giving the public a complete show without giving it the entire show." The Wheeling Downs management in West Virginia also finds TV stimulating, too, and is negotiating with some Pittsburgh breweries for sponsorship of races, the Journal reported.

**AMERICAN Colorcast**

CLOSED circuit colorcasts of new operating techniques will be used by American Medical Assn. during its convention in Los Angeles Shrine Auditorium Dec. 4-7. Employing CBS color system on Smith, Kline & French equipment, the telecasts will be scheduled daily from 9 to 11 a.m., and 2 to 4 p.m., it was said.

**BROADCASTING • Televcasting**

**BLOOD DRIVE**

**United Effort**

Radio-TV broadcasters will be asked to contribute their time andional drive to replenish blood plasma supplies for the U.S. armed forces. Comprehensive plans for the campaign were revealed last week by the Dept. of Defense, which is launching the drive in cooperation with the Advertising Council. In addition, local Red Cross chapters also are expected to cooperate through their member stations.

Kickoff of the broadcast phase is tentatively set for Sept. 10, with a special radio-TV simulcast, major networks agreeing to carry the program. Celebrated entertainers and military officials are slated to participate. Final network commitments had not been closed last week.

The Defense Dept. drive, as distinguished from the blood program already initiated by the American Red Cross for national civil defense, will enjoy the support of a number of coordinating groups, including the department's Office of Public Information under Director Clayton Fretche. Once again the program will be worked out with the Red Cross.

Paul Gaynor, vice-president of Buchanan & Co., New York and former member of Gardner Advertising Co. in Washington, is charged with planning and coordinating the vast program. Mr. Gaynor, on loan to the Defense Dept., will report to Mr. M. Klinedinst.

Lt. Frank Junell (USN), former commercial manager of KEYL-TV San Antonio, now with the department's Radio-TV Branch, will direct all broadcasting activities, according to Charles Dillon, branch chief.

Supplementing the special inaugural program will be a continuing schedule of network spots and promotions, as well as special features on prime network shows. In addition, complete radio kits will be distributed to local stations.

**INSIDE GOVT.**

**Mahoney in WBAL-TV Series**

**WHERE is your tax dollar going?**

The $4 billion allocated by various governmental agencies and departments? These and many other timely questions are spotlighted in a new WBAL-TV Baltimore series, "Mahoney in the United States Newsreel," telecast weekly, Friday 9:30-10 p.m.

Built on authoritative facts, the series is composed of official U.S. Government films, with two to three reels being used on each telecast. Adding additional authority to the project is George F. Mahoney, Democratic National Committeeer for Maryland, who selects and interprets the films on the series.

WBAL-TV officials report "tremendous" response to the premiere showing of United States Newsreel Aug. 10. Switchboard was swapped and a heavy load of mail and telegrams continues to pour in, the station reports.

**Mr. Paulsen waves to televiewing fans on sidewalk reporter program.**

**Hey Taxi!**

**Meet TV-Wise Paulsen**

There's a cab driver in San Francisco who pulls his cab right up into the television screen, gets out and starts telling stories; a habit that cab drivers seem to have only in San Francisco but also in New York, Philadelphia, Denver, London, Paris, and any place else on earth.

There's a catch, however. This cab driver is not the operator of a taxi not an actor. He also advertises a product, the Yellow Cab Co. of San Francisco.

This story-teller is Vic Paulsen, once-upon-a-time radio announcer, news commentator and disc jockey, who took to cab driving because he liked meeting people and it was a good way to keep eating. Mr. Paulsen shows up on most TV programs on all three local stations. His favorite is KRON-TV's Man on Mason Street, a sidewalk reporter TV program, where the camera catches Mr. Paulsen and cab pulling up at the curb. Rhoades & Davis, San Francisco advertising agency handling the rolling-stock talent, says he is popular with viewers and gives informative commercials.

**In the future**

**GE Uses TV at Meeting**

A FORTASTE of the "Sales Convention of the Future" may be had in Chicago on Sept. 5, when executives of General Electric Co.'s appliance division and 150 of its distributors and salesmen gather in NBC-TV studios for a closed-circuit preview of the network's Bill Goodwin Show, to be sponsored by GE.

The event will be part of the GE appliance division's sales counselors convention in Chicago. All 48 interconnected stations of the NBC-Davidson Equipment Sales and Marketing Co., which has covered the network's broadcast phase, is being asked by NBC to summon local GE distributors and appliance dealers into its studios to look in on the meeting.

Starting Sept. 11, the GE Appliance Division will sponsor the Bill Goodwin Show on NBC-TV Tuesday and Thursday, 5:30-6 p.m., through Young & Rubicam.
Radio Goes To Market

How KUTA Gives Sponsors a Merchandising Plus

By S. JOHN SCHILE
VICE PRESIDENT, SALES
ROCKY MOUNTAIN BSTC. SYSTEM
KUTA SALT LAKE CITY

To begin with, I'm going to reiterate some well known, hackneyed trite but true facts:

Merchandising moves merchandise into the hands of customers, for which advertising has created a desire. Point of sale display is essential to the success of advertising effort. Coordination of all promotional activity is important for maximum results. It's the old onetwo and follow-through. Right?

Now then. Despite the fact that many of us in this business of radio advertising have been well aware of these facts, only a few of us have bothered to integrate these activities into our own organizations. Don't get me wrong. There are some outstanding merchandising plans in operation. WLW Cincinnati for example, and many others. But they are mostly found in large markets. Or, they are very complex and comparatively expensive.

Requests for Product Promotion Are Frequent

Today it is not uncommon for an advertising agency or its client to write us asking, "Would you write a letter to the grocers in your market calling attention to the special radio campaign promoting the sale of Freezert? Would you prepare display cards? Would you help our broker obtain floor displays in the super markets? Would you run extra spots?"

