You don't have to hunt far in Baltimore for the biggest bargain buy. It's W-I-T-H—the BIG independent, with the BIG audience, and the LOW, LOW rates!

W-I-T-H regularly delivers more buying listeners-per-dollar than any other radio or television station in Baltimore. W-I-T-H regularly delivers better results—at lower cost.

So if you're a bargain hunter—if you want to do a BIG job in Baltimore for a little bit of money, see your Headley-Reed man and buy W-I-T-H. It's BALTIMORE'S BIGGEST BARGAIN BUY!

The Results station WITH BALTIMORE, MD.
"I would rather be right than president"

Virginia-born Henry Clay, thrice nominated to be president, was willing to forego the highest honor in America for his convictions. Independence of thought and loyalty to principle has long been characteristic of the Virginian. The First Stations of Virginia (WMBG, WCOD-FM and WTVR-TV) profit by these qualities. The friendship and loyalty of listeners and viewers in the Old Dominion go all out for Havens and Martin sponsors.

WMBG AM  WCOD FM  WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company  FIRST STATIONS OF VIRGINIA
Good independents' are taking the network audience in many markets.  

but... We would like to know is there another Market were an Independent has more listeners than any of the four Networks?

Does it in Providence all DAY long... all WEEK long...

| SHARE OF AUDIENCE |  |
|-------------------|--|---|---|---|
| **WHIM**       | NET. | NET. | NET. | NET. |
|                 | A    | B   | C   | D   |
| 8:00 A.M.-12:00 NOON | 24.8 | 24.1| 18.2| 15.6| 11.7|
| 12:00 NOON - 6:00 P.M. | 30.6 | 25.1| 8.9 | 13.3| 11.0|

*SOURCE HOOPER - JUNE-JULY, 1951

- No Baseball
- Is this **BIG** station on your list?

National Representatives
Headley-Reed Company

NEW YORK       PHILADELPHIA       CHICAGO       HOLLYWOOD
DETROIT        SAN FRANCISCO     ATLANTA       NEW ORLEANS
NEVILLE MILLER, former NAB president, former mayor of Louisville, and now senior member of Miller & Schroeder, Washington radio law firm, being considered by White House for high federal appointment. Although he has been mentioned for FCC chairmanship, in event vacancy occurs, that is not position now being negotiated. From unimpeachable sources, it's learned that Wayne Coy's departure is not imminent.

IT'S been kept undercover, but unofficial NARTB sampling of industry opinion showed one-third of stations wants some type of new coverage study to succeed three-year-old MBM figures; one-third of ours and dealers talking of other third doesn't care. Quiet study now being made to see if group of advertisers and/or agencies would be interested in financing evaluation of audience measurement techniques. Incidentally, formal dissolution papers for EMB were filed week ago.

VICK CHEMICAL CO. (Softskin hand cream), New York, looking for women's participation shows in 100 markets to start Oct. 1 through Morse International, New York.

DELAY BY FCC in considering $25 million ABC-United Paramount merger is causing consternation in quarters other than these two companies. CBS, which would acquire WBKB Chicago for $6 million in parlay, also is stymied on its Chicago plans. With only four TV stations in Chicago, it would be hard-pressed to find any other property available for purchase.

TIME INC. may sponsor on ABC, NBC hour-long telecast of Japanese peace treaty signing in San Francisco. If so, ABC and NBC may sponsor telecasts of all conference sessions on CBS-TV Pacific Coast hookup. Radio and TV coverage of all sessions except opening address of President Truman is open for sponsorship, but no signed contracts reported Friday evening.

BIG PUSH to boost TV sales this autumn and winter on part of manufacturers-distributors-dealers can be expected to bring appeals for promotional cooperation from TV stations. Set sellers got terrific charge from KSD-TV page ad in Aug. St. Louis Post-Dispatch, and have some distributors with state TV networks approaching all TV stations for similar efforts. One formula was suggested by National Appliance & Radio Dealers Assn. to dealer-members in its current "Appliance & Radio Dealers News"; Get pictures of TV stations who will be appearing on air this fall from stations, use them for window displays, interior setups, advertising.

DRACKETT CO., Cincinnati (Windex), placing spot announcement campaign, basically radio with a few TV stations, in 35 markets starting Sept. 24 for 39 weeks. Young &... (Continued on page 94)
Any way you look at it
WSAV reaches more people!

COMPARATIVE ANALYSIS
Based upon Official Published Reports-BMB-Study No. 2.
For three subscribing Savannah, Georgia stations:

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

Average Daily Circulation (ABC Reports):
Savannah Newspaper "M"—46,774  Savannah Newspaper "E"—23,807

It's 630 in Savannah WSAV

Represented by Hollingbery
Markets

YES, EVER SINCE TIME BEGAN ... (Way back when Knight-hood was in flower) there have been 'Them WHAT HEARD' and 'Them WHAT SAWI.' Today it has become possible to analyze to what degree that is so ... THE FIGURES PROVE THAT (IN THE NORTHWEST) RADIO ... and 'Them WHAT HEARD' ... IS THE LARGER GROUP.

In a recent, thorough investigation, Advertising Research Bureau (ARB) interviewed scores of persons who stopped in ADVERTISED stores, LEARNED that 54.5% of these people got their information exclusively by listening and only 32.2% by reading.

54.5% RADIO
12.3% BOTH
33.2% NEWSPAPER

LET US PROVE IT!
Clip this coupon and receive the "Proof of Pathing."

The XL Stations

KXLL KXYL KXLF
KXXL KXLL KXLL KXLL

Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles

SERVING THE PACIFIC NORTHWEST

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET

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

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Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, Central 4-5115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, TEMpest 8181; David Glickman, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, KEmpire 4-775 James Montagnes.


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

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IN MID-PENNSYLVANIA

MORE PEOPLE LISTEN TO WORK

YORK, PENNSYLVANIA

Rated as the number one station in this extensive mid-Pennsylvania area (Conlan and BMB), its recent power increase to 5,000 watts and far wider coverage is fast pushing it to an all-time high in popularity. Add to this the above-average population growth in this area (1950 Census figures) and the fact that rates have not increased. The result is a terrific sales opportunity for advertisers. Write now for information.

Represented by

ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

WORK York, Penna. 5000 Watts—Day
1000 Watts—Night
A STEINMAN STATION

August 27, 1951 • Page 7
### ESDAY
- ABC: "No Network Service (4:15-4:45)"
- NBC: "No Network Service (3-3:15)"
- CBS: "No Network Service (6:15-6:45)"

### TUESDAY
- ABC: "No Network Service (6:15-6:45)"
- NBC: "No Network Service (6:15-6:45)"
- CBS: "No Network Service (6:15-6:45)"

### WEDNESDAY
- ABC: "No Network Service (6:15-6:45)"
- NBC: "No Network Service (6:15-6:45)"
- CBS: "No Network Service (6:15-6:45)"

### THURSDAY
- ABC: "CBS: "No Network Service (6:15-6:45)"
- NBC: "No Network Service (6:15-6:45)"
- CBS: "No Network Service (6:15-6:45)"

### FRIDAY
- ABC: "No Network Service (6:15-6:45)"
- NBC: "No Network Service (6:15-6:45)"
- CBS: "No Network Service (6:15-6:45)"

### SATURDAY
- ABC: "No Network Service (6:15-6:45)"
- NBC: "No Network Service (6:15-6:45)"
- CBS: "No Network Service (6:15-6:45)"

### TIME TABLE

#### SUNDAY
- CBS: "Virtue of the Neighbor"
- NBC: "Night of a Million Theatres"
- ABC: "The Whisperer"

#### MONDAY - FRIDAY
- CBS: "The Whisperer"
- NBC: "The Whisperer"
- ABC: "The Whisperer"

#### SATURDAY
- CBS: "The Whisperer"
- NBC: "The Whisperer"
- ABC: "The Whisperer"

---

**Explanatory: Ratings in order: Strong (4), Mounting (3), Fair (2), Poor (1). Time EST.**

**NOTE: Split network (4/16/40) from approx. 2-4 PM Mon.-Sun., network A, regular shows; Network B, baseball-related specials.**

**CBS: 8:30-9:15 AM Sun., General Foods, Sales.
9:15-10:15 AM, General Foods, \(1107 \text{ stations.} \)

**TBS: 8:30-9:40 AM Mon., General Foods, 
9:40-10:15 AM, Mutual, Bentson Country Store, \(60 \text{ stations.} \)"
You Hear It Everywhere.....

IT MUST BE WBAL

38,000 SQUARE MILES
496,810 RADIO FAMILIES!
That's The Kind of Coverage WBAL Gives You

WBAL can show you success story after success story to prove it pays off when you buy radio time wisely. In addition to the widest coverage and the largest listening audience in the Middle Atlantic area, WBAL offers constant program promotion over the air and in the Baltimore newspapers.

WBAL's expert merchandising staff works each day with dealer and store contacts; places point-of-sale displays; gets merchants to promote sponsors' products. In addition, WBAL "plugs" radio shows on WBAL-TV. These are the "extras" that bring results...the WBAL success stories.

50,000 Watts in Maryland
NATIONALLY REPRESENTED BY
Edward Petry and Co., Inc.

RADIO BALTIMORE
WBAL
NBC in MARYLAND

"The extremely successful showing of the 1951 DeSoto in Baltimore was due, in no small part, to the strong advertising campaign over WBAL."
WILLIAM RENNIX
DeSoto Dealers Ass'n. of Balto.

"Thank you for the splendid job WBAL has done for us."
SETH W. HEARTFIELD
Delvale Dairies, inc.

"We definitely feel that WBAL's Kitchen Karnival has helped the sale of Mrs. Grass' Noodle Soups."
A. J. GRASS
I. J. Grass Noodle Co.

"We have excellent reports of the fine job WBAL is doing to sell Windex and Drano."
L. A. AUE
The Drackett Company

"We are pleased with the way WBAL's Mollie Martin covers the important selling points of La France."
MARGARET WOODWARD
Foote, Cone & Belding
open mike

EDITOR:
I would appreciate it very much if you could send me one of your Broadcasting & Telecasting television and . . . AM maps . . .

Radio-TV Director
Ruthrauff & Ryan
Cincinnati

[EDITOR'S NOTE: Mr. Gordon and 15-70 other BROADCASTING & TELECASTING subscribers received new 1950 maps of AM, FM and TV stations in their annual MARKETBOOKS last week.

Tipster
EDITOR:
...I understand that a good many IBEW, AFRA and NABET contracts, recently negotiated, have been turned down by the Wage Stabilization Board insofar as wage increases are concerned. One of the recent turndowns involved WHK here in Cleveland . . .

I wonder if it would not be newsworthy if you could get a list of radio cases which the wage people have turned down in the last several months. It might make good reading.

James C. Hanrahan
General Manager
WEVS (TV) Cleveland

[EDITOR'S NOTE: Thanks to Mr. Hanrahan for his news tip which encouraged the story this issue.

Speed The Thaw
EDITOR:
Since the FCC has partially lifted the TV "freeze," by granting power boosts to existing stations, would it not be entirely feasible to conclude that there will be little change in the allocation plan of last March 23? If that is so, would it not seem practical for the Commission to authorize grants for the largest metropolitan areas, not now served by television, with the proviso that if the allocations are changed as to those particular communities, stations would amend their applications accordingly? It occurs to me that this would expedite handling of applications and would be of material assistance to consulting engineers, lawyers and equipment manufacturers. It would have the double virtue of providing additional TV service in unserved areas at the earliest practicable time and, at the same time, would give a lift to TV set manufacturers, now in the doldrums.

There would be another great advantage in the upcoming national elections, in my judgment. With television so important an instrumentality in bringing the candidates to the people, additional stations in currently unserved areas would be in the position of performing outstanding public service at the very outset of their operation.

I realize fully, of course, that this procedure could not be invoked until after the Nov. 26 deadline specified in the FCC's timetable. But prior to that, all of the spadework could be done, in preparation for a speedy thawing of the freeze. It would also separate the sheep from the goats, among those people who are talking television but who are not prepared to follow through. 

Norman A. Thomas
Vice President
WDOD Chattanooga

Star Spangled Cure-All
EDITOR:
The American way of life is rapidly fading away . . . What can radio and television do to stop this tragic trend? . . .

Let each radio and video station take the same moment each day to play the national anthem. At that moment, there would be only one program, one song available for the entire nation by radio and video, the national anthem . . .

R. B. McAllister
Co-owner
KICA Clovis, N. M.

Radio activities at Canadian National Exhibition, Toronto, Aug. 24-8, will be highlighted on Radio and Press Day at annual fair on Aug. 31. One will show later in home receivers both radio and TV, as well as military communication equipment.

...like selling refrigerators to Eskimos
J. N. Blair & Company, Inc., of Sacramento, California, sponsors of the Fulton Lewis, Jr. program on KXOA, had this to say to the station:

"We've heard about selling refrigerators to Eskimos, and now KXOA has done almost the same thing for us through Fulton Lewis, Jr.

"As you know, we started with one spot a night. Eight weeks later we tripled our investment to buy three quarter-hours. Several personal friends didn't know we handled heating units until they heard the program.

"The real pulling power of the show was tested when we advertised ice cream units in mid-winter—the nearest thing we know of to selling refrigerators to Eskimos. Fifteen minutes after the program we received eleven inquiries for further information!

"Fulton Lewis, Jr. and KXOA have certainly done a job for us."

The Fulton Lewis, Jr. program is "doing a job" for local advertisers on 372 stations. It offers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
ALL-DAY series of special broadcasts marked the observance Wednesday by WBIG Greensboro, N. C., of its 25th anniversary. Re- dedicating the station to its principles of public service, entertainment and education, WBIG carried program features typical of its first quarter-century.

Gilbert M. Hutcheson, WBIG president and general manager, directed the celebration. Mr. Hutcheson has headed the operation since death of Maj. Edney Ridge Jan. 13, 1949.

Commercial novelty centered around the voicing of advertising messages by the advertisers themselves.

Four of the original directors of the station and of Jefferson Standard Life Insurance Co. when the insurance company bought control of the property in 1934 took part in the program. They were Howard Holderness, president of the company; Joseph M. Bryan, first vice president and director; Julius C. Smith, vice president and general counsel, and Carl Jung, vice president in charge of agency operations.

History of Greensboro radio was featured in an evening program titled Radio Since 1926. Persons active in local affairs participated. Mayor Robert Frazier, of Greensboro, was one of the participants. Mayor Frazier helped form WNRC, predecessor station, in 1926 and was active in organizing North Carolina Broadcasting Co. in 1930 when that firm took over ownership from Wayne Nelson, its co-founder with Mr. Frazier.

The present WBIG directorate took part in a special feature. Included were M. H. Crocker and Mrs. Edney Ridge, directors, and Mr. Hutcheson as president-general manager. Three government levels participated in the feature. Governmental speakers were Federal Judge Johnston P. Hayes; Henry Bridges, state auditor of North Carolina, and Mr. Frazier.

This program, heard 10:45-11 p.m., closed with pledge of allegiance to the flag and a pledge by WBIG to its listeners and advertisers of better things to come. Salutes were received from other North Carolina stations. Arthur Godfrey's morning program on CBS Radio carried a tribute and Warren Hull followed up on the CBS Strike It Rich feature. A Godfrey transcription was written.


A musical and news program, 9-10:45 p.m., featured 25 top tunes of the quarter-century and an important news item for each year.

Opening feature of the anniversary was a 25-year agricultural review at 6:05 a.m. by Charles Lamb, Gulford County soil conservation agent.

Mr. Hutcheson said the station's progress was a tribute to the late Maj. Ridge, a firm believer in public service. Under Maj. Ridge's guidance the station received local and nationwide recognition for its services, he said.

KEY MIDDLEWEST women broadcasters go over plans in advance of their district meeting to be held in Omaha Sept. 29. At the planning board meeting of the American Women in Radio & Television at the home of Doris Murphy in Shenandoah (KMA Shenandoah, Ia.) are (l to r): Ann Hayes, KCMO Kansas City, Mo.; Belle West (seated on floor), KOIL, Omaha; Martha Bohlsen, WOW-AM-TV Omaha; Bernice Currier, KMA; Doris Murphy; Betty Wells, KIOA Des Moines; Mayme Allison, KBN Omaha; Adelia Sheemaker, KMA.

LATEST HOOPER REPORT SHOWS:

WBNS, Columbus, has the 20 top-rated programs — Day and Night!

Keep company with the top-rated programs on Central Ohio's top station. Cash in on these ratings with your own spots and programs.

The 10 top-rated daytime shows on WBNS are: Helen Trent, Aunt Jenny, Arthur Godfrey Time, Omar News, News Roundup, Big Sister, Ma Perkins, Our Gal Sunday, Rosemary, Guiding Light; followed by the 10 top-rated night-time shows, including Chet Long, Godfrey's Talent Scouts, Lux Theatre, Suspense, Dr. Christian, F.B.I., Amos 'n' Andy, Boston Blackie, Lowell Thomas and My Friend Irma. That makes 20 out of 20 ... a good batting average in any league. For time availabilities, write or call your John Blair representative.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS
WBNS IS BATTING 1000 IN THE BIG CENTRAL OHIO LEAGUE

Source: May-June Hooperatings

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO
LOCAL PILOTS
KNOW THEIR HOME WATERS BEST!

.. and local advertisers are the best judges of the effectiveness of media in their own markets.

On every Westinghouse station, local advertisers are buying more time this year than last year... even though local rates, in many instances, have increased. Local results prove that radio's value keeps growing!

Take the Philadelphia market, for example. As this is written, local time sales of Westinghouse Station KYW are 27.5 percent ahead of the corresponding period of 1950.

Timebuyers will be well advised to follow the lead of these local, on-the-spot advertisers... not only in Philadelphia but also in Pittsburgh, Boston, Springfield, Fort Wayne, Portland, and their surrounding market-areas. For availabilities, check Free & Peters!

WESTINGHOUSE RADIO STATIONS INC
Serving 25 Million

KDKA • KYW • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Radio - America's Great Advertising Medium
MICHAEL J. MADAR, vice president and director Lennen & Mitchell, N. Y., named secretary. He has been with firm for 23 years.

DWIGHT F. McCOLLISTER appointed vice president in charge of production Rollman, Cary & Rittenhouse, Cincinnati. He formerly operated his own art studio.


ANN JANOWICZ, timebuyer BBDO, N. Y., to Benton & Bowles, N. Y., as timebuyer on General Foods and Best Foods accounts.

RAY REX, chief copywriter Rex Adv. Co., Detroit, named production manager.

DAVID J. GILLESPIE Jr., Kenyon & Eckhardt, N. Y., named associate media director.

VIRGINIA CRAWFORD, Eastern Advertising agencies, to Lockwood-Shackelford, S. F., as media and traffic director.

NORMAN ROBBINS, copy writer Sullivan, Stauffer, Colwell & Bayles, N. Y., to Hewitt, Ogilvy, Benson & Mather, N. Y., as copy supervisor.

A PIONEER'S pioneer in radio as well as advertising, Leo H. Rosenberg, vice president of Poote, Cone & Belding in Chicago, appeared on what is believed to be the first regularly-scheduled broadcast and celebrates this year his 25th anniversary with the agency which began as Lord & Thomas & Logan.

Mr. Rosenberg, a quiet man with a pixie humor, gave returns in the Harding-Cox presidential race on the wireless for the first time in 1920. CBS's Ed Murrow asked him to deliver them again in his third album of the documentary record, "I Can Hear It Now." NBC requisitioned his services also for its first telecasting of election returns in 1940, when Mr. Willkie challenged FDR.

Leo Rosenberg maneuvered around and about the agency business before actually entering the fold. A native of Montgomery, Mo., where his father ran a general store, he lived in Iola, Kan., and St. Louis before moving to Chicago. While attending Englewood High School, young Rosenberg picked up book money by selling Cutler's shoes, "any shoe in the house for 85." The turnover, he recalls, was enough to satisfy the most avaricious salesman because the shoes were so cheap a half-way popular girl could wear out a pair in two weeks of dancing.

Interested primarily in literature and writing, he nevertheless succumbed to the wishes of his father and majored in electrical engineering at Chicago's Armour Institute of Technology. He managed, however, to elect two years of English. The youngest in his class to be graduated (at 21), he applied himself with the diligence which has characterized him since, carrying, at one period, 48 out of a possible 44 hours of courses in one week. Five hours of homework nightly, plus labs each afternoon and lectures from 8:30 until noon netted him a B.S. degree.

After graduation, his—and McGraw-Hill's—circulation increased as he moved with zest through the "field," his portion including Louisiana, Texas and Oklahoma. Elated in his first venture from the family hearth, Mr. Rosenberg was rewarded personally but more (Continued on page 82)

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

National Representatives
JOHN BLAIR & CO.
HOWARD W. WILSON to Tatham-Laird, Chicago, as merchandising manager, from Lady Esther Ltd., where he was general sales manager. He is former director of sales promotion at Ruthrauff & Ryan.

STEUART HENDERSON BRITT, personnel director McCann-Erickson, N. Y., appointed vice president and director of research Needham, Louis & Brorby, Chicago.


TOM HICKS, executive TV producer Geyer, Newell & Ganger, N. Y., to Dancer-Fitzgerald-Sample, N. Y., in radio-TV department.


GILBERT I. BURTON, assistant to president Irwin Vladimir & Co. Inc., N. Y., to agency's S. F. office, as executive assistant.

SID M. FLOM to Marvin Gordon & Assoc., Chicago, as production manager.

JEAN WADE RINDLAUB, vice president BBDO, N. Y., invited to address National Assn. of Food Chains 18th annual meeting in Washington Sept. 23-27.

DONA CLARK, framework writer on CBS Lux Radio Theatre for J. Walter Thompson Co., Hollywood, named publicity director succeeding JOE LEIGHTON, transferred to radio and TV department of agency.

Changes of address: J. J. WEINER Co., S. F., moves offices to 149 California St., S. F. GEORGE E. S. THOMPSON, Oakland, moves to 3008 Lakeshore Ave., same city. ALPORT & O'ROURKE, S. F., moves to 275 Post St. Telephone number is YUKon 2-3161. AVERY & BRUGUIERE Adv., S. F., moves to 681 Market St. Telephone remains YUKon 6-0181. KIRKLAND, WHITE & SCHELL, Atlanta, Ga., moves to new offices at 101 Marietta St. Telephone remains LAMar 3882-3. WARNER, SCHULENBERG, TODD & ASSOC. Inc., St. Louis, move to larger quarters at Court House Plaza, Clayton 5. Telephone is DEmar 8892.

HUGH BENSON, Blaine-Thompson Co., N. Y., to Roy S. Durstine Inc., N. Y., as public relations and publicity director. Associated with Mr. Benson will be KATHRYN GRIMES, previously with Blaine-Thompson, and ROGER YOUNG, formerly with Paramount News.

DOROTHY DORAN, assistant to head of radio and TV publicity department N. W. Ayer & Son., N. Y., and WILLIAM LEWIS, Maxon Inc., N. Y., married Aug. 17 in New York City.

CHARLES TRACEY Adv., headed by CHARLES TRACEY, eastern advertising executive, will open offices in S. F. and Hollywood in near future.


THOMAS O. MORRIS, Jr., account executive Ruthrauff & Ryan Inc., Hollywood, named director of public relations Prudential Insurance Co. of America, Newark. DICK JAMES replaces him at Ruthrauff & Ryan.

KARL R. SUTPHIN, account executive for ABC network sales department, appointed radio and TV account executive for BBDO, Chicago, on its Libby Frozen Foods (Libby, McNeill & Libby) account.

EUGENE E. BLACKWELL, assistant advertising manager Hoover Co., Chicago, to McCann-Erickson, Chicago, as sales promotion manager.
HOLIDAY ON ICE Inc., N. Y., preparing radio spot announcements to be used in United States, Mexico and South America, to promote 1952 edition of “Holiday on Ice” show. Transcriptions are being prepared by Columbia Recording Corp. Agency: Walter McCreery Inc., N. Y.

W. A. SHEAFFER PEN Co., Ft. Madison, Iowa, offering its dealers at no charge series of 16 slides in 35mm size for 20-second TV spot announcements. They are available through company salesmen. Copy covers back-to-school, Christmas and gifts of Sheaffer TM (thin model) fountain pens.

MILLER BREWING Co., Milwaukee, in cooperation with local distributors sponsoring Chicago Bears-Cleveland Browns football game from Chicago, Sept. 9. Game will be carried by special network.

DEARBORN SUPPLY Co., Chicago, which is introducing its new product Chlor-O-Creme, a chlorophyll face cream, in Chicago-area radio and TV tests, plans to use more broadcast media when test is complete and results analyzed. Agency: Tim Morrow Adv., same city. Mr. Morrow is account executive.


ARMOUR & Co., Chicago, renews Dial Dave Garwood on full NBC radio network for 52 weeks from Sept. 3 through Foote, Cone & Belding, same city. Show is aired daily 10:45-11 a.m. CT.

SKELLY OIL Co., Kansas City, renews quarter-hour on NBC split network of 28 stations Mon.-Sat. for 52 weeks through Henri, Hurst & McDonald, Chicago. NBC News Commentator Alex Drier is heard five days weekly, and This Farming Business on Sat., both from 7 to 7:15 a.m. CT.

NATIONAL OPTICS Co., N. Y. (Rayex night glasses), sponsors 15-minute news commentaries by Sidney Walton Thursday and Sunday on 72 ABC radio stations. Agency: Huber Hoge & Sons, N. Y.

JACOB RUPPERT BREWERY, N. Y., to sponsor Candid Camera starting today (Monday) on WJZ-TV New York, Monday-Wednesday-Friday 7:15-7:30 p.m., for 52 weeks, replacing Broadway Open House which was cancelled effective Aug. 24 on NBC-TV. New series to be seen in N. Y. and Boston only. Support to buy time in other cities. Agency: Blow Co., N. Y.

CLUETT-PEABODY, N. Y. (shirts), now sponsoring Don Ameche alternate Thursdays on ABC-TV, considering sponsorship of Herb Shriner, among others, in new autumn series. Agency: Young & Rubicam, N. Y.

VITAMIN CORP. OF AMERICA, Newark (Rybutol), begins 52-week sponsorship of Chet Huntley newscasts on 45 ABC Western Network stations, Tuesday, 5:30-5:45 p.m. (PST). Agency: Milton Weinberg Adv. Co., L. A.


GREYSTONE PRESS, N. Y., for its legal publications, will sponsor The

(Continued on page 79)
Now we are three

WJIM
LANSING

WGFG
KALAMAZOO  BATTLE CREEK

JOIN NBC  SEPT. 30

These three rich Michigan markets now available to NBC advertisers for the first time.
**WOOPS!!**

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

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

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

Stepping out of the proverb into the china shop, the bashful bull enjoys the air-conditioning while Mr. Monroe tries to coax a few comments. Keeping a safe distance in the background are (1 to r) Jack Towery, of Kunkle's Gift Shop; Bill Ford, KENT advertising department; Mr. Kunkle, Bob Connell, of the Chamber of Commerce, and an unidentified policeman.

IT ALL started with a friendly after-dinner conversation between Joe Monroe, disc jockey for KENT Shreveport, La., and John Kunkle, owner of the local Kunkle's Gift Shop.

Some persons have the failing of "putting their foot in their mouth" during off-hand conversations. Mr. Kunkle was different. By opening his mouth he managed—literally—to put a bull in his china shop! Mr. Monroe, it seems, won a bet from Mr. Kunkle that the Shreveport Sports would win a three-game baseball series from the Beaumont (Tex.) Roughnecks.

If the Sports won the series, (Continued on page 77)

**strictly business**

INSTITUTIONAL rather than product advertising is the vein of public opinion mined by Ralph C. Mulligan, managing director of the Bituminous Coal Institute.

As director of BCI, the public relations division of the National Coal Institute, his job is to make friends for the bituminous coal industry.

An important vehicle of BCI's public relations is radio. The institute spends an average of $40,000 annually in the medium, principally for its 15-minute newscast, heard weekday evenings over WMAL Washington. When Congress is in session, the program is called Congress Today, otherwise it is listed as Washington Today.

All but one minute of the newscast is devoted to unslanted news, (Continued on page 77)
MR. SPONSOR:

Folks hereabout love Tigers...

....AND WJBK, THE KEY STATION IN THE TIGER BASEBALL NETWORK

The kind of Tigers we're talking about make their mark with baseball bats in Detroit, a town whose metropolitan area holds a baseball fan club over 2½ million strong.

In case you didn't know, the Tigers represent Detroit in the American League ... and WJBK, for the third straight year, is the key station of the network that carries the Tiger broadcasts.

A baseball fan club over 2½ million strong carries a lot of wallop in the "Sales League." For a "Sales League" four-bagger, metropolitan Detroit is the ball field and WJBK is your best bat.

Get the facts on this home-run sales story now. Your local Katz Agency man will show you how to bat 1,000 in Detroit's buyers league.

WJBK DETROIT
The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455
Represented Nationally by THE KATZ AGENCY, INC.
WOw! ZIV's New Sensation

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

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!
SHOW IS THE
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!

FREDERIC W.
ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

DICTATE A WIRE
BEFORE
YOUR MARKET
IS GONE!
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen
to WPTF Than to Any
Other Station

NBC WPTF 50,000 WATTS
also WPTF-FM 680 KC.

AFFILIATE for RALEIGH-DURHAM and Eastern North Carolina
RATE CUT RESENTMENT

BEHIND - SCENES resentment of radio stations over network rate cuts broke out into the open once more last week as NARTB District 4 delegates called on the association to protect their interests against cheapening of the medium.

Taking up where they left off at Chicago last spring, NARTB members meeting at Roanoke, Va., Thursday - Friday engaged in a lively debate over what position the association should take in the rate-cutting crisis.

The District 4 members got the annual series of NARTB meetings off to a flying start as they spoke plainly and heatedly about the blows they have taken as a result of network rate adjustments.

They gave their new president, Harold E. Fellows, a rough time by putting him on the spot in the controversy, but he emerged with a burst of applause after answering the questions directly and suggesting the convention should not take any action that would hamper the work of the independent affiliates committee that was formed at Chicago.

Subjects Wide-Range

For two days the largest of all NARTB districts (Va., N. C., S. C., District of Columbia and contiguous counties) heard talks and took part in panels covering the gamut of broadcast problems.

Television occupied a focal spot on the district meeting agenda for the first time in association history as Thad Brown, NARTB TV director, recited current problems facing that industry. This was followed by a panel discussion in which radio broadcasters asked questions that were answered by telecasters (see separate story page 62).

Broadcast advertising section of the meeting was held Friday afternoon, headed by William B. Ryan, president of Broadcast Advertising Bureau (story page 46).

Mr. Fellows made his district meeting bow with a discussion of NARTB's role in democratic radio service to the membership. He then called for questions, and really got them.

Walter J. Brown, WORD Spartanburg, S. C., touched off the rockets by asking President Fellows if NARTB was doing anything "about making networks have more appreciation of their affiliates?"

The new president said he had just written to Murray Grabhorn, head of the National Assn. of Radio & Television Representatives, answering an open letter demanding that NARTB do something about the rate-cutting crisis.

In his reply, Mr. Fellows said, he told Mr. Grabhorn the NARTB board had decided the association had no right to take part in a fight between affiliates and networks. NARTB has no more right to join the fight than to take part in a contractual controversy between a representative and his client, he wrote. The association represents an entire industry, he explained.

Mr. Brown contended the association should do something, but agreed the problem was a delicate one.

Edgar Kolak, consultant and NARTB board member, recalled formation of the Affiliates Committee and said it has a $10,000 fund.

"I'm giving you the decision of the board," Mr. Fellows said. "The board would not let Judge Justin Miller, board chairman, preside at the meeting that led to formation of the affiliates group."

That reminded Mr. Brown that he was a member of the resolutions committee named by District 4 Director Harold Essex, WSJS Winston-Salem, N. C. He asked if a resolution calling for action would be out of order.

Again on the spot, President Fellows said he personally felt a name-calling resolution might not help the Affiliates Committee.

Asking Mr. Fellows if networks are broadcasters, Edward A. Allen, WLVA Lynchburg, Va., active some years ago in forming a group of independents, claimed NARTB is "straddling the fence."

In a reply to another question from Mr. Allen, the president said NBC pays $5,000 a year as an associate member and NBC-owned-and-operated radio and TV stations pay as much as $40,000.

Since networks as such are not

(Radio Unity Grows)

Flares Anew at Dist. 4 Meeting

BAB, World Plans Set

BROADCASTING • Telecasting

Bab President William B. Ryan disclosed last Thursday that BAB "has developed and will soon issue a detailed master plan enabling the whole industry simultaneously to achieve the kind of teamwork displayed by radio stations of Tulsa and Detroit, respectively, in their local alliances for cooperative promotion of radio [BROADCASTING • Telecasting, Aug. 10]."

World Broadcasting System, meanwhile, announced that "in line with the growing movement to re-emphasize radio's vital service, it has started work on a special package of "sell radio" promotional material which it will distribute to its more than 800 affiliates as WBS's contribution to the industry-wide campaign. The package, including discs by name personalities, will stress the theme "Listen! Wherever You Go, There's Radio," which also will be the tagline closing all future WBS library programs.

Mr. Ryan said details of the BAB plan, in the development stage for two months, are tentatively set for announcement within two weeks.

Ryan Telegram

Work on the industry-wide blueprint was revealed in a telegram Mr. Ryan sent the chairman of the Detroit and Tulsa groups offering congratulations on "the wonderful news that the broadcasters in your (respective communities) have joined together for the promotion of radio as an advertising and public service medium."

Discussing the plan to be issued by BAB, Mr. Ryan said community station cooperation should involve: (1) frequent meetings of station operators and pooling of resources, (2) audience promotion campaigns, and (3) active public-service campaigning.

The World Broadcasting System announcement, detailing plans for its "sell radio" package, said WBS is "joining wholeheartedly in a forceful and aggressive campaign to re-emphasize the vital character of radio's services."

Backbone of the package is a series of announcements designed for use during station breaks, etc. Those who already have transmitted such material include Robert Q. Lewis, Bud Collyer, Andre Baruch, Ken Roberts, Norman Brokenshire, Ed Herlihy, and Frank Gallop. Each one, after

(Continued on page 91)
AM IN THE A.M.
BOOMS TO NEW HIGH

MORE PEOPLE are listening to the radio between 6 and 9 a.m. each day this year than ever listened before.

Surprised! You needn't be, because that statement is based on a special study made for Broadcasting • Telecasting by the A.C. Nielsen Co., and is well authenticated by carefully prepared figures from the entire United States.

In all parts of the nation the early morning man is thriving and he is doing even better since television entered the picture than he did in 1946 when there were only 10,000 TV sets in the whole country.

Music, news, the time, weather reports and friendly easy chatter are his stock in trade. The format varies slightly from coast to coast.

The sponsors eat it up. Hardly a morning man, and there's at least one on every station, lacks a sponsor. Many are sold out and the station's commercial department proudly surveys a waiting list of eager advertisers who want to "participate" at the comparatively low morning rates.

The happy state of the morning man is even more surprising when the student of statistics takes a look at evening time. There the average audience has dropped from 39% of sets in use in 1946 to 26.3% in 1961.

Many factors play their part in the booming business of the disc jockeys. America has the early morning music habit and the average man or woman turns on the radio automatically while shaving the overnight stubble or frying the breakfast eggs.

But one of the principal factors which cannot be overlooked is the morning man himself, whose personality sells him and his sponsors' products to a huge and loyal audience day after day.

Let's look at a few who are typical.

**TOP O' THE MORNING**

Top morning man at WEEI Boston was the master of ceremonies at the station's inaugural broadcast Sept. 30, 1924—Carl Moore.

It was just another job to Mr. Moore, who is those days was song-plugging in Boston's Tin Pan Alley.

It was a sudden call to an emergency spot and he filled it with all the aplomb which keeps his programs top rated to this day.

He is completely informal, never uses a script, and composes on an average of two parodies a day which he sings to some popular melody.

On the air at 7 each morning except Sunday with his Top o' the Morning show, he sings and talks to his listeners to his own piano accompaniment. From 8:30 to 9:30 a.m. he returns to the air as m.c. of BeanTown Varieties which includes a vocalist, Gloria Carroll, the Azalea Trio (westerns) and a nine-piece orchestra conducted by Frank Bell. Two years ago, under the name Coffee Club the program was put on the CBS eastern network.

The program provides a rare opportunity for personalized selling. Such sponsors as The Borden Co. and Wilson Canned Meats have used it as a theme around which to hold sales meetings. Other sponsors include Colgate's, Saturday Evening Post, Wilson's Canned Meats, The First National Bank, General Electric, and the Boston & Maine Railroad.

In 1960 the New England Life Insurance Co. offered a copy of an editorial printed in its house organ titled "What is a Boy" over the program. The single offer brought more than 400 requests to WEEI and an uncounted flood to the office of the firm. The insurance firm's comment was: "This WEEI deluge was the biggest response from the Boston area, although the essay was read over three other stations and was printed in two daily newspapers."

