You know how retail merchants are. If their cash registers don't ring, they drop any advertising medium like a hot brick. So get this big fact about Baltimore advertisers:

**W-I-T-H regularly carries the advertising of more than twice as many retail merchants as any other station in town!**

Week in, week out... year in, year out... these retail stores buy W-I-T-H for just one reason: *W-I-T-H makes the cash registers ring... at low, low cost!* Smart national advertisers buy W-I-T-H for the same good reason. They know that W-I-T-H delivers more buying listeners-per-dollar than any other radio or TV station in town.

How about your own schedule in Baltimore? If W-I-T-H isn't on it, get hold of your Headley-Reed man and let him give you the whole W-I-T-H story today!
With the recent authorization to increase its power to 50,000 watts E.R.P., WHAS-TV is now covering even more of the rich Kentuckiana Market... reaching such additional Bluegrass cities as Lexington and Harrodsburg... plus important Indiana markets as well.

Your TV dollar buys more on WHAS-TV!

<table>
<thead>
<tr>
<th>Market</th>
<th>Population</th>
<th>Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW WHAS-TV MARKET</td>
<td>1,276,875</td>
<td>$996,710,000</td>
</tr>
<tr>
<td>FORMER WHAS-TV MARKET</td>
<td>1,030,000</td>
<td>777,818,600</td>
</tr>
<tr>
<td>Increase</td>
<td>246,875</td>
<td>$218,891,400 more</td>
</tr>
</tbody>
</table>

A 23% increase

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

Basic CBS interconnected Affiliate

Serving a market of more than 96,000 television homes

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
FOR “OUT OF HOME” LISTENING

WKMH

5,000 WATTS

is now

No. 1 in Detroit

In 21 of 48 quarter-hours, (12 noon to 12 midnight, Mon. thru Fri.), WKMH is the Number One Station (or is tied for Number One) in “out-of-home” listening. (★) (★★)

REFERENCE: PULSE OF DETROIT, JULY 1951

★ Tying for first place, for example, with its broadcast of the news by John W. Vandercook from Washington (7:00-7:15 PM Mon. thru Fri.)

★★ WKMH’s own newscaster Dale Marr is number one program heard in Detroit (11:00-11:15 PM, Mon. thru Fri.)

LOOK FOR MORE POWER IN JACKSON, MICHIGAN! WKHM will be on the air October first. 1000 WATTS ---------------- 970 ON THE DIAL

Contact your Headley-Reed representative
UNLESS ALL signs fail, FCC shortly will announce decision affirming examiner’s finding that Arthur B. McBride is qualified as stockholder in WMIE Miami. While decision would take cognizance of Refauver Crime Committee condemnation of Mr. McBride’s past association with Continental News Service, FCC expected to hold that based on hearing record, transfer to Mr. McBride and his associate, Daniel Sherby, is warranted. Whether they will cancel deal to sell majority holdings for $290,000 (one-cent on dollar) to ex-Gov. E. D. Rivers Sr. presumably will be decided when FCC finalizes its action [Broadcasting • Telecasting, July 9].

FCC CHAIRMAN Wayne Coy, who accompanied President Truman on his flight Monday (Aug. 3) to San Francisco, Overseas Peace Treaty signing, expected to participate in Sept. 4 inaugural of coastal-to-coast TV. He was only one outside of President’s official family to make flight on Independence.

EXPECTED MOMENTARILY: Important announcement regarding Red Skelton program on CBS Thursday schedule, “new element in radio network selling” (see story this issue).

DEPT. OF DEFENSE has urged radio and TV companies to obtain accreditation for all news correspondents who might be sent overseas in event of new emergency. By completing security check and other details now, correspondents will be cleared quickly for transportation to zone of trouble if it broke out. Other matter also covered at meeting of defense officers and representatives of broadcasting, press and communications companies included possible reactivation of Spindle Eye, communications ship designed for Japanese invasion and now in mothballs.

FCC HAS approved CBS affiliation with Mexican border TV station XELD-TV Matamoros [Broadcasting • Telecasting, Aug. 20], but only for period of license of WCBS-TV New York, which expires, as do licenses for all TV stations in February, 1952. Legal question whether Commission approval necessary for kines and film was resolved by FCC along lines that they are “programs” within meaning of the Communications Act and FCC rules.

OFFICE of Price Stabilization is working out new ceiling price regulation for manufacturers. This one, due for announcement in few days, will probably be effective 60-90 days later. It will allow manufacturers to consider increased advertising costs in setting new ceiling price, patterned after Capehart formula in Defense Production Act.

PLANS under way for revival of Army Hour of World War II into new hour-long program retitled America’s Hour. Utilizing substantially same format, program would be available for free or for a small charge, with network assuming expenses for such production. Program will be aimed at former military personnel.

FCC SETS RECORD

RECORD of 20 days from date of application to date of grant was set by FCC Aug. 29 when it granted KBND Bend, Ore., permission to change from 1270 kc to 1110 kc with 1 kw (DA-N). But there are extenuating circumstances. Seems 1950 grant on 1270 kc was discovered to be an egregious error—that frequency had been promised to Canada! So FCC engineers worked with KBND technicians, found new frequency, pushed through grant in hurry.


LEVER CAMPAIGN • Lever Brothers, New York (Jelka margarine) increasing frequency of spots in 190 radio markets, effective in early September, for 52 weeks. Agency, BBD&O, New York.


GILLETTE VIDEO • Gillette Safety Razor Co. (From home permanent, White Rains) and Hazel Bishop Inc., to sponsor 8:30 p.m. segment of ABC-TV Stop the Music, effective Nov. 1, on alternate Thursdays. Agencies, Foote, Cone & Belding for Gillette; Raymond Spector Co. for Hazel Bishop. Old Golds sponsoring last half-hour of program.

AGENCY NAMED • J. P. Smith Shoe Co., Chicago, names Price, Robinson & Frank, Chicago, as agency. Radio and TV to be considered in media planning.

MOTOROLA SPOTS • Motorola Co., Chicago (TV, radio sets) starting radio-only spot announcement campaign Oct. 21 in 84 markets for six weeks. Agency, Rutherfurd & Ryan, New York.

WCOL APPLICATION FILED

APPLICATION for sale of WCOL-AM-FM Columbus, Ohio, to Secretary of Commerce Charles Sawyer for $100,000 [Closed Circuit, July 18] was filed Friday with FCC. Purchase of 250-w station on 1230 kc from Lloyd Pickley and family also includes 10-year lease on studios at $29,000 per year. Sale leaves Mr. Pickley with 51% interest in WLOK Lima, Ohio, and also includes several markets for Westwood. Company,owner, is Mr. Sawyer, who already owns WING Dayton and WIZE Springfield, Ohio, also publishes Lancaster (Ohio) Eagle-Gazette.

KJH-TV TO MAKE BOW

CHANGING call letters to KJH-TV, Don Lee Network takes over operation of KFI-TV Los Angeles from Earle C. Anthony at 10 a.m. Sept. 6 (Thursday) when $24 million purchase of station officially leaves escrow. FCC approved transaction Aug. 8. Willet Brown, Don Lee president, to take active charge, with Ward Ingrin as executive vice president for radio and TV, and George Whitney, vice president in charge of TV sales.

NBC PROMOTES PHILLIPS

CHARLES H. PHILLIPS, formerly sales manager of NBC-TV spot sales, named assistant general manager of WNBC-AM-FM and WNBC-T (TV), NBC New York key outlets. Ted Cost, former manager of stations, said new post made necessary by increase in local billings.