Well, would you?

Chances are you would, rather than run the risk of losing the account to the station currently enjoying a higher "Hooper" than yours. But most of it would be "eyewash." One copy to the broker, one copy to the agency and one copy to your "rep," and a letter (dictated by you) from your favorite grocer applauding your "terrific job."

How, then, can an aggressive 5 kw station operating in a market of 500,000 or less do an effective merchandising job with a spot rate of less than $25 for a Class "A" time? Frankly, we at KUTA don't have all the answers but I think we've developed one of the most sensible station-product-store tie-ups in our market. It's very simple too. One glance at the picture accompanying this article should tell the story.

Granted, there's nothing new in point-of-sale sampling. Granted, there's nothing new in point-of-purchase displays and signs set up by the radio station. After all, we appreciate the value of appealing to as many of the five senses as possible in creating a desire to buy. Even the corner butcher is cognizant of this approach when he proffers a slice of cheddar on the point of his carving knife. But in today's shop-a-minute super markets much of this personal touch is relegated to a few too few salesmen who set up their samples on an upended cracker, box or a rickety card table. I've seen shoppers actually do an "end run" to avoid this type of giving. Yet the idea is sound.

Let's take another look at the picture.

You'll agree, won't you, the booth is attractive - attractive enough to stand out in the finest market. It contains a built-in phonograph and amplifier with portable speakers that are set up throughout the store. The grocer likes this. So do his employees. The woman demonstrating the product is qualified to answer all questions about the item and its uses. She works for us and is supplied with all pertinent data well in advance of the demonstration. Data that is always available?

HERE'S a way for radio stations to put an extra merchandising push behind the products of their sponsors. It might well do as much for other stations and their clients as it has for KUTA Salt Lake City and such advertisers as Pillsbury, General Foods, Ready Mix Flour, Pepsi Cola, Country Club Potato Chips, Fruzola Soft Drinks, Reddi-Wip Dessert Topping and Raislon Instant Cereal.

One KUTA sponsor, Hi-Land Dairy, credits the combination of a daily half-hour program and the use of two merchandising booths each weekend with boosting its sales 20% in a year. S. John Schile, KUTA sales manager and vice president in charge of sales of the Rocky Mountain Broadcasting System, here tells how it's done.

from the agency or principal. The booth is well done. In fact the whole operation belongs to KUTA. The advertiser needs only to have plenty of stock on hand and stand back.

I've been talking about one booth. The one you see pictured. But don't jump to conclusions. We are prepared to put a dozen into simultaneous operation at the drop of a sales curve. And considering that each of them will serve from 1,500 to 3,000 customers on an average Saturday, that's good coverage.

Actually on the average about half of our dozen booths are in use at any one time. Right now, our promotions are being handled professionally by Westinghouse Electric Corp. But we have no doubt that some of our advertisers would like to handle their own promotion spots. They desire to do the grocer, to give him something new.

Now we come to the big question. How can we expect a grocer to give us four by six feet of valuable floor space for an item that might retail for as little as 10 cents? I said before he likes the carnival atmosphere it brings to his store. But being practical he is a little afraid and there is no way to ease his mind on this point. The merchandising appeal is so strong that we have no difficulty. But the appeal is not the same for every type of product. Fruits and vegetables especially. If you will give us the number of customers your item attracts, we will be able to set up a merchandising plan that is specifically designed to complement the particular item or items you wish to sell.

Experience Has Shown Effectiveness of Effort

While the idea is still comparatively new we have had enough experience to evaluate the results. Obviously, sales increases of the products demonstrated have been out of all proportion to the effort. I could say and prove that in one instance we stepped-up the promotion of a particular product by 10% and doubled our sales in half a year. Yet, the item could have sold itself if the effort had been sufficient. But then somebody would challenge us to double the sale of Zilch's succotash when everybody knows Zilch only has 2% distribution in the market.

Yes, but ... ? Oh, you mean how do we determine how many samples an advertiser is entitled to. Or how often. The answer to that question shall have to remain X.

If you are sincere in wanting to do a job for your clients, I'm sure you'll arrive at an equitable solution to the problem. Besides, let's not overlook the incalculable value of the stations personal contact with its listeners. You'll pick up some interesting and mighty valuable information on the "ringing line."

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FOR LOCAL LEVEL IMPACT

Less than half of the nation lives in the metropolitan areas. In Small Town and Rural America, you will find more than half of the nation living—with more than half of the nation's purchasing power! The Keystone Broadcasting System has 450 stations with LOCAL LEVEL IMPACT to sell these people who need and buy the same necessities of life as those in metropolitan areas.

BEYOND EFFECTIVE TELEVISION

There are very few television sets in Small Town and Rural America—with little and unsatisfactory reception. These people still depend upon their local radio station—and these stations, according to BMB studies enjoy higher listener-loyalty than distant metropolitan stations. National blue chip advertisers have already discovered that Keystone's 450 stations effectively and economically move their merchandise!

IN SMALL TOWN AND RURAL AMERICA

For LOCAL LEVEL IMPACT, Keystone is the only national transcription network reaching Small Town and Rural America. These 450 stations can be purchased in one, low cost and attractive package—with only one order, one check and one performance affidavit! Or buy only the number of stations needed to cover a selected area.
What price people?

You have to reach and influence people to move goods. To move goods in volume at low cost, you must reach a lot of people. You must reach them frequently and at low cost.

But what Price People?

In WLW-Land, the market that is approximately 1/10th of America, WLW delivers people—a lot of people—at the lowest possible price.

The new presentation entitled “What Price People?” is a factual substantiation that WLW is your best buy to reach more people, more often, to move more merchandise—for less.