**SHOPPING WITH THE MISSUS**

Jim Conway, top morning man on WBBM Chicago, is on the air from 7:30 to 9 a.m. Mon.-Fri. for a number of satisfied sponsors.

On the first half hour with a live music and chatter program Mr. Conway extols the virtues of Meister Braubier for Peter Hand Brewery (first quarter hours, Mon.-Wed.-Fri., at cost of $782 which includes an hour show on Saturdays) and New York Central (last quarter hour, Mon.-Wed.-Fri., $384.80).

Starting at 8 a.m. Mr. Conway emcees Shopping With the Missus sponsored by the Milnot Co., Litchfield, Ill., which makes Milnot, a milk substitute. The show features interviews with housewives who are tape recorded in grocery stores and supermarket in the greater Chicago area, with merchandise prizes given for questions answered.

Unusual feature of the Milnot arrangement is that Mr. Conway is account executive for the product at Henri, Hurst and McDonald agency. Milnot assumes the entire sponsorship of this show and pays $891 weekly for the time. Martin Hauser, advertising and sales manager of Milnot, says "Conway's

Ralph Story, KNX Los Angeles, and Christmas meal be collected for charity.

John Gambling, WOR New York, is delighted with responses to Hudson napkin offer.

John Harvey prepares script for KGO San Francisco show.
easy friendliness and sincerity make him Milhor's number one salesman.

Since high school in Milwaukee Jim Conway wanted to go into radio. He specialized in voice studies and made an intensive study of diction, radio and tone control. In 1942 he came to WBBM as a staff announcer. His warm, friendly personality was quick to make a name for him on the station and he acted as m.c. on many well-known shows. Soon after he entered the Navy and served as a flying instructor until his discharge in 1946. After the war he rejoined WBBM and was assigned to the Shopping With the Missus program which immediately re-established him as a favorite.

**TOM McCARTHY**

Tom McCarthy talks to his large morning audience over WRVA Richmond.

His morning shows are sold out with a waiting list of sponsors. Rates for one minute spots are $20 before 7 a.m. and $30 after with frequency discounts.

Morning shows are sold at comparatively low daytime rates. Typical examples are the following average one-time rates in ten of the nation's top markets:

**AFFILIATED STATIONS**

<table>
<thead>
<tr>
<th>City</th>
<th>Stations</th>
<th>8 a.m.</th>
<th>11 a.m.</th>
<th>Noon</th>
<th>1 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>4 stations</td>
<td>68.35</td>
<td>76.40</td>
<td>83.60</td>
<td>90.75</td>
</tr>
<tr>
<td>Chicago</td>
<td>5 stations</td>
<td>60.00</td>
<td>65.00</td>
<td>70.00</td>
<td>75.00</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>3 stations</td>
<td>22.80</td>
<td>24.60</td>
<td>26.40</td>
<td>28.20</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>5 stations</td>
<td>47.44</td>
<td>53.14</td>
<td>58.84</td>
<td>64.54</td>
</tr>
<tr>
<td>Detroit</td>
<td>4 stations</td>
<td>49.99</td>
<td>51.55</td>
<td>54.01</td>
<td>56.42</td>
</tr>
<tr>
<td>Baltimore</td>
<td>4 stations</td>
<td>26.38</td>
<td>27.75</td>
<td>29.00</td>
<td>30.27</td>
</tr>
<tr>
<td>Cleveland</td>
<td>4 stations</td>
<td>58.42</td>
<td>60.00</td>
<td>61.58</td>
<td>63.14</td>
</tr>
<tr>
<td>St. Louis</td>
<td>4 stations</td>
<td>22.65</td>
<td>24.15</td>
<td>25.60</td>
<td>27.05</td>
</tr>
<tr>
<td>Washington</td>
<td>5 stations</td>
<td>33.62</td>
<td>32.12</td>
<td>30.60</td>
<td>29.10</td>
</tr>
<tr>
<td>Boston</td>
<td>3 stations</td>
<td>36.33</td>
<td>45.55</td>
<td>69.00</td>
<td>120.33</td>
</tr>
</tbody>
</table>

(All figures from Spot Rate Finder, 1951)

**BROADCASTING • TELECASTING MARKETBOOK**

**MUSIC HALL**

Henry Dupre, WWL New Orleans, took Optical Week pretty hard.

The Music Hall encored by Fran Pettry is an example of the best in morning programming at WJR Detroit. Broadcast 7:15-8 a.m. and 8:30-9:15 a.m. Mon.-Fri. and from 7:15-7:30 a.m. and 8:15-9 a.m. on Saturdays, it is a disc show with music, news, and a minimum of chatter between music.

Mr. Pettry has a sincere manner and a soft, pleasing delivery. He avoids perpetual chatter. He is a 17-year veteran of radio and has handled the Music Hall for the past two years.

The show is loaded with "blue chip" participating sponsors including Bristol Myers, Stanback, Froster & Gamble, Colgate Palmolive-Peet, Excell Labs, Lever Bros., National Biscuit, Kasco Mills, Hills Bros. etc., and others. The Mennen Co. sponsored 15-minute segments of the program that sold for $20.

WJR enjoys a heavy commercial morning schedule from 5:30 a.m. right up to CBS-Arthur Godfrey time at 10 a.m.

**TOP OF THE MORNING**

Ad-libbed commercials are the secret of the Ralph Story morning success on KXN Los Angeles.

A perfectionist in programming his 5:25-6 a.m. record-news-chatter show for KNX and his 8:15-9 a.m. show to the Columbia Pacific network, Mr. Story tailors his commercials to fit the program and the mood of his audience.

From his first broadcast for the station on Valentine's Day, 1949, Story has thrown away the book as far as advertising copy is concerned. Every advertiser's message is presented in conversational style to avoid the repetitive "slugging" of his audience that is a basic part of much pitch copy. Mr. Story capitalizes on intimate and close relationship with his listeners.

**Fran Pettry m.c.'s "Music Hall" on WJR Detroit.**
JONAS WEILAND, 38, veteran broadcaster, met a tragic death Wednesday in a plane crash. The operator of WINZ Hollywood, Fla., near Miami, Mr. Weiland was flying a new amphibian plane he had acquired recently. He crashed off Miami Beach in full view of the resort’s seaside crowds. According to best information, he had been flying to his new transmitter site, where four out of six towers for a 50 kw operation were already up. WINZ got a CP for 50 kw day (10 kw N) on 940 kc only last month. The station is five years old.

NARTB Shocked

Members of NARTB Dist. 4 were shocked Thursday to hear of World Shows

WORLD Broadcasting System, New York, has produced a special half-hour Labor Day program for its affiliates, We Owe Our Glory to Their Toil. Program, which features transcribed readings by Walter Huston and Robert Montgomery, describes the historical background of the labor movement and its contributions. At the same time World announced release to its affiliates of a 15-minute bonus series, Football Time, featuring football music, local sports personalities and gridiron history.

TIME SALES

FOUR radio networks combined gross time sales in July totaled $11,735,804, down 4.5% from the $12,292,779 billed in July of 1950, according to figures released for publication today (Monday) by Publishers Information Bureau. For the year to date the 1951 total is down 1.8% a gross time sales for the first seven months of this year than they had in the like period of 1950. PIB breakdown by networks for the month and the year to date, 1951 and 1950, is shown in the table below.

<table>
<thead>
<tr>
<th>Network</th>
<th>July 1951</th>
<th>July 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$3,265,297</td>
<td>$3,247,333</td>
</tr>
<tr>
<td>CBS</td>
<td>$4,401,797</td>
<td>$4,512,915</td>
</tr>
<tr>
<td>MBS</td>
<td>$1,247,841</td>
<td>$1,037,260</td>
</tr>
<tr>
<td>NBC</td>
<td>$3,718,669</td>
<td>$4,405,431</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$11,735,804</td>
<td>$12,292,779</td>
</tr>
</tbody>
</table>

RED WING GAMES

Sponsored by Stroh Brewery

PLAY-BY-PLAY coverage of the Detroit Red Wing home hockey games, will be sponsored for the third consecutive year by the Stroh Brewery Co. The games will be carried over a 15-station extended radio-TV network.

WJBK Detroit will serve as the key station for the radio coverage, with Al Nagler handling the broadcasts. Mr. Nagler will also do a 15-minute resumé of all games the team plays away from home.

WJW-TV Detroit and WJIM-TV Lansing will carry the television end of the games, starting at 10 p.m. WJW-TV will serve as key station in the video coverage, and its Sportscaster Bud Lynch will handle the play-by-play description.

Broadcasts will begin Oct. 11 when the Wings tangle with the Boston Bruins. Radio stations carrying the broadcasts are:

WBKY Ann Arbor, WBCK Battle Creek, WMBC Flint, WJXW Davenport, WJMS Ironwood, WIBM Jackson, WIBD Kalamazoo, WIBO Saginaw, WIBO Sault Ste. Marie, WDMQ Marquette, WIBR Iron Mountain, WATZ Alpena, WMBN Petoskey, WTCM Traverse City and WATT Cadillac.

ZIV SALES

‘Bright Star’ in 97 Markets

First week of selling for Frederic W. Ziv Co.’s forthcoming Bright Star transcribed radio series featuring Irene Dunne and Fred MacMurphy [Broadcasting • Telecasting, Aug. 13], resulted in contracts placing the program in 97 markets, Ziv Executive Vice President John L. Sinn announced last week. At the same time the company announced an expansion of its sales force with the appointment of Harold W. Falter, former general manager of WXLI Biloxi, Miss., and Marion A. Stoneking, former sales manager of KELO Sioux Falls, Iowa. Mr. Falter will have headquarters at Memphis; Mr. Stoneking, at Sioux Falls.

In the initial week’s selling of Bright Star, to be released for broadcast starting Sept. 24, multimarket sponsors included:

Hudepohl Brewing Co., Cincinnati, which signed for the series in 16 markets in Ohio, Indiana, Kentucky, and West Virginia. Hudepohl agency is Steckton, West & Burkhart Ady, Cincinnati. Southwestern Public Service Co., Amarillo, bought the series for 16 cities in Texas, New Mexico, and Oklahoma.

Gill Leaves Jones

FOLLOWING the preceding week’s shakeup at Duane Jones Co., New York, when five executives were discharged [Broadcasting • Telecasting, Aug. 20], Don Gill, vice president, resigned from the agency last week. He did not reveal his future plans.

TELEVISION MATCHES

Spalding To Sponsor

A. G. SPALDING & Bros., New York, will sponsor the play-by-play description of the national tennis championships from Forest Hills on a special "custom built" coast-to-coast radio hookup. This marks the eighth consecutive year that Spalding has sponsored the event.

The play-by-play reporting will be handled by Ler Richards and Bob Thomas, tennis sportscasters. The match will be heard on more than 35 stations with WQXR New York acting as the key station feeding the other outlets. Games will be broadcast 3-8 p.m. Sept. 2-3.

The games will be publicized in advance by widespread newspaper publicity, courtesy announcements by the stations, posters and streamers in dealers’ stores and tennis and golf clubs.

Commercial announcements will promote not only Spalding but the services of all interested in tennis. The major mention will be given the Spalding-made Wright & Ditson tennis ball.

But what’l I do? I’m on a simulcast.

Drum for Broadcasting • Telecasting by Sid Hix

Page 26 • August 27, 1951

BROADCASTING • Telecasting
THE number of radio stations operating at a loss in 1950 was well below 1949, despite television's impact, and this favorable trend is continuing in 1951, NARTB District 4 delegates were told Friday morning at the opening district meeting (see main story page 23).

Richard P. Doherty, NARTB employe-employer relations director, presented his “annual analysis of station operating costs and income at the meeting. Afterward he conducted a series of informal panels on budgetary control and wage stabilization, featured by case histories. Tabulations for the operating cost analysis were compiled by Dr. Kenneth H. Baker, NARTB research director.

The financial health of both radio and television improved in 1950, according to Mr. Doherty.

Taking up the status of broadcasting, he said 1950 radio station revenues “rose markedly” during the 12-month period. In 1949, he said, 33% of stations operated in the red whereas in 1950 slightly fewer than 20% of stations lost money.

“There is no reason to believe that 1951 will not be just as good as 1950,” he declared.

Costs continued “very high” in 1950, Mr. Doherty said. As to revenues, he said income per station had increased last year in all of the five major areas of the nation.

Local, Regional Outlets Fare Best of All

Local and regional stations, and stations in small and medium-size cities, enjoyed the best revenue records last year, he explained. On the other hand, average per-station revenues in 1950 for large stations and stations located in large cities were a little under 1949, presumably because of TV’s impact in such cases.

In the case of TV stations, revenues continued their sharp upward trend for video outlets as a whole. However, the majority of TV stations operated at a loss in 1950 though this loss was noticeably reduced in comparison with 1949.

Discussing radio operating costs, Mr. Doherty said these costs will continue to be high—just about as high as a year ago. The main factor in high costs is labor and personnel, he said, though most other operating costs per unit continue to rise.

“Over the last ten years total broadcast revenues for the industry as a whole slightly more than tripled,” Mr. Doherty said. “The industry’s total labor bill rose nearly fivefold, however. In the period just before World War II (1939-40) average total labor costs of the industry equaled 30% of total revenue.”

Radio’s Labor Increase Typical of All Industries

“By 1950 labor costs had risen to slightly over 50% of revenue. Radio is not unique in facing steadily rising wage scales and heavier labor costs. Virtually all segments of American industry are on an inflationary escalator as far as wage payments are concerned.”

No person can quarrel that average weekly salaries in radio have risen in proportion to the trend in general wage levels and cost of living, according to Mr. Doherty. He noted that in the past decade the value of the dollar has declined and this has affected all industry.

Solution for Radio Is More Difficult

Radio stations face a difficult problem in meeting higher costs when revenues are not rising just as rapidly, he declared, because the solution can’t be found in mechanization as in other industries.

Only solution for broadcasters, he explained, was to obtain increased output per-employee per-dollar spent. He offered five methods of meeting the problem of rising costs:

1. More efficient operations.
2. Better arrangement of work among the staff.
4. Elimination of wasteful featherbedding and unsound work restrictions.
5. Better staff morale.

With few exceptions no radio station can be operated profitably for less than $40,000 per year, Mr. Doherty said, calling that figure the “irreducible minimum.” In those cases with revenue under $50,000, he found, 80% are losing money. Only in the $50,000-$75,000 category is there a reasonable opportunity for a fair profit, his analysis disclosed.

“The answer?” Mr. Doherty asked rhetorically.

“Have a small, well-integrated and competent staff.” Here he called on a number of broadcasters to explain how they arranged the work load.

Cost Ratios Vary According to Region

West Coast stations can expect higher cost ratios, he predicted, noting that costs are highest in that part of the nation. Next highest regions are North Central and Northeastern states. Costs reach their lowest in the South Atlantic and Southwest, he said, with the latter at the bottom of the list.

The majority of TV stations should make a profit in 1951, Mr. Doherty predicted, despite the fact that 25%-30% are still in the red.

At the same time he said the vast majority of radio stations are in the black. The survey indicates this trend will continue.

More Stations in Black

DESPITE RISING COSTS

1949

33% lost money
67% made profit

1950

25% lost money
75% made profit

RADIO WAS HEALTHIER in 1950 than in 1949, with 75% of all stations reporting a profit, as compared with only 67% the year before.

BUT COSTS ARE RISING TOO. Labor costs equalled less than a third of total revenue in the period just before World War II. They were equal to half the total revenue in 1950.

THE BEST PROFIT-INSURANCE is to increase output per-employee per-dollar spent. Here’s a report of the why’s and how’s by Richard P. Doherty, employe-employer relations director of NARTB.

August 27, 1951 • Page 27
JOHN BLAIR, founder, president and principal stockholder of John Blair & Co., national radio representative, will become chairman of the board Sept. 1 in the first major change of executive structure since the company's organization 18 years ago.

Richard D. Buckley, vice president and manager of the New York office, will become president, and Robert E. Eastman, accounting executive in the New York office since 1943, will become a vice president and New York sales manager.

"The changes which we have made in our executive lineup represent a continuation of a plan of expansion which we set up three years ago," Mr. Blair explained.

"At that time, after considerable study, and contrary to much industry opinion then, we became convinced of the true competitive nature of radio and television. We therefore announced the Blair list, headed by William Weldon as president, as an entirely separate business to handle television alone. Blair TV was the television industry's first exclusive national representative.

"Objects of Blair TV" were continued growth in the industry "and increasing amounts of time with our stations in a joint effort to work out ways and means of preserving them for the future as important advertising vehicles in their area. As president, Mr. Buckley will of course contribute importantly to this work."

Mr. Buckley joined Blair in 1938 as assistant manager in charge of WBBM sales. These changes are also effective today.

Carl Ward, assistant general manager of WCCO Minneapolis-St. Paul, moves into the office of the general manager of WCBS New York to succeed G. Richard Swift. Until now general manager of both WCBS and WCBS-TV, Mr. Swift will retain his management of the television outlet.

Shaw Appointed

The eastern sales manager for CBS Radio Sales since July 1966, William Shaw, has been named general manager of KNX Los Angeles and of the Columbia Pacific Radio Network, effective today.

Other changes in CBS West Coast organization included the concurrent promotion of Edwin Buckalew as assistant general manager in charge of sales of KNX and the Columbia Pacific Network. Irving Fein was named director of publicity and exploitation, Hollywood, for the CBS Radio Division. Robert Meyer was named director of press information for the CBS Television Division, Hollywood, while Lloyd Brownfield continues as director of press information for the CBS Radio Division, Hollywood.

14 Given New Posts

John G. Grant joined the legal department of the CBS Radio Division in New York, it was announced Wednesday.

Also from New York came word that four staff members have been named to the sales promotion and advertising department of the CBS Radio Division, which remains under the direction of George Bristol; Robert Elliott, formerly assistant promotion manager of Fortune magazine, is director of sales promotion; Frank Nesbitt, recently associated with ABC-TV, joins network sales presentation division as a writer; and William Brower, WGVAA Geneva, N. Y., as writer for the program and trade promotion division. Doris Johnston moves from the CBS legal department to become secretary to Mr. Bristol.

Mr. Glett is a former vice president in charge of television for the Don Lee Network and in recent months has served as administrative assistant for KNX and CBS-owned television station in Hollywood. In his new position he will supervise general business and operational (Continued on page 74)}
BROADCASTING adopted the committee rejected the suggestion. Edwin by mended, to out objection one Foreign tions Act. The ure" worth both separate penalties for "wilful fail- ing to to bring certain radiation Inter- the United States to secure an advantage to or- ders the Air Force, & Defense M. of Birmingham and -week, would to the station on its 25th birthday. The inscription reads "To Radio Station WSGN on its 25th Anniversary of outstanding service to the people of Birmingham and Alabama, Cooper Green, Mayor." NARTB has no objections to penalty provisions currently contained in the Senate version, though he declined to comment for the present on the new House committee proposal. Gen. Ankenbrandt traced the history of the bill, which the Defense Dept. had proposed last year in the form of separate law. He said the language was purposefully broad because of constant development of new weapons. The general and Rep. Charles (Continued on page 78)

SENATE PENALTIES

PROSPECT that Congress might press for tighter penalty provi- sions covering broadcast stations and other facilities. The ad- diction of Sec. 606 of the Communica- tions Act appeared likely last week in connection with national defense legislation. The possibility was held out during hearings on the Defense Dept.'s controversial electromagnetic radiations bill before the House Inter- state & Foreign Commerce Committee Thursday. No action was taken by the group as the House began a three-week recess.

The committee received testi- mony from FCC Comm. E. M. Web- ster; Ralph Hardy, NARTB gov- ernment relations director; and Maj. Gen. Francis Ankenbrandt, USAF. Session was called on a proposed amendment to the Com- munications Act which is designed to control the use of nuclear radiation devices capable of serving as navigational aids under Sec. 606 together with broadcast stations. It would also impose sanctions for wilful viola- tions, which are punishable by a fine of $5000 and imprisonment in excess of five miles are included.

The amendment, offered during the hearing by Rep. Lindley Beck- worth (R-Tex.), would provide for separate penalties for "wilful failure" to comply with terms pre- scribed under Presidential author- ity and for more severe sanctions in cases involving "wilful intent to injure the United States."

The House proposal thus would distinguish between the degree of violations under a new subsection (h) to Sec. 606 of the Communica- tions Act. The Senate Interstate & Foreign Commerce Committee, which held hearings on the legis- lation earlier this year, had set aside a $1,000 ceiling on fines and for "wilful failures" in the case of individuals, and a fine not to exceed $5,000 for corporations, or both [BROADCASTING • TELECAST- ING, July 16].

Fines Set

Under the House committee's tentative plan, persons who com- mit violations "with intent to in- jure the United States or with intent to secure an advantage to any foreign nation," would be sub- jected to fines not to exceed $50,000 and imprisonment not over 20 years, or both.

This has originally been recom- mended, to a more stringent degree, by the Air Force, but the Senate Commerce Committee, under Sen. Edwin C. Johnson (D-Col) had rejected the suggestion. The Senate adopted the committee report without objection [BROADCASTING • TELECASTING, July 31].

It was not known when the House committee would report the bill. The House is in three-week recess which probably delays a formal report to the lower chamber unless the committee can obtain special permission to file it. In any event, House action on the bill ($537) appeared unlikely this month.

Speaking for the FCC, Comm. Webster reiterated views on the bill which the Commission had op- erated in substantially the same form before the Senate committee. In testimony supported com- ments by Chairman Wayne Coy, inserted as part of the record of the hearings.

Chairman Coy had noted that Sec. 606 did require "anybody to do anything or refrain from doing anything" but merely authorized the President to take action. In fact, he said, "it is possible that violations made pursuant to ex- ercise of Presidential authority under Sec. 606 of the Communications Act would be held not to be in viola- tion of Sec. 606," which sets forth general penalty provisions appli- cable to the whole Act. No provi- sion of Sec. 606, in itself, contains any criminal sanction which ap- plies to that section as a whole, he noted.

Thus, Chairman Coy explained, FCC is prepared to support a sepa- rate subsection (h), under the new bill, establishing certain crim- inal sanctions for knowing viola- tions issued pursuant to exercise of Presidential authority under Sec. 606 of the Communications Act.

Comm. Webster, asked about il- legal radio transmissions, cited the existence of more stations today and the difficulty stemming from the necessity of policing high fre- quency bands.

Mr. Hardy testified that "indus- try is very greatly concerned with the possible exercise of power" under the neutrality provisions of the present act. He said he recog- nizes, however, that broadcasting, "by virtue of any of its great powers, would be subject to special scrutiny."

Questions Effectiveness

The NARTB government relations director also posed the "grave question as to the effectivity of the control methods which have been devised, at least in their pres- ent state of evolution. We have not been advised of any secret plans the military may have, but we have been exposed to many of the plans that have been promul- gated for discussion."

Mr. Hardy also questioned the possibility of illegal radio trans- missions. There is nothing, he said, so far as we have been able to determine, that would preclude en- emy agents operating in this coun- try from carrying portable transmit- ting equipment . . . and setting (it) up immediately preceding a bombing attack on this country for use as a navigational aid. This, he added, "disturbs the broadcasters."

Mr. Hardy suggested an ade- quate monitoring policy over specious transmitters, pointing out that blacking out signals from broadcast transmitters alone would not guarantee against successful enemy "homing." (Also see FCC monitoring story.)

NARTB has no objections to penalty provisions currently contained in the Senate version, though he declined to comment for the present on the new House committee proposal. Gen. Ankenbrandt traced the history of the bill, which the Defense Dept. had proposed late last year in the form of separate law. He said the language was purposefully broad because of constant development of new weapons. The general and Rep. Charles (Continued on page 78)

GAMBLING STUDY

EXTENSIVE hearings may be forthcoming on the anti-gambling in- formation legislation now pending before the Senate Interstate & For- eign Commerce Committee, it was indicated last week.

The Justice Dept. expressed a wants Congress to spell out crim- inal penalties for violators.

Last year, FCC defined gambling information as "bets or wagers, or betting odds or prices paid on any sporting event or contest." That is precisely the position it holds now, Chairman Coy's letter revealed.

Chairman Coy noted that the crime committee "stopped short" of proposing a complete ban on interstate transmission of gam- bling information (including prizes paid and the facility of playing) in order to avoid any claim that it was infringing on the freedom of the press and of radio.

But, FCC warned, it has been found that quick broadcasting of races, both in person and by telephone, as well as odds, is of great value to bookies and would become more so if regular wire services were re- stricted in their dissemination of such information.

Another bill ($1863)—designed to put out of business the Continental Press Service, national horse racing news wire—would create penalties and exemptions for bookmakers from licensing requirements which would be administered by FCC.

Of this, the FCC Chairman warned the legislation could be con- structed to take away authority from the Commission in its efforts to stop broadcasts of direct gambling information by any licensed station.

Coy's View

Chairman Coy said:

As the committee is aware, the Commission has been confronted with cases where broadcasting stations have been transmitting information which enabled gamblers to carry on bookmaking activities, and the Commis- sion feels strongly that any im- plication that the Commission does not have the power to prevent radio stations from operating in such a manner should be avoided.

Of the proposed licensing pro- vision of the bill. Chairman Coy asserted, as he has before Congres- sional committees in the past, that its administration would be unwieldy and burdensome on the Commission's already taxed per- sonnel.

SENATE MAY OPEN HEARINGS

August 27, 1951 • Page 29
HENNOCk HEARING OFF

SENATE Judiciary Committee was scheduled at Broadcasting • Telecasting's deadline to hear the judgezpship nomination of FCC Comr. Frieda B. Hennock as soon as the committee agenda permits, possibly this week.

The hearing by the full committee had been scheduled for last Saturday [Broadcasting • Telecasting, Aug. 20] but was postponed because a survey of committee members indicated a quorum could not be mustered.

The announcement was made by Judiciary Chairman Pat McCarran (D-Nev.) late last week. He added that a new date would be set "shortly.

Despite this new delay, the Senate has in effect ordered a speedy on confirmation proceedings after a prolonged, three-month waiting period on President Truman's appointment of Miss Hennock to the bench in New York's southern district.

While storm signals have been posted, chiefly by law critics in New York, the Capitol Hill barometer climbed last week toward fair weather ahead.

The livelier pace also brought closer the eventual appointment of a successor on the FCC bench.

Washington circles still offer the name of Robert T. Bartley, nephew of House Speaker Sam Rayburn (D-Tex.), as administrative assistant, as the favorite candidate being considered by the White House [Broadcasting • Telecasting, June 18].

Mr. Bartley is a former broadcaster and associate executive producer, starting in radio in 1954. He is 42 years old.

Indication that the committee wants to get on the nomination was evidenced by the decision to hold the hearing with the full Judiciary group in attendance rather than the three-judge committee as previously planned.

This procedure eliminates the necessity for a subcommittee report and its recommendation to the full committee and the rehashing of testimony delivered.

It also was pointed out that the full committee hearing will tend to Miss Hennock's favor as a prolonged wrangle would surely dissipate chances for quick Senate confirmation.

Opposition to her appointment,

Higgins Named

KMBC V.P.-Managing Dir.

GEORGE C. HIGGINS, vice president in charge of sales for KMBC Kansas City, is to become vice president and managing director of the station on Oct. 1. Announcement was made by President Arthur B. Church last Thursday following disclosure Aug. 26 that Mr. Koerper was resigning his KMBC post to accept a vice presidency at the Kansas City Power & Light Co.

Mr. Higgins joined KMBC earlier this year after resigning as general manager of WISH Indianapolis. As operations head, he will continue to actively supervise sales.

Mr. Church expressed surprise that Mr. Koerper was leaving the organization, saying:

"Of course, I am very sorry to lose him but I wish him only the best in the highly important position he will occupy. He will be available to us in an advisory capacity as long as is necessary. Fortunately, we have George Higgins an experienced man, fully qualified to assume the post of operations head on Oct. 1. After Koerper leaves, his position will continue to be filled by Roy Koehlman as assistant KMBC-KPFR sales activity in addition to his new administrative responsibility."

It was also announced last week that Arthur B. Church Jr., son of the president and founder of KMBC, on Aug. 16 had joined KMBC and its sister station KPRM in a sales capacity. The younger Mr. Church, a 1950 graduate of Amherst, until recently had been acquiring radio background and experience at CBS and WBBM Chicago.

New Date Soon

Mr. Bartley, leading contender to succeed Miss Hennock on the FCC, works behind his desk as on the other side of the Capitol, hearings are being set on Madame Commissioner's bid for a New York judgeship.

* announced last June by the White House, has come from law groups centered mainly in New York.

First to come out against the appointment was the Assn. of the Bar of the City of New York, which registered opposition the day after the nomination was announced in Washington.

The group, subsequently backed up by other lawyer associations in the Empire State and also the American Bar Assn., alleged Miss Hennock "to be totally unquali-

fied." The reason for the bar's opposition was never made public.

In addition, the New York County Lawyers Assn. and the New York State Bar Assn. have protested.

However, support also has been registered, chiefly from women's units. A legal group favoring her nomination is the New York Women's Bar Assn.

FCBA Approves

As early as the week her nomination was announced, Miss Hennock received congratulations from FCC, itself, and significantly, the Federal Communications Bar Assn., adopted a resolution saying it was the opinion of FCBA that in the "judicial functioning" of the Commi-

tee group, Miss Hennock "has demonstrat-

ed her legal ability and a fair and judicial attitude" in mat-

ters coming before FCC's consider-

ation.

Miss Hennock would succeed, upon confirmation, Judge Alfred C. Coke, retired. Her salary would be the same as Commissioner—$15,000 per year. However, the judge appointment is for life tenure.

Miss Hennock's term as Commissioner expires June 30, 1965.

UNION PACTS

CERTAIN appeals for wage adjustments negotiated by talent and technical broadcasting unions with individual radio-TV stations are coming under the watchful eye of regional Wage Stabilization Board offices under a new decentralized policy announced last week.

Primarily, these petitions involve pacts reached by local broadcasting units with AFTRA, IBEW, NABET and other unions and providing for more than the basic 10% increases allowed by the board under the January 1960 base period.

Under a policy announced last Wednesday by WSB, 14 regional boards comprising industry and labor members are being set up to process appeals and generally facilitate the operation of the wage program. Petitions involving network contracts will remain under national WSB jurisdiction, it was indicated.

Other Appeals

A number of cases involving individual stations have been filed with WSB and will be referred to regional branches for processing. WSB authorities said last week that the agency previously had rejected other appeals but were unable to identify the broadcasters or unions involved. One of those reportedly turned down concerned WHK Cleveland, but details were unavailable.

One petition was slated for rerouting, however, to the regional level—that of IBEW

and WKBK (TV) Chicago. Both parties are awaiting approval of terms stipulated in the contract agreed upon but not yet signed.

Also hanging in the balance are pacts negotiated by NABET with KGO-AM San Francisco. The radio deal covers four writer-producers, calling for a basic weekly salary of $120 compared to the former $85-$95 scale —or a better than 10% increase. The TV agreement deals with production assistants and scenic artists, who stand to realize monthly salary boosts from 25% to 50%.

The general wage level currently being sought by NABET invited speculation that other appeals would be filed with regional WSB offices, perhaps in cases involving KMBC Hollywood and KSMO (FM) San Mateo, Calif., among others.

WSB regional directors (to be designated chairmen) will be delegated authority to process and accept upon wage adjustment applications, petitions involving base period abnormalities, and productivity increases. The national board will continue to handle appeals on companies "located in more than one board region" (networks with more than one station included in negotiations) and disputed cases.

The 14 regions comprise Boston, New York, Philadelphia, Richmond, Atlanta, Cleveland, Detroit, Chicago, Minneapolis, Kansas City, Dallas, Denver, San Francisco and Seattle. Four representatives will be drawn each from the industry, public and labor fields to make up the regional boards.

In the IBEW-WKBK case a new contract, which would be in effect until Aug. 31, 1962, provides for a 31/4% year wage escalator with a start at $2,000 for entry level for starters, an increase from $72.50. The maximum remains $137.50. Contract also provides for five supervisory jobs, paying a flat $12,000, been filled by three IBEW and two WKBK men who will join the union.

Management has agreed to a three-week vacation year and presumably on contract terms to retroactive May 1. Only element still to be decided is the pending jurisdictional dispute with the International Assn. of Theatrical Stage Employees (IATSE), Chicago Local 666, which claims authority over cameramen. IBEW, which has most of the cameramen in the country, hopes to settle the matter with IATSE before going to the National Labor Relations Board, and union discussions are going on now at the international level. The IATSE contract covering WSBK cameramen expires Sept. 28.

Page 30 • August 27, 1951
IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Educational Programs

IN IOWA, WHO IS THE PREFERRED EDUCATIONAL PROGRAM STATION

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

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

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<th>ADULT APPRAISAL OF SCHOOLS AND RADIO</th>
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<tr>
<td>Stations broadcasting &quot;Best Educational Programs&quot;</td>
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(From Iowa Radio Audience Survey)

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

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

In 1946, ’47, ’48 and ’49, WHO won National Safety Council Awards for promoting Farm Safety. In recent years we have won two Distinguished Service Awards from the National Board of Fire Underwriters for our spectacular promotion of Fire Safety.

In 1940, we inaugurated the Annual National Radio Corn Festival, which has unquestionably contributed to the nation’s vastly-increased corn production. All these and many other Public Education projects are sponsored . . . by WHO alone!

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

WHO

For Iowa Plus

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.

National Representatives
AMERICAN broadcasters were called upon to support the Asian counterpart of Radio Free Europe by Col. James T. Quirk, just returned from Korea, who addressed the West Virginia Assn. of Broadcasters last Friday.

The broadcasters were holding their semi-annual meeting at the Greenbrier in White Sulphur Springs, W. Va. Aug. 23-24.

Col. Quirk recently returned from the post of special assistant to the United Nations Supreme Commander in the Far East, Gen. Matthew Ridgway, and has joined the Philadelphia Inquirer as general promotion manager. Before taking the UN post, he was program director for WFIL Philadelphia. He declared that American broadcasters, "who play such a vital part in communications in our own country, should be conscious of the tremendous need for establishing a basis for communication with people of the East." He stressed that "we are under great delusions if we believe that people in the Far East have faith or confidence in our motives ..."

Association President Joe L. Smith Jr., president of the Personnel Stations (WJLS Beckley, WKNA Charleston and WKWK Wheeling), opened the meeting.

Mr. Smith pointed out that the West Virginia station association is the only one in the country to have pledged a definite sum of money—$30,700—for support of the Crusade for Freedom, sponsor of Radio Free Europe.

The WVAB also heard talks by BAB President William B. Ryan on "How to be a Better Radio Salesman" and Fred A. Palmer, management and operations consultant of Columbus, Ohio, on "You Are a Salesman."

On Thursday the broadcasters reiterated their support of Radio Free Europe and endorsed BMI's "Young Composer's Contest" and "Children's Book Reviews."

They also expressed opposition to West Virginia legislature's House Act 296 which forbids radio stations or newspapers to accept advertising from non-approved insurance companies. The broadcasters maintain the burden of proof should rest on the advertisers, not the media handling their sales messages. It was decided to turn the whole matter over to NAB.

Friday's program opened with BMI's "Program and Sales Clinic," led by Chairman Lin Pattee of BMI. Speakers for BMI included Glenn Dolberg, BMI; Harry McDougall, WINN Louisville, Ky.; Robert J. Burton, BMI; Sam Carey, WVR Richmond, Va., and Dave Eayrs of WJMO Cleveland, Ohio.

Speaking for the West Virginia broadcasters were John T. Geider, WCHF Charleston; Frank E. Shaffer, WEIR Weirton; J. Robert Kerns, WMNN Fairmont, and William R. Barrett, WJLS Beckley.

Col. Quirk's address to the Friday luncheon session was followed by BMI President Carl Haverlin's address closing the "Program and Sales Clinic."

KBR STATIONS—Yankee, MBS Ties Severed

FOUR stations licensed to the Granite State Broadcasting Co. Inc. have severed affiliations with MBS and the Yankee Network, it was learned last week.

The stations are WKBR Manchester, WTSV Claremont, WTLS Hanover-Lebanon, all in Vermont, and WTSF Brattleboro, Vt. Severance of affiliations became effective July 29.

William F. Rust Jr., general manager of the KBR Stations, as they are known, explained that recent network rate reductions, the imposition of free commercial hours and the widespread sale of participating network announcements within Yankee Network shows have combined to make further affiliation impossible and uneconomical.

"I am afraid," commented Mr. Rust, "that in this case the network is killing the goose that lays the golden eggs. By tailoring our local programs to suit our own local markets we can best serve our communities and can continue our growth in our non-televison markets regardless of how badly TV competition may undermine their rate structure."

Owners of the Granite State Broadcasting Co. Inc. are listed by PCC as William J. Barkley, president and director; Mr. Rust, treasurer and director; H. Scott Kilgore, vice president and director and Ralph Gottlieb, WKBR commercial manager.

WCDL Carbondale, Pa., a fortnight ago announced it was giving up its MBS affiliation because of network rate cuts [Broadcasting • Telecasting, Aug. 20].