Page 4 • September 3, 1951
REPORT TO THE COMMONWEALTH

Time—Saturdays, 6:45 P.M.—on WGAL-TV the head of one of Pennsylvania’s many State Departments reports on the duties, functions and activities of his Department while the people of this large area of Pennsylvania look, listen and learn. This public interest telecast answers the numerous requests for information which are regularly received by lawmakers and public officials in the Commonwealth’s Capitol.

WGAL-TV presents this public service program as one of many in its endeavor to render outstanding service to the people of the communities it serves.

LGAL-TV
LANCASTER, PENNSYLVANIA

Represented by
ROBERT MEEKER ASSOCIATES Chicago · San Francisco · New York · Los Angeles

September 3, 1951 • Page 5
YESEVER SINCE TIME BEGAN... (Way back when Knight- hood was in flower) there have been 'Them WHAT HEARD' and 'Them WHAT SAW!' 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 shopped in ADVERTISED stores, LEARNED that 54.5% of these people got their information exclusively by listening and only 33.2% by reading.

54.5% RADIO
12.3% BOTH
33.2% NEWSPAPER

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

The XL Stations

SERVING THE PACIFIC NORTHWEST
How many pounds are sirloin steak?

- 250 lbs.
- 150 lbs.
- 50 lbs.

Sirloin on a plate comes as thick as you want it and as big as your appetite (or your pocketbook).

Sirloin on a steer comes surrounded by hamburger, chuck, stewing beef and a lot of other cuts. The meat packer has to buy them all. And sell them all, too.

The part that is sirloin figures out like this: From a 1000-pound steer, you subtract 400 pounds of hides, hoofs, inedible fats, etc. That leaves 600 pounds of “eatin’ meat.” But only 8% of this, or around 50 pounds, is sirloin.

That’s why you pay more for sirloin than for most other cuts. The price of each cut, you see, is determined largely by how much there is of it and how much people like it.

Economists call this the law of supply and demand. Women call it “shopping.” They compare, pick, choose. In a free market, their choice sets the values.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U.S.
Bell-Ringer in BRIDGETON...

WFIL

Bridgeton's history goes back to 1716. But you don't have to go that far to realize that Bridgeton is a market worth having. Political center of New Jersey's leading farm county, seat of 45 manufacturing plants, home for more than 18,000 people... Bridgeton today sells $28 million worth of goods through 356 retail outlets. Back up your merchandising with a voice that carries—WFIL. Its penetrating signal regularly pulls two-thirds of Bridgeton's radio families... and 58 per cent of all radio homes in prosperous Cumberland County. Schedule WFIL.
AND THE 14-COUNTY TRADE AREA

You get the most for your radio money in Bridgeton with WFIL. And it’s the same story throughout Philadelphia’s vast 14-County Retail Trading Area, where WFIL’s signal is strongest. It’s America’s 3rd market because here are 4,400,000 people, more than $6 billion in purchasing power, a high income level ($5,345 per family). It’s your market when you sell through WFIL, regular stop on two out of three dials in this rich, sales-producing zone. And WFIL brings you in a winner, too, in a huge bonus area reaching way beyond the 14 counties. Schedule WFIL.
Announcing the appointment of

Mr. Carroll Loos as Commercial Manager

KOMA
J. J. Bernard, Vice-Gen. Mgr.
OKLAHOMA CITY

50,000 WATTS --- CBS

Avery Knodel, Inc.
RADIO STATION REPRESENTATIVE

---

GEORGE H. GRIFFEN, vice president and head of copy, named head of radio-TV commercial department Young & Rubicam, N. Y. WILLIAM J. COLI HAN, in same department, named manager.

WILFRED S. ROBERTS, director of radio and TV Pedlar & Ryan, N. Y., elected vice president.

JOHN F. BROOKS, assistant director of research Federal Adv. Agency, N. Y., appointed associate account executive. CHARLES S. PATTerson, Daniel Starch & Staff, N. Y., to Federal as assistant to Miss MARGARET BOSS, director of research.

DON FAIRBAIRN, farm commentator CBC Toronto, named radio director E. W. Reynolds Adv. Ltd., Toronto.

Mr. Roberts NEEDHAM, LOUIS & BROOKY Inc. opens Toronto office early in Sept. at 880 Bay St., with JOHN WIL- LOWHRY of Chicago office as manager. E. W. S. REED, formerly of J. Walter Thompson Co., Toronto, will be staff member.


KIRKLAND, WHITE & SCHELL, Atlanta, Ga., moves to new offices at 101 Marietta St. Telephone remains LAm 3682-3.

---

A FORMER mentor, Robert Joseph Fisher, is now doing his teaching by example as aggressive account executive for Lever Bros.' Surf with N. W. Ayer & Son, New York.

Born in Ashland, Ohio, on Oct. 24, 1915, Mr. Fisher was educated at U. of Syracuse, where he majored in history and political science. With the aid of a scholarship and working as a radio researcher, plus an occasional summer's waiting on tables, Bob Fisher managed to get his degree in 1938.

After graduation, his first job was teaching civics and English at a Syracuse high school, while continuing to study at night for his master's degree. Two years later he abandoned teaching for a selling position with the American Text Book Co., and one year later accepted a position with Lever Bros. in the market research department.

In November 1943 he joined the Navy as a lieutenant junior grade, and upon his return in 1946 he went back to Lever Bros. for a short while. In 1947 he joined N. W. Ayer & Son's Philadelphia office in the plans department working on food and drugs. Two years later he was transferred to the agency's New York office on the Lever Bros. account.

Lever Bros. (Surf) is currently sponsoring "The Ed Sullivan Show" and "Bonanza", five times weekly on NBC-TV, and also is running a spot radio and television campaign.

The Fishers have been married since 1940. She is the former Kathryn Benner. They have two children, Jeffrey, 8, and Janet, 2. The family home is in White Plains.

Bob Fisher claims that he has no time for hobbies, that his job and home occupy him completely.

---

The text is a mix of personal announcements, personnel changes, and professional updates. It includes information about new appointments, office openings, and career milestones. The text also provides a brief biography of Mr. Robert Joseph Fisher, highlighting his educational background, career progression, and current professional role. The text is formatted in a way that is typical of a newsletter or industry publication, with clear section headings and a mix of paragraphs and bullet points for clarity.
GORDON CATES, vice president Lennen & Mitchell, N. Y., to Blow Co., N. Y., as vice president and account supervisor.

BILL SEYMOUR, radio writer, announcer and producer, to Leo Burnett, Chicago, as member of broadcast department.


J. N. RAGER, Erwin Wasey & Co., N. Y., to Simoniz Co., Chicago, as assistant advertising manager.


ALEXANDER H. CARVER Jr., Holiday magazine, Phila., to Kastor Farrell, Chesley & Clifford, N. Y., as account executive.

IRVING ECKHOFF, partner Roche, Eckhoff & Assoc., L. A., speaks on use of radio, television and newspapers as ways of promoting special events and sports at joint luncheon of Hollywood and San Diego Advertising Clubs Wednesday (Sept. 6) at Del Mar, Calif.


JAMES YATES appointed creative assistant to president Buchanan & Co., N. Y. He was with William Esty Co. and Ted Bates Agency.

DON DAVID named to copy department Ruthrauff & Ryan, Detroit. He was with BBDO and McCann-Erickson.

Mr. Forbes

FRANK J. SCHROEDER named to art staff Gray & Rogers, Phila. Mr. Schroeder was with Lott Adv. Agency, Santa Monica, Calif.

WILLIAM J. LUEDKE, product manager for Pepsodent Div., Lever Brothers Co., has resigned to become member of plans and merchandising board of N. W. Ayer & Son, Phila., effective September 17.