MEMBER: GEORGIA TRIO

CBS RADIO NETWORK

For Full BMB Story See Any Katz Man

WTOC

SAVANNAH, GEORGIA

LOOK AT SAVANNAH!

LOOK AT THE No. 1 STATION!

Take a Good Look at the BMB Study No. 2. See that WTOC gives the Advertiser More total weekly Audience in Savannah and more unduplicated Audience in the Savannah Area than any other station—

No. 1 in HOOPER SURVEY

No. 1 in BMB (50 MILE RADIUS)

No. 1 in NUMBER OF NATIONAL ACCOUNTS
Polling the experts on Cleveland's best buy

Horace Norris, Nat'l. Adv. Mgr., says:
"As I see it, the basic plot is concentration on our key markets. That means radio, America's No. 1 mass medium, and in Northeastern Ohio, that means WTAM—the only station to deliver sizeable audience in all four markets of Cleveland, Akron, Canton and Youngstown. And at the cost of a single schedule. To get 4 for 1, better buy WTAM."

Morton Horton, listener, concludes:
"I'm thinking of the WTAM shows I live by. Up in the morning to Jay Milner. Off to work on time thanks to Tom Haley. Then the little lady tunes in Woman's Club of the Air. And after an evening of the big NBC shows, I'm sold on the 11 PM News, and wind up happy with Tom Manning's Sportscast. It's Cleveland's finest listening, and I come from Cleveland, so I ought to know."

Monroe Monroe, Timebuyer, insists:
"I want to send up skyrockets on audience size. With the largest daily BMB audience in Cleveland and over twice the audience of any other station in the entire Northern Ohio area, WTAM has the highest Hoopers in more periods of the noon to midnight peak listening time than any other area station. Yes, WTAM rates better than any other station."

All the experts agree... Whatever your angle, the conclusion just can't be denied—WTAM is Cleveland's best radio buy. And just so, all seven major market stations represented by NBC Spot Sales are the best buys in their areas. And that's only one reason why first calls just naturally are put in to NBC Spot. Serving only seven key radio stations, your NBC Spot Salesman has the time to devote to your account... the knowledge, organization and research services to show what Spot can deliver for you in the nation's key markets... via RADIO, America's No. 1 mass medium.
OKLAHOMA'S FIRST RADIO STATION

IN COVERAGE

No other station reaches as many Oklahoma homes, day and night, as WKY.

*BMB Study No. 2, Spring, 1949

336,280 Daytime Families

292,120 Nighttime Families

IN AUDIENCE

Year in and year out, WKY holds top spot among Oklahoma City stations.

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<tr>
<td>Morning (Mon-Fri)</td>
<td>35.2</td>
<td>20.6</td>
<td>22.3</td>
<td>4.9</td>
<td>5.8</td>
<td>4.4</td>
<td>3.6</td>
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<td>Afternoon (Mon-Fri)</td>
<td>51.0</td>
<td>15.1</td>
<td>7.8</td>
<td>5.4</td>
<td>6.2</td>
<td>7.0</td>
<td>5.4</td>
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<tr>
<td>Evening (Sun-Sat)</td>
<td>44.9</td>
<td>26.6</td>
<td>15.8</td>
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Hooper Audience Index, March-April 1951
*Sign off at local sunset

MARKET IN OKLAHOMA

The 62 Oklahoma Counties in WKY's Daytime BMB Area Contain:

73% of the state's Population
71% of the state's Total Retail Sales
71% of the state's Food Store Sales
71% of the state's Drug Store Sales

72% of the state's Automotive Sales
87% of the state's Gross Farm Income

*Source: 1951 Sales Management Estimates

Serving Oklahoma for 31 Years

And Remember
WKY-TV is Oklahoma's FIRST TELEVISION STATION
Now . . .

SCRANTON

Join America's
No. 1 Radio Network

WSCR

SCRANTON, PA.

Operating On A Full-Time Schedule, Day and Night, Since August 5th

NOW BECOMES AN AFFILIATE STATION OF N.B.C.

Network Programs of the N.B.C. Chain begin in Scranton on Sept. 30th

Brings the tremendous Scranton Market, covering 350,000 listeners, for the first time on America's No. 1 Radio Network . . .

For REAL COVERAGE of the Scranton Market — Schedule

WSCR

The N.B.C. Affiliate Station in Scranton, Pa., beginning September 30th

1,000 Watts Daytime
500 Watts Nighttime

DAVID M. BALTIMORE
President & General Manager


Radio Unity Grows

(Continued from page 29)


The same slogan is being carried on WBS correspondence and material distributed to stations, agencies, etc., in addition to being used as closing line on future World programs.

Discussing the Detroit and Tulsa campaigns, BAB Chief Ryan said they “are providing a splendid example to the rest of the industry” but that “our plan, when it is ready, will make it possible, we hope, to start overnight a full-scale movement in this direction.”

He said he recently wired the presidents of all state broadcasters associations for recommendations for top-flight promotion men to work as a special committee on this and other projects.

The three “general lines” he advocated for cooperative promotion were described by Mr. Ryan as follows:

First of all, the individual station operators in a market or community must meet together, not just once, but often. They should meet with one another at least once a month to discuss their overall commercial sales problems and the strategy for meeting and solving these problems locally.

“They should, and this is still part of step one, combine their efforts wherever it is at all possible, pooling their resources for local surveys and other research that is of a non-competitive nature, etc. Since they all are drawing their local revenue from the same advertisers, the broadcasters should have all means try to agree on what the fundamental values of local radio actually are and jointly see to it that advertisers become aware of these values.

“Every two should consist of carrying out audience promotion to increase tune-in. There should be always a central theme and of course, as in step one, the costs should be shared equitably.

“Step three—and this grows in importance all the time—is for the whole group in a community to plan a full year's work in public service programming. I am convinced that radio broadcasters in a community can easily do a better public job than any other media group if they will just make the effort and try conscientiously to be really helpful and useful in the many worthwhile projects that deserve their fullest support.”

He said the “important thing” in public service programming “is to develop a sound and solid plan” for handling such shows to meet with and make these plans with the top people locally who are responsible for their community’s participation; to follow through on the plan in every detail.

“Recognition will follow immediately and automatically,” he continued. “The broadcasters need never worry that their generous efforts will go unnoticed.”

Mr. Ryan’s congratulatory wires to the Tulsa and Detroit broadcasters went to William E. Way, general manager of KVNO Tulsa and chairman of six other stations which formed Associated Tulsa Broadcasters to promote radio as the most economical and effective advertising medium, and to Hal Neal of WXYZ Detroit, who heads the group of seven Detroit stations who allied themselves for a similar purpose.

The BAB executive said the goal of the Detroit and Tulsa groups is “a basic objective of BAB.”

“I have featured this objective in all of my talks and BAB will continue to spread this cause until the broadcasters of any city and town in the U. S. are working jointly for their own welfare and the general welfare of radio,” he said.

TULSA AM

TULSA’s concerted and unified AM radio campaign is getting off to a facts-and-figures pace.

The city’s six stations are conducting an all-out local cooperative drive to emphasize radio, as are some other stations, as noted in joint promotion efforts (March 11, 1951; Telecasting, Aug. 20).

The Tulsa group, called the Associated Tulsa Broadcasters, has just released a promotion piece prepared independently by a local research firm that purports an overwhelming number of radio homes in the market area.

The study was conducted by LeRoy Brooks & Assoc., Tulsa research consultants. It claims 212,940 radio homes in a specified Tulsa area, as compared to 30,072 “television homes and businesses as of July, 1951.”

The Tulsa group, called the Associated Tulsa Broadcasters, has just released a promotion piece prepared independently by a local research firm that purports an overwhelming number of radio homes in the market area.

First National Bank and Trust Co. of Tulsa has been to give to the first person proving the Brooks survey is not within 5% of accuracy, as of date made.

It was further stated that the survey embraced a 3,416 interview sample, “statistically valid within 2%.” Market saturation according to the survey, is 21.0% TV homes and businesses compared to 98.8% radio homes in the city of Tulsa.

In the so-called Tulsa TV area, exclusive of the city, Brooks found 12.7% TV homes and businesses, 98.3% radio.

Further figures released: Families with both TV and radio sets, average listening viewing per day, 4.2% radio, 4.4% television; those with radio sets only, average per day is 6.5 hours.

Copy of the survey, according to the brochure, can be obtained by writing to any of the Tulsa stations or from their national representatives.

Vast Plurality of Radio Homes Cited by Unity

Mock invasion of Raleigh-Durham, N. C., area by “aggressor” force during U. S. Army maneuvers in the Tar Heel State included an “attempt” by the aggressors to take over facilities of WPTF Raleigh, 50 kw outlet. As part of Greenville's “Southside Plan,” Tulsa broadcast, 500 Watts Nighttime, since 1951.

Operating On A Full-Time Schedule, Day and Night, Since August 5th

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WERE is the first station in Cleveland.

O. L. TAYLOR COMPANY
National Representatives

Hooper Radio Audience Index
Total Rated Time Periods
JUNE-JULY 1951

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<td>A</td>
<td>26.0</td>
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Sunday through Monday
8:00 A.M.-10:30 P.M.

5000 WATTS • 1300 KC
CLEVELAND, OHIO
Radio Backs AFA Promotion
ADVERTISING men will turn to
radio for major help in their sixth
annual campaign to inform the
public of the value of advertising,
it was indicated last week when
Advertising Federation of America
launched its 1951-52 drive.
The federation will send recorded
commercials to an estimated 1,000
stations throughout the country,
addressing variations of the cam-
paign theme: “Advertising Gives
You More for Your Money.” Eight
messages, three one-minute, one 25-
second, two 15-second, and two 10-
second transcriptions, will be re-
corded on a single vinyl record.
Radio was put to further use
when closed circuits of NBC and
ABC were used to introduce the
campaign to radio officials and local
advertising clubs. Ben R. Donald-
son, director of advertising and
sales promotion for the Ford Motor
Co., spoke Wednesday over NBC
facilities, and Albert L. Morse,
vice president of Goodall Fabrics,
spoke Thursday on ABC circuit.
The AFA campaign, expected to
achieve its peak this spring, will
reach an estimated 75 million peo-
ple through radio, newspapers,
magazines, outdoor, and transpor-
tation advertising. No television
facilities will be employed.

S.E. FM NETWORK
Discussed at Birmingham Meet
FORMATION of a five-state FM
network was discussed recently at
a FM broadcasters’ meeting in the
studios of WSIN Birmingham.
They pointed out that due to the
increasing number of FM set own-
ers, separate programs based on
the interest of large rural groups
may be necessary.
The FM broadcasters from Ala-
bama, Georgia, Tennessee, South
Carolina and North Carolina ap-
pointed Henry F. Johnston, manag-
ing director of WSGN-AM-FM, a
chairman of a committee to study
prospects for a FM network.

Those attending were:
John Elvin, Hart-Greer Inc., Bir-
mingham; D. H. Grigsby and Ted
Lettsell, Zenith, Chicago; Homer B. Lourance,
Homer Lourance & Assoc., Charlotte,
N. C.; E. S. Hart, Hart-Greer; Mr.
Johnston, WSGN-PM; E. F. Lindgren,
Zenith, Atlanta, Ga.; Louis R. Draughon
and E. S. Tanner, WFXK Nashville;
Norman A. Thomas, WDDO Chat-
anooga; John S. Hart, WBIR Knox-
ville; Earl W. Winger, WDDO; H. J.
Cristadlo, Radio Speciality Corp., New
Orleans; Robert D. Williams, WSGN
FM; Harold Keown and Jack Lang-
horne, WIBS-FM Huntsville; Pat Cour-
ty, WAVU-FM Albertville, Ala.;
James Hudson and Malcolm Street,
WHTA-FM Austin; L. A. Wensendorf
and K. G. Wulker, Graybar, Bir-
mingham; Len Coley, WRBS-FM Alexandria
City, Ala.; Dige Bishop, WCTA-FM
Andalusia, Ala.; Ben Akerman, WGST
FMAtlanta; Louis Blizard, WBOE-FM
Decatur, Ala.; Reagle Bender and Ed-
ward D. Kamme Sr., Sou. Furr, Sales,
Chattanooga; D. H. Long, WABB-FM
Mobile; F. K. Shibley, Nelson Radio &
Supply, Mobile; Jim Woodruff Jr., Joe
Gamble and George Ginell, WRLH
FM Columbus; Thad Holt, WAFM Bir-
ingham; James Combsly and George
Johnston Jr., WJLN Birmingham;
Lionel Baxter, WAFM Birmingham.

"THE RED GRANGE FOOTBALL SHOW"
RADIO'S No. 1 FOOTBALL SHOW!!
ALL-TIME
ALL-AMERICAN!

- PREDICTIONS
- HEADLINE NEWS
- FEATURE STORIES
- BIG NAME GUESTS

A fast moving 15-minute show, once a week for 13 weeks, during
the football season. Begins week of September 16, and runs through
week of Dec. 9. Show is recorded weekly following weekend
games, and expressed for Thursday or Friday broadcasting.

"LET RED GRANGE CARRY THE BALL FOR YOU!"

For Prices and Information
WRITE...WIRE...PHONE!
GREEN ASSOCIATES
PHONE-WHITEhall 4-0818

520 NORTH MICHIGAN BOULEVARD • CHICAGO 11, ILLINOIS

BROADCASTING • TELECASTING

STATION SALES
KALI, KAFP, WIBS Affected

SALES of two California radio
sales and one in Puerto Rico
were revealed last week. Stations
are KALI Pasadena and KAFP
Petuluma, in California, and WIBS
Santurce, P. R. All must have FCC
approval for transfer.

KALI was sold by John H. Poole
to Consolidated Broadcasting Co.
for $40,000. New owners include
Henry Fritzens, Los Angeles adver-
sing agency owner; Jack Reeder,
chief engineer, and Charles Hughes,
account executive, both with KXLA
Pasadena. KALI operates with 1
kw daytime-only on 1340 kc and is
affiliated with LBS. Sale was nec-

dary under FCC’s duopoly rules

because Mr. Poole got a grant in
March for KBIG Avalon. KBIG is
due to begin broadcasting early in
March with 10 kw daytime-only on
740 kc and will cover the Los
Angeles area.

Year-old KAFP (250 w on 1490
kc) was sold for $30,000 to radio-
men V. A. L. Linder and William
A. Exline. Mr. Linder, is now
continuity supervisor and a pro-
duction director of KEX Portland,
Ore., and will be president and
general manager of KAFP. Mr.
Exline is now news editor of KSLM
Salem, OR, associated with them
is M. E. Linder, now with the U. S.
Dept. of Labor, who will be sales
manager. Sale was handled by
Blackburn-Hamilton Co.

Following closely after the
$375,000 sale of WIAC San Juan
to WKAQ in the same city
[BROADCASTING • TELECASTING,
Aug. 1], WIBS Santurce has been
sold for $174,300 to Thomas Muniz,
manager of WIAC, and Ramon
Pares, former assistant manager
of WIAC. Sellers are Adolfo
Velez and associates. WIBS oper-
ates with 10 kw on 740 kc, direc-
tional. Mr. Muniz will be manager
of WIBS and hopes to change call
letters to WIAC after present
WIAC call is changed to WKAQ.

WOULD DENY BID
For D.C. Suburb AM Outlet

DENIAL of a new AM station for
Washington suburb, Bradbury
Heights, Md., was proposed in an
initial decision issued Thursday by
FCC Hearing Examiner Hugh B.
Hutchison. Chesapeake Broadcast-
ing Co., had applied for 1540 kc
there with 1 kw daytime only.

Examiner’s initial decision main-
tained that the standards of good
grouping practice would not be
satisfied since they "expressly pro-
vide that in case a Class II, III-B
or IV station is located in a met-
ropolitan area the interference-free
contour shall include 90% of the
population of said metropolitan
area."

The proposed assignment in
Bradbury Heights would render
primary service to only 45% of the
Washington, D. C. metropolitan
area in which Bradbury Heights
is located, the decision said.
1. It takes all kinds of tools to keep America running and all kinds of tools to keep Americans employed. In many jobs the cost of these tools is relatively little. So almost any man can provide them for himself. In others, the cost is great. So in order for a man to put his talents to work, he needs help in the form of capital from others.

2. This is one of the main reasons why we need all sizes of businesses in America—big, medium and small. The average oil well drilling rig, for example, costs about $200,000. For the 20 men who make up its 4 crews, this represents a tool investment of $10,000 per man.

3. High-cost tools are typical of the oil business. So is the large amount of capital required for raw-material supplies, transportation systems, etc. Our average investment at Union Oil, for example, is $67,000 (in refineries, ships, tools, rigs, oil lands, etc.) for each one of our 7974 employees.


4. That’s why you find many big companies in the oil industry. A rough carpenter can set himself up in business without outside help. But the only way we could have financed the $67,000 worth of tools, equipment and raw-material supplies that are required for each of our employees was by pooling the money of a lot of people.

5. This pooling process resulted in a corporation known as Union Oil Company, owned by 36,012 individual stockholders. (The largest one of our stockholders owns less than 1/10% of the total stock of the company.) By some standards Union Oil Company is big. By others it is small. But big or small, its size is a direct result of the economic functions it has to perform.

*The U. S. government, for example, is so much bigger than Union Oil Company that it takes in and puts out almost as much money every day as Union does in an entire year.
MONITORING FUNDS FCC, Defense Budgets Cut

FCC's request for additional monies to expand radio monitoring activities embracing certain phases of its emergency broadcast plan and detection of illegal radio transmissions was wiped out by an economy-minded House bloc last week and earmarked for stormy debate in the Senate.

In a drastic move, the lower chamber voted down a $1 million sum approved by the House Appropriations Committee for monitoring activities in a supplemental funds bill (HR 5215). President Truman originally had requested $1,340,000 for this purpose [Broadcasting & Telecasting, May 31]. The bill was passed last Monday and sent to the Senate.

At the same time, the House equally showed little concern in slashing federal civil defense funds, preserving intact an almost 90% reduction approved by the House committee. Monies for attack warning and communications systems were voted, however, by the House.

Prime mover behind maneuvers to eviscerate the Commission's monitoring expenditures was Rep. John Phillips (R-Calif.), who declared that FCC had been given sufficient regular funds "to absorb more urgent expenses of the war like this one." Congress had given the Commission $6,116,500 for fiscal 1952, considerably less ($783,360) than the amount asked by the Chief Executive [Broadcasting & Telecasting, Aug. 29, 6]. Rep. Phillips proposed the amendment which wiped out FCC funds.

The proposal drew sharp comment from Rep. Albert Thomas (D-Texas), who protested that the funds were vitally needed for national defense work. He told House colleagues that the FCC had detected transmission of unauthorized shortwave radio signals piped from within the District of Columbia to Iron Curtain countries. He urged caution in fund-cutting, noting that the House committee already had pared expenses 25% to 30%. FCC declined comment on the revelation. Both Reps. Thomas and Phillips are members of the House Appropriations Committee whose subcommittee held hearings under Rep. Thomas last June.

Rep. Eugene Cox (D-Ga.), vitriolic critic of FCC, added fuel to the fire with another outburst directed at Commission personnel, with particular emphasis on alleged leftist influences within the agency's legal department. Once again he chided FCC Chairman Wayne Coy, noting his former association with the Washington Post as director of radio activities [Broadcasting & Telecasting, May 14].

Taking another tack he stated: 

... Not an additional dime should be appropriated to the [FCC]. It has been able to get... for a number of years... more in excess of what the Commission might legitimately use. It is overstuffed. It operated as a cover for Communism during the last war. It is at this time staffed with extreme leftists. In their bailiwick alone, they have 97 people, 87 of whom are lawyers... They could get along with a half a dozen... There is no justification for making this appropriation... .

In making its report, the House Appropriations Committee noted that the extra funds would be used for new monitoring stations, including necessary personnel; additional investigative staff and mobile monitoring equipment; detection and control of electromagnetic radiation for air defense (see separate story); and for urgently-needed components necessary to efficient operation for direction-finding equipment.

Gives Details

Details of these projects, including FCC's broadcast alert plan, were revealed in hearing released by the House Committee Aug. 17. Appearing for the Commission were Comr. George E. Sterling; Frank Kratokvil, acting chief, Field Engineering & Monitoring Div.; Ralph Renton, Office of the Chief Engineer, and others. Col. Gomer Lewis, U. S. Air Force, represented the Defense Dept.

Comr. Sterling said the Commission planned to establish four new secondary monitoring stations (two in Alaska, one in Puerto Rico, one in Arizona), which would require funds of $94,660 to cover an average employment of 16.4 persons, and another $176,000 for rental and equipment.

Another $448,515 was sought for some 110 employees to man existing monitor stations, including those earmarked for operation under FCC's radiation control plan. About 99 employees would be assigned to the 18 existing and five proposed stations, and the remainder to net control stations at Laurel, Md., and Livermore, Calif.

In submitting budget estimates, Comr. Sterling cited support from Maj. Gen. Frances Ankenbrandt, USAF, in connection with the Air Force-FCC broadcast alert plan. The General had observed: 

Along with this plan is the problem of necessary interconnection of all broadcasting stations to insure that strict adherence to the plan is maintained and that clandestine as well as intentional broadcasts are determined, identified, and located in the minimum of time in order to take the necessary•

(Continued on page 64)

In reaching the South Bend-Mishawaka trading area nothing equals WSBT. This station is a great buy on any schedule, delivering a half-billion dollar market all by itself. BEYOND THIS, WSCT is the outstanding station throughout its primary area, adding another billion dollars to the WSBT market. Check it for yourself—from Sales Management figures and Hooperratings. (Every CBS show on WSCT enjoys a higher Hooper than the network average.) For a tremendous bonus buy, buy WSBT.

PAUL H. RAYNER COMPANY • NATIONAL REPRESENTATIVE

Page 40 • August 27, 1951

WSBT FOR A BILLION DOLLAR BONUS

WSBT SOUTH BEND 3000 WATTS • 960 KC • CBS
As familiar to broadcast engineers as their station call letters, the small power tubes in RCA's line pictured here meet virtually every driver requirement in modern broadcast transmitters. There's a tube for practically every power and frequency application. There's a tube for every type of broadcast service—AM, FM, and television.

Specify RCA when you order power tubes. Your local RCA Tube Distributor is "headquarters" for RCA power tubes of all types. Simplify your ordering problems... get delivery in minimum time. Deal with one reliable source. For fast service, call him. For technical data, consult your distributor. Or write RCA, Commercial Engineering, Dept. 37IP, Harrison, New Jersey.
Dominion's retail market has just had a raise!

What better sales market could a man want? New wealth, a rising standard of living, plus higher wages equal new business. And that's the happy situation in British Columbia.

B.C., Canada's anchor province on the Pacific Coast, modestly claims to be Canada's fastest-growing market. It salts its sales pitch with accredited figures to prove it. Like most revealing figures, they're worth a second look.

Since 1941, B.C.'s population has increased faster than any province in Canada (40% in ten years). A statistician, plotting the population growth of B.C. just six years ago, guessestimated the population would reach one million by 1973. But by 1950 B.C. was already well over a million — and still growing.

With 8.25% of Canada's population, B.C. accounts for 11% of the Dominion's retail sales. B.C. has the highest wage index. Other items: In ten years, its retail sales increased over 231%; new construction up 300%; forestry production jumped 225%. Had enough?

The B.C. market—likely the wealthiest per capita in Canada— is of course a competitive one. Those who know B.C. best say sales soar when radio is your medium. The coastal province is strategically covered by radio stations, so that all the lucrative marketing areas are covered. Radio is the salesman's elixir, because B.C. listens to radio.

If you're planning to sell in Canada—or want to go on selling—British Columbia is one of your best bets. And you'll find radio your best sales voice.

"In Canada, you sell 'em when you tell 'em!"

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

UNION TAG
Bill Would Affect Newsman

NEWSMEN or commentators on the air would have to identify their labor union affiliations under terms of a bill that has been introduced in the House by Rep. Richard B. Vail (R-III).

The measure (HR 5204) also would require such membership or affiliation to appear in all matter contained in a newspaper relating to economic, political affairs or labor problems and activities. Conditions are the same in the broadcast provision.

An announcement would be made at the beginning and at the close of a broadcast "clearly identifying" as such each author, speaker, and persuader of the matter so broadcast who is a member or affiliate in a labor organization. Violation would be $50 for each broadcast not so identified and would be paid by the radio or TV station.

In a speech on the floor Aug. 16, Rep. Vail said he was introducing the legislation to "serve the vital purpose of informing the public of author affiliation to permit correct appraisal of news content." The bill was referred to the Home Education and Labor Committee.

During his House talk, the congressman attacked American Newspaper Guild and the CIO, with which ANG is affiliated. He intimated that "radicals" and Communist-inspired members have access to control the means of communication—"Hence, their amazingly bold effort to subjugate press, radio, and the films."

NABET CHOSEN
Wins WEBR, WKOP Elections

TWO additional upstate New York stations — WEBR Buffalo and WKOP Binghamton—have been claimed by NABET as a result of elections held Aug. 14 and 16 among certain employees who voted on a collective bargaining representative, the CIO union reported last week.

AT WEBR 13 engineers voted unanimously for NABET, with certification date set for Sept. 1. The technicians are now represented by the American Communications Assn., whose contract with the station expires on that date. WEBR becomes the fifth NABET member in Buffalo, according to Tim J. O'Sullivan, NABET national representative. Union also was chosen as bargaining agent by announcers, announcers-operators, salesmen and a news editor at WKOP by a 6-1 vote, he said.

NABET also hopes to emerge with representation for production and engineering employees at WNBF Binghamton at an election slated for Sept. 6, and also has petitioned for staff announcers at WNBF Binghamton. Union now represents technicians at the latter outlet, as well as at WNE Endicott, N. Y.

A $1 MILLION contract for production of telephone-telegraph signal units for U.S. Army Signal Corps announced by Tele Tone Radio Corp. Firm has moved into expanded facilities at Bayway Terminal, Elizabeth, N. J.

BROADCASTING • Telecasting
COAL'S SAFETY RECORD OUTSTANDING.
The Bureau of Labor Statistics reports that industrial accidents are beginning to climb alarmingly—doubtless because of speeded defense production and inexperienced workers. Contrasted to this, coal's safety record is outstanding. Not only was last year the safest in coal-mining history, but reports for this year show an even better record in the making. Today coal mining is twice as safe as it was ten years ago—the result of one of the most vigorous and effective safety programs carried on by any American industry.

COAL ASH COMPLETELY REMOVED BY NEW VACUUM SYSTEM.
The city of Jamestown's new coal-fired electric plant features a vacuum ash-handling system that completely removes ash, fly ash, soot, and dust—without any manual labor. The entire operation is push-button controlled, and is so effective that even the boiler room is free of dust. Such modern coal- and ash-handling equipment cuts labor costs and practically eliminates inconveniences. In addition, it makes coal, in most cases, not only the least expensive fuel, but also an easier, more economical and efficient fuel to use.

DEMAND FOR COAL UP.
A report from the New York area shows that 25% more coal is being bought this year than last. Demands for export are heavy, and many plants, especially in the upstate region, are turning to coal for economy and dependability of supply. A long-range factor affecting the demand for coal is that, because of coal's abundance and because the coal industry is so highly mechanized and efficient, coal prices are likely to remain far more stable than those of any other fuel.

LIGNITE TO GENERATE POWER FOR NEW ALUMINUM PLANT.
Large deposits of lignite, a "young," brown-black form of coal, will soon be put to work generating power for a new aluminum plant to be built in Texas—so says a recent article in the Wall Street Journal. New technical developments have opened up this vast, new source of energy—further extending coal's horizons into the future. America's tremendous coal and lignite reserves account for 90% of the nation's fuel resources—enough to generate abundant power and heat for many centuries to come.
To a Time-Buyer
Up to His Ears
in Statistics

We have nothing against the mathematical approach. It serves a purpose and it serves it well—and using slide rule, Comptometer, abacus, or counting on our fingers, we can prove that WMT is an excellent buy in an excellent market. But . . .

But figures can’t measure the entelechy of a station. How do you weigh the rapport which prompts a listener to report that his day isn’t over until he hears “good night” from WMT? How do you measure the cooperative spirit which motivates WMT listeners? In the last March of Dimes drive our 270-lb. sports director wanted to raise his weight in dimes—$4900 in folding money. Listeners contributed five times his weight.

How do you score the community spirit which causes listeners to depend on WMT for help? During a recent bailing wire (for hay) shortage WMT broadcast a plea for the stuff—and served as a clearing house to enable have-nots to get it from haves.

What’s our entelechy? It’s public service and farm service; it’s market reports and sports news—not just the big press wire dope, but also what we dig up ourselves about local games. It’s frost-warning and storm-signals. It’s national and international—and county and township news. It’s bigtime CBS programming—and around-the-corner square dances. It’s the high regard which makes Eastern Iowans say, “I was brought up on WMT.” It’s beyond statistics.

FEATURED in changes of executive personnel at Foote, Cone & Belding, New York, a fortnight ago ([Broadcasting • Telecasting, Aug. 20] are (1 to r): Elwood Whitney, a director of the New York office; Robert F. Carney, new chairman of the board of directors; Rolland W. Taylor, a director of the New York office; Frank E. Delano, also a FC&B director of its New York operation. Involved in the changes were some 14 executives in the New York, Chicago, Los Angeles, San Francisco, and Houston offices.

FC & B LINEUP
Pryor Named Radio-TV V. P.
FOLLOWING the previous announcement of a realignment of its executive lineup, [Broadcasting • Telecasting, Aug. 20] Foote, Cone & Belding, New York, last week revealed further appointments in its radio and television department.

Roger Pryor, who has been with the agency since 1947, following wide experience in the radio, motion picture, stage, and music fields, has been elected vice president in charge of radio and television, New York office.

In line with the consolidation of the New York office’s radio and television department, Thomas M. McDonnell has been appointed director of radio and television production and George Wolf has been named manager of radio and TV programs.

F. Winslow Stetson Jr., who will work on some of the General Foods accounts which recently were moved to New York, has also been elected a vice president. He has been with the agency since 1947.

The agency has resigned the $1 million Emerson Radio and Phonograph Corp. account. Firm has not yet named a new agency. Emerson has not used radio or TV advertising for past year.

Mr. Pryor

Gagwriters’ Clinic
REGISTRATION for the sixth annual comedy clinic of the National Assn. of Gagwriters, to be held in New York Sept. 12, has been opened by George Lewis, NAG president. Writers and comedians throughout the nation are expected to attend the semester of the NAG Institute Comedy Development Center. Purpose is to develop a higher comedy standard for radio-TV shows. Registrations may be filed without charge at Room 902, 292 Madison Ave., New York.

Bond Drive Cut?
THAT economy axe on Capitol Hill threatens to cut into the savings bond campaign of the Treasury Dept. House Appropriations Committee has turned down a request for an additional $2 million to help finance the department’s upcoming drive, noting “it is high time for the Treasury Dept. to inject some new and more effective thinking into its bond sales program.” Success of the drive is weighed by quality and not by the amount of the money poured into it, the committee said.

N.Y. AD CLUB
Starts Course Oct. 15
ADVERTISING CLUB of New York will offer its 28th annual advertising and selling course Monday and Thursday evenings, from 6:30-7:45 p.m. starting Oct. 15. The course of 27 lectures, six clinic sessions, and six specialities will be divided into fields, with special divisions for radio and television as well as for newspapers, magazines, direct mail, business papers, outdoor and transit advertising, and selling.

Partial list of lecturers includes Alan James, director of advertising, P. Lorillard Co.; Fred B. Manchee, executive vice president for BBDO; E. Scott Patterson, executive vice president, G. M. Bagford Co.; Edgar Kobak, business consultant; Zenn Kaufman, merchandising director for Philip Morris & Co. Inc.; and Louis Hausman, CBS Radio vice president.

KBA Plans Agenda
HOW radio can help defeat the narcotics menace among the youth is among the topics to be discussed by the Kentucky Broadcasters Assn. when it holds its fall meeting during October in Lexington. The broadcasters’ planning group, the KBA’s executive committee, meets Wednesday to map the agenda and set the date.
...in 1951, for broadcast transcriptions, it's **MICROGROOVE**!

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**5 BIG MICROGROOVE ADVANTAGES**

- Cuts costs . . . as much as half!
- Smaller disc . . . more program time!
- Big savings on packing and shipping costs!
- Easier handling and storage!
- Maintains highest quality!

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**COLUMBIA Microgroove TRANSCRIPTIONS**

Call, phone, or write:
Los Angeles—8723 Alden Drive, Bradshaw 2-5411
New York—799 Seventh Ave., Circle 3-7300
Chicago—410 North Michigan Ave., Whitehall 4-6000


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**CASE HISTORY**

SEE HOW ONE CLIENT SAVED 46%
52 WEEKS — 23 STATIONS

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$17,065.75
9,263.80
$7,801.95
Savings per year = 46%

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August 27, 1951 • Page 45
URGE BAB SUPPORT
Need Outlined At Roanoke

Radio's need for BAB, and what BAB is doing to meet the need, were outlined by officials of the sales promotion bureau at Roanoke, Va., last Friday in the first of a series of BAB clinics to be held in conjunction with the 17 NARTB district meetings.

BAB President William B. Ryan sketched the organization's objectives and range of services for the promotion of radio sales on both local and national levels, while Miss Lee Hart, BAB retail specialist, previewed in detail three forthcoming BAB sales aids derived from point-of-sale surveys conducted by Advertising Research Bureau Inc., results of 52 of which BAB is publishing.

Opening the BAB session, Board Chairman Edgar Kobak emphasized radio broadcasters' need for BAB as a promotion agent for all radio.

"Not in Doubt"

"Radio's future is not in doubt — radio's future is secure, provided every responsible operator in the business gives BAB his proper quota of support," Mr. Kobak declared. "Not just his money, because you can't do a job with money alone. BAB must have the benefit of your brains and your energy. No one in radio can afford any longer to stand on the sidelines and wait for the others to do the job. BAB Inc. is yours. You must see to it that BAB gets every possible chance to work for you."

At the clinic BAB officials urged NARTB members who now pay BAB dues via NARTB to sign up at once for conversion of their dues system, effective next April 1, to the BAB monthly rate of one-half the highest hourly rate of the station, which becomes standard rate for all station memberships on the April 1 date.

A six-man panel under the chairmanship of Robert M. Lambe, sales manager of WATR Norfolk, was scheduled to present case histories and results of "meeting the competition" as another feature of the Roanoke meeting. Scheduled panel members were Harry B. Shaw, WSJS Winfield, Kan.; Vic Finglebead, WPTF Raleigh; Jim Hicks, WCOS Columbus, S. C.; Eddie Whitlock, WRNL Richmond; James A. Hagen, WWNC Asheville, and John Harkrader, WDEJ Roanoke. A question-answer session followed.

President Ryan employed an array of charts and exhibits, titled "Brass Tactics and Bright Future," in outlining BAB's sales aids. These include the BAB co-op service, direct-mail aids, special presentations, retail service bulletins, radio success stories supplied by advertisers, as well as by stations; BAB's "trouble-shooting" functions, special reporting services, weekly sales bulletins, library service and analyses of the ARB surveys, which are to be published under the title "Count Your Listeners."

He also pointed out that BAB's newspaper counterpart, the Newspaper Bureau of Advertising, has 103 executives and staff members as against 16 at BAB.

RCA Ad in 'Record'

COPY of an RCA advertisement that appeared in The Washington Post was included in last Tuesday's Congressional Record. Sen. John J. Sparkman (D-Ala.), who single-dated out RCA President Frank Folsom as having "served with distinction during World War II" in the government, both for the Navy and for the War Production Board. Advertisements dealt with RCA cooperation with a small business firm, The Penn Engineering & Mfg. Co., Doylestown, Pa., in the production of light-weight walkie-talkies.

Raymond Atwood

RAYMOND ATWOOD, 60, a former vice president of McGann-Erickson, died Aug. 19 at Damarcocotta, Me., after a long illness. He had been with McGann-Erickson in Toronto, Cleveland, Chicago and New York offices, and was a vice president before his retirement in 1943. Surviving are his wife and four daughters, Janet Atwood, member of the Skidmore College faculty and Sally Atwood, Mount Holyoke College senior, a sister and a brother.
In Any Language...

IF KFWB Hollywood listeners tuning in that station during a station break think that a foreign station has taken over the channel, it's all because KFWB's production director Dan Russell got tired of the dull routine station break. Seeking something new in that department Dan conceived the idea of a foreign language break. Listeners now discover what station they're tuned in on by hearing a voice say in French, Spanish, Italian, German or Portuguese something similar to "Easy listening it's KFWB Hollywood." At that point the announcer comes in and says "No matter how you see it, for easy listening it's KFWB Hollywood.

INDUSTRY JOBS

Technicians' Opportunity

EMPLOYMENT prospects for radio and television technicians are particularly bright during the current mobilization program, with demand far exceeding supply, the government has reported.

In a special Occupational Outlook released yesterday (Sunday) by the U. S. Dept. of Labor and the Veterans Administration, demand for skilled electronic technicians is seen as "strong" in all fields—civilian, industrial and military.