CURTIS BERRIEN, Biow Co., N. Y., to copy staff Needham, Louis & Brorby, Chicago. He was with McCann-Erickson and Tatham-Laird, also Chicago.

VERA BRENNEN, radio head Duane Jones, N. Y., for past nine years, to Scheideler, Beck & Werner, N. Y., in same capacity. SHERMAN K. ELLIS Jr., account executive Duane Jones, to General Foods, N. Y., as production manager for decaffeinated coffee. ANNE SMALL, timebuyer Duane Jones, to Scheideler, Beck & Werner, in same capacity. WALTER WARE, TV production supervisor, Duane Jones, to Scheideler, Beck & Werner, as television director.


Obviously Outstanding

Fundamental research in PEORIA made possible the commercial production of penicillin!

That's only one of many achievements of the Northern Regional Research Laboratory in Peoria. Established by the U. S. Dept. of Agriculture, the “lab” develops important industrial uses for cereal and oilseed crops of the North Central states . . . and agricultural residues of the entire nation. It's OBVIOUSLY OUTSTANDING!

WMBD Dominates the Rich Peoriarea Market

LOCAL ADVERTISERS KNOW IT! They must base their advertising expenditures on RESULTS . . . and in the highly competitive Peoria market, local retailers buy more program time by far on WMBD than on any other Peoriarea station. These advertisers get RESULTS! Over 21 of them have been on WMBD for more than 10 years . . . many for more than 20 years. WMBD IS YOUR NO. 1 BUY IN THE MIDWEST'S NO. 1 TEST MARKET!

WALTER THURMAN, popular world newscaster. His 8 a.m. and 12 Noon newscasts attract more listeners than the next two Peoriarea stations COMBINED.

CHARLES C. CALEY, Vice President and General Manager

DON D. KYNASTON, Director of Sales

See Free & Peters . . .
TELEVISION'S ONLY 2 KW VHF TRANSMITTER

IT'S ALL AIR COOLED
For 2 to 20 kilowatts ERP *

If you plan to start TV station operations with a modest equipment investment... and still be sure you get adequate signal coverage... this new "2 kw" is a logical, economical solution to your problem. Initial equipment expense is lower than that of most TV stations on the air today. And tube costs are low—because all the tubes are standard types.

Used with RCA's popular and inexpensive high-gain 3-section Super Turnstile Antenna, this transmitter produces 5 kilowatts ERP—at the lowest cost per radiated kilowatt in TV history. Used with RCA TV antennas of higher gain, this transmitter provides up to 20 kw ERP!

Why not ask your RCA Broadcast Sales Specialist to help you with your planning. He can tell you precisely what you'll need to go on the air—and how to do it at lowest cost. Make use of his "know-how." Call him today.

ANNOUNCING—a 64-page book on RCA's new line of TV broadcast equipment for all channels, 2 to 83! An indispensable reference for station planning. Available only from your RCA Broadcast Sales Specialist.

*Effective radiated power

For any TV power to 200 KW—go RCA!

The heart of the "2 kw"—
the forced-air-cooled triode, RCA-5762

This service-proved triode features sturdy internal construction—and a very efficient plate radiator. The tube takes less than half the air flow previously needed for a tube having the same power-handling capability. And it's available through any RCA Tube Distributor!
CALIFORNIA CENTRAL AIRLINES, L. A., starts transcribed spot campaign in Los Angeles, San Francisco and San Diego. TV will be used in Los Angeles. Other cities to be added later. Agency: Calkins, Holdon, Carlock, McClinton & Smith, L. A.


WESTERN STATES REFINERIES, through Ross Jurney & Assoc., Salt Lake City, will sponsor Tune-Test, syndicated feature of Walter Schwimmer Productions, Chicago, half-hour daily on six Rocky Mountain stations: KALL Salt Lake City, KVNU Logan, KOVO Provo and KLO Ogden, all Utah, and KLIX Twin Falls and KID Idaho Falls, Idaho.


AMERICAN VITAMIN Assoc., L. A., purchases KTLA (TV) Hollywood Frosty Frolics for placement in 10 TV markets including Hollywood, starting Sept. 7 for 13 weeks. Program will originate from KTLA and be kinescoped for telecasting on other stations, to be heard Mon., 7-8 p.m. (PDT) first week and Sept. 12 moving to Wed., 8-9 p.m. (PDT) slot. Other markets include Chicago, San Francisco, Washington, D. C., Baltimore, Cincinnati, Cleveland, Columbus, Detroit, Philadelphia. Agency: Schwimmer & Scott Inc., L. A.


FRED W. AMEND Co., Danville, Ill. (Chuckles candy), will sponsor Hail the Champ, Sat., 5:30-6 p.m. (CT) on three ABC-TV stations, WENR-TV Chicago, WXYZ-TV Detroit and WXEL (TV) Cleveland, from Sept. 22 to 35 weeks. Agency: Henri, Hurst & McDonald, Chicago.

PILLSBURY MILLS, Minneapolis, for various flour products, buys quarter-hour of Kate Smith Show on NBC-TV one day weekly through Leo Burnett, Chicago. Segment is 8:15-8:30 p.m. (CT) on Monday from Sept. 10 for 52 weeks.

STERLING DRUG Co., N. Y., sponsoring 10:30-11 p.m. segment of Songs for Sale, over CBS-TV Network, Sat., 10-11 p.m., beginning Sept. 15, for 16 weeks. Agency: Dancer-Fitzgerald-Sample, N. Y.

CHAMPION SPARK PLUG Co. renewing its sponsorship of Champion Roll Call, five-minute sports commentary, Fri., 9:55-10 p.m. over ABC, effective Sept. 28. Agency: Mac Manus, John & Adams, Detroit.


SCHICK Inc., Stamford, Conn. (razors), sponsoring Rudolph Hailey, former chief counsel of Senate Crime Investigating Committee, as mar.
(Continued on page 75)

**NEW BUSINESS**

**Spot . . .**

**Network . . .**
GO YANKEE!

with the

YANKEE NETWORK
NEWS SERVICE

New England's FIRST and LARGEST Radio News Service

Your Petry Man will show you how to reach the consistent, loyal, home-town New England audience of the Yankee News Service.

— Since 1934 —

8 A.M. 9 A.M. 1 P.M. 6 P.M. 11 P.M.

A New England Institution

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

BROADCASTING • Telecasting

Represented Nationally by EDWARD PETRY & CO., INC.

September 3, 1951 • Page 15
NEW TIME for these WASHINGTON favorites

AMERICAN LEGION and the Pennsylvania Assn. of Broadcasters have joined forces in a radio assault on Communism. J. Norman Lodge, Legion public relations officer, hopes that other state broadcasters' associations will pick up the idea and that the assault will become nation-wide.

Mr. Lodge, veteran newspaperman and world traveler, has prepared a series entitled, The Enemy We Face—World Communism.

The series consists of 24 five-minute scripts which Mr. Lodge says are based on fact and not simply emotional propaganda. "Already," Mr. Lodge says, "43 Pennsylvania stations are carrying the programs and we hope that 25 more stations in Pennsylvania will air the series."

Subjects of the series cover religion, schools, sportsmanship, medicine and many other aspects of daily life.

Of the five minutes, 3½ are consumed by the narrative. Remaining 1½ minutes are open for plugs for the American Legion, the station, and the association.

As prepared now, a typical script would open like this:

"The American Legion through the cooperation of the Pennsylvania Assn. of Broadcasters now brings you the first in a series..."

And close like this:

"This program has been brought to you by the American Legion and was prepared especially for Station XXX"

The opening script, designed to be aired on a Monday, deals with religion. Its narrative begins:

Yesterday church bells rang in Pennsylvania. People went to a church of their own choice.