The report observed that "in most fields, the number of workers has increased, but in some the mobilization impact has had a reverse effect." In any event, employment prospects have changed for all type jobs whether related to defense or not.

The rosy picture painted for technicians is not extended, however, to professional talent employed by radio-TV networks and stations. As an example, the handbook claims that despite the defense program, radio announcer "will remain relatively difficult to enter."

The 523-page booklet contains complete reports on 433 occupations and was prepared by the Labor Dept.'s Bureau of Labor Statistics in cooperation with VA. and copies are available at the Superintendent of Documents. U. S. Government Printing Office, Washington 25, D. C.

BAB Sales Aid

BAB came out last week with the first issue of its "Radio Salesman," a weekly roundup of facts and general information intended solely "for selling America's most efficient, least expensive advertising medium—radio." BAB's "Radio Salesman" is intended to be brief, for fast easy reading; but comprehensive, for complete descriptions of radio and devices. The two-page sheet will carry Friday datelines.

PROMOTE RADIO

Calif. Group in Second Lap

SECOND lap of intensive and extensive on-the-air campaign plugging the value of Southern California radio as an advertising medium got under way this past week with 72 stations in the area combining to air a new batch of promotional announcements distributed by Southern California Broadcasters Assn.

Announcements range from 8 to 25 seconds, and are adaptable for use as "in" or re-written with station slant. Now material, to be used through Sept. 5, features average and total listening in the area. Opening series of spots during early weeks of the campaign in August treated set totals. Future emphasis during the fall will be on separate aspects of radio promotion.

Timebuyers of agencies and advertisers in key eastern cities, including New York and Chicago, will be told the merits of year-around Southern California radio when Robert J. McAndrews, SCBA managing director, invades those markets in October for a series of "shirt sleeve" sessions arranged in cooperation with committees of station representatives.

Q. A. BRACKETT

WSPR Co-Founder Dies

QUINCY A. BRACKETT, 66, co-founder and past president of WSPR Springfield, Mass., died in St. Andrews Hospital, Boothbay Harbor, Me., Aug. 12, following a short illness. Funeral services were held Aug. 15. Mr. Brackett, a pioneer in radio, joined Lewis Breed in organizing WSPR in 1928. He was president until last April, when his son-in-law, Alan Tindal, succeeded him.

Mr. Brackett had been with Westinghouse Electric Corp., its KDKA Pittsburgh, and Western Electric. While with the latter company he worked as an assistant to Dr. Lee DeForest, pioneer radio inventor. In 1921, following a stint as engineer at KDKA, he went to Springfield to start production of radio receivers, transmitters and allied equipment for Westinghouse.

He was a member of the Engineering Society of Western Massachusetts, Institute of Radio Engineers, Harvard Clubs of New York and Connecticut Valley and Church of Unity.

He leaves his widow, Ruth; a daughter, Mrs. Alan C. Tindal, and two grandsons.

in West Virginia...
your dollar goes farther with "personality"

More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of "Personality" Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it!

Joe L. Smith, Jr., Incorporated
Represented nationally by WEED & CO.
JOHNNY THOMPSON: The 4 Knights: Popular quartette in their own show.

RUSS CASE: Director of "An American Rhapsody."

PATTI PAGE... and... RAY ANTHONY: Co-stars of their own program, "Rhythm Rendezvous."

D'ARTEGA: Director of The Cavalcade of Music.

THE AIRLANE TRIO: Main Electricians.

THE SUNSHINE BOYS: Famous vocal quartette starred in their own program of Gospel Songs.

FRANKIE CARLE: Star of "Keynotes by Carle" Show.

SHEP FIELDS: Star of The Shen Fields Show.
HE GAY BLAZERS: Close-up portrait in "Remember When". Star of the Allan Jones Show. Stars of their own across the board.

FOY WILLING: In "The Riders of the Purple Sage" show.

Starting November 1, 1951: Lang-Worth subscribers with full membership will receive specially prepared script programs totalling 4545 quarter-hours of playing time per year. Service mailed every week—prepaid.

Selling aids—photographs, counter cards, posters, newspaper mats, spot announcements, etc.—are an integral part of this new service. All programs are designed, written and timed for commercial sponsorship—utilizing star-studded talent from the Lang-Worth Library.

Based on the minimum rental of $125 per month, the cost of each 15-minute program is 33 cents—3 for 1 dollar! Figure it out for yourself.

THIS FOR FREE! In addition to the specially prepared program service totalling 4545 quarter-hours of playing time per year, all station affiliates holding full membership in Lang-Worth Program Service receive the largest, best balanced and most diversified Basic Library of transcribed music in the world (6000 selections)—plus a continuous flow of New Releases featuring top-ranking artists in New tunes, New jingles, New voice tracks and New production aids, every month—FOR FREE!

Stop shaking your head—drop us a line and get the full story.

LANG-WORTH

FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

WESTERN OFFICE
LANG-WORTH Feature Prog. Inc.
14579 Benefit St., Sherman Oaks, Cal.

CANADIAN OFFICE
S. W. CALDWELL Ltd.
80 Richmond Street West, Toronto
Selling the Medium

AS TV EXPANDS and other media increase the intensity of their sales efforts, it becomes obvious that the future solvency of radio depends more upon the promotion of the medium as a whole and less upon the competition that pits station against station and network against network.

The futility of exaggerated emphasis on intramural competition has been clearly shown. To a large extent, the short-lived buyers' strike against radio came about because stations and networks were too busy swiping accounts from other stations and networks to notice that in a lot of advertisers' minds the whole radio system was diminishing in value.

Had these stations and networks been working together to promote all radio and point out its virtues in comparison with other media, the chances are that everybody in radio would have come off with more business in the end.

As we reported last week, the radio stations of Tulsa and Detroit have taken joint action to promote radio as a medium. The cooperative effort won't mean that individual stations will quit soliciting business for themselves or cease to sell against others. But it will mean that they have a chance to create more business for all. If the pie is bigger, everybody at the table eats more.

We like to hope that the Tulsa and Detroit actions are forerunners of many more like them. If the pie disappears, everybody goes hungry.

We'll Take the WHAM Way

WHAM-AM-TV Rochester has as good a record of serving the public as almost any station that comes to our mind, but it wants to improve it.

Sen. Benton, vice president of Stromberg-Carlson Co., owner of the stations, has announced the formation of a citizen's advisory council which will "advise with us regularly on ways in which WHAM and WHAM-TV can constantly improve their service to listeners."

Without begging the issue, we want to point out that the advisory council will consist of people who live in the Rochester area and who presumably know what other people of the neighborhood want.

Compare this board to the kind that Sen. William Benton, chairman of the Sen. Benton wants to establish an 11-member, high-powered board that would dictate the radio and television program tastes of the whole country. It seems to us that's asking too much of any board.

The cultural needs and tastes of Rochester are not identical with those of Birmingham or Boise. Aside from the fact that a national board that is fast as an individual broadcaster's constitutional rights to free speech, it would have an impossible job in applying a national policy to a system of broadcasting that must vary in its character and attitudes as widely as the many different communities it serves vary in theirs.

Every radio and television station must adapt its personality to suit the community in which it operates. Sen. Benton advocates a personality tailored by mass production in Washington and hope to be at home among its own folks.

We think Mr. Fay's advisory council will be an asset to WHAM-AM-TV and to the entire Rochester area. It shows a sense of community responsibility to ask the neighbors for their judgment from time to time. They know a lot more about what's going on down the block than somebody playing with a slide rule and a crystal ball in Washington.

Page 50 * August 27, 1951
Smart boy, WFAA-TV! Since you last heard of him, that boy has pulled many a juicy plum out of the pie. Set himself up in the plum-pulling business, and doing plum swell!

Chip off the old block, WFAA-AM. And who knows, someday his nine-county holding may be as big as his daddy's, spreading out over this whole Radio Southwest.

That's a kid for you—so cute and cocky you're apt to forget what a job the old man's doing.

Take Radio Southwest— that's WFAA-AM's primary coverage area—171 of the richest counties of Texas, Oklahoma and Arkansas, with over seven billion dollars of spendable income last year. And Texas, mind you, was No. 1 last year in income gain in the U.S.

Every week WFAA-AM is selling in a million or more homes, with no less than thirty-three live local shows a week, twenty of which are across the board. Three are variety shows with large casts of musicians and dramatic talent. And there's no let up.

Just now WFAA is putting on more steam—investing more than a quarter-million dollars in a new transmitter on the 570 frequency—and that'll mean a bonus of more people listening.

Sure WFAA-TV's got what it takes—but he'll have to grow a lot before he can wear his old man's shoes.

*Radio Southwest is no tall tale. WFAA-820 is a clear channel 50,000 watt frequency, that nature has especially favored. The FCC's "Standards of Good Engineering Practice Concerning Standard Broadcasting Stations" specifically mentions "Dallas" as affording the optimum ground conductivity in the entire U.S. Which means greater area coverage.
ROBERT L. KENNEDT, manager WICC Bridgeport and WONS Hartford, now will devote his entire time to management of WICC.

ED P ALEH and FRANK McGUIRE take over management on WONS [BROADCASTING & TELECASTING, Aug. 13].

ROBERT A. MURROW, news department KDKH Dubuque, appointed manager KOVL Oelwein, Iowa. He was with MBS and Don Lee.

ALBERT TEDESCO, general manager WKLK Cloquet, Minn., named station manager WCWO South St. Paul, Minn.

EDWARD C. PAGE, ABC Radio Spot Sales, N. Y., and JOSEPH D. PAYNE, KVET Austin, Tex., appointed to sales staff George P. Hollingsbery Co., N. Y., station representative firm. ROBERT Q. TIEDJE, WINR Binghamton, to research department.


ROBERT HAWKES and LEONARD THORTON to ABC Chicago, as network TV salesmen. Mr. Hawkes worked eight years as salesman for St. Louis Star-Times, and Mr. Thornton is former media director of Morris Swaney Agency, Chicago.

ROBERT WRIGHT, graduate Northwest Broadcasting School, Portland, Ore., named salesman-announcer KVAS Astoria, Ore.

HOWARD E. STARK, brokers and financial consultants to radio and TV stations, N. Y., moves to new offices at 50 E. 55th St. Telephone is ELDorado 5-0405.

ADAM J. YOUNG JR. Inc., N. Y., appointed national representative for WAIT Chicago effective immediately. Company also appointed representative for CKCW Moncton, New Brunswick.

JOSEPH A. HARDY & Co., Ltd., Montreal, station representative firm, moves its Toronto office to 11 Jordan St. BRUCE BUTLER, of L. J. Heagerty Ltd., Toronto advertising agency, named manager of office.

JOHN L. ELLINGER, WONS Hartford, Conn., named to sales staff WWCO Waterbury, Conn. He was with WMMW Meriden, Conn.

In This Two TV Station Market
Served by Four TV Networks

24.2% more local advertisers
bought time on Radio Station WOC,
July 1, 1950-June 30, 1951, than in
any previous 12-month period . . .

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

Men who buy advertising at the local level . . . the cash register level . . . know what divisible by those black-in figures on their sales reports. Take your cue from the 215 local advertisers who use WOC. Buy at their cash register level—you'll buy WOC and you'll find your Quint-City sales skyrocketing.

Basic NBC Affiliate
5000 W—1420 Kc

Col. B. J. Palmer, president
Ernest C. Sanders, manager

National Representatives
Free & Peters, Inc.

27.4% more time bought on Radio Station WCAL, than in any previous 12-month period . . .

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

Men who buy advertising at the local level . . . the cash register level . . . know what divisible by those black-in figures on their sales reports. Take your cue from the 215 local advertisers who use WCAL. Buy at their cash register level—you'll buy WCAL and you'll find your Quint-City sales skyrocketing.

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PERSONALS . . .


O. L. CARPENTER, sales manager WPTF Raleigh, N. C., recovering from heart attack in Rex Hospital, Raleigh . . . LIEUT. BILL HUNEFIELD Jr., USNR, formerly sales manager for KLX Oakland, is now Navy representative with Armed Forces Radio Services in Tokyo . . . WALTER G. TOLLESON Jr., assistant sales manager NBC Western Div., S. F., convalescing in Santa Cruz Hospital following heart attack he suffered July 29.


T. E. DANLEY, manager of sales MBS, appointed recruiting offic-er for civil defense at network's New York headquarters . . . LARRY ISRAEL, sales director WDTV (TV) Pittsburgh, and Audrey Wester- 
man announce fall wedding plans . . .

JAPAN RADIO
To make Commercial Debut

JAPAN'S first commercial radio station starts operation in Osaka on Sept. 1, with one-third of its time allotted to sponsored programs and, according to reports last week, with about 70% of this time already sold.

The United Press, which said it had negotiated the first world-wide news service contract with the station, reported the outlet will operate 17 hours a day, using 1210 kc with 10 kw. It will use the call letters JOOR. Operated by the Mainichi Newspaper Co., which publishes Japan's largest daily circulation (more than five million), the station is known as Shin Nihon Radio Broadcasting Station (New Japan Radio Broadcasting Station)

The UP account said JOOR plans to build a heavy schedule of newscasts around the UP world-wide news report, contract for which was concluded by Ernest Hoberg, UP general manager for Asia.

Japanese radio heretofore has been exclusively governmental, with listeners required to pay a fee. JOOR is one of 16 authorized commercial stations which will supplement the Japanese public's strictly governmental radio fare with programming to be supported by sponsorship [BROADCASTING & TELECASTING, July 23].

Plant Conversion

COURSE of action for manufacturers desiring to change over to defense output is outlined in a four-page pamphlet, Converting to Military Production, issued by the Office of Small Business, National Production Authority, Dept. of Commerce. Booklet suggests that manufacturers plan now on what lines they might convert in the event of full mobilization, and also lists steps for securing government prime contracts for defense items. Subjects touched on include use of tools, manpower, plant location, materials, etc. Copies may be obtained from Printing Services, Dept. of Commerce, Washington 25 D. C., or any department field office.

SYRACUSE U. announces formation of new TV class, beginning Sept. 17. Openings for 29 men and women are available in 12-month course. Master's degrees will be awarded to those completing course. Present class is due to be graduated Aug. 31.
IN the pioneering days of radio this is the way transmitter equipment was set up. And operating the station's original equipment here is Mr. Reuman, president and founder of WWRL. Date is Aug. 26, 1926, when WWRL first went on the air. Place: Mr. Reuman's living room.

WWRL'S QUARTER CENTURY

Birthday Is Aug. 26; Minority Group Service Outstanding

Though our air has turned to silver, to arts are young and gay. . . . WITH such dogged doggerel, accompanied by silver anniversary cakes, WWRL Woodside, Long Island, last week notified its friends that yesterday (Aug. 26) it was celebrating the conclusion of 25 years on the air under the same management.

William H. Reuman, owner-founder of WWRL on Aug. 16, 1926, received his license from the then Secretary of Commerce Herbert Hoover for 100 w on 1160 kc. Ten days later the station's first broadcast went out from its only studio, Mr. Reuman's living room.

Today, WWRL broadcasts from a two-story studio-and-office building on that site with 5 kw on 1600 kc.

Secret of Success

Service to minority groups has been the secret of WWRL's success in the highly competitive metropolitan market served by more than a score of radio stations. Starting in 1928 with a one-hour German language program broadcast alternate Sundays, WWRL today devotes 72 of its 119 hours on the air each week to broadcasts in 13 languages other than English: 34 1/2 hours of Spanish, 13 1/4 hours of German, 8 1/4 hours of Czecho-Slovakian, 4 1/4 hours of Greek, 2 hours each of Hungarian and Polish, 1 3/4 hours of Russian, 1 hour each of Lithuanian, Jewish and French, 3/4 hour of Syrian and 1/2 hour each of Ukrainian and Swiss.

Most of the rest of WWRL's schedule is made up of programs aimed at New York's Negro audience, which the station estimates as over 800,000. Negro performers and announcers have been employed for years: Jocko Maxwell, said to be the first Negro sportscaster, started with the station 15 years ago and is still heard. Last year WWRL started what it believes is the first Mr. and Mrs. Negro radio team.

In honor of the station's 25th birthday, Ethel Merman, Norman Brokenshie, Eddie Bracken, Art Ford, Richard Hayes, Symphony Syd and others who got their start at WWRL recorded congratulatory spots which were to be broadcast during yesterday's commemorative programs.

WNAK EXPANDS

Yankton Operation Moved

IMPROVEMENT and expansion of station facilities has been reported by WNAK Yankton-Sioux City, which recently moved its Yankton operation into the new WNAK Bldg. The operation utilizes 13,000 square feet in a two-story stone and steel building and provides "expanded production facilities and improved working conditions," according to R. R. Tincher, station manager.

The station is located on the ground floor, with a huge auditorium studio designed to house any future TV operation. Second floor is set aside for administrative offices. WNAK also will continue to operate studios and offices in Sioux City, Mr. Tincher said.

Defense Names Redman

APPOINTMENT of Rear Adm. John R. Redman (USN) as director of electronics-communications for the Joint Chiefs of Staff effective Sept. 1 has been announced by the Dept. of Defense. Adm. Redman, currently communications director for the Navy Dept., will succeed Maj. Gen. H. M. McCollum (USAF). Capt. Wilfred B. Goulet (USN), who has been serving under Adm. Redman, will become acting director.

Respects

(Continued from page 50) reports and analyses. He took along his constant companion, a portable recorder, and reportedly was one of the first correspondents to use one in combat areas.

Out of this World War II experience came a program he rates among his best. This broadcast, made on various Navy convoy trips, brought listeners in October 1942 on-the-spot combat reports of submarine warfare. It included a story of the sinking of the U.S. destroyer, Jacob Jones.

Mr. Driscoll has participated in his share of stunts. He delivered a double-talk harangue on world affairs from the Court of Peace on the closing night of the New York World's Fair. He covered proceedings when WOR carried the bouncing of a radar signal off the moon. He also has done full dining regalia to take a fish's-eye view of the Hudson River for the benefit of Navy recruit diving specialists.

Mr. Driscoll feels, however, that the era of "stunts" is passing. The public he says is too interested in what's going on to need or want any "gimmick" in newscasts.

Mr. Driscoll's eagerness to broadcast news was demonstrated when President Truman relieved General MacArthur at 1 a.m., an hour before WOR's sign-off. Mr. Driscoll sped to the station, assembled an emergency crew and kept WOR on the air throughout the night.

With Mr. Driscoll, however, it isn't just a matter of having enough news periods. He puts his best feature-style announcers on newscasts emphasizing the "human side" of the news. For straight newscasts, he uses announcers with a crisp, fast, hard-hitting style.

In addition to being worked into shape for a particular type of voice, each news period is edited, not for a vague group of listeners but for the WOR community. Mr. Driscoll assigns one man of the 12-man department as editor-writer for each program.

Mr. Driscoll's haven, after a typically hectic day, is an apartment in Manhattan. But when opportunity permits, especially on weekends, he and his wife, the former Elizabeth Fredericks, "escape" to their country home at Greenport, Long Island. There he finds time for golf at North Fork Country Club, Cutchogue, L. I., and enjoys hunting and fishing. His favorite spectator sports are baseball and football.

About news, Mr. Driscoll has a simple over-all philosophy: "Give the public all the news it wants."

RAYTHEON MFG. CO., Newton, Mass., has released stockholders' report for fiscal year ending May 31. Total income from sales and rentals for year was $88,685,000 with net profit, after taxes, of $2,179,000. Company's net for previous year was $885,000. Raytheon reported 50% increase in sales.

Good Morning...you bet!

March, April, May, 1951

Hooper in Chattanooga

Monday thru Friday  Station  Station  WDEF  Station  Station
         B     C     D     E
7:30 to 8:00 A.M.  3.2  2.0  11.0  2.3  1.0
8:00 to 8:15  2.8  2.8  13.0  3.1  2.8
8:15 to 8:30  2.1  1.4  11.0  3.3  3.0

SHARE OF RADIO AUDIENCE

B     C     WDEF  D     E
8:00 A.M.-12:00 Noon  33.5%  21.1%  22.3%

WDEF

CHATTANOOGA

1370 KC
5000 WATTS
Carter M. Parham, President

BROADCASTING  Telecasting

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FCC Funds Axed

(Continued from page 40)

corrective action. Conferences among our working people have brought out the fact that the present monitoring service of the FCC would not be adequate to cope with the anticipated situation.

Another project requested by the FCC called for $50,000 to provide remote control of 17 high-frequency direction finders used with the monitoring outlets.

With respect to control of electromagnetic radiations, Col. Sterling explained that the alert plan was conceived to keep certain stations on the air to transmit messages to the public during or after an air raid. The Air Force has agreed “to the plan we are now preparing, and for which our engineers are now in the field setting up the alert system, and it will be placed in operation,” he revealed.

Many to Participate

Mr. Renton told subcommittee members that “about 90%” of 2,200 broadcasting stations are expected to participate in the alert system on a “voluntary” basis.

The military’s view on station controls and monitoring was given by Col. Lewis. The monitoring stations are set up to provide necessary control so that those stations that are operating on any frequency can be identified and controlled through the monitoring system. Likewise, they can also monitor the entire spectrum to determine what stations are broadcasting and whether or not they are in any way available for use by the enemy for navigational purposes.

Rep. Thomas wanted to know whether, in the case of imminent air attack, all radio activities in the U. S. might not be shut down?

Col. Lewis conceded “that would be one answer” but said “it is not the plan, agreed upon.” Civil defense will have to issue directives during and prior to an alert “to notify the public of what is happening.” Col. Sterling was asked whether there were not sufficient radio stations to “warn the people?” The Commissioner said he felt “they can do a big job” but added he was not qualified to speak on air raid warning systems and equipment, also under discussion by the subcommittee relating to civil defense.

Serves Two Purposes

Col. Lewis stated that the Air Force-FCC plan serves two purposes involving shifts in frequencies and operation in various areas. With use of “clusters,” the enemy would be denied a single beam upon which to “home” and would thus be “confused,” he explained.

“Some stations (thus) will continue on the same frequency simultaneous programs and the programs will be utilized by civilian defense…”

Subcommittee members were told that the FCC could notify “every radio station in the U. S.” of an imminent attack “in a matter of minutes,” after receiving notice from the Defense Dept. The FCC representative at the main control center then would be asked to place into effect the pre-arranged plan worked out with AM, FM and TV stations under which certain stations would cease operation and others would remain on the air.

“We do not intend in most cases to even black out the entire U. S., so far as the control of radio is concerned—only those areas which are subject to imminent attack.”

The House voted the Federal Civil Defense Administration $10,755,000 for operations, including $240,000 for an attack warning plan and $4,170,000 for a communication system. Training and education (through radio, TV and other public media) drew $1,545,000.

In cutting FCDA funds from a requested $855 million to $85,285,000, the House was guided by the committee report which sharply criticized lack of a “realistic, well-coordinated plan.” FCDA plans and estimates do not reflect the basic concept of national civil defense, the committee felt. “It is obvious that proper emphasis is not being placed on training and education and the dissemination of information,” it noted.

On the other hand, it felt that the primary requirements for a well-founded program are communications and an attack warning system, in addition to education.

Similar cuts were wielded over funds for the national Economic Defense Action, Defense Production Administration, Office of Defense Mobilization and National Production Authority. In the case of ODM, the House voted $500,000 for a public information program under the guiding hand of Defense Mobilizer Charles E. Wilson. Sums allotted: ODM, $1.85 million; DPA, $2.8 million; NPA, $30 million; ESA (including the Salary and Wage Stabilization Boards, and Office of Price Stabilization), $127.6 million.

Also approved were amendments by Rep. Ben Jensen (R-Iowa) which would limit pay of employees to ceilings contained in regular 1955 fund measures, and by Rep. Lawrence Smith (R-Wis.) who proposed that compensation for persons performing “domestic information functions” be limited to 50% of overall funds in the bill. Number of information specialists on government payrolls had prompted sharp criticism of House members.

Canadian Output

PRODUCTION of radio sets in Canada during the first five months of 1951 totalled 323,800, valued at $22,844,000, Imports of radio and TV sets, mostly from the United States, in that period totalled 18,500 sets, and exported amounts to 10,600 sets.

NBC EMPLOYS

Network Honors Old-Time.

SOME 103 employees who have been with NBC for 10, 20, or 25 years recently were honored at the annual outing held in Purchase, N. Y.

Chairman of the Board Niles Trammell presented watches to 25-year employees and pins to the others, including President Joseph H. McConnell, who has served 10 years.

Mr. Trammell, in return, received a citation and watch for his 25-year service.

Among those named to the 25-year club were George H. Frey, vice president and director of television network operations; O. E. Holmes, vice president and chief engineer; Lewis MacConnach, secretary; Raymond Guy, manager of radio and allocation engineering; George McElrath, director of radio network technical operations; and Harry McKeon, controller.

Carlton Smith, vice president in charge of state relations on James V. McConnell, director of national spot sales, received pins for 20 years’ service, and Sidney H. Gerdes, vice president in charge of press, and Kenneth Banghart, announcer and newscaster, for 10 years with the company.

For the 'Record'

STATEMENT by Brig. Gen. David Sarnoff, RCA chairman of the board, on his impressions of talks with statesmen, businessmen and workmen during his trip to Europe, was inserted in the Congressional Record last Monday by Senate Majority Leader Ernest W. McFarland (D-Ariz.). Gen. Sarnoff, along with other Americans abroad, called for a revitalized Voice of America, tailored for "psychological peace-fare" [BROADCASTING • TELECASTING, Aug. 20].

Bingham Wins 'Em

DICK BINGHAM, of MBS's Game of the Day fame, was feted by St. Petersburg Aug. 19, proclaimed "Dick Bingham Day" by the Mayor of the Florida city. Mr. Bingham, sports director of WTSP St. Petersburg (on leave to MBS until the end of the World Series), was presented a $50 gold golf outfit plus a shower of congratulations from fans who noted his hometown mentions. Ben Greene, local proprietor of the Mutual series, and F. J. Kel- ley, WTSP vice president and general manager, flew to Chicago to join Mr. Bingham on that day's golf outing. Mr. Greene added to the gifts, with a 16-

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'AMERICAN NEWS TOWER'

GE Series Forerunner of Voice of America

ALTHOUGH the first Voice of America program did not go on the air until February 1942, the concept of using the international airwaves for an American "propaganda through truth" campaign got its first tryout five years before that time as the American News Tower series broadcast from a radio station in Canada. This station was the General Electric Co. shortwave stations W2XAD and W2XAF.

Idea was suggested by C. D. Wagoner of the GE general news bureau following talks with a German writer, newspaper correspondent who is now dean of Columbia U.'s graduate school of journalism. "He told of censorship placed by other countries on news originating in the United States and of how stories were colored so as to create a most unfavorable impression in the minds of our neighbors," Mr. Wagoner recalled last week.

Shortwave programs seemed to be the answer; GE had hundreds of letters from all parts of the world telling how well its shortwave broadcasts were heard. "So the idea of inaugurating a broadcast news service to other countries was brought to the attention of the late Franklin D. Roosevelt. He liked the idea and made an appointment for a GE representative to discuss the plan with Sumner Welles, then Under Secretary of State. Mr. Welles was like-minded and said he would send word to all embassies in foreign countries, asking ambassadors and consuls to spread the word as widely as possible in their respective communities. Thus the way was paved for the programs."

Days Summary Arranged

GE arranged with the Press Radio Bureau for a 500 to 600 word summary of the day's news of the country to be wired to Schenectady each day except Saturday and Sunday at 5 p.m. for broadcast on American News Tower. Program's name, Mr. Wagoner explained, plus its description as news for Americans wherever they might be, was felt to "remove any suspicions of foreigners that this was a scheme of spreading propaganda from America. It also was felt that such programs would catch the ears of foreigners in that they would feel they were listening in on a somewhat private conversation between this country and its own people."

Officials at GE were no less enthusiastic about the project than the government executives. John R. Sheehan, now radio and television director, Cunningham & Heiman (WOR) who was then in charge of the GE shortwave operations, was so impressed with the program's importance that he personally edited and broadcast the initial American News Tower newscast. Reaction was prompt, and good.

That was in June 1937. It was not until February 1942 that the Voice of America was first heard. In June 1942, the Voice was placed under OWI and in August 1945, at the end of the war, it was transferred to the State Dept., which is still in charge. The GE shortwave stations, where it all started, are now part of the Voice of America network.

San Diego AWRT

RADIO and television women in San Diego have organized the first western chapter of American Women In Radio & Television, Inez Jewel, KCBQ women's program director, is founder and honorary president of the San Diego chapter. She has been named national vice president and organizer for the Pacific Coast states, an area which includes Alaska and Hawaii. Officers of the San Diego chapter are Molly Morse, KFMB, president; Nancy Read, KCBQ, secretary; Janice Meenan, KFMB, treasurer, and Bobby Truewell, KCBQ, membership chairman.

Sells All the Norfolk Metropolitan Sales Area for You!

WTAR delivers more listeners-per-dollar than any other local station in Norfolk, Portsmouth, and Newport News, Virginia.

Hooper and B&M prove it. Sell your product more profitably with WTAR.
AM in The A.M.
(Continued from page 85)

formal feeling of morning radio. Both the audience and the sponsors love it.

The Bank of America used a participation for its Time-Plan loans on Mr. Story's first show with such spectacular success that it bought an across-the-board series. Shortly thereafter the bank began to sponsor the m.c. in the special Top of the Morning series to Columbia Pacific stations in California. The Story personalized presentation is a major share of the Bank of America radio advertising in California.

Other long-term advertisers include Fyroid and Curtis Publishing Co.

Mr. Story began his radio career in high school as an announcer for WKZO Kalamazoo. After a temporary career as a drug salesman, Mr. Story returned to WKZO as announcer, writer and director. During the war he was an Army Air Force fighter pilot in the E.T.O. In 1946 he was with WGR Buffalo and in 1948 became a free lance director of morning shows in New York. He came to KNX when the station decided to revamp its morning programming.

Dawnbusters

From a few of WMCA's top program to being top man on WVL's top morning show with a staff of thirty is the personal success story of Henry Dupre, m.c. of Dawnbusters, 7:15-9, Mon.-Sat. At the same time it is the 18-year morning success story of the CBS New Orleans outlet.

The "Duke" began his radio career with WMCA New York reading poetry at the same time he was appearing in several Broadway hits including: "Diamond Lil" and "Whooppee." He says it was plenty of experience but I nearly starved to death. Just when things began to look up Mr. Dupre was called home to New Orleans by the sense of his father.

In 1932 WVL was a small station. It consisted of one studio, two offices, one announcer, phonograph records and PLENTY of hillbillys. Henry landed a job reading poetry at $5 a program. He was such a success that he was hired to do part-time announcing and his salary was raised to $10 a week. When the station was granted full time he made a member of the staff.

When the need was felt for a higher morning rating, every member of the WWL staff was auditioned for a morning show. Mr. Dupre clicked. He went on the air with "the time, light chatter, weather report, easy listening music and enough corn to encourage a smile, regardless of their feelings."

He created two characters, Judy and Dopey, who caught on immediately with WWL listeners. Judy was a 33 1/3 rpm played at 78 and Dopey was a 78 rpm played at 33 1/3. Dialogue with the two went on day after day to the delight of the growing audience. Today the show has a cast of 80 and a long record of sending ex-Dawnbusters on to stardom.

The program has been sold out for fourteen years. Among satisfied sponsors are 4-Way Cold Tablets, Chill Tonic, Bromo Quinine, BC Headache Powder, Stanback, Kool Cigarettes, Super Suds, Feenanmint, Octagon Soap, Doan's Pills, Camel Cigarettes, Lifebuoy, Ipana, and Arrid.

Rambling With Gambling

One of the top morning men in America's top market is John B. Gambling, heard on WOR New York from 6 to 7 a.m., Monday through Saturday, on Rambling With Gambling and from 7:16 to 8 a.m., Mon.-Sat. on Gambling's Musical Clock. On Saturday the John Gambling Show is on from 8:15 to 9 a.m.

Rambling With Gambling features semi-classical and light classical recorded music, frequent mentions of time and weather. The show also provides a six-minute program, this being the goal in the following Musical Clock program. The second show features the music played by the Gamblers, and the same type of music that comes from records on the earlier show. It's never very exciting, but it's easy to listen to. The dictation is good and clean-cut and Mr. Gambling manages to keep commercials from annoying people with uncertain early morning tensions.

So successful is the format that it has been going on, almost unchanged, for 26 years. Known to literally millions of New Yorkers as the "Human Alarm Clock" after more than a quarter of a century, he shows no sign of running down.

A native of Cambridge, England, Mr. Gambling was a wireless operator with the Royal Navy during World War I. After the war, he came to the U.S. where his first job was as engineer with WOR. He took on the most hated stint, the 6:00 morning gym class which was a part of every well-managed radio station in those early days. One day the announcer failed to report. John was equal to the emergency and set his controls and did an ad lib job through the hour-long show. That experience resulted in his being given the job permanently. A talent for ad libbing and an ability to retell what Mr. Gambling calls "the oldest jokes in radio" are part of the Gambling charm.

Sponsors on the Gambling show are as loyal as the listeners. In one case, at least, it was a listener who turned sponsor. Mr. and Mrs. Chambers, who own and operate Peter Chambers Inc., retail fur establishment, listened to the show for 10 years. After attending his 25th anniversary broadcast they decided the Gambling audience represented their type of customer. As a result they tried a 13-week campaign during the fall of 1965. It was so successful that it was renewed. According to Mr. Chambers: "Our experience provides concrete proof that his listeners are sold, one thousand percent on John Gambling. . . They have complete confidence in what he says and what he sells."

Since 1942 the Hudson Pulp and Paper Corp. has used the Musical Clock to sell its paper napkins and other products. They say: "WOR has accounted for 90% of all Hudson advertising in the New York area and deserves at least 90% of the advertising credit for changing Hudson from a 'private label' to New York's No. 1 napkin!"

Rambling With Gambling and the Saturday show are participating, with rates starting at $90 per spot.

The Musical Clock, which is sponsored by Hudson, is $4,500 a week.

Easy Does It

An easy-to-listen-to style is the trademark of WRVA Richmond's early morning disc show, emceed by Carl Stutz. Using all types of music, from popular to the classics, the show is paced for the awakening listener's ear.

The commercials are given a smooth voice treatment which is a particular talent of Mr. Stutz, who believes that a disc show should "live up to all the requirements of a live network program."

Before entering radio Carl worked as an accountant, a photographer and as a musician. Three years ago when WRVA was looking for a disc jockey for the early morning show they chose him from the station's announcing-production staff.

A graduate of the U. of Richmond Carl began his radio career seven years ago at WBNL Richmond, then moved to WBEN Buffalo, then back to WLEE Richmond before going to WRVA. He has collaborated on several songs with Sam Zeller, presently director of the station. Among those which have appeared on major labels are: "Feelin' Sorry," "Send in Your Name and Address," "Time and Time Again," "Let's Talk It Over" and "When I Wake Up Christmas Morning."

Easy Does It is on the air Monday through Friday 7:05-9 a.m. and on Saturday 7:05-7:55. The large share of the morning audience

Harold F. Gross, president and general manager of WGFG Kelomzoo and WJIM Lansing, affixes his signature to a contract affiliating these stations with NBC, Sept. 30. Mr. Gross says that WGFG covers the Battle Creek market also. Carlton D. Smith (r), network vice president in charge of station relations used Norman Cook (l), NBC outside of city director, to sign the affiliated network. Both WGFG and WJIM will continue to jointly program NBC and ABC. WJIM-TV was added to the basic NBC television network last July.

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which WRVA enjoys, pleases sponsors, some of whom are: Lifebuoy, Arvid, Chesterfielders, Ford, Rasco Dog Food, etc. He sells, well, Lipton, Chase and Sanborn, Goodluck Margarine, Luster Creme, A&P, Halo, Silverdust, Cuticura, Halo and McCormick Tea. They are still some participation opportunities available on the program. Standard rate is $26 a participation, with frequency discounts. Griffin Mfg., one of the long-time national sponsors on the program, wrote the station that they "are very pleased with the intelligent hosting of our program, Carl. Sold in WEMP." You Maercklein said: "We feel that WRVA has done a real job for us...."

START THE DAY RIGHT

An authentic western drawl is the trade mark of Mac McGuire on his Start the Day Right program over WIP Philadelphia. Promptly at 7 a.m. he goes on the air with records, and transmitted music, frequent time announcements, weather and comment in his own congenial, friendly manner.

At 31 Mac has been in radio 22 years. He was featured as a boy soprano on a children's program in Peoria at the age of 9 and was one of many to take the Atwater Kent auditions. Many of his early years were spent in the far west where he worked on a ranch. At 9:30 a.m. McGuire goes on Mutual with a coast to coast, six-day-a-week show Harmony Rangers. In the evening he makes one-night stands throughout the station's listening area, appearances which are advertised with the station identification and which are credited with helping to build his air popularity.

Capitol Records have released many Mac numbers including: "I'm Gonna' Dry Every Tear With a Kiss," "The Place Where I Worship," "The Cake Walk" and "Hokey Pokey Polka." He has been featured in theatres throughout the midwest with other hillbilly and western "name" stars. Advertisers find this morning show particularly productive. Among the more successful programs on the program are Anders and Jervis, Brooks, Beneficial Saving Fund, Broad Motors, Miller, North Broad Storage, Arrow Store, Manchester Laundry, Philadelphia Electric, Household Finance and Dish

Rates are $30 per one minute spot announcement with frequency discounts. Currently the show is sold on a non-sold basis.

Nedicks, national restaurant chain, sends coffee and doughnuts to the morning man each day. Much interest has built up over the years in the MC's comment over the messengers' arrival time. On the rare occasions when he fails to appear, the mail swells with inquiries.

CLOCK WATCHER

One feature of Curt Ray's 8:15-8:30 a.m. WRVA morning show on KMOX St. Louis is a brief report on the more important going on in the city.

Ray plays a selection of recorded popular tunes, gives frequent time and temperature reports and brief news bulletins.

A talent for integrating introductions into both records and commercials is his forte. For example here's how his one recent show opened:

"(Theme song—Peggy Lee's "It's a wonderful world") Could it be today, so how about a little music to get the deal under way? It's part of the schedule for another visit from the Clock Watcher. In said role, this is Curt Ray reporting the findings of the clock and the thermometer, a quote from the weatherman, as usual; and, briefly, news and events from news of the day. And speaking of the day, as far as I am concerned... (Right into Guy Lombardo's vocal "The Best Time of the Day)."

Commercially all tie in with easy going style, and since nearly all commercials are ET's, they prove particularly adapted to the same treatment as records. Among advertisers on the program are Wilt Myers, Colgate-Palmolive-Peet, Kellogg, Lipton and Standard Brands.

Curt Ray's radio career began at WUAY in Iowa where he participated in many activities on the school's 5 kw station. After graduation he went right into radio work, being employed with many of the big name bands of the nation and is closely acquainted with many of the leaders.

The show always enjoys a high rating in St. Louis. Base rate for participating one-minute announcement is $75.

ABC HOME DIGEST

From 6:30 to 7 every morning except Sunday John Harvey is heard throughout KGO San Francisco's 50 kw coverage area. His is a solo production: Chatter about family topics—time and weather reports—a few records, one of which is always a military march. Listeners like it, as do such advertisers as Bayers Aspirin, Borden's Dairy, Sta-Flo Liquid Starch, Collier's magazine, Chase and Sanborn Coffee and Yami Yuruga.

Behind this top morning personality is a tour with his own stock company, two years at WAAW Omaha and a morning show with KOIL Omaha. During the war he was a combat correspondent with the Coast Guard in the South and Central Pacific. After the war he joined the ABC production staff in Hollywood.

KGO picked him for his affable, easy going style and warm rich voice plus his long radio experience.

In order to give advertisers maximum flexibility, John offers four sales plan, two of which combine participation in his morning and afternoon shows, ABC Home Institute (6:30-8:30 a.m., Mon.-Sat., and ABC Home Institute 3:30-5:00 p.m., Mon.-Fri., 10:30-11 a.m. Saturday). Rates on his morning program are $75 for one participation per week and $135 for six.

Agency for one client, Santa Clara Packing Co., wrote to the station: "... we are extremely pleased with the very fine results obtained from... John Harvey... over KGO San Francisco," citing a special plastic mold offer which was used on all their radio and TV advertising with the following letter pointed out that... all of the orders... 45% were received from John Harvey's enthusiastic audience, more than any other medium used.

WESTERN Union Telegraph Co. has announced operating results for first six months of 1961: Gross revenues totaled $98,611,019, net income, as listed $2,403,491. Comparable period last year, gross was $98,465,897 and net, $3,206,350. Federal income tax provisions for current period were $2,618,000 as compared with $900,000 for first six months of 1960.

OLI EXPLOSION

WLCS Reports to Nation

WLCS BATON ROUGE, La., through the program, Headline Edition over ABC, told the nation about the oil explosion which occurred the Louisiana capital Aug. 16.

The blast occurred at the Standard Oil Refinery at 5:45 a.m. that day as WLCS's early morning man, Mr. O'Brien, was preparing the station's sign-on at 6 a.m.

Mr. O'Brien went on the air at 5:50 a.m. with a report of the blast. Throughout the day WLCS gave the spot taped recordings of the explosion. In the blast, two men were killed, 10 injured and damage was estimated at over $100,000. Mr. O'Brien and Gene Nelson reported on the nation-wide Headline Edition that same evening.

After months of research, Adam Young... has brought to light a "Least Common Denominator"- for interpreting BMB figures....

This method, by completely eliminating the popularity factor from physical coverage, puts BMB statistics in their true light—gives a "reading" that is equally fair to all radio stations whether Independent, Mutual, ABC, NBC, CBS.

May we tell you more about this...

Mr. Time Buyer?

Adam Young, Inc.
THE LIBERTY National Bank & Trust Co., now in its 97th year, is the oldest financial institution in Louisville, but it's as spry as a sprout when it comes to advertising.

The day television was introduced to Louisville, Liberty National became a TV advertiser. The company has not left the television air since.

Film commercials...

Liberty sponsored the telecast of a football game between two high schools on Thanksgiving Day, 1949, when WAVE-TV began television broadcasting. Immediately afterward, the bank bought a daily one-minute weather report at 7 p.m. on WAVE-TV which continued to July, 1950.

Since July 13, 1950, Liberty has sponsored a weekly half-hour show on WHAS-TV. It's the most highly-rated, locally-produced musical show on television in Louisville.

The program stars an organist, Herbie Koch, who has been a popular WHAS performer in radio for 18 years. Each program is built around the massive WHAS studio organ, said to be the largest in any radio station studio.

For variety, Bill Picket, a baritone, is presented in various settings, and Producer Bill Loader also uses still pictures, film clips and drawings for additional pictorial variety to accompany the music.

Broadcast at 9:30-10 p.m. Thursdays, the Herbie Koch Show runs the musical gamut from jazz to Bach fugues. For some time the program featured each week the favorite musical selections of prominent men in Louisville.

Still pictures of three or four of these leaders were shown on each program as their selections were played. In the opinion of Liberty National, the feature had viewer interest and created goodwill for the bank among important people whose favorite tunes were used.

Finally, however, the bank ran through all the top-caliber leaders of Louisville and had to abandon the feature.

Since then, guest artists have been used on the show. On some occasions whole groups have appeared. An Easter program featured the entire Louisville Philharmonic Chorus of 90 voices.

Ashby Millican, first vice president of Liberty National says the Herbie Koch Show suits the special needs of bank advertising.

"It is not spectacular in any way," Mr. Millican said, "but marketed out banking services provided at headquarters and the ten branches that Liberty National operates.

The principal commercials on the show are live. A vice president of the bank, acting as a banking counselor, explains the various services that Liberty National offers. The commercials lean heavily toward institutional selling.

The bank supports the show with consistent promotion. Each week it runs a newspaper insertion advertising the program and the guest artist of the week. It includes mailing pieces in its monthly statements to depositors, and downtown branches of the bank display signs promoting the show.

"We don't know of any program on TV similar to our present program," Mr. Millican said recently.

"We feel that our show has dignity and stature and consequently is the type of program that a financial institution can sponsor without fear of criticism. The people who like this type of show are loud in its praise; those who do not like it certainly can find nothing objectionable in its format."
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Disc Better Than Tube
Goldmark Says
Page 61

TV Troubles Cited
At District 4
Page 62

Advertisers Up 20-Fold
In Three Years
Page 63

Latest Set Count
By Markets
Page 68

not just Men--
8 of the "Top 10 Men's Shows" are on KTLA *

not just Women--
8 of the "Top 10 Women's Shows" are on KTLA *

not just Teenagers--
9 of the "Top 10 Teenagers' Shows" are on KTLA *

not just Children--
8 of the "Top 10 Children's Shows" are on KTLA *

not just Daytime--
10 of the "Top 10 Daytime Shows" are on KTLA *

not just Evenings--
8 of the "Top 10 Evening Shows" are on KTLA *

★ Tele-Que, July 1951

KTLA Studios 5451 Marathon St., Los Angeles 38 Hollywood 9-6363
Eastern Sales Office 1501 Broadway, New York 18 Bhythm 9-6700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

KTLA — THE BEST ADVERTISING BUY IN LOS ANGELES
LOS ANGELES LEADS AMERICA WITH MORE THAN 60% TELEVISION HOMES!

That’s right — better than every other home in Los Angeles has TV. No other area approaches such television saturation!

Over 800,000 of the 1½ million families in this great booming market now own TV ... well over 1,000,000 sets! And to reach a handsome portion of this eager, responsive audience, your best bet is KNBH—the NBC outlet in Los Angeles.

Remember: Los Angeles is now over a billion dollars ahead of Philadelphia in retail trade. It's America's Third Largest Market—with business activity already up 24% over last year!

Choice time is available on KNBH to help you sell this rich market. For complete information, write KNBH, Hollywood, or call your nearest NBC Spot Sales Office.

Here's the easiest way to get the picture of America’s fastest growing market — Southern California: See NBC's new film

THE GOLD RUSH IS STILL ON

Available from your nearest NBC Spot Sales Office. Our sales representative will gladly arrange a showing of this film.
LABORATORY tests with the RCA tri-color tube as part of a color receiver for telecasts by the CBS field sequential system have shown it to perform far less satisfactorily than the color disc developed by CBS, Dr. Peter C. Goldmark, vice president, CBS, Laboratory Div., reported Wednesday in an exclusive interview with Broadcasting & Telecasting.

"The difference is not slight, but of the day and night variety," he said, "from every aspect—color, contrast and detail."

Furthermore, Dr. Goldmark stated, executives of Hytron Radio & Electronics Co., tube manufacturing division of CBS, have found the RCA color tube impractical from the manufacturing standpoint, both as to possibility of mass production and to price, which he said was far in excess of that of the color disc unit.

Dr. Goldmark expressed disappointment that the RCA tube had not proved more successful with the CBS system of color TV—"after all we're in the tube business now and we'd as soon manufacture RCA's tubes as anyone else"—but said that while a color tube will undoubtedly be developed at some time which will satisfactorily serve color TV, the RCA tube is not the answer.

"Even if this tube were compatible half way with the color wheel, we still would not use it because of its inferior picture quality," he declared.

Self-contained Unit

Apparatus needed to add color reception to black-and-white via the CBS system is now being packaged into a single, self-contained, sealed unit which the set manufacturer can install with his black-and-white receiving equipment at a fraction of the cost with no need to concern himself about color receiver discs, tubes or circuits, Dr. Goldmark reported.

Two companies—Crecent and Webster-Chicago—are already turning out these color packages, he said, with a number of other companies preparing to do so. Plan is identical, he explained, with that used in the manufacture and installation of varispeed record players in phonographs.

Just returned from Europe, where he sat in as an observer on CCIR deliberations on international TV standards, Dr. Goldmark said that there was no agreement as to definition or any major standard, with each nation holding out for its own standard and with political considerations seemingly more important than pure engineering factors. He reported sensing a rather general attitude that with things as they are in Europe, it made little difference whether continental TV standards are settled this year or next.

He said that the response of Germans to the color TV demonstrations staged by CBS in Berlin were even more enthusiastic than that given last year's demonstrations in this country by Americans.

"Most of our Berlin audience had never seen any television before, let alone color," he said, "and it swept them off their feet."

After the Berlin demonstration is concluded, Dr. Goldmark said the 9,000 pounds of color TV equipment—a camera chain and six receivers, including a 17-inch drum unit—will be shipped to Zurich for demonstration at a new hospital in that city, whose officials are interested in using TV as an educational tool. This demonstration, to include the first colorcast of an operation in Europe, will be handled by Remington Rand, sales agent for the CBS color unit.

Paris Exhibit

From Zurich, the equipment will travel to Paris, he said, for use in surgical colorcasts at the meeting of the International Congress of Surgeons there the end of September.

Smith, Kline and French Labs will sponsor the Paris color showing as they have sponsored similar showings at medical meetings in the United States during the past several years. E. R. Squibb & Sons, which had planned to sponsor black-and-white operation telecasts with RCA equipment at the Paris gathering, withdrew when it learned of the S-K-F color plans, Dr. Goldmark reported.

Dr. Goldmark said he expects to be in Paris at that time—his fifth trip to Europe this year—on his way to Switzerland to confer with engineers of the Swiss Institute of Technology about the Ederop system of theatre television developed there. Twentieth Century-Fox Film Corp. has acquired rights to the large-screen system for receiving telecasts in color via the CBS method and hopes to have at least one unit installed in a theatre and ready for demonstration before the end of the year [Broadcasting & Telecasting, July 30].

SET SHORTAGE

Opinions Differ On Problem

DIFFERENCE of opinion among radio-TV manufacturers on whether defense impact will cause shortages of TV sets this fall and winter was publicly highlighted last week.

In San Francisco, before the Pacific Electronics Exhibit audience, Radio-Television Manufacturers Assn. President Glen McDaniel said:

"In the light of tightening material controls, TV receivers may again be in short supply before Christmas."

In Los Angeles, before distributors, Westinghouse TV-Radio Division Manager F. M. Sloan said:

"Despite increasing government restrictions to conserve vital metals, the television industry will be able to manufacture as many television and radio sets as the market will absorb by the end of the year."

Meanwhile, RCA last week announced that its TV set line effective Sept. 1, preparatory to coming out this week with new line of 10 sets.

Cuts ranged from $30 on basic 17-inch Newport table model, to be $239.95 in the $255.95 line, 19-inch Hillsdale console, to be $359.95.

The reductions are reported to have been in effect informally for the past month.

RCA's new line will run in price from $225 to $495.

_August 27, 1951_ • Page 61
THE RELATIVELY young television industry faces governmental and private-interest pressures that keep it in a constant state of uncertainty, Thad Brown, NARTB television director, told the association's District 4 members at their meeting last week (see main story page 23).

Reveiwning a long list of FCC actions undertaken by the TV organization within NARTB, Mr. Brown predicted a final TV allocation plan might come out of the FCC by March 15. He said: "I hope to explain a prediction by FCC Chairman Wayne Coy at a recent Senate hearing that the freeze might be ended in September. (Mr. Coy subsequently revised his estimate in light of "paper" hearings scheduled to run through Nov. 26.)"

In his reference to pressure by so-called educational interests for large hunks of the TV spectrum, Mr. Brown said reservation by the FCC of 10% of facilities actually would mean 25% to 50% of the available channels in specific communities.

FCC officials are "deeply concerned with the time elements in the present," Mr. Brown declared.

He briefly listed some of the TV industry’s more serious problems as: The freeze; FCC allocation procedure; oral argument on the allocation plan; educational reservation; educational stations; TV program standards; standard agency contracts; ASCAP; excess profit tax; engineering; organized college resistance on football telecasts; Congressional baseball investigation; reclassification of programs; and legal and government matters.

**Congress Concerned**

In a roundup of the legislative situation, Mr. Brown expressed himself as deeply concerned about television and feels it should either investigate or legislate in view of the wide interest in the exciting new medium.

Mr. Brown went into the move to write program standards for television, saying subcommittees will report Oct. 2-4 on progress of their work, with a full report to be submitted to the NARTB membership at a meeting scheduled Oct. 19 at the Stevens Hotel, Chicago.

He outlined anti-trust angles of the standards problem as well as regulatory angles in case a station is subjected to association discipline.

Taking part in a question-answer panel were Mr. Brown, Mr. Arnoux, WTAR-TV Norfolk, were William R. McAndrew, WNBN (TV) Washington; Keith Eyler, WBTY (TV) Charlotte, N. C.; Richard D. Doherty, NARTB and ploye-employer relations director, and Mr. Brown. Mr. Arnoux turned the gavel over to Harold Essex, WBB5 Winston-Salem, NARTB District 4 director, so he could join the discussion.

Mr. Arnoux, responding to a question by Frederick L. Allman, WSVA-H Roanoke, Va., said the effect of TV on the AM audience is "pronounced" when TV first hits a community but subsides until radio and TV are soon side by side. Intelligent AM programming and selling will bring radio its share of the audience, he said.

Mr. McAndrew said WRC, AM unit of the NBC Washington operation, had increased its morning time, bringing AM income for June-July ahead of last year. Mr. Arnoux said AM was going up this fall, with marked gains in chain breaks, announcements and participating programs.

Harold E. Fellows, NARTB president and formerly in charge of WEPI Boston, said in response to a question directed his way that several Boston stations, including WEEI, had increased their business when TV came to the city, with managers and salesmen really getting down to hard work.

Mr. Essex said the situation reminded him that 20 years ago newspapers were hit by radio but now they are selling more space than ever. The radio ratings of WBT, AM adjunct of WBT, were the highest in history. "It's a matter of programming and selling," he continued.

**STOYKE NAMED**

To Head NFRF Labor Unit

MIKE STOYKE, producer, Pantomime Quiz, was named to head National Society of Television Producers' seven-man labor committee at last week's regular monthly meeting. Mr. Stoyke will study labor conditions pertaining to television production and report findings to the NFRF membership, as its first step in planning negotiation strategy.

Group plans to negotiate as a whole with film unions for a contract covering all producers, through the special NFRF committee.

Others making up the labor committee are Julius Tuchler, Syd Cassdy, Jack Voglin, Max Gilford, NFRF legal counsel; Betty Mears and Bill Stevens. Elliott Kelly, labor consultant for Shneider Televison Corp., acts in an advisory capacity for the group. First meeting is to be held today (Monday).

Also accomplished at the meeting was formation of a title registration bureau. Scale of charges on title registration was approved to be $1 for the first six months; $2 for the first six months; $2 for third six months, with affidavit of activity required on the final period. Prior title registration protection is being considered for motion picture owners on projects in preparation.

Code administrator to replace Martin Mooney will be named at the next meeting.

**NABET 'INVASION'**

Film Council Wins Support

FURTHER support to the Hollywood AFR Film Council "stop-NABET" campaign was given last week when the California State Federation of Labor and California State AFL-CIO met to consider the vote of their members at their respective conventions to support the council’s resolution to prevent further NABET "invasion" into amusement fields (Broadcasting, Aug. 29).

Film Council resolved that "it would take all necessary steps to defeat planned NABET invasion and eliminate it from established craft fields in amusement industries." It further urged support from other guilds and crafts, and tossed a warning to TV industry management that any yielding to "enforcement" by NABET would bring "united resistance" of AFL unions.
A MORE THAN 20-fold increase in the number of advertisers using television in the past three years is shown by a comparison of data for the June 1951 and June 1948 months as recorded in "Rerobbing Reports on Television Advertising."

In June 1948, first month that video advertising activities were compiled by Mr. Rorabaugh, the four TV networks and the 20 TV stations then on the air reported a total of 228 network, spot and local video clients—the 16 network TV networks, 68 sponsoring national or regional spot campaigns on television and 144 using this new medium in their own communities on a local-retail basis.

Three years later, in June of this year, according to the latest Rorabaugh compilation of TV advertising statistics as reported by the four TV networks and the 20 TV stations, which will reach subscribers this week, the total number of video accounts had skyrocketed to 5,332, an increase of 2,234.2%. Network accounts in June 1951 totaled 210, an increase of 5,312.5%.

**TABLE I**

<table>
<thead>
<tr>
<th>National and Regional Advertisers Active June 1948</th>
<th>For Those Who Were Still Active June 1951</th>
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<tr>
<td>June '48 Network Spot Network Spot</td>
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<td>Capitol Corp.</td>
<td>Atlantic Refining Corp.</td>
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<td>Atlantic Refining Corp.</td>
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<td>P. Bollinante</td>
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<td>Johnnie Ray Ice Cream Co.</td>
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<td>Boston Candy Co.</td>
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<td>Brown &amp; Williamson Tobacco Co.</td>
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<td>Bulova Watch Co.</td>
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<td>Canada Dry Ginger Ale Co.</td>
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<td>Curtis Pub. Co.</td>
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<td>Don's Root Beer Co.</td>
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<td>Allen B. Duhmont</td>
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<td>Elgin Watch Co.</td>
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<td>Fischer Racing Co.</td>
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<td>Ford ATV Co.</td>
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<td>General Electric Co.</td>
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<td>General Foods Corp.</td>
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<td>Gillette Safety</td>
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<td>Kaiser Co.</td>
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<td>Quaker Oats Corp.</td>
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<td>Gunther Brewing Co.</td>
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<td>Kraft Foods &amp; Rubber Co.</td>
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<td>Liggett &amp; Myers Tobacco Co.</td>
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<td>North Coast-St. Louisalee Soap Co.</td>
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<td>Maltine Co.</td>
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<td>S. Campbell &amp; Co.</td>
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<td>Nash-Kelvinator</td>
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<td>National Brewing Norge</td>
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<td>Pepsi-Cola Co.</td>
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<td>Philip Morris</td>
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<td>RCA Victor</td>
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<td>Red Top Racing</td>
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<td>R. L. Reynolds</td>
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<td>P. R. Ritter</td>
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<td>Renault Corp.</td>
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<td>Metal Works</td>
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<td>F. &amp; M. Schoeller</td>
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<td>Schwabe &amp; Garesluy</td>
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<td>Standard Oil Co.</td>
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<td>Swift &amp; Co.</td>
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<td>Texas Co.</td>
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<td>United Airlines</td>
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<tr>
<td>Valley Forge Beer</td>
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<td>Zippy Products</td>
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**GROSS TIME SALES**

GROSS time sales of the four TV networks in July totaled $8,964,581, according to figures released for publication today (Monday) by Publishers Information Bureau, which also reported that in the first seven cumulative gross of the four TV networks was $36,150,075. Figures show a gain of 435.8% for July and 312.4% for January-July for this year over last, but these percentages are somewhat larger than the true gain in billings as DuMont figures were not included for the 1950 month and seven-month periods.

An indication of the rapid rate at which three TV stations is growing is shown by comparing the 1951 video network gross time sales with those of the radio networks. In July, the TV network gross was more than three-quarters of the radio total (76.4%), while for the seven-month period, the TV network combined gross was 66.0% of the radio network total. PIB TV breakdown follows:

<table>
<thead>
<tr>
<th>JULY</th>
<th>JAN-JULY</th>
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<tr>
<td>ABC</td>
<td>$1,284,388</td>
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<tr>
<td>CBS</td>
<td>$3,434,459</td>
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<tr>
<td>DIS</td>
<td>$2,000,359</td>
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<tr>
<td>NBC</td>
<td>$3,529,975</td>
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<tr>
<td>TOTAL</td>
<td>$7,964,581</td>
</tr>
</tbody>
</table>

**COAST-TO-COAST GALLA INAUGURAL Dropped**

Sudden change in the opening date of AT&T's transcontinental microwave radio TV program service results when it was announced Sept. 30 to Sept. 4 (At Deadline, Aug. 20) has led the phone company to drop its plans for a $250,000 gala, four-network inaugural program.

Move, made at the request of the State Dept., will instead inaugurate coast-to-coast simultaneous TV program service with a telecast from San Francisco, Sept. 4, at 10:30 p.m. (EDST), of President Truman's opening address to the Japanese peace treaty conference. This program and other pickups from the conference, on which details are now being worked out, will be sent east from San Francisco to Omaha by way of special communication which will be taken out of service at the conclusion of the conference, AT&T said last week.

Following the conference there will be a hiatus in coast-to-coast service of about a month's duration. Then about Oct. 1 and definitely in time for cross-country TV coverage of the World Series, an east-to-west relay circuit will be made available for commercial TV program service. At the end of another month, about Nov. 1, a west-to-east circuit will be added, also on a permanent basis, providing two-way coast-to-coast TV service.

Bell System spokesman said they were unable to explain reports current last week that the all-star show would be presented instead on Nov. 15. All plans for the program were dropped when they ran into, and there is no present thought of attempting to stage another "Golden Spike" telecast under AT&T sponsorship.

**Advertiser Use**

**20-Fold Increase in 3 Yrs.**

**PEACE TREATY**

**Calif. Pool Coverage Set**

**TELECASTS** of Japanese treaty signing activities in San Francisco Sept. 4-8 will be carried via microwave relay by a pool of the eight Southern California television stations on a share-the-expense basis. Participating stations will be seven Los Angeles stations, and one San Diego station, KFMB-TV.

Three San Francisco stations—KGO-TV, KPIX (TV) and KRON-TV—will also be invited to participate in the pool arrangement which follows that used for coverage of the MacArthur San Francisco arrival.

Originally, the CBS Hollywood station, KTSL (TV), had reserved the microwave relay from the start of the conference Sept. 4 through Sept. 7, with ABC reserving reservation for actual signing date, Sept. 8. Both agreed to surrender rights to time and share it with other stations. Decision was made at last Wednesday.

Total of 22 hours will be available for telecasting by coast stations. Time will include five days of treaty signing activities from War Meeting House, including speeches and interviews, plus signing of Pacific Mutual Defense Pact from Presidio Sept. 1. Programs will be fed to Los Angeles stations by a San Francisco TV outlet, probably CBS' KPIX (TV), which is picking up the telecast for eastern transmission.

**ADVERTISER USE**

**PRO GRID GAMES**

**Atlantic Refining Signs**

IN ITS MOST extensive TV sponsorship of pro football to date, the Atlantic Refining Co. contracted last week for DuMont coverage of 20 National Professional games this fall.

Schedule includes all 10 Sunday League games of the champion Cleveland Browns along with five each for the Philadelphia Eagles and the Pittsburgh Steelers. Commitment was handled through W. N. Ayer & Son Inc.

DuMont outlets in Boston, Buffalo, Rochester, Schenectady, Syracuse, and Utica will carry all ten of the Browns' games, with Richmond scheduling five and Erie, four. Negotiations to include Binghamton in the series are still pending.

The Browns coverage, to be announced for the full Oct. 14-Dec. 16 season by Bob Neal, will be sponsored by the Brewing Corp. of America on all but the Buffalo, Rochester, and Binghamton stations.

Only the away-from-home games of the Eagles and Steelers will be telecast, but they will be available to Eagles fans in Philadelphia, Lancaster, and Wrkington and to followers of the Steelers in Pittsburgh and Johnstown. Byrum Saum has signed for the Eagles' telecasts, but no sportscaster has been chosen for the Steelers' games. Co-sponsorship for five of these games also is being considered.

In cooperation with the National Collegiate Athletic Assn.'s plan for televising college football during the 1951 season, Atlantic recently announced that it had released a number of Eastern colleges from first refusal options for football television coverage.

**TELECASTING • BROADCASTING**

**August 27, 1951 • Page 63**
POWER BOOSTS

TWO MORE TV stations got FCC permission to boost power last week, as WLWT (TV) and Zenith asked for the first oppositions to the DuMont proposed allocation plan were filed.

WCAU-TV San Francisco got permission to boost transmitter output from 4.9 kw to 6 kw, raising its radiated power from 29.9 kw to 43.9 kw.

WCAU-TV EXPANDS

Makes Top-Level Shifts

IN anticipation of schedule expansion, Charles Vanda, vice president of WCAU Philadelphia, last week announced top-level personnel redesigns.

The assignments and extended organizational plans are being made by Vanda, who explained, looking toward a TV-schedule beyond the 17-week weekly schedule which WCAU-TV has telecast for a year.

WCAU-TV also anticipates originating CBS Television Network programs. During the past year, WCAU-TV has originated four weekly CBS-TV shows, including Seastream Big Top.

John McClay, director of operations at WCAU-TV, said that DuMont transmitter—without any increase in authorized 3 kw radiated power. It intends, after that is accomplished, to seek special authorization to run its transmitter at capacity, and put out a 40 kw signal.

And KDLV-TV Salt Lake City wants to move its transmitter location from downtown Salt Lake City to 9,000-foo.t. Mt. Nelson in the Quirrh Range near Tooele, Utah. This would put antenna 3,600 feet above average terrain (compared with current 3,630-foot maximum), with radiated power of 50 kw, permitting station to cover Ogden and Provo, 30-odd miles north and south respectively.

Cincinnati asked FCC for permission to transmit both FCC-approved CBS color system and that being worked on by the National Television Standards Committee. Its purpose, Crosley station said, was to help develop color TV receivers for both systems and also to permit it to test public reaction to color TV. It stated it wanted to utilize color programs on an experimental basis.

The FCC has granted the company's request.

Mr. Vanda

WSB-TV SALE

Hidden Ownership Charge Refuted by Atlanta Firms

REFUTATION of hidden ownership charge in the sale of WSB-TV Atlanta to Broadcasting Inc. was made last week by Atlanta Newspapers Inc. and Broadcasting Inc.

An answer to the Georgia Tech petition to reconsider the approval of the sale—made by the FCC in its 14.9 kw to 14.9 kw service—and that of all news and special events and指望y TV Schedule. and that of all news and special events and指望y TV Schedule.

Mr. Schlegel

GETS OFFER

To Buy School Outlet

SOMEBODY HAS a sense of humor—or he doesn't know the FCC's attitude about educational TV.

That's the only deduction one can make after the disclosure by Miami School Superintendent Dr. James T. Wilson that “someone” had offered $5,000,000 for the TV station if the school system got a grant and put the station on the air.

As reported in the Aug. 19 Miami Herald, Dr. Wilson told Dade County School Board: "This person said he would be willing after, and if we obtained the channel to put up as much as a million dollars a year, give the board 25% of the stock and guarantee the board 1/2 to 2 hours a day on the air." Dr. Wilson did not identify the bidder.

Although several school board members were reported chiseling, "We would be willing, too," they were soon set straight on the Commission's attitude toward educational TV—which would prohibit such stations from being run commercially.

Dade County School Board also voted to hire the Washington law firm of Krier & Jegersen at $75 a month on six months' retainer to represent it in prosecuting its application for non-commercial Channel 2 in Miami. The application is in the name of Lindsey Hopkin's Vocational School, which operates non-commercial FM station WPED.

There are six pending applications for Miami's two available VHF channels. To be filed soon is the sixth application, by Elliott Roosevelt E. D. Bynum, by [Broadcasting • Telecasting, Aug. 20].

ABC Buys Film

AT a price estimated to be under $100,000, ABC has purchased 10 feature films from Pine-Thomas, Los Angeles independent producer, for telecast by ABC's stations from ABC-TV network. Deal was negotiated in New York between ABC and MCA for Pine-Thomas.

Mr. McClay

Mr. Freebairn-Smith

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Telecasting • BROADCASTING
Daytime TV does more than build big audiences—it delivers the kind that look, listen and buy. Stories like these, from Blair-represented television stations, show how advertisers who are developing franchises in daytime TV are getting quantity...quality...results!

"The Billie Burke Show" over KTTV, Los Angeles, presents the first big "name" personality on West Coast television..."Come Into the Kitchen", also on KTTV—daytime, now has seventeen (count 'em), seventeen sponsors including such ad-wise people as Borden's, Yuban and Sunkist.

"Martha's Kitchen" for Skinner's Macaroni and Raisin Bran on WOW-TV, Omaha, offered a measuring spoon for a dime and boxtop. Only four announcements rang up 500 replies per week for four weeks.

Red and White Grocers, sponsors of "King's Queen" over KING-TV, Seattle, mimeographs all recipes mentioned on the show. 4600 copies are distributed among the 82 member stores each month. Repeat requests total about 1400 more, not including some 700 mailed monthly from the station.

All Blair-represented television stations can point to this kind of daytime response. For facts and figures, call your Blair TV representative today!
FIGHT RIGHTS

ANOTHER victory in the race for TV rights to boxing events was scored by Theatre Network Television Inc. last week when it signed an exclusive contract for the Sandy Saddler-Wilie Pep featherweight bout in New York's Yankee Stadium Sept. 26.

With arrangements still pending, it is expected that 20 movie houses will carry the battle, the largest number to participate in a single theatrical. (A total of 25 houses are equipped for large-screen television, but five of these—located in the New York area—are ineligible for the Saddler-Pep fight.) Signees for the hookup so far include theatres in Minneapolis, Detroit and St. Louis, which have never before tested theatre TV, and Boston, which has just premiered the service with the Joe Louis-Jimmy Bivins contest Aug. 16.

Exhibitors were reportedly jarred, however, at last week's trade news that TNT fees would be increased from an approximate 40 cents to 75 cents per house seat for the Randy Turpin-Sugar Ray Robinson exclusive Sept. 12 [BROADCASTING TELECASTING, Aug. 20]. After the International Boxing Club sets its fee — estimated at $25,000 — the charge is pro-rated among participating theatres by TNT, which administers the events, on a basis of theatre capacity and admission charge.

Exhibitors, who in addition to the IBC fee must bear AT&T charges, TNT administrative expenses, rental of Hollywood films they show the same evening, and the usual overhead, argued they could not break even. IBC's suggestion: Increase admission prices—now ranging from a standard 65 cents to an increased charge of $1.25—to $2 for the Robinson-Turpin show.

As house owners wondered if the trade would bear an increase, reports came in on theatre television's last offering, the Louis-Bivins fight, which was carried by 15 theatres. Six reported SRO business, while the remaining nine described it as anything from "fair" to "near capacity." Observers felt the public was beginning to cool towards the novelty of theatre TV.

Scrap Drive

EMERGENCY public service campaign to speed the flow of industrial and agricultural iron and steel scrap to steel plants, has been opened by The Advertising Council upon request of the Steel Industry Scrap Mobilization Committee of the American Iron & Steel Institute and by the National Production Authority.

FIRMS SPLIT

Official-Fairbanks Part

APPROXIMATELY three months after being merged, Jerry Fairbanks Productions, Hollywood, and Official Films, New York, last week dissolved their union, with each firm returning to its former separate status. One of the basic reasons for the break was understood to be difficulty of long-range negotiations between the Hollywood and New York firms.

Simultaneous with announcement of the split, made jointly in both cities, came news of reorganization within Official's ranks. Aaron Katz resigned as president of the firm and William Goodheart Jones, formerly MCA executive vice president, replaced him.

Under the new arrangement Jerry Fairbanks, who was on the board of directors of the merged organization, will be the Fairbanks president and board chairman. Sid Rogell, former executive head of RKO who left to join Official as vice president, becomes executive vice president in charge of studio operations for the Fairbanks firm. Austin Sherman, Fairbanks legal adviser, becomes secretary and board member.

According to Mr. Rogell, the Fairbanks firm has acquired considerable amount of outside financing for planned TV film production. Such financing may have come from Mr. Rogell and Mr. Sherman both who, the firm says, will have "important interests" in the organization.

Under the newly arranged terms between the two firms, Official will continue to handle distribution of three Fairbanks TV film series, Fromm Detective, Hollywood Ringside and Bigelow Theatre.

In the meantime, Fairbanks revealed that it would go ahead with large-scale expansion. To this end, the organization has leased additional stage space and office facilities at Rocket Studios, Sunset Blvd. Included are a large stage, 8-10 large offices, plus other studios.

KLING DISTRIBUTOR

United Television Named

CONTRACTS naming United Television Programs as exclusive distributors for Kling Studios Inc., film producer [BROADCASTING TELECASTING, Aug. 20], were signed last week in Chicago by executives of the two companies.

Kling already has completed 13 half-hour films called Old American Barn Dance for Sept. 1 release, and immediate production is planned for a second series of 13. The show film features Bill Daily ("Cactus Jim") as m.c. with a cast of 24 folk entertainers.

Nine markets have been signed to carry the show: The American Smiff Co. has purchased it for Atlanta, Birmingham, Nashville, Greensboro, Norfolk, Memphis, and Richmond. Oxford Products Co. of Cleveland (for Imdrin) will sponsor the show in Omaha and New Orleans.

Fighting for TV Availabilities?

If so, be sure to—

1. Compare station rates.
2. Compare the number of spot and retail advertisers.
3. Compare the availabilities.
4. Compare the facilities.
5. If you're looking for a show... compare the know-how.

In Chicago, there is no comparison. WGN-TV is the best buy for your advertising dollar. Call your WGN-TV representative for top availabilities today.

WGN-TV

CHANNEL 9 • CHICAGO

The Chicago Tribune Television Station
For a better picture—now you can minimize jitter, roll, tearing, humbars!

YOUR customer—the viewer—deserves a received picture that's sharp, stable, free of the ailments that go with a poor incoming signal. The new G-E type TV-16-B, different from all other stabilizing amplifiers, will do much to eliminate these nuisances. New General Electric circuitry wipes out hum. Old sync is taken off, reshaped and reinserted in the proper amount to assure a standard signal and to diminish jitter, roll, and tearing. Examine the comparison chart at lower left. It tells the complete story.

Your G-E broadcast representative...

... is loaded with information on the new General Electric television station equipment line. A phone call to the G-E office near you will get quick action; or write General Electric Company, Section Z81-27, Electronics Park, Syracuse, N.Y.

You can put your confidence in—

GENERAL ELECTRIC
TELEVISION has passed the test as an educator, as far as television students of the U. of Michigan are concerned.

Six courses were telecast last fall and spring over WJY-TV. The "viewers' body" included 1,001 women and 938 men. Several registered for more than one course bringing total registration to 2,592.

More than a third of the students returned questionnaires in a recent survey. All students answering indicated they wanted the telecourses continued.