In their own way they worshipped God. But in the Soviet Union no church bells rang.

Mr. Lodge, 24 years with Associated Press and four times around the globe, knows enough to keep the language simple and the appeal direct.

"We could make these scripts suitable for any radio station in the country by simply changing a word here and there," he pointed out.

"We hope that this idea will spread across the country. We'll air mail these scripts to any station manager who requests them."

Mr. Lodge's office is in the new American Legion building at 1608 K St., N.W., Washington, D. C.

Mr. Lodge figures that the American Legion with a million membership and its one million members of Auxiliary offer a loyal audience for radio stations to begin with.

strictly business

brakes were being tested in Detroit. Through the years, B. F. Goodrich has been synonymous with automobile tires and other rubber products. The name is put before each new generation by extensive advertising.

Frank Thomas Tucker has headed up this advertising operation as director of advertising for the past decade. And in his association with the powerful advertising media, Mr. Tucker has become acquainted with the salesmanship of radio, and now television.

Mr. Tucker is well-versed in the open secret that has made B. F. Goodrich famous in its field. As he explains it:

"Too many outlets, radio, television and printed matter the sponsor's name is highly important and should not be soft-pedaled."

Or, he tells about an experience in an Akron barber shop, which goes like this:

"I asked the barber, a TV fan, how he liked the B. F. Goodrich (Continued on page 71)
"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY: 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on. WDAY was a 17-to-1 choice over the next station . . . a 31/2-to-1 favorite over all other stations combined!

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". In its home county, WDAY was a whopping 15-to-1 choice over the next station . . . a 61/2-to-1 favorite over all other stations combined!

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. Get all the facts. Write us direct, or ask Free & Peters!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS
FREE & PETERS, Inc., Exclusive National Representatives
Voyage of Discovery
EDITOR:
I just got back from Nassau and I thought you might be interested...in ZNS, the Voice of the Bahamas, operated by the Communications Dept., Nassau, Bahamas...I was very much surprised to find that this radio station, in a British colony, is commercially operated...has been operating commercially since Aug. 1, 1950...
Joseph L. Brechner
General Manager
WGAY - A M - F M
Silver Spring, Md.
* * *
It's All Greek
EDITOR:
The neon sign on Constitution square in the center of downtown Athens has given me such a bang I decided that you...ought to know about it. Maybe you are an old fraternity man and can read the words "Radio, RCA, Television."

It is typical of Greek spirit and optimism, for television is no nearer here than Vatican City.

Radio, however, is about the most advertised commodity in Greece, utilizing outdoor advertising for the job because there is little time sold on Greek broadcasting stations. Whitewashed walls of ancient vintage herald "RCA" and "Philco" along with English and German make all over metropolitan Athens. I believe, however, that English makes have a slight edge on the others in number in use.

There are about 200,000 receiving sets in use in Greece, population some 8 million, which is pretty good considering the 100% import tax on such items and the lack of electric power in hundreds of villages. A listening tax of about 60 cents a month on each set goes to support the National Broadcasting Institute, a la BBC...I keep up with things at home via your magazine, a month late.

Layne Beatty
RCA/FAPA
APO, 806, c/o Postmaster.
New York.
* * *
Anthem in Chicago
EDITOR:
In your Open Mike department of the Aug. 27 issue, R. B. McAlister of KICA Clovis, N. M., suggests all stations play the National Anthem at the same time each day, as a constant reminder of the American way of life.

We think that is a good idea, and WLS has already made a start in that direction. For the past 20 years, we have opened our Dinnerbell program broadcast each day, Monday through Friday, with the National Anthem played by a 20-piece studio orchestra.

For almost the same period of time, we have closed the Natonal Barn Dance at midnight each Saturday with the entire cast, backed by the instrumentalists on that show, singing this revered selection.

Glenn Snyder
Manager
WLS Chicago
KPRC Delivers

the lowest cost per-thousand

in the fabulous Houston market

■ Network station B’s cost-per-thousand is 52% HIGHER than KPRC*

■ Network station C’s cost-per-thousand is 142% HIGHER than KPRC*

If you want to present your sales story to a constantly increasing Gulf Coast audience, and make it a buying audience, ask your Petry man . . . or call us.

* Percentages based on BMB, February-May Hooper Report, and 260 Time Daytime Quarter Hour Rate.

JACK HARRIS, General Manager

Represented Nationally by
EDWARD PETRY & CO.

A-651

NBC and TQN on the Gulf Coast

KPRC HOUSTON
In The Public Interest

at

WSNY

these factors are synonymous as we present:

Van de Car & The News
6:45-7:00 P.M.—Monday thru Friday

HAROLD M. VAN DE CAR, Director of Development and Public Relations of Union College, Director of the Schenectady Chamber of Commerce, Civic Leader, active in all worthwhile community affairs is WSNY's answer to the TV exploitation of the Kefauver Investigation. He is also an answer to our Public Service, Broadcasting Industry and Selfish Radio Showmanship and Commercial responsibilities.

ALREADY . . . since his vigorous campaigning for clean government and law enforcement . . . a simple tearing up of a police blotter containing an entry of a traffic violation has resulted in a grand jury investigation of perjury on the part of government officials and a full scale inquiry into all possible crime conditions in Schenectady.

You can do the same kind of thing in your community. You can help expose graft, crime and undue political influence. You can help establish the honesty and integrity of most government officials. You can help to continually guard the principles of honesty and efficiency in government.

By doing so you'll get bigger audiences, more revenue, more respect for radio . . . and you'll really be fulfilling your obligations to "operate in the public interest."

This advertisement is placed by WSNY as a contribution to the Radio Industry of America.
SURVEYS SHOW ... Radio Reaches Farther; Radio Delivers More; Radio Costs Less—Than ever before!

WREC Rate, in cost per thousand listeners, has gone down 10.1% as compared with 1946

WREC is a better buy than ever in its history. The advertiser gets more in coverage—more in prestige—at lower cost.

Advertising Is Essentially Salesmanship

**WREC MEMPHIS NO. 1 STATION** ... Sells More and Sells It Cheaper

**WREC HOOPER RATINGS AVERAGE** HIGHER THAN ANY OTHER MEMPHIS STATION

Figures Quoted Based on Latest Available BMB Measurements

Affiliated with CBS—600 K.C. 5000 WATTS.
A quick glance at the chart above shows you that KWKH is tops in Shreveport Hooperatings—has steadily increased its superiority, year after year!

On Weekday Mornings in 1949, KWKH had 70.0% more Shreveport listeners than the next station. For the same period in 1950, we had 76.9% more listeners. In 1951, we had 157.7% more listeners!

Shreveport itself, however, accounts for only 11% of KWKH's audience. BMB Report No. 2 (Spring, 1949) gives KWKH a Daytime Audience in 87 Louisiana, Arkansas and Texas counties. KWKH's total Daytime BMB Audience is 303,230 families. 75.0% of these are "average daily KWKH listeners!"

Your Branham Company man can give you the whole KWKH story. Or write us direct.

*Latest available at press time
FALL business on the nationwide radio networks this year will divide the aggregate slightly behind the combined volume of the four networks for the 1960 autumn season, if business signed in August of each year is a proper comparison.

Lists of network commercial programs to be broadcast this fall, furnished by Broadcasting & Teletasting last week by all four networks, show a total of 237 sponsored network shows this year as against 245 reported a year ago, a decline of 3.3%. A similar comparison of the amount of air time these programs will occupy shows the same 3.3% drop-off from last fall, when business signed in August totaled 249 hours, 42% minutes a week, to this fall, when hours, 12% minutes of network time a week have been sold as of this date.