The courses offered in the 28-week series covered interior design, human biology, how to enjoy living after retirement, retailing, the Far East and photography. A fee of $2 was charged for the 14-week course and $1 for the seven-week course.

Garnet R. Garrison, university director of television, who produced the programs, said that telecourses in different subjects would be offered this fall.

Noontime Movies
Top Tele-Que Report

NOONTIME movies topped all multi-weekly shows in the San Francisco Bay Area during July according to Tele-Que report released by Coffin, Cooper & Clay Inc., San Francisco. Golden Gate Playhouse on KRON-TV, featuring full-length movies, placed first in the survey.

Other leaders were:
1. Adventure Time
2. Shell News
3. Howdy Doody
4. Buckskin Dan
5. Hopalong Cassidy, perennial favorite, headed the list of daytime shows, and Groucho Marx took top honors in evening entertainment. Top 10 evening shows:

1. Groucho Marx (You Bet Your Life)
2. Lone Ranger
3. Martin Kane, Private Eye
4. Golden State Movie
5. Cisco Kid
6. Art Linkletter
7. Comedy Hour (Eddie Cantor)
8. Pab-T-Pak Theatre
9. Amos & Andy
10. Pulitser Playhouse

Variety and Talent Shows Sell Small-Cost Staples

VARIETY and talent shows on TV can sell "interchangeable, small-cost staples better than expensive, judgment-demanding items," in the opinion of Dr. Burleigh B. Gardner, executive director of Social Research, Chicago. Dr. Gardner reached this conclusion after studying results of the company's third video survey, entitled "Kitt, Song and Dance," among 400 television families on all social levels.

He reports that variety and talent shows attract, in the main, a lower middle class audience. Upper middle class viewes do not take this kind of programming "seriously" because of their standards of artistry, style and taste," the report concludes.

'Not Enthusiastic'

Upper middles "are not enthusiastic about the kind of singing and dancing which dominate variety and talent shows..." they are predisposed to perceive an "unsophisticated" quality in amateur productions, and are likely to feel a commercial program should be staffed by the best professionals obtainable."

Lower middle class viewes
(Continued on page 78)
Every weekday morning, Daylonians by the thousands turn from their routine tasks, from housework, from business and commerce, to participate in Dayton's own daily church of the air—the interdenominational "Morning Reflections" originated in the studios of WHIO-TV. Day after day, religious leaders of the area alternate in using our facilities to spread, far beyond the boundaries of their congregations, inspiration for hope and faith.

We gladly contribute daily air time and facilities for "Morning Reflections" and many other programs in the religious, educational, patriotic and charitable fields. As a locally-owned, locally-operated station, we conceive it our duty and our privilege as a "Good Citizen". We're glad to say that our conception of responsibility works both ways. In audience loyalty and audience surveys*, Dayton enthusiastically reciprocates every effort that we make. WHIO-TV is represented nationally by the George P. Hollingbery Co.

"Morning Reflections" turns one's thoughts toward the finer things of life at the beginning of the day," says Rev. R. W. Coleman, Executive Secretary of the Church Federation of Greater Dayton (left). "Thanks to the progressive civic spirit of our broadcaster, this pastoral visit mid-morning each day helps make our community a better place to live."
**SPORTS STUDY**

**House May Probe Entire Field**

THERE is a chance that when the House returns from its extended recess a special committee may be set up to look over the entire field of sports to see if there is "unreasonable restraint" against the public interest.

Giving impetus to this possibility was a new resolution introduced in the House last Thursday by Rep. L. Gary Clemente (D-N. Y.) superseding his H Res 597 introduced earlier in the month [BROADCASTING  Telecasting, Aug. 13].

That initial request asked Congress to probe whether such restraint is applicable in the purchase of exclusive rights to boxing-match telecasts by theatres for large screen viewing.

However, Rep. Clemente has extended this in his new legislation to "investigate all phases of football, basketball, boxing, racing and other sporting events."

The committee would be charged with "determining whether federal legislation is needed to prevent illegal, unethical, corrupt or otherwise improper conduct" of the contests.

Rep. Clemente told BROADCASTING  Telecasting that he believed the TV issue would be essential in any study since his resolution is all-inclusive.

Earlier, the congressman told newsmen that he had introduced the new resolution at the recommendation of the House Rules Committee, which must approve the request before it can stand or die on its merits in the lower chamber.

While speculative, it is conceivable that the proposed five-man House committee, if established, could turn its attention to such broadcast problems as baseball restrictions and football bans, for example, the NCAA partial blackout.

**Floating Action!**

**"BALANCED" TV TRIPOD**

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. JUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY
NEW YORK CITY

**Upcoming**

NARF DISTRICT MEETING
SCHEDULE FOR SEPT.

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**RWG-TWG CLASH**

**NLRB Hearing Set**

JURISDICTONAL dispute over representation of television writers last week threatened to come to a climax that may ultimately solve the three-year old debate and clear the way for resumption of negotiations with three major networks.

Contest between the Radio Writers' Guild and the Television Writers' group became fully public last July when the radio writers filed a petition with the NLRB requesting they be certified as exclusive bargaining agent for all free lance television writers for ABC-TV, CBS-TV, and NBC-TV.

Negotiations with the networks were halted until the proper bargaining agent was established.

Last week, the Authors League of America, parent of both groups, sent a letter to individual writers, charging the Radio Writers Guild petition was unilateral and illegal and asserting that the League could not allow it. The statement was signed by League President Oscar Hammerstein II.

Radio Writers Guild spokesmen said they had met with Mr. Hammerstein the day the letter was dated, and that he had agreed to call a meeting of the league council for reconsideration of the problem. Disclaiming the charge of illegal techniques, they countered that the League's own lawyer had agreed their petition was filed according to protocol. Petition is slated for NLRB hearing Sept. 1.

**KTTV SUED**

In TV Script Dispute

CHARGED with pirating a television script, KTTV (TV) Los Angeles and others have been named in a $150,000 suit filed in Los Angeles Superior Court by Morris Braun, MGM property man. Mr. Braun currently holds the KTTV program Better Up audience-participation program was patterned after his Play Ball program idea, a television script which he claims he submitted to the station and later rejected.

Also named in the suit were Bill Welsh, m.c. of Better Up; Sam Herrick and Art McCauley, director and producer respectively of the show.

**BOND DRIVE**

Networks Set for Kickoff

FIVE radio networks will carry kickoff ceremonies of the U. S. Defense Bonds Drive on Labor Day, it was announced last week.

Ceremonies will be highlighted by President Truman, speaking from San Francisco, and Secretary of the Treasury John W. Snyder, speaking from Grand Rapids, Mich.

Military leaders and Korean Medal of Honor heroes will be heard on the broadcasts from 10:50-11 p.m. on Sept. 3 over CBS, NBC, LBS, and MBS, and 10:50-11:15 p.m. over ABC.
The Eimac 3X2500A3 is one of the outstanding vacuum tube developments made during recent years. Consistent performance, long life, and low cost account for its filling the key socket positions in many important recently designed equipments.

The 3X2500A3 is a compact, air-cooled triode. Its coaxial construction results in minimum lead inductance, excellent circuit isolation, and convenience of use with coaxial plate and filament tank circuits. For AM service it is FCC rated for 5000 watts per tube as a high-level modulated amplifier. It has comparatively low plate-resistance, high transconductance, and will provide effective performance over a wide range of plate voltages at frequencies extending well into the VHF.

Reports from many engineers, like Mr. Dodd of WFAA-TV, confirm the outstanding transmitter performance, simplified maintenance, and low tube replacement cost made possible through the use of the Eimac 3X2500A3. Consider this unequaled triode for your applications... complete data are free for the asking.

EITEL-McCULLOUGH, INC.
SAN BRUNO, CALIFORNIA

*COMPLETE DATA AVAILABLE FREE

Export Agents: Freer & Hansen, 301 Clay St., San Francisco, California

the 3X2500A3 is another Eimac contribution to electronic progress.
Station Penalty
(Continued from page 28)
Wolveton (R-N. J.) then engaged in a lengthy exchange evoking about the invocation of power "in order to preserve the neutrality of the United States," which he labeled a "potentially serious and dangerous, the power that is granted would be similar to an act that would deny newspapers the right to publish news in time of war, or threat of war, or a state of public peril." Rep. Wolveton said. The general noted that is part of the Communications Act now.

It is entirely possible, Hurlbert also revealed the immence of an executive order "to bring into effect now the authority contained in the current law, and as soon as Congress amends the current law, if they so see fit, we intend to pursue that executive order for bringing the new authority into operation" [BROADCASTING • TELECASTING, Aug. 13].

In any event, the proclamation or order should be on the books now in advance of any critical emergency. He recalled that in the last war, no such authority was spelled out before Pearl Harbor.

Gen. Ankenbrandt also conceded that where a decision had to be made on invoking Sec. 606, the Continental Air Defense Command "would be supreme" on the question of removing stations from the air— but only under the interdepartmental plan involving participation of FCC, Defense Dept., Federal Civil Defense, CAA and other agencies. "Closing of many stations" is not contemplated, he added.

FCDA Favors Plan
The Federal Civil Defense Administration also placed itself on record for the legislation. The agency expressed "concern," however, lest any measure be adopted which might deny the FCDA administrator use of broadcasting facilities during a civil defense emergency. Specifically, this function consists of "providing for necessary civil defense communications and for dissemination of warnings of enemy attack to the civilian population." FCDA's comments were filed by James Wadsworth, acting deputy administrator.

ANTENNA SITE PROBLEMS
NARTB to Circulate Piece by CAA's Guccione

Various factors are reviewed in terms of the newly-revised Part I of FCC Rules & Regulations, and the part being played by the regional airspace subcommittees of the CAA.

In announcing the adoption of Part 17 early this year [BROADCASTING • TELECASTING, Feb. 26], FCC noted that the amended rule, Sec. 1.337, provides procedure for antenna data submitted in station applications. The rule was approved in light of provisions for aeronautical study of antenna sites contained in Part 17.

The tower issue hinged largely on FCC's reflection of the TV tower, posing the problem of effective transmission in view of the necessity of line-of-sight coverage from transmitter to recipient of the signal.

Philip Litvin
DR. PHILIP LITVIN, 45, husband of FCC Hearing Examiner Panney Neyman Litvin, was drowned Aug. 20 in Montana. Mr. and Mrs. Litvin were guests of Montana Broadcast-er Ed Craney when the accident occurred. Mrs. Litvin is a native of Montana. As of Aug. 24 Dr. Litvin's body had not been recovered. Dr. Litvin was a neurologist and assistant colonel in the Army Medical Corps Reserve. Burial will be in Arlington Cemetery.

CAPEHART PLAN
Truman asks Repeal
PRESIDENT TRUMAN wants Congress to repeal the so-called Capehart Amendment to the newly enacted Defense Product Act.

That's the formula which leaves room for a firm to apply advertising and selling costs to its product in setting price ceilings [BROADCASTING • TELECASTING, Aug. 13].

In a message to Congress Thursday, the President asked for repeal of certain sections of the act—one of those the Capehart Amendment.

Some Senate Republicans greeted the request with bitter criticism.

Chairman Burnet Maybank (D-S.C.) of Senate Banking & Currency Committee announced soon after a committee huddle with Economic Stabilizer Erie Johnston and Price Administrator Michael DiSalle that open hearings would be held this Thursday and Friday on any proposed legislation to improve the present act. This would be clarifying hearing, he said.

On Tuesday, in the Office of Price Stabilization indefinitely postponed the effective date (Aug. 13) for the ceiling, price manufacture-foregoing Reports.

OPS was working on a method to put into regulation form the formula to permit new cost allowances to be added to rollback ceilings as contained in the Capehart Amendment.

The old formulas, including CPR 22, had not provided for increases in overhead costs, an issue that was coming before the Senate Banking Committee.

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THE EASTMAN TELEVISION RECORDING CAMERA

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

THE EASTMAN TELEVISION RECORDING CAMERA

...for more than a year

...for more than a year

THE EASTMAN TELEVISION RECORDING CAMERA is designed and built for network operation. Already it has been in use in major studios for more than a year.

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

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

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

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

For further information, address:

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

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

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

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois
United Artists Corporation

Presents the biggest and best show of its type for year-round sports telecasting!

United Artists Corporation

More CBS Change
(Continued from page 28)

functions, while Harry Ackerman remains vice president in charge of network programs for both Radio and Television Divisions, Hollywood. The two men are described as "in effect, co-partners in charge of CBS in Hollywood." A veteran of 22 years in radio, Mr. Burkland has spent his entire business career with CBS. While attending the U. of Minnesota, he worked as announcer and salesman for CBS-owned WCCO. In 1938 he became the sales manager of the station and in 1941 joined the Radio Sales staff in New York. He was general manager of WTOP, Washington, D. C., network affiliate, from 1945-51.

Mr. Campbell, a graduate of Culver Military Academy, class of 1930, joined CBS in 1938. Since then he has been general manager of KMOX and WCCO.

Mr. Ward spent five years at KWTO and RGBX Springfield, Mo., and a year at KTTV, network affiliate in Los Angeles. After serving two years in the service he joined WCCO as promotion manager and became, successively, assistant sales manager, sales manager, and assistant general manager.

Associated with CBS Radio for 12 years in the sales departments of both CPN and KNX, Mr. Shaw was assistant sales manager from 1950 until 1956, when he became an account executive with Radio Sales. During World War II, he was a combat pilot in the Army Air Corps with the rank of captain. A native of Dayton, Ohio, Mr. Grant was reared in California where he attended Stanford U. He received his law degree from the U. of Southern California and has practiced both Los Angeles and New York.

Big Screen

WTCN-TV Minneapolis-St. Paul on Aug. 18 presented what it believes to be the first big-screen telecasting of a commercial studio TV program. Working with Craigie Adv. Agency, WTCN developed a tie-in with Radio City Theatre, 4,000 seat house owned by United Paramount. Piped into the theater was Volkenburg's Kids Talent Hunt show for sponsors, Nesbitt's Orange and Mida Drugs.

RATING SYSTEM

PROSPECT of a nationwide system moral balance within the confines of our Federal Constitution.

The comprehensive TV rating NARTB's blessing as part of its own campaign looking toward formulation of a standards code, stems from a resolution adopted by the council at its recent annual meeting. A complete study will be issued shortly.

Present NCCM plan involves a system to be administered through various diocesan councils of men affiliated with the National Council. Joining with NCCM are a host of community organizations, most of whose committeemen, in turn, are affiliated with the FCC through the diocesan boards.

In support of its plan, the NCCM noted a flush of developments:

1) Meeting last June of the NARTB Television Program Standards Committee under Chairman Robert D. Sweezy, WDSU-TV New Orleans; (2) NCCM's revised programs code, (3) FCC's approval of NARTB's revised program code, and (4) a bill (H.R. 5482) sponsored by Rep. Thomas Lane (D-Mass.) to empower FCC to promulgate regulations regarding obscenity and other objectionable phases of TV; and (5) Refusal of the I.L. Supreme Court to review a decision by the Federal Court of Appeals (of Philadelphia) which held that the state of Pennsylvania had no constitutional power to establish censorship over TV intended for television.

The council also quoted J. L. Van Volkenburg, CBS Television Division president, as stating that "we of monitoring TV programs for industry self-regulation was held by the council. Present NCCM plan, for which NCCM claimed (CBS) are developing our own code for television . . . which will be more severe than the NARTB standards." NARTB's exploratory work concerns education and culture; children's programs and decency; news and public events, religion and controversial issues; broadcast practices; and standards observance—for which subcommittees were created early this month (Broadcasting • Telecast-

NCCM Bares Program Monitoring Plan

While the Benton board would comprise educational, civic, cultural and religious leaders, perhaps its main purpose would be to study allocation of time primarily for public service and educational programs in contrast to commercial fare. Religion is a side issue.

Present NCCM thinking is that improved TV programming lies within the realm of industry self-regulation. An "alert, informed, intelligent public opinion capable of expressing its criticism and approbation quickly and effectively" also would serve as a pulse for better standards, NCCM contends.

Film Report

A TWELVE-PART film series based on the life of Christ is being produced by CATHEDRAL FILMS, Los Angeles. It is their first series designed for use as well as church use. Budgeted at $600,000, the films will be shot in color. The first episode, Holy Night, is being filmed now. The episode, I Beheld His Glory, will be filmed next. Rev. James F. Friedrich, president of Cathedral, estimates that the project will require three years to complete.

Strictly for community service in H, The Story of a Teen-Age Drug addict, produced by STELLING Television Co., New York. The film will be released only to those stations which intend to show it as a public service. Discussion material on the dope problem will accompany the quarter-hour film. It is included in the exhibitor's package price. It is available now.

Life Saving and Water Safety Skills has been completed by WCAU-TV Philadelphia as a public service for American Red Cross' southeastern Pennsylvania Chapter. The station has waived all rights to the film and announces that the Red Cross will distribute it as it sees fit, to other TV stations and community outlets. More than 125 summer camps and young people's groups in the chapter's area are scheduled to see it this summer.

Helicopters are the heroes of a 13½ minute special film to be released late this month by MARATHON TV NEWSREEL, New York. Entitled The Guardian Angel, it will cover the magnificent work of the all-purpose craft in Korea. Film will be up to date as possible, including shots of the Kaesong negotiators and other late footage as it comes in from the battle front. Sirikovsky Aircraft is paying for the film as a public service, but it will contain no commercial reference. Available in 16 mm or 35 mm, the film is free to interested telecasters who should contact Executive Director Konstantin Kalser at Marathon, 125 East 50th St., New York 22.

Many cathode ray tubes will have to be replaced if child-raisers emulate the hero and heroine of a new series completed by TELEVISION SCREEN Productions, New York. Entitled Jim and Judy in Tele-Land. Jim and his younger

(Continued on page 80)
SPECIAL PULSE
Says WJZ Viewing Better

A SPECIAL survey conducted by Pulse Inc. for ABC has rated fringe-area viewers' reaction to the stepped-up power of WJZ-TV New York and has indicated that 87% of the test homes found that picture quality remained excellent or had improved. Before the power increase, 28% of the homes reported "good" or "excellent" reception; after the increase the figure jumped to 77%.

Before the increase, 36% of the interviewed Channel 7 viewers reported only "fair"; this number declined to 17% after the increase. The survey was conducted in Stamford, Conn.; Pleasantville and Huntington, N. Y.; Montclair and New Brunswick, N. J.; and on Staten Island. WJZ-TV's power was increased when its transmitter was moved to the Empire State Bldg.

VIDICAM GROWTH
Greys Head Productions

FIRST PHASE of its expansion program has been completed by VidiCam Pictures Corp., New York, with the purchase of a more modern studio space and the appointment of Richard Grey as head of production, Edward R. Carroll, vice president and manager, announced last week.

A British commando and underground agent during World War II, Mr. Grey's list of screen credits includes the associate directorship of "Red Shoes" and major assignments on "The 39 Steps," "Jamaica Inn," "The Glass Mountain," and "Pygmalion." VidiCam's staff has increased from 12 to 24 people in the last two months.

The organization is currently oing three separate jobs for the late Smith TV shows and, in the last two months, has acquired accounts as Elizabeth Arden, lexes, Atlas Tires, Commodore issues, and Lewyt Vacuum Cleaners.

PITC MERGES
Emerson Film Acquires

OTION PICTURE Television enter, Hollywood, offshoot of merson Film Corp., has been absorbed into the mother organiz-

ation. Merged films will continue under the name of Emerson Film Corp. Mike Gore is president of the firm; William Norins is executive vice president, formerly acting as resident of MPTE and Jason lew is vice president. William chapman, formerly vice president, charged with the production of MPTC, is resigned.

Emerson recently completed its 1-week Famous Americans series, reports are currently being tele-

CASTED in about six TV markets. Performing production of other TV series is underway.

NEW FILM LEADER
Unleashed by SMpte

A NEW TYPE of film leader for motion picture prints, incorporat-

ing several special provisions for television use, has been released to producers and film laboratories by the Society of Motion Picture & Television Engineers. Use of the new leaders, SMpte spokesmen said, will eliminate "blind" switching of telecast film and will permit synchronous threading of all 10mm projectors. The leader has been endorsed by a number of TV broadcasters, officials reported.

Credited with the development were: V. D. Arstrang, Consolidated Labs; R. O. Bigwood, Don Davey, Century Projector; T. F. Dew-

hirst, General Precision Labs; L. B. Gumbiner and K. E. MacVilain, CBS; C. F. Horstman, EKO; H. R. Lipman, Audio Productions; K. E. Mullenger and C. A. Younger, ABC; J. G. Stott, National Broadcasting; C. L. Townsend, NBC; Steve D'Innello, New York Projectionists' Local.

TEST pattern of WJZ-TV New York before (l) and after (r) Aug. 9 power boost from 3 kw to 1 kw. With both picture and reception on an "average" television set in the so-called "fringe" area.

WHITNEY RETURNS
To Don Lee From KFI-AM-TV

GEORGE A. WHITNEY, for the past year general manager of KFI-

AM-TV Los Angeles, has re-

joined Don Lee Broad-

casing System, Holly-

wood, as vice presi-

dent in charge of televi-

sion sales.

He will work directly with W. H. Brown, president of the regional network, who heads both AM and TV operations. General Tire & Rubber Co.'s Thomas S. Lee Enterprises Inc., of which Don Lee Broadcasting System is a division, recently purchased KFI-TV from Earle C. Anthony for $2,500,000. When the station transfer is made effective early next month, call letters will be changed from KFI-TV to KJJH, identifying it with the Don Lee AM operations.

KFI-AM continues under ownership of Mr. Anthony. All present KFI-TV employees are being screened by Mr. Brown and those best qualified for posts available under new ownership will be retained, he said.

Mr. Whitney was sales manager of KJJH, the Don Lee-owned and operated Los Angeles AM station for 18 months prior to joining the Earle C. Anthony Organization in November 1950. Before that he served as KFI sales and business manager in 1945-46. Mr. Whitney in his new post is building a sales staff that will operate independently from AM division.

An inaugural program, to be telecast when the station adopts its new identification, also is being lined up. Joe Rines, free-

lance producer-director, has the assignment.

With no successor to Mr. Whit-

ney at KFI having been named, department heads are reporting directly to Mr. Anthony for time being.

CBS SHOWS RETURN
After Summer Hiatus

RETURNING dates for commercial shows on the CBS Televis-

ion Network have been announced by Hubbell Robinson Jr., vice president in charge of network television programming, as follows:

Pabst Blue Ribbon Boxing resumed live broadcasts Wednesday, Aug. 23, 10-11 p.m.; Perry Como Show, today (Saturday), 7:45-8 p.m.; Life Video Theatre, today, 8-8:30 p.m.; Mama, Friday, Sept. 7, 8-9 p.m.; The Ken Murray Show, Saturday, Sept. 8, 8-9 p.m.

This Is Show Business, Sunday, Sept. 9, 8-9 p.m.; This Is the Town, Sunday, Sept. 9, 9-10 p.m.; Schlitz Playhouse of Stars, Friday, Sept. 14, 9-10 p.m.; Studio One, Monday, Sept. 17, 10-11 p.m.

The Alan Young Show, Thursday, Sept. 20, 9-9:30 p.m.; Arthur Godfrey's Talent Scouts, Sunday, Sept. 24, 8-9 p.m.; and Arthur Godfrey and His Friends, Wednesday, Sept. 26, 8-9 p.m.

All times are EDT and subject to change.

UNESCO PANEL

Broadcasters Invited to Meet

COMMERCIAL and educational TV broadcasters will be invited to sit in on a special working panel which meets in New York Sept. 12 to map plans for a permanent UNESCO television panel.

The panel was organized under a resolution adopted by the National Commission of the United Nations Educational Scientific and Cultural Organization. It will ultimately examine the possibility of willing both commercial and educational TV facilities in UNESCO's international information program.

(ROADCASTING • Telecasting, July 30, 16.)

The State Dept. is withholding the identity of participants pending acceptance of next month's meeting, to be held at the Office of the U. S. Mission to UN, 2 Park Ave. Representatives of film and live broadcast facilities are slated to make up the bulk of the pro-

posed 12-man working group, with perhaps a handful of participants from educational institutions.

The UNESCO panel is headed by George Stoddard, president of the U. of Illinois. Sen. William Benton (D-Conn.), prime mover behind educational TV, also is a member of the commission, though his office reported no invitation as of last week.

The group will discuss TV's role as outlined during the sixth session of the UNESCO general conference in Paris. The group will lay plans for setting up the panel which will study recommendations for use of the UNESCO program. Help of commercial telecasters also will be solicited. Proposals will be submitted to the general conference at Hunter College next Jan. 27-31.

MILWAUKEE area youngsters are learning how to train their dogs at special "class" session on Time Out With Gordon Thomas program telecast by WTMJ (TV) Milwaukee. Obedience and competitive courses are taught in dog "college" by Art Guetsel, director of Wis-

consin Humane Society's animal wel-

fare department.
DON DOTY, program director of WKKL Cloquet, Minn., appointed program director WGW South St. Paul, Minn.

ROSS DONALDSON named supervising editor of literary rights and play-reading department. He succeeds THOMAS ADAMS, resigned.


MARK BRESLOW, stage manager KNBH (TV) Hollywood, named director.

RÖGER KRUPP to announcing staff WDGY Minneapolis.

BOB O'DONNELL, disc jockey WARC Rochester, to announcing staff WSYR Syracuse. JERRY LANDAY and CARL SIMMERMA named to announcing staff WSYR-TV.

LOUISE WALKER, radio graduate U. of (North Carolina, to promotion department WBT (TV) Charlotte, N. C.

CLAYTON H. BRACE, production manager KKL Denver, father of boy, Kimball William, Aug. 16.

HILL LAMBERT, continuity writer KYJE Oklahoma City, to WKY-TV Oklahoma City on continuity staff.

ROBERT KELLY, WJPJ Green Bay, Wis., to announcing staff WEMJ-AM TV Milwaukee. He will assist LARRY CLARK in broadcasting Green Bay Packers football games this year.

MARCELLA WILKESON to continuity department KWK St. Louis.

LLOYD MCFEE, graduate Northwest Broadcasting School, Portland, Ore., named to announcing staff KEBR Baker, Ore. EVERETT MORRIS, graduate, to KSVC Yreka, Calif., as announcer-operator. DENMAN DAVY, graduate, to KGNU, The Dallas Times-Herald.

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GRACE NEWKIRK, XXXX Colby, Kan., named chief of continuity department (KTRK), Delano, Calif. DUN BALLINGER named to announcing staff. SYL. SERGI, WLO1 East Liverpool, Ohio, named announcer-disco actor.

JOKEY, EDWARD B. LEARY named announcer-copywriter.

LOUISE COX, KTA San Francisco, to succeeding in Chicago, as music librarian.

ARTHUR MUNCH elected president CBS Hollywood Columbia Workshop, with Jack SPINDEL ANDERSON named vice president.

TOM BORDENKIRCHER, production manager WJW (TV) Dayton, Ohio, appointed producer-director WWOZ-TV Huntington, W. Va.

WILLIAM N COTHAM, staff news writer KNBC San Francisco, named director of public affairs and education. He replaces WILLIAM E MINETTE, resigned to join Radio Free Asia, S. F.

VERN APPLEBY, director KPIX (TV) San Francisco, father of boy, Mark Aldridge.

MAL BELLAIRS, Chicago radio-TV announcer, father of boy Kimberly, Aug. 15.

Lt. WILLIAM J. ABBOTT, former reporter WOAI San Antonio, who was called to active duty as public information officer for Company C, 20th Infantry Battalion, USMC (Broad- casting from Jacksonville, Fla., Aug. 14, 1955), returning from duty in Korea.

GEORGE W. PASSAGE, news editor WBBY Richmond, Va., author of safety article appearing in August edition of Public Safety.

ALLAN G. McLELLAN, staff announcer WPEP Teaneck, N. J., for station WJZ, same capacity.

BRIAN DAVY, sportscaster WJW (TV) Columbus, Ohio, to announcing staff WIDE Columbus, Ohio.

ERIK PAULSON, newspaper editor WBBY Richmond, Va., to WCVN Norfolk, in same capacity.

RENA HAMELFAZ, Carl Byor & Assoc., N. Y., named magazine editor for MBS press information department.

BOB LYDLE, newscaster WLS Chicago, leaves for Europe and Middle East this month for news-gathering tour.

WGEZ TO 250 W
Examiner Favors Power Boost
INCREASE in power for WGEZ Beloit, Wis., was recommended last week by FCC Hearing Examiner Hugh B. Hutchinson. His initial decision favored the station's request for a boost to 250 w on 1490 kc. WGEZ is now operating with 100 w on that frequency.

The initial decision noted that Sidney H. Breslow, as owner of WGEZ and also a member of the family which controls WCLO Janesville, Wis., located 12 miles from WGEZ. Duopoly is not involved in this case, maintained, because the two station's nighttime interference-free contours will not overlap, although their daytimes desired in wire do not properly exist.

Also, the two cities are separate trading areas and neither station will program for the other station's area. Both WGEZ and WCLO are MBS affiliates.

Slight interference to WOPA Oak Park, Ill., and WOSH Oshkosh, Wis., will result from the power boost, which is still subject to final FCC decision. The hearing examiner felt greatly increased service to WGEZ's area justified the increase. The station presently provides primary nighttime service to only 66.1% of Beloit's total population. With proposed 250 w, WGEZ would serve 90.4% at that time. Interference would also affect 4.9% of WBKB Dubuque, Iowa's service area population, the examiner estimated, pointing out that these listeners now receive primary service from six to ten stations, depending on their location in the area.

Alexander in Crash

NOYES ALEXANDER, newscaster for KFMO and KOFT-FM Los Angeles, who had two children, Janie, 8, and Dennis, 6 are recovering from severe burn received when a helicopter in which they were passengers crashed into a burned area near Clovis, Calif., the night of Aug. 16. Harry Watson of Fresno, pilot of the craft, died the following day from burns received. Alexander, who was watching the flight from the ground, ran to the helicopter when it crashed from 15 fee in the air. She received minor, burns in helping her family escape.

STARS of radio, TV, stage and screen will participate in softball game this New York's Polo Grounds night Sept. 6 for benefit of fight against cerebral palsy.

GILMORE N. NUNN (1), president of the Nunn stations, pays a visit to WKRC-TV Cincinnati. Guides the tour of installations is Hubert Taft Jr., executive vice president of Radio Cincinnati Inc., WKRC licensee.

KFD News Ad
Gives 'Food for Thought'
OFFERING "food for thought," KFDA Amarillo, Tex., caused comment by running a "food advertisement" in the local newspaper under the heading, "KFDA Food Specials."

Listed were such things as bananas ("Yes, We Have No Bananas, but we have peeled off some of the best ABC network and local programs for your listening menu"), corn ("Sure, there's a little 'corn' action on some of the programs, but that's what makes a well balanced listening station"), soap ("We are interested in keeping our programs clean. It's no 'soft soap,' though, when we tell you that this great area has the largest percentage of homes with radio ... etc.")

Small print note, which when almost missed by the paper's ad takers caused head-chattering, said, "Well, we are not in the food business, but it is well to point out that the leading food manufacturers use KFD consistently to 'tell 'em and sell 'em.'"

BOOK DRIVE
Governor Thanks KFH
KFH Wichita, Kan., has received a letter of appreciation from Gov. Edward F. Ams for the station's drive to collect library books for flooded areas.

Through "Operation Library Flood Relief" on the Monday-Friday morning program, E. J.'s Notebook, more than 75,000 books have been collected. The program is conducted by Ethel Jane King, KFH women's director.

For each book collected, KFH in conjunction with an amusement park, is offering a ticket for rides at reduced rates. Using the KFH sound truck staff members have personally collected the books. The sound truck was used on-the-spot during floods to alert rescue workers and to direct families to relief.
Strictly Business

(Continued from page 18)

Mr. Mulligan said, "During that one minute we supply copy for a news note about coal—I suppose that's what you'd call our commercial," he added.

Mr. Mulligan feels that BCI's radio program is important because it is heard by Congressmen, other government officials and the capital's newspaper corps. The program is now in its fourth year.

"The brief news note pertaining to coal," Mr. Mulligan said, "points out what is being done by a progressive forward-looking industry under private management."

While BCI has no other programs, it furnishes information and electric transcriptions for coal operators who want to sponsor spots or programs at the local level. In addition, BCI owns motion picture films which have been shown on television. One film, "The Magic of Coal," has been telecast more than 6,000 times over 67 of the nation's TV outlets, as part of the stations' public service.

Ralph Mulligan's middle initial stands for Coolidge. He is a distant cousin of the late President Calvin Coolidge, whom he knew well.

New England Roots

Although his employment now extends for Boston, Providence, R.I., residence, Mr. Mulligan's roots are deep in New England.

He was born to Mr. and Mrs. Henry Coolidge Mulligan, March 15, 1888, in the fashionable Massachusetts hamlet of Natick. At Phillips Exeter Academy in New Hampshire, he got his first taste of newspapering which in a few years later was to take him to Washington.

Like his father, class of 1879, he was a graduate of Harvard U., class of 1909. Then, in 1911, he received his law degree at Boston U. Law School.

When Calvin Coolidge was catapulted into the White House, Mr. Mulligan came to Washington as a correspondent for the Boston Post and other New England papers.

His early affiliation with the National Coal Assn. was on a part-time basis, but during World War II he detached himself from all other activities and was in charge of NCA's department of priorities and procurement.

When this function ended, Mr. Mulligan was named director of public relations and was assigned to BCI, the NCA's public relations and advertising agency. BCI's advertising is handled through Benton & Bowles, New York.

Stamps, New England antiques and fine books have been hobbies in the past for Mr. Mulligan. While he was at Harvard, he won a crimson H on the rowing crew and has not quite recovered from his liking for Harvard's summer six-bedroom "cottage" on Maine's Penobscot Bay and still takes a sailboat out whenever he gets a chance.

Most of Mr. Mulligan's leisure time is spent with his family. His wife is the former Marguerite Maxwell, of New York City. A daughter, Patricia, will be entering her senior year at Bryn Mawr this fall.

His son, Minot Coolidge Mulligan, is secretary of the Civil Aeronautics Board.

Mr. Mulligan is a junior warden at St. Thomas' Episcopal Church in Washington, where the late Franklin D. Roosevelt worshipped.

He is a member of Washington's exclusive Metropolitan Club, the National Press Club, the Harvard Club of Washington and the Harvard Club of New York.

Feature of Week

(Continued from page 18)

Kunkle was to introduce a bull into his china shop. If the Roughnecks won, Mr. Monroe was to wheel his Kunkle around the ball park in a barrow.

KENT, which broadcasts Texas League play—by—plays seven nights a week, featured the wager on all sports programs. Listeners dubbed the contests the "bull in the china shop series." Phone calls came in from Houston and Dallas asking for information.

As soon as the Sports had won two games, a search was begun for a suitable bull. No ordinary bull would do. Not with coverage planned by radio stations, newspapers and magazines.

The specimen of hamburger—on—the—hoof chosen was an 1,800—pound white—faced bull who, it was hoped, would not be unnerved in making his broadcast debut.

For the occasion, the bull was decorated with flowers, just like his Hollywood cousin, Ferdinand. It was doubtful that even a New York bull could have been groomsed any more carefully for a Broadway debut.

An audience of 400 persons assembled for the great moment. The performance got off to an uneasy start inasmuch as the bull could hardly wriggle through the 42—inch door.

Once inside the china shop, the bull accepted a lot of caresses, blinked at the flash bulbs, gazed placidly at his audience like a radio veteran.

Then as Mr. Monroe approached him with the KENT's microphone, the bull unceremoniously sat on the floor and refused to move.

Apparently a victim of Mike—fright, the bull had no bellowing comment whatsoever to make. But his expression seemed to say, "Gee, the air—conditioning in here is swell!!"
ANDY WHITE RETURNS

Radio Pioneer Spinning Discs

my golf and see Europe" caused Mr. White to sell his CBS holdings to William S. Paley on May 1, 1930.

Polo having palled on him momentarily, two years later he was back in the radio field. He formed the world's first transcription company. He called it American Broadcasting Co. Mr. White said his firm proved to be about 15 years ahead of the times. He discontinued the business and became a radio consultant. During World War II, Mr. White was a Signal Corps major, "working 24 hours a day," writing textbooks and directing officer training schedules.

Starts as Favor

Mr. White's stint on Encore Night began as a favor to a friend who was stuck for a last minute guest. Presumed upon to take over the spot, it is a matter of record that Mr. White didn't know what he was supposed to do until he actually got on the air.

However, his casual chat with Comedian Jim Hawthorne about artists on the old records used on that program was an immediate hit. Two more guest appearances followed.

Phone calls and letters from old friends who had heard himclinic KNX program executives pleat that he continue with Mr. Haw- thorne on the weekly program. Mr. White, who terms his appearance on the program a result of having reached his "ane dotted," is more than rewarded for his midnight stint by the old friends he has renewed since starting the KNX broadcasts.

Hooper Adds 10

C. E. HOOPER Inc. last week announced signing of ten additional cities for new radio Hooperatings. Cities are: Des Moines, Hartford, Honolulu, Kansas City, Norfolk, Omaha-Council Bluffs, Raleigh, San Antonio, Waterloo and Zanesville.

FAMILY

WIBW has been a farm station for almost a quarter century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

NEW NETWORK

14 Stations Form System

FOURTEEN independently-owned radio stations in the steel-rich areas of Pennsylvania, Virginia and Ohio have formed the Industrial Broadcasting System.

The new network embraces 4,782,183 persons in 1,283,987 homes. Organizing stations are WEDO Mkeesport, WISR Butler, WBBF Beaver Falls, WCVI Connellsville, WESA Charleroi, WABC Kittanning, WKZ Oil City, WDAJ Hudson, WJPA Youngstown, WJFD Cleveland, WKJF FM Pittsburgh, all in Pennsylvania; WOHIT Livingston, Ohio; WMQD Moundsville. Announcement of the network was made through Cabbott & Coffman Inc., Pittsburgh. New York and Chicago representation has not been selected.

NCAB Fall Meeting

FALL meeting of the North Carolina Assn. of Broadcasters Inc. will be held Oct. 18-19 in the Statler Park Hotel, Asheville. Theme of the convention will be "Selling Radio." Attendance will be limited to members and associate members only. Hotel reservations blanks are to be forwarded to the membership. It will be necessary to use these forms to obtain reservations, the announcement stated. Registration will begin Thursday, Oct. 15. Outstanding exponents of radio sales will be on the program.

SCBA 'Whining'

SOUTHERN California Broadcast- ers Assn., Hollywood, will hold its seventh annual "Whining" at Oakmont Country Club, Glendale, on Oct. 29. Frank Burke Jr., president and general manager of KPVD Los Angeles, is chairman of the yearly golf tournament and dinner.

A CHAS. MICHELSON HIT

THE "Sealed Book"
30 MIN. TRANSCRIPTED BY ELECTRONIC

CHARLES MICHELSON, INC.
15 WEST 47TH ST., NEW YORK 19

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BROADCASTING * TELECASTING
New Business
(Continued from page 16)


SKEWY OIL Co., Kansas City, Mo., renews Alex Dreier’s news commentary, Mon.-Fri., 9 a.m. EDT, on 28-station midwestern segment of NBC. Agency: Henri, Hurst & McDonald, Chicago.

GILLETTE SAFETY RAZOR Co., Boston, to sponsor NBC-TV’s Cavalry of Sports when big-name bouts return to TV Fri., Sept. 7. First of 10 p.m. fights will be the Walter Cartier-Billy Kilgore lightweight contest, with sports reporter Jimmy Powers commenting. Agency: Maxson Inc., N. Y.


QUAKER OATS Co., Chicago, for Ful-O-Pep feeds renews sponsorship of Man on the Farm, Sat., 12:12-12:30 p.m. EDT on MBS, for 12-months. Agency: Sherman & Marquette, Chicago.


BONA-FIDE MILLS Inc., N. Y. (Bonny Maid Linoleums and Bonny Maid Versa-Tile), to sponsor Versatile Varieties, alternate Fridays, 9:30-10 p.m., starting Oct. 5, over ABC-TV. Agency:格尔Brailer Adv., N. Y.


ORLON Div of Rayon Dept., I. E. duPont deNEMOURS & Co., Wilmington, Del., to sponsor Fri. 12:45-1 p.m. segment of same show, starting Sept. 21. Agency: BRIDSO, N. Y.

STANDARD OIL of INDIANA, Chicago, renews Wayside King Show on NBC-TV split network of 11 Midwest stations Aug. 30, Thurs., 9:30 to 10 p.m. CT. Agency: McCann-Erickson, same city.

U.S. ARMY RECRUITING signs to sponsor Hal Wolf’s Sports Deck on 32 NBC Western Div. stations for 10-week football season starting Sat. Sept. 22, 5:15 p.m. PDT.

Agency Apointments • • • •

CROWN OVERALL Mfg. Co., Cincinnati, names H. W. Kastor & Sons, Chicago, to handle advertising on its work and sports clothes. Media now being considered. Herman Kastor is account executive.

N.Y. Defense Showing

Every phase of civil defense planning and operation will be exhibited by the New York Commission at the State Fair in Syracuse from Sept. 1-8, Col. Lawrence Wilkinson, Chairman and director, announced Saturday. One part of the display will depict the operation of the complete New York State Civil Defense Radio Network in time of disaster, showing how emergency programs are transmitted without the use of landlines [BROADCASTING • TELECASTING, Aug. 6].

ALLSTATE INSURANCE Co., Chicago, automobile insurance subsidiary of Sears, Roebuck & Co., names Christiansen Adv., same city, to handle all advertising. Radio being considered and has been used. H. E. Christiansen is account executive.

FIFTH ARMY, which headquarters in Chicago, names Fuller & Smith & Ross, same city, to handle recruiting advertising. Estimated $250,000 will be spent yearly, with radio and TV expected to be used extensively throughout that Army area. Guy Mereer is account executive.

STEGMAIER BREWING Co., Wilkes-Barre, Pa. (Stegmaier’s Gold Medal Beer), names MacManus, John & Adams, N. Y., to handle all advertising [CLOSED CIRCUIT, July 2]. Radio and TV will be used.

JOHN F. DALY Inc., Phila. (Ford dealer), appoints Lavenson Bureau of Advertising, same city, to handle advertising. TV will be used.


Adpeople • • •

HARRY JAY GREENWALD, assistant to president Melrose Distillers Inc., N. Y., elected vice president and executive assistant to president.

Dr. W. BURGESS, vice president and director of industrial relations General Mills, Chicago, resigns due to ill health.

MORNE R. BUCK named manager of advertising, sales promotion and public relations Mohawk Carpet Co. Amsterdam, N. Y. He was in radio station management in Rochester, N. Y., and Wichita Falls, Kan.

F. E. BENSON Jr., assistant advertising manager in charge of license department advertising Canada Dry Inc., N. Y., named advertising manager for all carbonated beverage operations of company in U. S.

HUGH SMITH, field sales manager Bymart Inc., N. Y., appointed assistant sales manager. ARNOLD A. GOLDMAN, midwest sales manager, named field sales manager.

STATE FAIR

WCCO Plans Full Coverage

WCCO Minneapolis-St. Paul Saturday was slated to begin a heavy program of participation in the 10-day Minnesota State Fair, which is expected to draw a million visitors.

The station planned the most complete broadcast coverage of the fair in WCCO’s history. In addition, staffers will make personal appearances at the fair and aid distribution of 50,000 copies of a special state edition of the WCCO News Parade. A special WCCO booth has been erected on the fairgrounds from which a total of 15 hours of programs will originate.

Larry Haeg, station farm service director, is in charge of WCCO’s state fair activities. Other representatives of WCCO scheduled to take part in activities at the fair included Cedric Adams, Bob DeHaven, George Grim, Stew MacPherson, Howard Vikan, Earl Steele, Frank Butler, Jack Huston, Rolf Hertsgaard, Burt Hanson, Darragh Aldrich, Sally Foster, Ed Viehman, Tom Grise, Ramona Gerhard and Gordon Eaton.

WNJR Newark gives a boost to the $500 million Bonds for Israel Drive when it broadcasts Stars for Bonds, a benefit to be held at Untermaer Field, Newark, today (Monday) from 8:30-11:30 p.m. Radio star Jozy Adams will emcee program with comics Molly Ficon and Emil Coehn heading talent roster.

Get the FACTS!

About Radio Listening in Mid-America

Only Complete Study of the Mid-America Market

Write for your copy of the Conlon “Study of Listening Habits” in Mid-America . . . sponsored exclusively by KCMO. Parts 1 and 2 of a 3-part continuing study are now available. Covers all stations. Write on your letterhead.

KCMO
50,000 WATTS
125 E. 31st • Kansas City, Mo.
or THE KATZ AGENCY

August 27, 1951 • Page 79
Advertiser Use
(Continued from page 68)
local business for that month are slightly less than the actual totals. Perhaps more surprising than the tremendous upshot in TV business, which was to be expected of such a young and potent medium, is the fact that an equal share of the advertisers who were using either network or spot television in June 1948, 46 or 67.5% are still active TV advertisers today. Table II lists these advertisers and indicates their use of network and/or spot television in June of 1948 and the same month of 1951.
P&G Tops TV
It is also interesting to note that Procter & Gamble Co., traditional leading advertiser in use of radio time and in recent months the consistent top user of TV network facilities, is not included among the video clients in June 1948. Neither do P&G's two major competitors—Lever Bros. Co. and Colgate-Palmolive-Peet Co.—use either network or spot television in June 1948 list of TV advertisers, although both, like P&G, are among the leading users of this medium today.
In fact, of the top 10 TV network advertisers in June of this year [BROADCASTING • TELECASTING, Aug. 18], only three were using network TV in June of 1948—American Tobacco Co., General Foods Corp. and R. J. Reynolds Tobacco Co. The seven companies who were among the top users of video network time this June but not three years ago include: Lever Bros. Co., of soap manufacturers, Quaker Oats Co., Ford Motor Co., Liggett & Myers Tobacco Co. and P. Lorillard Co. Ford, Liggett & Myers and Lorillard were at that time using spot TV, however.
Analyzing the Rorbaugh data in another manner, Table II gives a comparison of the June 1948 and 1951 TV advertisers for those cities whose TV networks provided coverage either for those clients for both years. It should be remembered that Chicago, Cleveland, and Los Angeles were not connected with the East Coast TV network facilities provided by AT&T in June 1948, which explains the absence of network business reported for those cities for that month.

Film Report
(Continued from page 74)
sister get into exciting predica- ments by climbing into their TV sets and being involved in three soap manufacturers, Quaker Oats Co., Ford Motor Co., Liggett & Myers Tobacco Co. and P. Lorillard Co. Ford, Liggett & Myers and Lorillard were at that time using spot TV, however.

TABLE II
Number of TV Accounts: June 1948 vs. June 1951
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<th>Network</th>
<th>Nat. Reg. &amp; Spot</th>
<th>Local-Retail</th>
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Ford Films, Inc., Hollywood, has moved to newly acquired BROADCO's Sunset Studios, 5545 Sunset Blvd., Hollywood. Phone number is Hempstead 6844.

VAPYRA
To List of 'Voice' Critics
CONTINUING controversial discussion over the effectiveness of the State of America program has elicited comments from Moscow's Pravda and its home radio service.

Pravda describes the U. S. radio arm as "loud and obnoxious" and tells home listeners that it costs more "than all the opera singers of America put together." The Voice is considered Americans "something like half a million dollars a year, yet the return is not worth a dime," the Soviet newspaper added.

The Russian uses its own reasons for the Voice's "failure," Pravda quoted a charge leveled by Rep. Hamer Budge (R-I da.) that the first three letters (WBU) of certain American stations mean "I lie" when translated into Russian [BROADCASTING • TELECASTING, Aug. 6]. The inference subsequently was denied by both the State Dept. and the FCC.

WVQ New York reported last week that in four weeks more than 4,000 tickets, representing a listener expenditure of $3.80 per ticket, have been issued in the response to an offer carried on Caruso Products Distributing Corp.'s daily 11:05-11:15 a.m. newscasts at the station. Offer was for a chance to motion picture "The Great Caruso," free with the purchase of a gallon of Caruso Edible Oil.

COMMUNITY BOOST
Merchants Featured on KWBE
TO "tell the world that radio is here to stay and fills the community meeting place need," as the declared purpose of Meet Your Merchant, new public service series on KWBE Beatrice, Ne. The station is featuring through a 13-minute period daily on which local businessmen are invited to tell the story of how they picked Beatrice as the place of their business and activities.

It is reported that 70 of the merchants have taken time out from their work to tell their tales. Slogan of the series is "Shop in Beatrice, Queen City of Nebraska." Merchants tell why they have faith in the city, together with their plans for the future, and how radio has helped them. All time used is donated by the station.

The series will be wrapped up with a "big party" at the city auditorium, Sept. 14-15. KWBE will play host to the big event, including a cooking school, give-away quizzes, dancing and other fun making. The date of the gala event also is the station's second birthday.

ADD PRAVA

SEARS
IN EL PASO

Mr. Joe Walters, popular and progressive manager of this mammoth El Paso store, is enthusiastic about the business which KROD's "guitar-playin' funnyman" Red Brown has been bringing Sears for years with his weekly Saturday moring show. This is the only regular radio show which Sears uses in El Paso. YR business can also profit by the tremendous pull power of this influential CRS station serving the El Paso market and the El Paso, $596,400 of retail purchases.

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THREAT TO CBS
Follows Waterfront Program

THREAT that any CBS personnel venturing near the New York waterfront would be "knocked out" was one result of the Aug. 16 broadcast of Nation's Nightmare, on the CBS Radio (8:30-9 p.m.). The telephoned warning came during the documentary program which that week was devoted to detailed descriptions of mob rule and crime along the docks of New York and other cities. The voice claimed the facts on the program were false and said, "you hurt us a lot and now we have to get even with you. There's only one way to fight you people and we'll fight you any way we can," according to CBS Radio spokesmen.

The following day, CBS Radio spokesmen reported, a moblile working operating at Pier 84 in New York was accosted by a hefty longshoreman. Six city detectives arrived on the scene to protect the surprised crew and the man departed.

Meanwhile, with some 40 hours taped for each half hour of The Nation's Nightmare to reach the air, Producer Irving Gitlin and his documentary crew played excerpts of their collection—unusable for public broadcast—for newsmen last Tuesday.

Tapes pertained to details of an unbooked Chicago killing, Willie Moretti's analogy between gamblers and racketeers, a racketeer's sobbing story of failure, and a profane though private discussion of murder between the recently killed Herbert Noble and a mobster.

Lamenting that they could not use all the material they had collected, Mr. Gitlin, whose next assignment will be on The People Act for the Ford Foundation, explained, 'we couldn't use much of it because of legal problems or because we wanted to keep the secret of our informant's identity.'

CBS will rebroadcast three of the series at 9:30-10 p.m. on consecutive Thursdays: narcotics, Aug. 9; slot machine and gambling, Sept. 6; and waterfront crime, Sept. 13.

WAGE CEILINGS

THE WAGE Stabilization Board last week was tangled in an octopus-like report of its self-created advisory panel. The panel failed to agree on the question of whether wage ceilings should be lifted on industries which are exempt from price control.

Among the industries are radio and television stations, which like newspapers, movies, insurance firms, public utilities and railroads are specifically price exempt in the Defense Production Act.

The six-man panel split five ways. Now, it's up to WSB to announce a policy for an estimated 10 million workers affected.

Management, labor and the public, two persons from each, were represented on the panel.

Public and industry members couldn't even agree whether the industries are exempt by terms of law from wage controls. Consensus at the board should get legal advice from the Justice Dept.

On the question of whether the industries "should" be exempt, here is the way the board split:

1. Theodore W. Kheel, of New York, panel chairman and a public member, recommended lifting of wage controls over industries exempt under the pricing provision and under any other governmental price-rate regulation. An estimated three million workers would be affected, among these, radio-TV employees and entertainers.

2. Richard A. Lester, of Princeton, also a public member and panel vice-chairman, was in part agreement with Mr. Kheel but suggested wage board review of each industry.

3. Fred R. Rauch, of Cincinnati, and Irvin D. Shapiro, of Boston, both industry members, thought Congress didn't intend removal of wage controls from industries price-exempt. Relaxation of the controls would jeopardize the wage stabilization program, they said.

4. Woodruff Randolph, president, International Typographical Union (AFL), a labor member, believed Congress wanted to tie-in price and wage exemption and therefore regulations should be adjusted accordingly.

5. Another labor member, Stanley Ruttenberg of the CIO, held flatly that wages are exempt in those industries which are price exempt.

Included were suggestions for panel and advisory boards to handle wage stabilization of those industries exempt from price ceilings.

More than a score of witnesses testified and briefs were filed by some 38 organizations during three-day hearings held by the board. The report filled 60 pages.

Among those who testified before the panel were:

Sol B. Pryor, for Television Authority and the American Federation of Radio Artists; William M. Dunn, assistant to the president, Communications Workers of America (CIO); and Joseph Shelly, for American Communications Assn.

Briefs were submitted, among others, by American Federation of Musicians; Hollywood AFL Film Council; Radio and Television Directors Guild (AFL), and NARTB.

Removal for Radio, TV Not Decided

WANTED!

murder scripts

Wanted—scripts adaptable for radio and/or TV. For more information on story requirements, payment rates, etc., write to—W. P. ROBINSON V. P. in charge of Programs W L W Cincinnati 2, Ohio
EDWARD HOCHHAUSER Jr., appointed as assistant manager Associated Program Service, Div. of Musak Corp., N. Y. He succeeds BERT LOWN, resigned.

BILL WOLFF, program director WKNK Muskegon, Mich., now on leave with Armed Forces--appointed as news-announcing staff Mr. Hochhauser American Forces Network headquarters, Frankfurt, Germany.

JEAN YARBOUGH, director, signed to long term contract by TCA Productions, Hollywood, and made producer-director on Abbott and Costello TV film series which starts on NBC-TV in fall. CLARENCE EYRIST continues as TCA production supervisor. To be known as Abbott & Costello Show, production on half hour TV series resumes at Hal Roach Studio, Culver City, on Sept. 6.

DAVID MILTON, art director and superintendent of construction Monogram Studios, to William F. Brody Productions, Hollywood, film producing firm, in similar capacity.

ALLEN RIVKIN, newly-appointed president Motion Picture Industry Council, resigns as director of public relations Screen Writers Guild. IRWIN GIELGUD replaces him.


Comdr. Nygren to active duty.

HERBERT S. LAUFMAN & Co., Chicago, radio and TV package and production firm, moves to new offices at 624 S. Michigan Ave.

CARL WESTER, owner of radio and TV package firm of same name opens Chicago office at 221 N. LaSalle St. KAY BRENNAN is assistant general manager of firm.

DANIEL C. BONRIGHT, secretary and counsel Capitol Records Inc., Hollywood, elected vice-president. He succeeds JAMES W. MURRAY who joins General Public Relations, N. Y., in executive capacity effective Sept. 1. In his new capacity, Mr. Bonbright continues to function as counsel and also assumes responsibilities of finance. Mr. Murray will act in advisory capacity to Capitol from his New York headquarters, according to GLENN E. WALLICH, president of the recording firm.

JAMES DAY and RICHARD BERTANDIER, KNBC San Francisco, to Radio Free Asia, S. F.

FREDERICK GORDON NIXON appointed assistant controller of tele-communications in Dept. of Transport at Ottawa. He succeeds E. G. BENNETT who retired recently.

GORDON R. BADGER named assistant chief engineer test and inspection Bendix Radio Div., Bendix Aviation Corp.

EQUIPMENT

C. J. WARD, N. Y. zone manager of Crosley Div., Arco, Mfg. Corp., appointed executive and purchasing engineering editor of the company's Electrical World and Electrical Merchandising magazines in New York. He has been in the service 1920, except for a short period of service in the Army Air Force, and then went to Westinghouse to supervise trade paper publication at E. Pittsburgh headquarters.

There was he rushed into radio without benefit of indoctrination. He became an announcer at KDKA, there he worked and it was he who originated the KDKA account execu-

C. R. FREYTAG, executive vice president Scott Radio Labs, Chicago, elected to board of directors. Other directors re-elected included: HARVARD PRAGMAN, H. J. CONKERS, H. R. DARR, RUSSELL G. EGGO. Officers re-elected: MR. MECK, president; Mr. Freytag, execu-
tive vice president; L. M. SANDWIC, vice president and general sales manager; and Mr. Eggo, secretary. P. E. SCHUCKING elected treasurer, succeeding G. F. MECK.

J. B. FARR appointed manager of sales training for receiver department, General Electric, Syracuse. He leaves with Tradewinds Inc. R. M. LUTH, assistant supervisor in cost section of cooperative advertising, named supervisor of department.


BRUCE M. WILLIAMS appointed sales engineer John A. Green Co., Dallas, Tex., sales engineering representatives. He was with Magnolia Petroleum Co., Dallas.


On All Accounts

(Continued from page 14)

so professionally six months later when he was named assistant engineer, engineering editor of the company's Electrical World and Electrical Merchandising magazines in New York. He has been with the company 29 years, having come from Texas into Chicago, an engineer, and gradually worked his way up to become the chief engineer of the company.

In the depression years, Horlick's had a very successful line of dairy products, but the depression hit hard and the company went into a period of financial difficulty. Horlick's then decided to concentrate on the younger market and introduced a new line of cereal, called Horlick's Malted Milk, which proved to be very successful.

Horlick's continued to grow and expand, and by the 1950s the company was one of the largest in the country, with sales in the millions of dollars. The company continued to innovate and introduce new products, and by the 1960s Horlick's had become a household name.

Today, Horlick's is still a major player in the food industry, with products sold in stores all over the world. The company continues to be owned by the Horlick family, and is still headquartered in Chicago. Horlick's remains a symbol of American ingenuity and innovation, and is a testament to the power of hard work and determination.

End of story.
CONSUMER ADVICE

Proposed in Dollinger Bill

A SO-CALLED "Consumers' Advisory Bureau" would be set up under the wing of the Commerce Dept. as the official analyzer and tester of consumer goods, according to a bill (HR 5189) introduced in the House by Rep. Isidore Dollinger (D-N. Y.).

Explaining his bill, Rep. Dollinger told House colleagues the American consumer "has no way of determining for himself how other makes or brands actually compare with the products expertly advertised by press, radio, television, and other mediums."

Asserting that the consumer "more often than not pays a higher price than necessary, as the little-known product can in fact be of higher grade and cheaper," the Congressman surmised, "remember, the millions paid for advertising are eventually tacked on to the cost of the product and the consumer pays for it."

New NABET Unit

Broadcast Employees Local (CIO), Pottsville, Pa., has unanimously voted to affiliate with the National Assn. of Broadcast Engineers & Technicians (CIO). Members of the local are announcers and engineers at WPAM Pottsville. Negotiations are now under way between the newly-formed unit of NABET and WPAM management. NABET recently affiliated with the CIO.

McANDREW NAMED

To President's NEPH Unit

Appointment of William R. McAndrew, general manager of WRC-AM-FM WNBW (TV) Washington, as chairman of the Public Information Committee of the President's Committee on National Employment the Physically Handicapped Week was announced by the U. S. Dept. of Labor last Thursday.

Mr. McAndrew succeeds Earl H. Gammons, vice president of CBS Washington operations, who has been named by President Truman as vice chairman of the President's Committee [Broadcasting • Telecasting, Aug. 20]. In announcing the appointment, Vice Adm. Ross T. McIntyre, committee chairman, described it as "another indication of the vital importance of radio and television in carrying forward the President's program" for the physically-handicapped.

DREWRY REPORT

Radiomen Thanked For Aid

ANNUAL report of Dean John E. Drewry, U. of Georgia's Henry W. Grady School of Journalism, reviewing the 1950-1951 session, has just been sent to Georgia radio executives.

In the report, Dean Drewry paid tribute to the Georgia Assn. of Broadcasters and the Radio Executives Club of New York for their cooperation in various university projects.

Electronics Meet

HIGHLIGHTING the seventh annual National Electronics Conference, Oct. 22-24 at the Edgewater Beach Hotel, Chicago, will be a luncheon address by Adrian Murphy. Mr. Murphy, president of CBS Laboratories Div., will speak on "Color Television." More than 5,000 engineers are expected to be on hand when the sessions open.


The right combination for productive planning

1951 Broadcasting-Telecasting Marketbook

Expressly designed for buyers of time

1951 Radio-Television Outline Map

25" x 35" AM • FM • TV sales planning tool

Limited supply of August 20 Broadcasting • Telecasting issue containing Marketbook Section and folded map available at $1.00 per copy.

Unfolded maps available at these money-saving quantity discounts: 5 copies, $4.50; 10 copies, $8.50; 25 copies, $20.00; 50 copies, $37.50; 100 copies, $70.00.

In the Continental 315 Transmitter, both variable and fixed vacuum type capacitors are used in all tuned circuits in the power amplifier output. The reliability of this type of capacitor has been proven by exhaustive tests and use in many high frequency applications.

Because of the extremely low power factor inherent in this type capacitor the stability of tuning is not affected by temperature or aging. Likewise, power losses are minimized because of this low power factor and high circuit efficiencies are obtained.

WSLS Roanoke, Va.'s twins, Betty (1) and Amy Glenn join Bill Ashworth, station program and promotion manager, in inviting station managers to the NARTB District 4 meeting in Roanoke, last Thursday and Friday. Post cards like the above were mailed to station managers to promote attendance at the meeting.

OHIO'S FIRST LADY
WGAR Cleveland featuring series in which of Ohio Gov. Frank J. Lausche takes part in courtesy announcements for station's "Northern Ohio Day at the Fair" to be held Aug. 28. Series prepared in cooperation with President Sam Abrams' Ohio Adv. Co. Spots carried on all Cleveland radio outlets, which WGAR labeled "rare marshalling of support for a rival promotion."

KIRO AT SCENE
KIRO Seattle bulletined news of Air Force's B-50 crash into apartment building in South Seattle Aug. 13, within minutes had four staffers on their way with tape recorder. Crash occurred 2:15 p.m. At 4 p.m., station broadcast eyewitness report interviews from scene and from hospital. At 4:46 p.m., station gave nation on-the-spot account via Don Hollembeck and the News on CBS Radio.

RAISES FUNDS
KUKI Ukiah, Calif., asked to request donations for county fair parade after attempts to raise money through other media bogged down. Station ran 16 spots plugging all-night request show. After special program started, station reports and donations swamped operators. Goal of $800 reached by midnight; doubled by 3 a.m.

PONY PRIZE
WFIL-TV Philadelphia, Pony Express, with Chief Halftime, full-blooded Seneca Indian. Chief found himself swamped with mail from boys and girls competing for live pony and other prizes in contest based on identification of animals. Within three-day period, chief received some 7,000 cards and letters at WFIL-TV. Program is telescan daily.

PLUGS POWER INCREASE
KCBS San Francisco using 120 billboards in choice locations throughout listening area telling of new power increase. Station also using over 900 "traveling" displays on outside of street cars, busses and bridge trains in metropolitan San Francisco-Oakland area. Over 400 display cards are being used inside busses traveling through coverage area.

BIG TV PUSH
WFMY-TV Greensboro Aug. 16 climaxed two-week TV promotion to push sales of TV sets. Station used polycolored with special artwork employing clever use of Mrs. Goose characters, recordings of young girl reading rhymes and local spots on WFMY-TV and WFMY (FM). Promotion kept idea of buying TV sets in front of public, using rhymes whenever possible.

ALL ABOUT RECORDS
RCA Victor Custom Record Sale Div. sending trade brochure headed "I Never Knew ..." based on operation of division. Booklet gives inside workings of record ing, re-recording, processing, pressing, shipping and handling. Pictures and drawings help give fact about record production. Attached from James F. Davis, division manager, explains "... Th booklet is designed to inform yo of the different types of cust work we're currently turning out. It may suggest some new aspect you possibly in an end of busi
INTERVIEWS THE SICK
WJOT South Bend, Ind., Opera-
tions Manager and Sticher, Mon., 5-9:30
p.m., to start Sept. 10, sponsored by
local florist and candy shops.
Program taped at five area hos-
pitals, interviewing patients and
personnel. Show announced and
produced by Edie and Howie
Fisher. C. J. Pajakowski originated
program idea, structure and name.

MARINE LIFE
WSM Nashville, Parade of Science,
carrying taped recordings of Nash-
ville Children's Museum Bahama
Reef expedition to collect speci-
mens for diorama showing of
marine life on ocean floor among
coral reefs. Station equipped with
tape recorder so that record-
ings could be sent back for pro-
gram. Tiny mike was placed in
diving helmet for recordings from
ocean floor.

NEGRO MARKET
WBCO Bessemer, Ala., sending
tape brochure pointing up large
Birmingham Negro market and part
station plays in reaching peo-
ple. Booklet contains facts and
figures on population, retail sales,
weekly payroll, buying income.
WBCO program schedule, pictures of
entertainers and sales testimonial-
as. Station is fully-staffed with
Negroes and claims to be south's
"only night and day Negro radio
station," stressing advantages of
selling that market.

SLOGAN CONTEST
WPGM Fitvhurst, Mass., beamig
new program to listeners in near-
by city, Leominster. Show, titled
Listen Leominster, features com-
mercials of local merchants and
counterpointed numbered slogans.
After repeat listeners are asked to
write them down. Eenee Allan
Curtis selects one by number and
street. First person calling from
that street with text of slogan, word
for word, wins at least $5 from
merchant assigned number.
Price varies each day until no
winner is found. Show is tailored
along informal and neighborly
lines.

NATIONAL GUARD
WWNY Watertown, N. Y., airing
two special public service programs
in cooperation with U. S. Army.
Shows focused around activities
of 42nd Rainbow Division of
National Guard. First program was
broadcast on same day that divi-
sion arrived in Watertown for
training period. Week later, Larry
Lanier, CBS newman, conducted
roundtable discussion with military
commanders describing 42nd's train-
ing.

ASKS A QUESTION
Dumont TV NETWORK, via
blue promotion folder, querying
advertisers and trade: "Are you in
show business . . . or, are you in
business sell?" Dumont Explains
that TV is "primarily a medium in
which to display and sell your
product—not a catch basin for
fantastic sums of money expended
on lavish productions in the in-
terests of show business," and asks
advertisers to ascertain "is the
rating worth the rate?"

POOCH PARADE
KSTP-TV Minneapolis-St. Paul
has new sponsor for "Pooch
Parade" segment of Jimmy's
Junior Jamboree. George Zinger
Candy Co., Milwaukee, will assume
sponsorship Sept. 20. Telecast
Thu., 5-5:15 p.m., "Pooch
Parade" gives youngsters chance
to show off their dogs. Each week,
canines are judged according to
specific classification, such as which
has longest ears, shortest tail,
smallest nose, etc. Contract placed
through Mautner Agency, Mil-
waukee. Jimmy's Junior Jamboree
is daily telecast, 5-5:30 p.m.

TOP KINDERGARTEN
WTOP-TV Washington sending
prospective sponsors material about
station's TOP Kindergarten. Ma-
terial includes large diploma-like
card, given to teacher who have ap-
peared on Monday-Friday 4:30-5
p.m. program. Accompanying in-
formation states that show offers
a showcase for your product in
which your message can be incor-
porated into the program itself
and your product used by the chil-
dren in the TOP Kindergarten
classroom.

OKLAHOMA COVERAGE
WKY Oklahoma City distributing
folder showing by maps and car-
toons how well station covers state.
Based on EMB Survey, folder shows
how 62 Oklahoma counties in
WKY's daytime EMB area con-
tain 73% of state's population;
71% of state's total retail sales;
71% of food store sales; 71% of
drug store sales; 72% of automo-
tive sales, and 87% of gross farm
income. Also given is breakdown
of Oklahoma City Hooper
Audience Index, March-April 1951.

MOST RETURN
WCCS - AM - FM - TV New York
sending out attractive folder de-
signed to illustrate that in Goth-
am's Croesus-like market, WCCS
stations offer advertisers "Point of
Most Return." CBS owned stations,
represented by Radio Sales, have
animated electric display sign/
stories high on Times Square,
which is illustrated by colored pho-
tograph in folder.

'HAYRIDE' CELEBRATES
WLWT (TV) Cincinnati Midwestern
Hayride celebrating its third
anniversary under sponsorship of
Bavarian Brewing Co. Also
seen on WLWC (TV) Columbus
and WLWD (TV) Day-
ton, and is NBC-TV summer re-
placement for Your Show of Shows.
Sat. 8-9 p.m. Cake was presented
to Bill Thall, Hayride m.c., with
inscription, "H a p p y Birthday
Bavarians." On hand were Wil-
liam R. Schott, secretary-treasurer,
Bavarian Co., and Kathryn Hardig,
radio-TV director, Ralph H. Jones
Co. ad agency.

'DIVING COWBOY'
WBNS-TV Columbus, Ohio, West-
er Roundup, Mon.-Fri. feature.
Program currently cooperating
with Red Cross on "Learn to
Swim" campaign at swimming
pools where Dick Zabel of Roundup
appears weekly as "Diving
Cowboy." Mr. Zabel and his partner,
Blacie (Bill Turner), recently
drew 1,000 youngsters, creating
own promotion gimmicks identified
with "personalized brands" as in-
ceptive to kids upon good behavior.
Brands also have become integral
cus of each Western Roundup
telecast.

AIRFORCE SHOW
WACE Chicopee, Mass., Westover
Airplanes Show, Mon.-Fri., 12:30-
1 p.m., interviews noted personal-
ties traveling through Westover
Airbase. Broadcasts are aired
directly from base by WACE Host
Ed Carter.
August 16 Decisions

BY THE COMMISSION
Application Granted
WSAY Rochester, N. Y.—Granted application for extension of completion date of Dec. 1 for CP which authorized increase in power from 1 kw to 5 kw untl; new trans. and change an. Aug. 16

Issues Denied
William C. Forrest, Reedsburg, Wis.—On its own motion, Commission amended order of July 5 designating application for renewal and deterr. therof Issues No. 1, 5 and 8 and all reference to application to Water- town Radio, Inc., Baraboo, Wis.

Application Denied
KUMO Columbia, Mo.—Denied application for extension of completion date of CP for new station on 560 kc 1 kw untl; to treat subsequent application, to change hours of operation etc., as new application, subject to KUMO request- ing hearing if it desires.

Designated for Hearing
Grand Island Bcstg. Co., Grand Island, Neb. and KNCI Broken Bow, Neb.—Designated for hearing in Washing- ton on Aug. 31 application of Grand Island for new station on 1260 kc 1 kw untl; DA-N, in consolidated proceeding with application of KNCI to change facilities from 1440 kc 250 w untl; to 1360 kc 1 kw D.

August 16 Applications

ACCEPTED FOR FILING
License for CP
WSFA Montgomery, Ala.—License for CP, as modified increase in power in D power etc.

WSAY Rochester, Ill.—License for CP new AM station.

Modification of CP
KRES St. Joseph, Mo.—Mod. CP, as mod. which authorized change in fre- quency of 1370 kc to 1440 kc.

WATM (FM) Birmingham, Ala.—Mod. CP new FM station for extension of completion date.

License Renewal
KJHI-FM Los Angeles, Calif.—Request license renewal.

August 17 Applications

ACCEPTED FOR FILING
License for CP
WCOW South St. Paul, Minn.—Li- cense for CP new AM station.

WGST-AM Atlanta, Ga.—License for CP new FM station.

WAVF-AM Atlanta, Ga.—License for CP.

AM—1060 kc
KILO Grand Forks, N. D.—CP to change own motion, to 1260 kc and D 500 w-n. untl; 1065 kc 1 kw untl; Aug. 16

Modification of CP
KWWF-FM Manhattan, Kan.—Mod. CP authorizing reinstatement new FM station on 90.1 mc.

Station transferred to WGRF from WMT 768 w. ant. from 190 ft. to 170.25 ft.

License Renewal
Following applications for license re- newal were REMCOMM:
WFBM Indianapolis, Ind.; KFFQ Bois- dale, Mont.; WMT 1340 w. ant.

APPLICATION RETURNED
WMSC (FM) Columbia, S. C.—REF- USAL application for license re- newal.

APPLICATION DISMISSED
WIRG Atlanta, Ga.—DISMISSED application for assignment of license.

August 20 Decisions

BY THE SECRETARY

NBC, Inc., New York, N. Y.—Granted extension of special license to program all broadcast stations for internal control in accordance with an- authorities that may be heard consist- ing of the original U. S. for period beginning 8-15-51.

NBC, Inc., New York, N. Y.—Granted extension of authority to transmit programs to CHL and CBM and other sta- tions untl; reconsideration by teleclan Broadcast- ing Corporation for period begin- ning 11-1-51.

WKAP Alberton, Pa.—Granted lic- ence for change in location, facili- ties, trans. equipment, install DA-N and new trans. and change of trans. location (1350 kc 1 kw untl;); cond.

WSFQ Amstorp, Ala.—Granted lic- ence for increase in D power, change from 100 kw to 200 kw, DA-N only and install new trans. (1350 kc 5 kw-
LSO; DA-N). .

WBBK Dubuque, Iowa.—Granted license for installation of new trans. and extension of completion date from Sept. 1 to Dec. 1.

WBBW Boston, Mass.—Denied license for CP, change type trans.

WBBU Bangor, Maine.—Denied license for change in location, new trans. and DA-Nav. and change location; cond. (1300 kc 1 kw supply.

KNAL Victoria, Tex.—Granted license for change in hours operation and in- stallation of DA-N (1410 kc 500 w untl).

WIAM Williamston, N. C.—Granted license for change in place of studio location and in change in type trans. (500 kw D power etc.).

Stanley G. Boynton, Highland Park, Ill.—Denied license for change in location and change in type trans. (100 kw 1 kw D power etc.).

WCAK-FM Jacksonville, Fla.—Denied license for completion date Aug. 30.