These figures cannot of course be taken as an absolute criterion that the networks this autumn will not quite match last year's level in business volume. In the first place, there is a lot of selling going to be attempted and some accomplished between Labor Day and the end of the fall season. Second, hours alone have little significance without the number of stations to be used for each program translating to the number of programs or hours into dollar volume. And on that score, it must be remembered that the 10% reduction in network rates put into effect in the summer means that it takes slightly more than 10% more network station hours this fall to return the same revenue as was recorded by the networks a year ago.

Comparison With '50

It is perhaps significant that gross time sale billings of the four networks for the first seven months of 1961 as reported by Publishers Information Bureau showed a 1.8% drop, but for the month of July the decrease amounted to 4.5%, the difference presumably in large part due to the rate cut becoming effective July 1.

Tabulation of number of sponsored programs and amount of commercial network time each week, analyzed network by network and comparing last fall with this, in accordance with business shown in August of each year, follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>No. of Sponsored Programs</th>
<th>Amount of Sponsored Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>41</td>
<td>28:30</td>
</tr>
<tr>
<td>CBS</td>
<td>99</td>
<td>80:27</td>
</tr>
<tr>
<td>MBS</td>
<td>31</td>
<td>20:00</td>
</tr>
<tr>
<td>NBC</td>
<td>74</td>
<td>60:45</td>
</tr>
<tr>
<td>Total</td>
<td>245</td>
<td>184:45/2</td>
</tr>
</tbody>
</table>

ABC was the only network last week to report both more commercial and more sponsored hours this fall than it had signed at this time last year. Number of commercial programs is up 9.8%; sponsored time volume is up 27.8%.

Commenting on the outlook for ABC, Charles T. Ayers, vice president for the network's sales division, said:

"Based on current activities, the outlook for fall business on the American Broadcasting Co. radio network is most encouraging. Recent radio network sales have included such outstanding advertisers as General Foods, for Instant Maxwell Coffee; Bristol-Myers, Ralston Purina Co., Sterling Drug, Hazel Bishop Inc., Prudential Life Insurance Co., Sylvan Electric Products, Philip Morris & Co., Ltd., Serutan Co. and the Kellogg Co."

All of this new business will start on the ABC radio network this fall. We confidently expect that this continuing expansion of use of our network radio facilities by leading advertisers will be further increased as the fall season gets under way and that this year will see ABC with one of the strongest lineups of programs and sponsors that it has had.

Karol Optimistic

John J. Karol, vice president in charge of network sales, CBS Radio Division, was similarly optimistic about the outlook for the network, which on the August sales sign-up is down 3.0% in number of sponsored programs and 9.7% in amount of commercial time sold for fall, in comparison with last year's.

The fall season on CBS Radio will see an influx of advertisers new to network radio—clients who never before have used the medium for their advertising message. Among these are Kinsan Meats, Bel-Tone, Sollex, Dr. Pepper's beverages, Morton Salt. More and more advertisers are beginning to realize that video still is not a national medium and that network radio still gives them more value per dollar in terms of circulation.

Radio Network Clients for Fall 1951

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Program</th>
<th>Hours per Week</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Bakers Bishop</td>
<td>Lone Ranger</td>
<td>1½</td>
<td>Tucker, Wayne</td>
</tr>
<tr>
<td>Bristol-Myers Co.</td>
<td>To be announced</td>
<td>25 min</td>
<td>&amp; Co.</td>
</tr>
<tr>
<td></td>
<td>Break the Bank</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mr. District Attorney</td>
<td>25 min</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Paul Harvey &amp; News</td>
<td>¼</td>
<td>Turner Adv.</td>
</tr>
<tr>
<td></td>
<td>Drew Pearson</td>
<td>¼</td>
<td>Ted Bates &amp; Co.</td>
</tr>
<tr>
<td></td>
<td>Champion Spark Plugs</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Champion Spark Plugs-</td>
<td>5 min</td>
<td>MacManus, John &amp;</td>
</tr>
<tr>
<td></td>
<td>Champion Spark Plugs-</td>
<td></td>
<td>Adams Inc.</td>
</tr>
<tr>
<td></td>
<td>Christian Science Monitor</td>
<td>5 min</td>
<td></td>
</tr>
<tr>
<td></td>
<td>This Is Your F.B.I.</td>
<td>¼</td>
<td>Warner &amp; Legler</td>
</tr>
<tr>
<td></td>
<td>Club Time</td>
<td>¾</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Club Time</td>
<td></td>
<td>Roy Burnett Co.</td>
</tr>
<tr>
<td></td>
<td>Equitable Life</td>
<td>¼</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assurance Society of</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>the U.S.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Foods Corp.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Continued on page 4)

THE BURNING question of a proposed radio-TV advisory board and its censorship implication will be aired on Capitol Hill this week. Announcement of hearings came from Senate Majority Leader Ernest W. McFarland (D-Ariz.) on the heels of an FCC letter to Sen. Ed C. Johnson, chairman of the Senate Interstate & Foreign Commerce, stating the Commission has statutory authority to fix the percentage of broadcast time a commercial station must devote to educational programs.

Both issues since their injection into the Washington scene have been given top attention throughout the broadcast industry, at NABT district meetings and in speeches by leading radio executives.

The first proposal—the creation of a National Citizens Advisory Board for Radio and Television—burst upon the Congressional scene during a hearing by the McFarland Subcommittee last June. Its sponsor is Sen. William Benton (D-Conn.), who has wielded a big stick on behalf of educational institutions for additional TV reservations.

Benton Substitutes

Only a few weeks ago, Sen. Benton offered substitutes for his bill (S 1879) and resolution (S J Res. 76) in the form of amendments to the opening of coast-to-coast TV hookup at the Japanese Treaty signing.

A secondary issue—that of fixed percentage of broadcast time for educational programming—also hearings would be held Wednesday and Thursday (Sept. 5-6), 10 a.m. in room G-16 in the Capitol.

Full list of witnesses has not been completed, but it is expected that Benton and other supporters of his proposal will appear.

This is only the first phase of hearings. There will be others. The next sessions will be devoted to other interested parties, namely the FCC and industry spokesmen.

FCC Chairman Wayne Coy, who reportedly would have testified this week, will be unavailable as he is accompanying the President's party to South Pacific for the opening of the coast-to-coast TV hookup at the Japanese Treaty signing.

Congress To Probe Issues


INSTITUTES LEGAL ACTION

AGAINST EX-EMPLOYEES

DUANE JONES

DUANE JONES, president and chairman of the board of Duane Jones Co., last week resigned his remaining accounts. At the same time he instituted a $1 million suit against his former employees, among them Joseph Beck and Paul Werner, who have formed their own agency [Broadcasting • Telecasting, Aug. 27] and announced that he will retain his agency and subsequently will reveal his future plans.

Mr. Jones, who had originally formed the agency in 1942, is understood personally to have made approximately $1 million from the package goods agency field. Although he did not announce it, it was understood that he probably would not take an Eastern trip before making any future plans.

Those accounts that did not go to the new agency and were resigned by Mr. Jones include the following: Menen Co. (shave creams, skin bracer, talcum for men, cream hair oil), Martin Firearms Co. (razor blades), Tetley Tea, Mennen Co. (armored plastic surgeon Bracer, talcum powder, Bonomo Turkish taffy candy and Kiwi shoe polish).

F. S. Dietrich, vice president, Menen Co. informed Broadcasting • Telecasting last Wednesday that Mr. Jones personally resigned the account. The new agency association for Menen Co. probably will be made in about 10 days. Grey Adv. currently handles the baby products for Menen.

Another account, Pharmaco Co., Newark, also is understood to be

HADACOL FIRM

SOLD TO N. Y. FOUNDATION

SALE of the Hadacol company by Dudley J. LeBlanc to the Tom-Maizt Memorial Foundation Inc., a private medical foundation, for $8 million was confirmed Thursday.

The New York foundation—with plastic surgeon Dr. Maxwell Maitz as director—acquired capital stock in the LeBlanc Corp., Lafayette, Ind., for $1 million in cash, with the remaining money to be paid in 10 yearly installments. It has leased the trademark to a new organization headed by New York Attorney Asher Lans, who will replace Mr. LeBlanc as president. Mr. LeBlanc, a state senator in Louisiana, will remain with the company under a 15-year contract for an annual salary of $100,000.

The corporation will continue the manufacture of Hadacol, but plans to add new production and export operations, Mr. Lans said. "There will be no change at the top level except for my replacing Mr. LeBlanc who will be sales manager, both nationally and internationally."

Mr. Lans would not reveal the terms under which his organization acquired the Hadacol firm, nor would he announce who his associates in the venture are.

Long known for a magnificently lavish expenditure on all advertising media, the Hadacol company's advertising appropriation "will reach a record total" under its new management, Mr. Lans said.

GRAY ELECTED

Named Goodwill V. P.

GORDON GRAY last week was elected a vice-president of the Goodwill Industries, W. J. Griffith, W. J. Griffith, Cleveland and KMPH Hollywood.

Mr. Gray's election took place at a quarterly meeting of the board of directors meeting at W. J. Griffith on Aug. 29.

Mr. Gray, a former vice president of WIP Philadelphia, said recently he had been placed in charge of the Goodwill's eastern sales office.

This week Mr. Gray is to open offices at L. E. No. New York, N. Y. He will represent Goodwill Stations in selling and servicing the eastern area.

Edward Petry & Co. will continue servicing representative for WJG and W. J. Griffith. H-R Representatives will continue to handle the KMPH account, the announcement added.

Mr. Gray last week at W. J. Griffith was participating in sales clinic discussions. He had just returned from similar discussions at KMPH and at W. J. G.

'LADIES FAIR'

Sterling Drug Buys Series

SALE of Ladies Fair for five 25-minute periods a week for a full year to Sterling Drug spearheads Mutual's fall business outlook. Adolf N. Hult, MBS vice president in charge of sales, said last week.

Other newcomers to the MBS sponsored this fall include Mutual, Capehart- Farnsworth, Wildroot and Toni, he said.

On the program front, William H. Fineshriber, vice president in charge of programs, said, "The Mutual will continue to place emphasis upon shows in the drama, music and news categories—three types of programming in which we feel radio is similarly successful. We shall also carry an impressive schedule of sportscasts, including our 13th exclusive radio coverage of the 1951 World Series, followed by a sequence of the nation's top college football contests."

The 6-6 p.m. period will continue as the children's hour on Mutual, Mr. Fineshriber said. He also announced that at least two major symphony orchestras will be aired by MBS on a regular schedule this fall. Five-minute news summaries will be broadcast on Mutual at 6 a.m. to 6:25 p.m. each weekday, he said, most of them sponsored. The number of sponsored news programs on MBS has increased 50% in the past year. As a prelude to next year's Presidential race, MBS is readying a public affairs show, Mr. Fineshriber reported.

Drawn for Broadcasting • Telecasting by Sid Hix

"It's an offer from a deep freeze company to sponsor broadcasts of the 1952 convention!"
MERGER OF ABC and United Paramount Theatres Inc. was consolidated by the FCC last week into the already scheduled (but still undated) Paramount Pictures Corp. hearing [BROADCASTING • TELECASTING, Aug. 26].

In fact, the merger applications run the gamut from the relationship of the officers and directors of United Paramount Theatres to the governor of Illinois to an anti-trust motion picture case to how the new American Broadcasting Co.—Paramount Theatres Inc. intends to treat its radio-TV properties and its exhibition business.

None of the issues caused any surprise to the principals. It was apparent they were exactly what had been expected.

Fact that the Commission did not set any date for the consolidated hearing has caused some concern to the parties involved. They fear the FCC may be willing to go before the FCC hears their story and perhaps well into 1962 before a decision is handed down.

June 1963 Deadline

Agreement between ABC and United Paramount regarding the 1963 cut-off date. None of the principals believe that it will not be extended if necessary.

It was apparent also that CBS is going to be a long wait before it can take over WBKB (TV) Chicago. Part of the merger deal involves the sale of the Balaban & Katz Theatres to CBS for $60 million. This is because ABC owns WENR-TV in Chicago, and FCC rules prohibit the same company from owning more than one facility in the same community.

Significance of last week’s Commission action in consolidating the ABC-UPT merger with the Paramount Pictures hearing is this: United Paramount is going to have to convince the seven Commissioners that (1) there is actual divestiture between the two Paramount companies, (2) that principals in UPT should not be tarred with the anti-trust brush that may be applied to the producing company, and (3) that UPT has no intention of making the radio-TV properties subsidiary to the operation of its movie theatres—in product, talent or story property.

Pointing to some of the questions in the FCC’s mind was Comr. Jones’ dissent to consolidating the merger applications with the Paramount hearings.

"...We should not even think of hearing on the merger until such time as we have decided Paramount has anything to transfer."

Action was taken by Comrs. Coy, Walker, Hyde and Webster on Aug. 27. Comrs. Sterling and Hennock are not present.

Aside from the more obvious issues—anti-trust violations and the character qualifications of the principals of the new American Broadcasting-Paramount Theatres Inc., possible monopoly, etc.—the FCC wants to know about the new company:

- Proposes to engage in the motion picture, television and radio broadcasting business.
- Proposes to restrict the use of movies of motion pictures, stories or talent on broadcast stations.

Paramount Pictures hearing, set by the Commission under Section 8 order [BROADCASTING • TELECASTING, Aug. 13], is the first case to come under Commission scrutiny following its March anti-trust decision to act on a case-by-case basis [BROADCASTING • TELECASTING, April 2].

In addition to the anti-trust important matters, the hearing also is scheduled to take up:


2. The possibility of the transfer of the following stations from the parent Paramount Pictures Corp. to the production-only Paramount Pictures Inc.:
   - KTLA (TV) Los Angeles
   - WBKB (TV) Chicago
   - WSBM (AM-FM) New Orleans from Paramount Pictures Corp.

All-embracing issues in the Paramount hearing have made many observers consider this as important in FCC annals as the 1944-45 newspaper ownership fight.

That issue was resolved by the FCC when it decided that no blanket policy should be involved, but that newspaper ownership should be considered among other factors in contested hearings.

Comr. Jones’ attitude—and probably the thinking of others on the Commission—is that it may be surmised from this extract from his dissent: "...Substantially the same key officers were highly placed in Paramount Pictures Inc...over a wide span of years, during which courts have characterized these corporations’ business practices as: ‘willful,’ ‘unreasonable,’ ‘unfair,’ ‘discriminatory,’ and ‘predatory’.

Mr. Jones wants a complete study made of the individuals concerned and then a determination by the FCC whether the activities of the officers and directors disqualify them from holding broadcast licenses.

"...it is clear," he says, "that (1) UPT merger applications of American Broadcasting Co. and United Paramount Theatres and (2) the subsequent transfer of WAUR (FM) Chicago to Columbia Broadcasting System Inc., two steps and three steps, respectively, removed from prerequisite determination in the order adopted by the Commission Aug. 8, might well become moot."}

Jones Dubious

Highly complicated factors in the merger of ABC and UPT also perturb Mr. Jones and makes him dubious about the practicality of consolidating both hearings.