WFUM-Indianapolis, Ind.—Granted license for new station and for move of studio location; ant. height 409 ft. in lieu of 406 ft.

WATS Atlanta, Ohio—Denied license for change existing noncommercial educational FM station, to change location, to 170 mc.

KFBH San Bruno, Calif.—Granted license for CP.

Sarkis Tarzian, Inc., Van Beuren Twp., Ind.—Granted license for installation of new trans., increase in power, and ant. changes for TV inter-city relay KSB-79.

WITW New York, N. Y.—Granted license for installation of new trans; new trans. and change of CP.

KSBK San Diego, Calif.—Granted license for change type trans. and location; new studio location.

WABW Auburn, R. I.—Granted license for change CP to new location.

WJAZ-AM Greenville, S. C.—Denied license for CP.

KSC-B Stillwater, Okla.—Granted license for new trans; new power and new ant. for CP.

WNBT Portsmouth, Ohio—Granted license for extension of completion date from July 1 to Oct. 1.

August 20 Applications

ACCEPTED FOR FILING
KWBQ Wasco, Calif.—License for CP to increase power and install new trans.

MBS, Chicago, Ill.—Extension of au- thority to transmit programs to KCLW Harrisburg, Pa. and C.S.F. with those licensed by Canadian Minister of Transport for period beginning Nov. 14.

WMT-91.1 mc

WEIR (FM) Columbus, Ohio—CP to change ERP from 53 kw to 100 kw, ant. height from 430 ft. to 631 ft. and change ant. system.

Modification of CP
WTTV (TV) Bloomington, Ind.—Mod. CP to new TV station on 5 channel, trans. rate. permitted power from 1 kw to 2 kw.

TV—Ch. 3
WAGE Louisville, Ky.—CP to change from Ch. 5 (76-82 mc ERP 7 kw V.F. 2.5 kw) to Ch. 3 (60-68 mc ERP 100 kw v.f. 50 kw untl; ant. 1078 ft.

License Renewal
Following stations request license re- newal:

APPLICATION RETURNED
KRLC Lewiston, Idaho.—RETURNED application for license renewal.

August 21 Decisions

ACTION ON MOTIONS
By Comr. Nelson H. Dodge

WIRC Rosalia, La.—Granted petition for renewal of license of application for CP.

WDBM Nashville, Tenn.—Granted application for acceptance of license in proposed loan.

WDBZ Decatur, III.—Granted petition for extension of time to Sept. 30 in which to respond to initial deci- sion re application for CP; and that the Corporation will hear, System Inc., Hopkins Park, Ill. for CP.


Chief, Broadcast Bureau—Granted petition for extension of time to Aug. 31 in which to respond to initial decision, re application of The Court House Building Co., Washington Court House, Ohio.

By Hearing Examiner Leo Reinick

WPAW Pawtucket, R. I.—Granted petition for renewal of license of application for modifying engineering report to in- clude new equipment and modification of WPAW in directions of WGAN and CFNC to FCC; and for renewal of application of two days may be waived and immediate action be taken.

WNUT Tuscola, Ala.—Granted peti- tion for license to change location to a station at Northport, instead of Tuscolola, for waiver of Sec. 152 rules, and for removal of application, as amended, from docket.

By Hearing Examiner H. B. Hutchison

WOKY Greenfield, Wis.—Granted pe- tition for renewal of license of the application from Aug. 30 to Oct. 15

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash, D. C.
Sterling 3626

August 21 Applications ... ACCEPTED FOR FILING

License for CP

KWCM Searcy, Ark.—License for CP new AM station.
WBGA (FM) Schenectady, N. Y.—License for CP new FM station.
WHVC (FM) Norval, Va.—License for CP new FM station.
AM—990 kw
KDAL Lebanon, Ore.—RESUBMITTED application for CP to change from 990 kw 1 kw D to 990 kw 1 kw unil. DA-DN.
Modification of CP
KFUD-FM Clayton, Mo.—Mod. CP new FM station for extension of completion date.
WFBF (FM) Long Island, N. Y.—Mod. CP new FM station for extension of completion date.
PM—981 mc
KOZY (FM) Rapid City, S. D.—CP to change ERP to 25 kw.
License Renewal

Following stations request license renewal: KYVF Santa Fe, N. M.; KHRD Duncan, Okla.; WDEM Providence, R. I.

August 22 Applications ... ACCEPTED FOR FILING

Modification of CP

KMPC Los Angeles—Mod. CP as mod., to increase power etc. for extension of completion date.
WDJY Marquette, Mich.—Mod. CP, as mod., to change frequency etc. for extension of completion date.
WYOW Logan, W. Va.—Mod. CP, as mod., new AM station for extension of completion date.

WTDY Salt Lake City, Utah—Mod. new FM station to change ERP from 3.7 kw vis. 2.3 kw to 3.7 kw vis. 1.5 kw dur. etc.

License Renewal


APPLICATION RETURNED

WØBR New Orleans, La.—RETURNED application for license renewal.

WTV-Ch. 2

WJBK-TV Detroit, Mich.—CP new TV station AMENDED to change ERP from 100 kw vis. 50 kw aur. 10 kw vis. 13 kw aur. etc.

WTV-Ch. 4

KDYT-TV Salt Lake City, Utah—CP new TV station AMENDED to change ERP from 3.7 kw vis. 2.3 kw aur. to 3.7 kw vis. 1.5 kw aur. etc.

License Renewal


APPLICATION RETURNED

KOOK Billings, Mont.—RETURNED application for relinquishment of control permitting corporation.

(Continued on page 98)
**Help Wanted**

**Salesman**


Sales manager thoroughly experienced, proven producer, ready to mix in community. Ohio community. Must be堤cle for right man with starting account. Send full details in letter to Box 723K, Broadcasting.

Experienced salesman for key spot in expanding California operation. Prefer telephone. Guaranteed minimum salary commission. Send full details, complete documented references to air man. Box 603K, Broadcasting.

**Casting**


Salesman with car. WKRT, 500 watt independent. Wanted. Probably 500.00, $75.00 minimum. Send photo. Box 683K, Broadcasting.

**Technical**

Engineer or combination for 500 watt near N. Y. Box 583K, Broadcasting.

Announcer-seller with car. Wyoming ABC affiliate. Picture and disc required with application letter giving all details. Write Box 758K, Broadcasting.

Wanted: Announcer for key spot in expanding California operation. Prefer telephone. Guaranteed minimum salary commission. Send full details, complete documented references to air man. Box 603K, Broadcasting.

Immediate opening for broadcasting technician. Fulltime network job in one of Texas' most ideal communities. Send all information, recent snapshot and references. Box 758K, Broadcasting.

Announcer-engineer, combination man for a progressive network station in one of Texas' most ideal communities. Send all information, recent snapshot and references. Box 758K, Broadcasting.

Fulltime network affiliate has immediate opening for ambitious, sober and good judgment with ability. Must speak and write fluent Portuguese. Excellent salary plus substantial allowance. One-year minimum. Salary $500. Write Box 742K, Broadcasting.

Immediate opening for combination announcer-engineer. Emphasis on announcing. Must hold first class license. Wire or call for details. Write Box 603K, Broadcasting.

Wanted: announcer from North or South Carolina or Virginia for regular staff position. Expanding network station. September. Contact Allen Wannemaker, WTM, Wilson, N. C.

Wanted: announcer for new northern Michigan station at least one year experience. Send letter, disc and start date, salary requirements. Box 693K, Broadcasting.

Wanted: announcer for Chicago station expanding staff, needs disc, box, newspaper. Must be versatile. Box 500K, Broadcasting.

Opening in Minnesota station for announcer interested in selling line. Must have car. Good deal for right man. Box 600K, Broadcasting.

Staff announcer. School graduate considered. Send detailed resume including all radio stations worked, complete references. Also send complete information and photo. Box 630K, Broadcasting.

Southern 1 kw. Liberty affiliate. Community of 30,000 wants staff member who can read. Probably $50. Must photo accompany resume. Don't forget to include snapshot. Box 737K, Broadcasting.

Network station in progressive southern town wants morning man with first program experience. Write or call if he wants himself employed absolutely. Address Box 744K, Broadcasting.


Engineer or combination for 500 watt near N. Y. Box 583K, Broadcasting.

**Managerial**


Transmitter engineer with car wanted. Regional ABC station. Contact Harold White, station manager, 7th and Broadway, New York City.

Combination man wanted, first class ticket required, some announcing experience. Must have complete references. Send photo, letter. Box 725K, Broadcasting.

**Production-Programming, Others**

Immediate opening for local music director. Must have knowledge of tape recording and maintenance. 40-hour 4-day week. Good working conditions, car essential. Contact Frank A. Jenne, Radio Station WJMK, Florence, South Carolina.

Wanted—transmitter operator for local Mutual network station. Must have class license. Salary up to $60 if satisfactory. WPST, Paintville, Ky.

Creative commercial writer (male or female) with emphasis on TV/radio ideas. Must have TV and radio writing group for 4A St. Louis agency. Send full resume for preliminary interview. Box 797K, Broadcasting.

Woman copywriter, Southwest. Send audition disc, copy and recent photo. Box 617K, Broadcasting.

Experienced secretary, copywriter, Western Pennsylvania independent. Position opening in September. Please send resume, recent photo and salary required. Box 673K, Broadcasting.

**Situations Wanted**

Executive, former NAB official, interested in management, sales and marketing positions. Profit, growth, executive rank and capital connection or assignment, limited. Experience in national, regional and extensive Civic and government with ABC, Mutual and others. Salary over $250 per week, now requires too long absence from New York City. Box 640K, Broadcasting. Can make change on thirty to sixty days notice. Write Box 560K, Broadcasting.

Commercial manager of top 5000-watt station wants permanent sales opportunity in NYC market this fall. Exceptional record in sales and management. Married, college graduate, veteran of present employer, will know this ad. Write Box 800K, Broadcasting.

Station or sales manager available! Thoroughly experienced in all operations. Long experience, efficient management and public relations. College graduate, family, extremely reliable. Write Box 783K, Broadcasting.

Manager-salesman, prefers business 15 years sales, promotion, both radio and newspaper. Now employed commercial manager, Mutual system. Married, aggressive, civic minded, college graduate. References will be furnished. Box 718K, Broadcasting.

Want the best manager available? Level headed program director-commercial manager available. Bachelor's authority, permanency, living wage. Please call or wire. Box 620K, Broadcasting. Answers to Box 725K, Broadcasting.
Looking for a real opportunity with a large, reputable company? If so, you're in luck! We have a variety of positions available, including sales, technical, and administrative roles. Whether you're looking to operate in the heart of a major city or the quiet of a smaller town, we have opportunities for you in various locations, including Nevada, California, and Arizona.

For those interested in sales, we have positions for Account Manager, Sales Representative, and Sales Coordinator. These roles offer competitive compensation and the potential for growth.

If you're more technical, we have openings for Broadcast Engineer, Technical Director, and Audio Engineer. These positions require a strong background in radio and TV technology and a passion for innovative solutions.

For administrative positions, we have roles in Administration Manager, Office Manager, and Administrative Assistant. These roles are perfect for those who enjoy organizing and providing support to a team.

We are committed to providing our employees with a dynamic and challenging work environment. If you're looking for a career that allows you to make a difference and contribute to the success of a large company, then we have the perfect opportunity for you.

Contact us today to learn more about our available positions and how you can become a part of our growing company!
Radio-TV program production assistant. Bachelor of Science in Broadcasting, emphasis in technical production. Box 719K, BROADCASTING.

Television

Executive type salesman, middle aged, successful in newspaper, theatre, and television advertising, desires to affiliate with television station. Stellar reputation in selling television time on commission basis. Box 720K, BROADCASTING • TELECASTING.

Announcers

Attention owners of television stations. What is your offer for a clean humorist comparable to Arthur Godfrey? Can I prove my claim? Box 745K, BROADCASTING • TELECASTING.

Production-Programming, Others

TV newsreel cameraman available for sale or new seasonal assignment. Box 722K, BROADCASTING • TELECASTING.

For Sale

Established (1000 watt) daytime station in rapidly developing area in central Maryland. Has other interests which demand his attention. Price right and will sell. Box 685K, BROADCASTING. 30% return, eastern 1/4 kw, TV fringe station. No strong paper. $120,000. Box 712K, BROADCASTING.

Equipment, etc.

GE 3 kw FM transmitter and monitor. Box 107K, BROADCASTING. For sale or trade, channel two or three bay bat wing antenna type T6-3A will sell or trade for channel three five bay bat wing antenna. Immediate delivery. Box 730K, BROADCASTING. Raytheon RA-250 transmitter, like new condition. 2 sete tubes, 7 crystals—holders, 140 kc. Crated. $8,000.00 cash. Box 550K, BROADCASTING.

Rel. 10 kw FM transmitter. Includes driver unit power supply and amplifier, perfect condition. Never been used. Make best offer. This is a real bargain! Box 690K, BROADCASTING.

Reverbération time-meter, like new condition. Priced at $150.00 for quick sale. Box 716K, BROADCASTING.

For sale, 10 kw FM transmitter, RCA type B7P 103, 3 years old with only 1000 actual hours, operating in perfect condition. Available on-as-is basis. $9000.00. Crated, sale price $7000.00. Includes extra new and required number of spare tubes. Also at substantial price, two 15 meg., necessary auxiliary FM transmitting items, including antenna, transmission line and frequency, and modulation monitor. Operating frequency 96.5 mc. Contact Box 748K, BROADCASTING.

Announcers

Three complete RMC reproducer groups, with universal heads, extra head included all for $100.00. Also brush tape recorder, HK 402, in excellent condition, also $100.00. Write Box 714K, BROADCASTING.


General Radio RF bridge type 916-A. Perfect condition. Well cared for. $495 E. 50 St., Annatton, Alabama.

Wanted To Buy

WANTED

For close-in TV station, accessory equipment, including antenna. Immediate delivery. Box 732K, BROADCASTING.

Wanted

WANTED

Two experienced broadcasters will pay up to $60,000 cash profitable network station west or southwest. Confidential. Box 711K, BROADCASTING.

Owner-operator will purchase regional or local network station, West, south. Will be operated on a profit basis. Box 712K, BROADCASTING.

Equipment, etc.


Wanted to buy Gates SA 40 console in good condition. Owner is Contact Chief Engineer, WCWV, Canton, Ohio.

Am constructing one kw station. Need one equipment, write Box 714, Kirky, WROG, Scottsboro, Alabama.

Wanted: Equipment. Antenna tuning unit, less meters. For 290 K. one kilowatt transmitter feeding into series fed antenna. WWWW, Russellville, Alabama.

Complete FM 3 kw outift less tower. J. Sims, Orangeburg, S. C.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Illiniois, Western Electric, RCA holders, etc.; fastest service. Also monitor and frequency measuring service. Edison Electric Co., Temple, Texas, Phone 3-501.

Situations Wanted

Managerial

IS YOUR STATION'S FUTURE SECURE?

Saves as much as $10,000 annually on operating costs! Creator of new, untested, mechanical radio operation, looking for rough managerial assignment. Write for SUCCESS STORY TODAY!

Box 723K, BROADCASTING.

For sale

One GE STL—in satisfactory operation for two years over span of thirty-two miles. BT-9-A 10 watt transmitter, complete with two tubes and two crystals, 960.5 m. One BR-6-A receiver, complete with tubes and two crystals, including PA-9-A panel. Two 6 foot parabolic reflectors and Dipole antennae, brackets and fittings.

800 foot RG-18-U cable in two lengths with fittings. BOX 616K, BROADCASTING.

TOWER FOR SALE

Erected 411 ft. self-supporting Truscon Type D 36 tower. Designed to resist 30 pound wind and pressure in accordance with specifications of Radio-Television Manufacturers Association. Tower located near District of Columbia, $716K, BROADCASTING.

50% off—Two or three bay bat wing antenna. Box 712K, BROADCASTING.
Rate Cut Resentment
(Continued from page 55)
active members, the association should do something, Mr. Allen said. Mr. Fellows replied that since he had been asked for counsel, he felt the association should not call NBC names but make a more general type of resolution.

"It’s time to educate the networks on the value of radio advertising," Mr. Brown said. "I feel we should take action. Anything that cheapens radio cheapens all stations. The purpose of an association should be to protect our interests."

Mr. Kobak drew applause when he wound up the debate with the reminder that "It’s been a long time since we had a president who could talk our language."

The idea of using radio to sell radio, Mr. Fellows said in his formal address, will be put into operation early next year. The plan will be based on a series of 15-minute transcriptions. Each will contain a key talk or interview about radio and feature top names in government, business and broadcasting.

Placing the facts about radio before the people, records will bring voices of such officials as FCC Chairman Wayne Coy, Sen. Edwin Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, and others of high stature. At least one recording will be delivered each month, at first. They will be designed for use on stations and before local groups.

Each record will have on the reverse side four or five announcements directed toward promotion of radio listening. Voices would be those of top radio stars and radio officials along with agency and advertiser speakers.

Cost for the first year will be $24 for 12 releases.

Government Activities
New publication services starting in September will include "government highlights," carrying actions of federal agencies and giving full, detailed information.

Radio and TV, national and local, will be covered.

Radio and TV management letters, each to be issued every other week, will be interpretive, Mr. Fellows said, and contain background information.

He mentioned other association services, including a proposed group insurance plan designed to save money for stations at the community level. A new project will be a library showing radio service to mankind, a running account of public service.

Mr. Fellows voiced gratification that NARTB membership is on the upturn. He said radio needs confidence of those who direct its affairs. And with full confidence, he said, "will grow a new, broader desire to make radio an even greater instrumentality than it has proved itself to be. This is a challenge—the beginning of a new era in broadcasting that demands the careful, serious, thoughtful attention of every man and woman who has made radio his profession, and anticipates doing so."

Plans to set up new headquarters "welcome mat" facilities for use by members when they are in Washington were described. It will provide phone and secretarial service as well as hotel reservations and other facilities. Mr. Fellows urged members to make NARTB’s offices their Washington headquarters.

Kirby Asks Support
A feature of the Thursday afternoon meeting was a plea for NARTB cooperation in the defense effort. Col. Edward T. Kirby, heading Army radio-TV activities, asked broadcasters and telecasters to do their part to develop respect for the uniform and take part in community activities for servicemen at nearby bases. He gave a brief analysis of the Korean crisis and the overall world situation.

Dick Hodgson, radio-TV director of the Marines, took part in the meeting.

NARTB headquarters representatives who took part in the Roanoke meeting included: President Fellows, Richard P. Doherty, employee-employer relations director, who spoke Friday morning (separate story page 27); Robert K. Richards, public affairs director; Ralph W. Hardy, government relations director; Charles Tower, assistant employer relations director; John F. Hardesty and William Treynor, station relations directors; Jack Weldon, WWOD Lynchburg; and Florence Mitchell, secretary to Mr. Fellows.

Opening the meeting Thursday morning, Director Essex presented Lt. Gov. L. Preston Collins of Virginia, president of WMED Marion, who formally welcomed the delegates. Lt. Gov. Collins was introduced by Robert C. Wolfenden, WMED manager. He called on broadcasters to use their influence to combat threats to freedom of speech, declaring that freedom has made possible America’s growth.


Cari Haverlin, BMI president, described BMI’s current public relations program, including concert music packets for recorded programs and the BMI contest to stimulate young American composers. He said the Virginia Assn. of Broadcasters board had recommended adoption of the awards contest to its members.

Robert K. Richards, NARTB public affairs director, reported to membership on "Your New NARTB." Using a black-magic board he charted all association departmental activities in detail. Referring to the relatively new Station Dept., he said John F. Hardesty and William Treynor, director and assistant director, had called on 630 members in 226 cities and 21 states since last November.

Ralph W. Hardy, NARTB government relations director, called on all broadcasters to keep in close touch with NARTB headquarters on national and local government activities. He declared 57 bills now pending in Congress directly affect broadcasting. Five NARTB officials are now registered as lobbyists, he explained, including Justin Miller, board chairman and general counsel; President Fellows, himself; Vincent Wasilewski, attorney, and Thad Brown, TV director.

Jack Weldon, WWOD Lynchburg, Va., presided at a morning session on newscasts, with Mr. Richards and Oliver Gramling, Associated Press, as speakers.

Mr. Richards, talking on use of local news as the answer to competition for audience attention, submitted results of an NARTB survey showing that 7% of station time is devoted to locally originated newscasts compared to 30% in metropolitan newspapers and 60% in small-city or rural papers.

Only 54% of the hundred stations taking part in the survey have fulltime newsmen. As to cost of handling station-originated newscasts, 45% said they cost relatively more than other types of programs with 17% saying they cost less and 38% about the same. However, he pointed out that sponsored news accounts for 10% of revenue from local advertisers and 3% from regional advertisers.

Breaking down station-originated news by program lengths, this study showed that 5% are short headline programs, 36% five-minute programs; 11% 10-minute, 47% 15-minute and 1% half-hour programs.

Local News
Half of the stations said they have some locally originated newscasts that contain nothing but local news, Mr. Richards said. In other cases local news is interspersed with national and international reports. Of stations with a fulltime news director, 40% of editors report to the program director rather than the station manager.

The news program is the most saleable on the air, he said, in concluding, "when it comes to news, there’s no place like home."

Mr. Gramling narrated a slide film on the topic, "Your News and Its Revenue Potential." The film centered around the facilities and techniques used in gathering news.

(Continued on page 92)
Box Score

SUMMARY THROUGH AUGUST 23

of Authorizations, Stations on the Air:

Class          On Air        Licensed

AM Stations    2,308          2,325

TV Stations    107                   87

*  *  *  *

Box Score

SUMMARY THROUGH AUGUST 23

of Authorizations, Stations on the Air:

Class          On Air        Licensed

AM Stations    2,308          2,325

TV Stations    107                   87

*  *  *  *

Rate Cut Resentment

(Continued from page 81)

around the world, all tied to the daily work of Archie, a fictional radio time salesman.

After explaining that the average of Roanoke's call operates $18,12, Mr. Gramling called for more attention to news programming.

He said more people listen to news than any other type of program, with 15% of the average.

He urged use of fixed programs.

The slide film was previewed in Washington last July.

Registration at the Roanoke meeting included:

Philip P. Allen. WLVA Lynchburg; Edward A. Allen, WLVA Lynchburg; Frederick L. Allen, WNAV Petersburg; Edward W. Anderson, WCBD-AM and WCBD-FM Norfolk; Charles M. Anderson, WYVE-AM Roanoke; W. Wally Stone, WDBJ Roanoke.

Standard Oil Spots

STANDARD Oil of Ohio will feature Ben Grauer, NBC commentator, in a series of six recorded commercials for a campaign to launch its new motor oil—H.Q.D. Commercial are scheduled for stations throughout Ohio.

FCC Actions

(Continued from page 87)

August 23 Decisions

November 26

Announcement of Journalist

McManis Matheny, Inc., 6425.50 6425.50

ACCEPTED FOR FILING

Mediation of License

KIFW Sitka, Alaska—Mod. to license pending operation until to specific hours.

License Renewal

Following stations request renewal of license: WFTM (FM) Freeport, Ill.; WOVW-FM Terre Haute, Ind.

APPLICATION RETURNED

KROP Crawley, Cal.—Returned for license renewal.
RADIO'S LOW COST
Reiterated at Va. Meet

RADIO'S permanent place among advertising media may be altered somewhat by legislation but it will continue to provide the lowest-cost access to the American public, NARTB President Harold E. Fellows told the Hotel Roanoke, Roanoke, Va. in taking the premise that no other medium can match radio's claim to quick, intimate and low-cost influencing of the citizenry, Mr. Fellows drew from the audience a series of questions about radio's future in the face of TV's rapid growth.

"TV scares you when it first comes," he said, tackling the question "how long will it last?" He reminded them that "in five years television will be many times larger than radio from a dollars-and-cents standpoint. It will require many times as much income to support a TV system in this country. You must recognize how big your business is and operate accordingly."

45th BMI Clinic

The BMI clinic was the 45th of a nationwide series held during the last 2½ years. Charles P. Blackley, WTON Staunton, presided as VAB president. Ken Sparrow, BMI field representative, was clinic chairman.

Speaking at the luncheon, BMI President Carl Haverlin cited the increasing public interest in serious music, commenting that as many people pay to hear concert artists as to pay to see baseball games. He outlined plans for BMI's plan for a series of state association awards to young composers.

Other speakers included Glenn Dobler, BMI station relations director, "Your Music Library"; Harry McGuire, president and general manager of WINN Louisville, "Your Product Is Programs"; Eric F. Lund, rural service director, WLVA Lynchburg, "Building and Holding the Rural Audience"; Robert J. Burton, BMI vice president, "History and Application of Copyright Law"; Robert H. Smith, WCYE Bristol, Va., president and general manager and VAB secretary-treasurer, "Building Shows of Network Caliber from Off the Record"; Dave Baylor, vice president and general manager of WMJO Cleveland, "The Patient Survived!"; Wendell E. Siler, news director and commercial manager, WRAD Radford, Va., "Are You Making the Most of Local News?"; Sam Carey, program service manager, WRVA Richmond, "The Three Rs—Imagination, Initiative and Intelligence."

RED INROADS
Again Charged by Hoover

CHARGE that many of the 115 "known or suspected Communist-front" organizations now under scrutiny by the FBI have "infilt rated" radio, television, motion pictures and other media has been reiterated by FBI Director J. Edgar Hoover on Capitol Hill.

In testimony before a Senate Appropriations subcommittee, released early last week, Mr. Hoover noted that the task of the bureau has been "complicated considerably" as the Communist movement has gone underground.

The FBI chief also reported that the Communists "have carried on considerable agitation designed to bring about slow-downs, work stoppages, and inspire strikes." Estimating that about 50% of Communist Party members are members of labor unions, Mr. Hoover cited the United Electrical, Radio, and Machine Workers of America as a notable example.

"This union's members are employed in the electrical-manufacturing industry, which, of course, is vital to the national defense of the United States," Mr. Hoover asserted. "We were expelled from the CIO for its alleged Communist policies."

FM TEST PLAN

Endorsed at Roanoke Meet

EXPERIMENTAL plan for co-operation of NARTB and Radio Television Mfrs. Assn. in an FM test markets project was unanimously endorsed by a workshop group of NARTB District 4 FM members at a meeting held Wednesday night at Roanoke, Va. The test markets project was conceived last Monday at a Washington meeting of NARTB and the offices of the project were laid before the Wednesday night workshop session.

Harold E. Fellows, NARTB president, sounded the keynote of the program by stating that those who need future development of a plan that would bring cooperation among stations, manufacturers, distributors and dealers. He said manufacturers had indicated their desire to cooperate if a suitable plan is developed.

At this stage it appeared that NARTB members and the headquarters staff were ready to take part in a study that would show FM's achievements and its potentialities. At the same time it was believed that "RFI" would be generally approved.

FM station operators who took part in the meeting let down their hair and freely criticized each other as they sought a solution to FM's obvious problems.

After the session was announcement by Mr. Fellows of survey results showing amount of time FM stations are on the air. He explained he was presenting the figures on behalf of Ben Strouse, WWDC-FM Washington, who could not attend because of illness. Mr. Strouse is chairman of NARTB's FM committee.

The survey showed that 27% of stations answering a questionnaire sent out by Dr. Kenneth H. Baker, NARTB research director, reported they operated 18 or more hours a day; 41% operated 12 to 17 hours, and 32% operated 6 to 11 hours. Highlight of the survey, it was explained, was the revelation that 21% of reporting stations were programmed for only 40% of their FM stations 90% to 100% of the time. Several of the 21% are educational stations. Eighteen percent of stations program separately for 8 hours of the time and 9% program separately 10% to 19% of the time.

SPEAKERS AT Virginia Assn. of Broadcasters BMI Clinic Wednesday at Roanoke included (seated, left to right): Wendell E. Siler, WRAD Radford; Sam Carey, WCYE Bristol, VAB secretary-treasurer; Eric Lund, WLVA Lynchburg; Charles P. Blackley, WTON Staunton. VAB president.

Broadcasting  Telecasting

August 27, 1951  Page 93
TRUMAN BOND SALE
SPEECH FROM WEST COAST

PRESIDENT HARRY TRUMAN will launch the annual defense bond drive with a 4-minute radio speech from San Francisco to be carried by network networks, Monday, Sept. 3. NBC, CBS and Mutual, operating through a pool, will carry the speech and preceding activity from 10:30-11 p.m., EDT. ABC will take to the air from 10:30-11:15 p.m.

The President, whose address the following day at the opening of the Japanese peace treaty conference will be broadcast as well as telecast coast-to-coast [BROADCASTING • TELECASTING, Aug. 29] will be introduced by Sec. of the Treasury John W. Snyder, speaking from Grand Rapids, Mich. Gen. J. Lawton Collins, Army chief of staff; Gen. Clifton B. Cates, commander of the Marines; and Rear Adm. Hoyt S. Vandenberg, chief of staff for the Air Forces, will also be heard (earlier story, page 70).

LIBERTY, INDIAN CHANGES

JOHN KOSTE, president of Indie Sales Inc., N. Y. (station representative), has been appointed director of national sales for Liberty Bestg. System, the network announced last week. Mr. Koste will make his headquarters in New York, present manager of Maxwell House Division, of General Foods Corp., has been appointed vice president and general manager of Indie sales, and Eugene C. Lijitom, former buyer for Kenyon & Eckhardt, N. Y., named vice president.

KOME SALE ANNOUNCED

SALE of KOME Tulsa to John Brown U. was made public Friday. KOME, Mutual affiliate, is on 1000 with 5 kw (1 kw N-DA), was founded in 1936 by Harry Schwartz, former Tulsa AFL leader. John Brown U. owns KOWA-AM-FM Siloam Springs, Ark., and KGER Long Beach. John I. Myers will continue as general manager of KOME. Sale price was not disclosed, but transaction involves long-term lease on KOME building. Station will remain commercial.

BREAKS SALES OPPOSED

(Continued from page 4)

President Harold E. Fellows; pledged co-operation to nation in preservation of freedoms; lauded Roanoke stations and Hotel Roanoke for convention arrangements; paid tribute to work of Harold Essex, WSJS Winston-Salem, N. C., district 4 director; commended Broadcast Advertising Bureau under President William B. Ryan and urged BMI to continue series of station clinics.

In unanimously opposing Benton measures, delegates said reports of advisory board would resemble "Inamous Blue Book" and amount to "virtual directives" to guide FCC in issuing grants and renewals.

NARTB portion of Roanoke meeting closed Friday noon with BAB putting on Friday afternoon sales program (story page 23).

Total registration for Roanoke meeting was 147. Next year's district meeting to be held Sept. 11-12.

FIRST 15 TELEVISION PROGRAMS ARE RATED

POPULARITY ratings—based on first two weeks of August—of the first 15 television programs were released Friday from the "Hootenays Rockpile," List is for sponsored network programs only:

1. Toast of the Town 28.5
2. Westinghouse Summer Theatre 24.1
3. What's My Line 23.1
4. Philco TV Playhouse 22.7
5. Celebrity Time 22.7
6. Fireside Arena Theatre 22.5
7. Godfrey's Talent Scouts 22.2
8. Man Against Crime 22.1
9. Original Amateur Hour 21.9
10. Godfrey's 21.8
11. Somerset Maugham 21.3
12. Amao 'n Andy 21.1
13. Kraft TV Theatre 21.0
14. Rocket Squad 20.3
15. Suspense 19.9

KTSL (TV) POWER INCREASE

MOVE to Mt. Wilson with higher power was finally granted KTSL (TV), CBS-owned Los Angeles outlet by FCC Friday. Move was held up for months because of FCC contention partial construction completed by previous owner Don Lee violated rules. At cost of $130,569—about $70,000 more than its engineers considered necessary—CBS will move tower and erect new antenna, move transmitter to new location in transmitter building and install wiring, lay transmission lines to new tower location, erect microwave and other equipment. CBS hopes to have Channel 2 operation going by Dec. 1, estimates 2,837-ft. antenna height above average terrain and 25 kw radiated power (from previous 9.3 on Mt. Lee) will expand average three-fold. Comm. Jones dissented from grant.

RADIO 'INDISPENSABLE'

RADIO still packs a mighty wallop in TV areas, according to a brochure just released by NBC which reports that NBC-Radio delivers more than 19.4 million radio-only homes in TV areas, compared to 5.6 million in non-TV areas. This three-to-one ratio, plus the fact that 10% of TV homes have a radio in use at any given minute during the evening hours, show conclusively that "radio located in television areas is indispensable to any national advertising campaign," NBC stated.

WIRE SERVICE RATES UP

RADIO stations will pay more for Western Union baseball and sports service, following FCC preliminary grant of general rate increases Friday. Baseball service will be based on distance between subscriber station and place game is being played, will range from $25 in first zone to $60 in eighth and ninth zones. Rate for double-headers will range from $40 to $85 respectively. Border-state games will be uniformly increased by $5 per game.

Closed Circuit

(Continued from page 4)

Rubicon, New York, is agency.

RADIO-TV industry employees who would be affected by any new Wage Stabilization Board order lifting wage freeze, needn't get excited. Although advisory panel has come through with split recommendation (see story, page 81), board has plenty to handle right now including a change in its membership. Insiders see no expediting of decision in near future.

U. S. INDUSTRIAL CHEMICAL CO. (Super Pyro anti-freeze), New York, placing spot announcement radio schedule using 39 stations states Monday staggered schedule with first market effective Sept. 1. Firm also using several TV markets for test of its permanent anti-freeze, Geyer-Newell-Ganger, New York, is agency.

AMAZO INSTANT DESSERT, New York, through Kenyon & Eckhardt, looking for availability on women's daytime programs.

RADIO Correspondents Assn. circulating letter to membership in connection with utilization of their services by government agencies. Letter asks members to report outside assignments to association for posting in radio gallery section of its 'Insiders' newsletter.

ABC, NBC SIGNS WITH RTDG

ABC and NBC, Chicago (WENR-TV and WNBQ), and Radio-Television Directors Guild agreed late Thursday to terms of first contract, but signing agreement until return to city of network lawyers. Contract slated to run two years and be retroactive to July 1, provides minimum wage scales of $450 monthly for director employed from 6 to 6 months, $500 from 6 to 12 months and $550 from 12 months to two years; associate directors, for same time period, to get $325, $375 and $400, and director assistants (at ABC only) $250, $275 and $300. Terms also provide for 10% increase for present employees or minimum scale, whichever is higher. RTDG negotiations handled by Pres. Alan Fishburn and Attorney Sanford Wolff. WBRB (CBS) agreement has been completed.

KFXD POWER INCREASE

INCREASE in POWER from 1 kw to 5 kw (DA) for KFXD Nampa, Idaho, was recommended with engineering conditions by FCC Hearing Examiner Leo Resnick Friday in initial decision. KFXD operates on 680 kc. Denied was request of KOPR Butte, Mont., to change from 500 kc to 580 kc 5 kw (1 kw-N-DA).

FG&B VICE PRESIDENTS

FOLLOWING account supervisors have been elected vice presidents of Foote, Cone & Belding, Chicago: A. J. Becker, W. R. Forrest, Carl C. Herbig, Hugh L. Lucas, Carl M. Poole, and J. W. Paris. N. C. Beaumont, account supervisor in San Francisco office, also named vice president.

NEW NBC AFFILIATE

NBC is expected to announce affiliation of WBML Macon, Ga., this week. WBML, on 1240 kc with 250w, is owned by Middle Ga. Bestg. Co., of which E. D. Black is president.
Midwesterners are noted for their wholehearted determination. And because of this determination, Greater Kansas City and the entire recently flooded sections of Kansas and Missouri are “Back in Business”!

Kansas City is entitled to a mighty salute—not only for its quick return to normal, but for the manner in which flood control legislation is being enacted to prevent a recurrence of flooding in the heart of America. That same determination and cooperation will see all partially completed projects to a finish and the necessary new water control systems built without delay.

Hats off to Kansas City and the Midwest! Standing in the midst of this spirit, The KMBC-KFRM Team can see only one ultimate result—a BIGGER AND BETTER KANSAS CITY!

Represented nationally by Free & Peters, Inc.
Many of America's leading advertisers find the WGAR microphone one of the most effective ways to reach the rich Northern Ohio Market.

Here's Why...

- **POWER**—50,000 watts.
- **COVERAGE AND MARKET**—39 counties with 1,312,320 radio homes and an effective buying income over six billion dollars...
  - 98% coverage of all homes.
- **NETWORK**—CBS Radio Network.
- **LOCAL PROGRAMMING**—Winner of The Cleveland Press Radio Poll for local program popularity five consecutive years.
- **LISTENERS**—8 out of 10 top rated shows. Total share of audience greater than the next two stations combined. An auto radio audience listening to WGAR a total of 411,708 half-hours daily.
- **IMPACT**—No double-spotting. Every announcement and program is showcased to increase advertising results.

Choose the right sales tool for selling your product or service. It's WGAR.

**WGAR** Cleveland
30,000 WATTS...CBS
RADIO...AMERICA'S GREATEST ADVERTISING MEDIUM
Represented Nationally by Edward Petry & Company