Not only is the question of business practices involved, the Ohio Commissioner states, but also questions of (1) concurrent operation of broadcasting and theatre-TV in the same areas, (2) effect of owning and operating motion picture theatres and radio-TV facilities.

Radio Outstrips Papers

Radio advertising has been found superior to newspapers in selling women’s wear, men’s wear and furniture—appliance merchandise, according to a study sponsored by Sears.

Breakdown of the 50 ARBI studies covering these products is in preparation at Broadcast Advertising Bureau Inc. and will soon be published under the title, “Count Your Customers,” according to William B. Ryan, ARBI president.

One of the problems facing both radio and newspapers, Mr. Ryan observed at the NARTB District 4 meeting held here 23-24 that how, Va., is that many retailers don’t believe the majority of their business comes from advertising.

“...must show the retailer that radio is a selling medium," Mr. Ryan said. He cited figures from ARBI studies showing that 68.5% of customers knew about an item by hearing it advertised on the air or reading about it in newspapers—73.3% of persons who bought the test item came into the store as a result of advertising.

Lee Hart, BAB assistant director, said the ARBI studies may be the springboard for a continuing test of the effectiveness of radio advertising.

Radio topped newspapers in percentage of traffic purchasing woman’s wear and consumer durables, according to a study made under sponsorship of General Motors.

Miss Hart’s breakdown shows that radio far outstripped newspaper in percentage of dollar sales in all three types of products.

In particular areas and on a regional and national scale, and (3) monopoly issues raised by the common ownership of broadcast and theatre facilities are spelt out by the FCC as follows:

1. To obtain full information with respect to the participation of any of the principals, their officers, directors, stockholders, employees or agents, in any violations of other Federal trade laws, particularly with respect to the time, place and nature of the extent and character of such participation, and the results of any litigation flowing from such participation and made specifically to secure information as to:
   a. Whether the violations committed were wilful or inadvertent.
   b. Whether the violations were committed over a long period of time or, in terms of time were isolated events.
   c. Whether the violations were concurrent.
   d. Whether the violations also constituted violations of Sections 311 and 313 of the Communications Act.

2. To obtain full information with respect to the properties to be transferred by American Broadcasting-Paramount Theatres Inc. and Columbia Broadcasting System Inc., the considerations to be paid therefor, and the terms of such payment, and, in the event the non monetary considerations is to be paid, the terms of the transaction relating to the acquisition by the transferees of the properties in question.

To obtain full information with respect to the corporate structure of American Broadcasting-Paramount Theatres Inc. and with respect to the legal, technical, financial and other qualifications of its officers, directors and stockholders.

To determine the policies to be pursued by American Broadcasting through the transfers of the properties.
PROTECTION of the basic rights of broadcasters and telecasters from inroads of public agencies and from tactics harmful to economic stability provided the theme for resolutions adopted at the first of NARTB's annual series of 17 district meetings. Opening session of the series was held Aug. 23-24 at Roanoke, Va. [Broadcasting*Telecasting, Aug. 27].

One resolution was aimed directly at the plan of Sen. William Benton (D-Conn.) to set up a national citizens board to review programs. A second resolution was directed particularly at rate-cutting. A third pledged broadcaster cooperation with the government in the present defense crisis.

Texts of the three resolutions follow:

WHEREAS, Sen. Benton himself has testified that he believes such an advisory board should issue reports not unlike the infamous "Blue Book" published by the FCC in 1946; and

WHEREAS, although the function of such a board would be "advisory," the practical fact is that its suggestions would carry compelling weight with the FCC and indeed would amount to virtual directives to guide the FCC in determining the eligibility of applicants for grants or license renewals; and

WHEREAS, such legislation would create a high-level body having all the attributes of censors, in derogation of the Constitution of the United States;

NOW, THEREFORE, BE IT RESOLVED, That the members of District 4 of the NARTB, in convention assembled, do hereby declare their unanimous opposition to the measures proposed by Sen. Benton; and

BE IT FURTHER RESOLVED, That the members of District 4 do direct that copies of this resolution be forwarded to the chairman of the Senate and House Interstate & Foreign Commerce Committees, the Senators and Congressmen of the 4th NARTB district, and to all District Directors of NARTB.

WHEREAS, radio under the American System of free, competitive enterprise, has demonstrated itself to be the most effective means of mass communications ever devised; and

WHEREAS, radio set ownership has attained the unprecedented height of 95% of American homes, urban and rural; aside from automobiles and other out-of-home ownership; and

WHEREAS, radio, since its advent in 1920, has become an indispensable part of the American way of life; with the average individual devoting more than five hours per day to radio;

NOW, THEREFORE, BE IT RESOLVED, That the members of the Fourth District of the NARTB, in annual meeting assembled, do hereby condemn any action, whether it be rate reduction; impingement upon time segments heretofore recognized as within the province of the individual station, or introduction of practices which tend to disseminate program structures, or any other acts which depreciate the value of radio as an advertising and public service medium; and

BE IT FURTHER RESOLVED, That the members of the Fourth District of NARTB, recognize the desirability of national program service, whether network or non-network, but desire to impress upon all sources of program supply the necessity of stations maintaining an economic stability, and an equitable balance of program service which will enable them to meet the public interest requirements of their respective service areas and continue to function as the backbone of the broadcasting industry.

RESOLVED: That the members of the Fourth District of the NARTB pledge all-out cooperation to their nation in the promotion of peace, and, if need be, in the prosecution of war, to the end that Government of the people, by the people and for the people shall not perish from this earth.

NLANTS PROTEST

Radio Hits Censorship

BROADCASTER resentment against censorship actions of public and educational personnel in Iowa reached a peak last week as two former members of the desk of Gov. William S. Beardsley.

Back of the protests were refusal of the State Board of Appeals to permit recording of a public hearing and censorship of sportscasting by a high school athletic official. The latter incident led recently to formation of the Iowa Broadcasters Assn., with William B. Quanton, WMT Cedar Rapids, president; Edward Breen, KVFD Fort Dodge, vice president, and George Voiger, KWPC Muscatine, secretary-treasurer.

The association also plans to introduce a bill at the next session of the Legislature requiring state boards to allow use of radio and press facilities at public hearings.

Both Breen and the Iowa Tall Corn Network have protested discriminatory action by Iowa High School Athletic Assn. in barring AI Coupee, of KRNT Des Moines, from describing a track meet over WOTV Ames.

Fort Dodge Incident

The protest against denial of recording rights grew out of a public hearing held in Fort Dodge. Mr. Breen and a recording crew set up microphones to record proceedings but the state board refused to permit the pickup.

IBA has adopted a declaration of news and sports policy pledging joint action to protect basic freedoms and denying that any group has the right to bar any broadcaster from a public or semi-public event merely because past broadcasters might have been displeasing to the group or some of its members.

The association and the various censorship in the courts, if necessary. An IBA committee will be formed to hear complaints about any broadcast and meet with the station affected as well as those who make complaints in an effort to reach a solution.

The censorship attempts will be discussed by IBA officers and the Iowa High School Athletic Assn., some time this month.

Children's Wear

RADIO salesmen have this year "the best selling opportunity yet offered in the infants' and children's wear field", according to RADIO Sales with Primer People, 25-page retail information folder mailed last week to member stations by BAB. Booklet is filled with information on the juvenile market, with statistics on the nation's child population, department store sales of infants' and children's wear, effects of data on the influence of children in selecting their apparel and with other sales helps.
**Atlantic City Story**

Advertising history is being made every day a short distance off the boardwalks at Atlantic City.

The largest store in the seaside metropolis, and in all of Southern New Jersey—the 30-year-old M. E. Blatt Co.—has discovered that it can:

- Live without newspapers.
- Live better than ever before by using radio instead.
- Sell all types of merchandise by radio.

Not a single line of daily newspaper advertising has been used by Blatt's since July 1. At that time the store pulled out of its familiar page 3 position in the morning Press and afternoon Union because they raised the rates 20%.

For more years than most advertising, Blatt's remained loyal to newspapers. The largest store in the city had been the largest newspaper advertiser in the city.

It had played around with radio now and then but hadn't used the medium as a basic means of selling.

And then came the July 1 decision, an action that admittedly furrowed the brows of President-Owner Blatt and Mr. Jack Klahr, advertising director of this major merchandising enterprise.

"How's your business since July 1?" Klahr was asked.

"Very good, in fact extremely good," he replied. "Our sales increased in July and they're still going up in August. So far we're doing well." 

That trend developed during a nine-week period in which daily newspapers have been laid aside for hours, and increased to a shopping news type of circular and expanded direct mail.

After nine weeks does Mr. Klahr feel about radio? "One thing we're thinking about broadcasting has changed," he said. "For a long time we experimented. The radio people tried to show us where we were wrong. Now we're doing it their way, and it really works."

**Base for Stores**

How about radio as a primary advertising medium for department stores?

"We've found that radio can do the basic advertising job," Mr. Klahr said. "We've finally learned how to use radio successfully."

Having made the switch from newspapers to broadcast time, Blatt's officials are watching store figures more closely than ever before. They're watching the specific items that are promoted on the air and they're watching what happens when customer contacts clerk.

"We're making a study of each product advertised on the air," Mr. Klahr concluded. "We're weighing the results, trying to put our fingers on what type of copy is most effective and how successful we are with each layout."

"Naturally we're gratified when people come into the store to ask for an item advertised on the air and we're studying our sales carefully since turning to radio as our primary medium."

This question was then submitted to Mr. Klahr: "What types of products can you sell most successfully by radio?"

His answer: "We haven't found a single case in which radio was not effective."

Blatt's advertising schedule currently includes three stations. The two principal on WPGG, a shopping hour on WFPQ Atlantic City is being continued. Besides that, Blatt's is using a news saturation schedule on WFPQ. This includes eight five-minute newscasts a day, seven days a week. As in the case of the theatre hour, item copy is featured. The results checked and there are some hones on the list.

**Many Radio Successes**

Offhand Mr. Klahr recalled a promotion for garbage bags that was "a tremendous success."

Another item was insect repellent. And there are plenty more.

"If I told you of all the successes we've had on WFPQ, added a significant observation. "The Blatt's departments are now asking that their items be advertised on the air," he said. "Every advertising manager and every media salesman knows that the department head is close to the clerk and close to the customer's desires."

The Blatt's schedule includes 10 to 15 spots every day on WMID Atlantic City plus announcements on a women's program. The schedule on WOND in nearby Pleasantville is about the same as WMID's. In typical Blatt's fashion there are signs all over the big eight-story building showing microphones and call letters. The signs urge listeners to tune to the three stations. Special display windows show radio-advertised items.

The stations, in turn, are cooperating with the store with promotional aids, according to Mr. Klahr.

Blatt's, a promotion of device of past years, was revived in in a co-op promotion with newspapers. This 12-page circular has been issued twice a month the schedule in September calls for three issues. Circulation is 78,000. Across the bottom of every page is a different radio message, calling attention to specific Blatt's broadcast stations on the three stations.

Coverage of the stations is double the coverage provided by newspapers, Mr. Klahr said. "Is the radio-shopping news arrangement peculiar?"

"Mr. Klahr isn't saying what the store will do, but the chances are that he is keeping in touch with the Press and Union people. Blatt's has adopted that choice page 3 spot for years and years. Then when the papers absorbed the competing Tribune and abandoned it, a 20% price increase was imposed. That didn't sit well with the Blatt's people. With courage character of their 33-year career, they departed from traditional retailer reliance on newspapers and turned to radio. There's still a little weekly newspaper white space in the Blatt's advertising budget, which is running along at the same level."

Most important, M. E. Blatt Co. has discovered radio. It has learned how to move merchandise by utilizing the compelling power of the spoken word. It has learned that the ear can be mightier than the eye when a persuasive message is properly directed to prospective buyers.

**Football Rights**

**KPAC in Unusual Pact**

ONE solution to the problem of payment for privileges to high school football broadcasts has been reported by KPAC Port Arthur, Texas. The station has agreement with Port Arthur College. Station announced an agreement with the local board of education, which is buying time at regular commercial rates to produce and supervise the broadcasts.

KPAC said the two Port Arthur stations—the other presumably being KOLE—previously had rejected offering the local games and were carrying the games sustaining or to pay $65,50 per game, to be split between each, for broadcast rights.

Stations held that adding such charges to already, high expenses for foot- ball broadcasts made it difficult to offset sponsors and meet expenses, KPAC said.

In rejecting the board's offer, each station suggested that it would permit the school to buy time at regular commercial rates and produce its own broadcasts. The board accepted and now hires the announcers and other personnel, makes arrangements for a sponsor and produces and supervises the broadcasts.

**Kroger Spot Drive**

**Intense Campaign Set**

ONE of the largest spot campaigns in radio history will get under way Sept. 24 when Kroger Co., third largest chain in the nation, switches from transcribed radio to announcements, according to Ralph H. Jones Co., Cincinnati.

The agency is compiling an enlarged radio station list for the spot drive. The change in Kroger radio policy is described as long-range, and not at all a case of a six-week experiment. Advertising director of the Kroger chain is William J. Sanning.

Long a heavy radio buyer in its Mid-West area, Kroger also will resume its Alan Young television program Sept. 17 using kinescope on 17 CBS TV outlets.

Three teams from the Jones agency and Kroger headquarters will cover Kroger's market area. They will cover outlets all over the region, describing the new radio policy and working out merchandising aids.

Final details of the spot series will be announced in mid-September after the teams have completed the circuit, extending from Wichita to St. Louis to Chicago and back down to Fort Worth.

Kroger's 1951 radio-TV budget is believed to be about the same as the former radio budget, which was based on three five-week transcribed series. Radio will use something over a third of the electronic budget, the rest going to the costly TV serials. Radio expenditures will still be heavy but not as high as those prior to Kroger's first use of TV in 1950.

**Fall Sales Tie-In**

The radio announcements will be tied into the annual series of fall sales staged by Kroger stores. Announcements will be both live and transcribed and turned to the wholesale department of Kroger items. Commercials on the TV program will be devoted to Kroger coffee and Tenderay meat.

Station list for the radio campaign will be greatly enlarged over the 25 to 30 stations used for serials in past years.

With the mid-September program Kroger will wind up Corlai Art Department Replacement of the Alan Young TV show and co-sponsored by Esso in the east.

Kroger's current radio program, Share the Wealth, winds up Sept. 7. This schedule has been handled in recent months by Ruthrauff & Ryan, Cincinnati, only instance in which Kroger radio advertising has not been placed through Ralph H. Jones Co.

The big food chain first used radio on a big scale in 1938 when it started Linda's First Love, five-a-week transcribed serial, for Kroger coffee on 26 midwestern stations.

The serial was heard at different hours in each city until it was abandoned in 1950.

In 1957 Kroger added a second transcribed serial, Mary Pursdio, the Editor's Daughter. Bread and other baked goods were advertised. A third serial, Hearts in Harmony, was added in 1959, promoting Tenderay meat, and the three serials ran side-by-side until last year.
The Midday Merry-Go-Round was set in motion in January 1936 in a small studio located in the Andrew Jackson hotel. The show began to attract such large audiences that the hotel management firmly suggested it should be taken elsewhere. The program was moved to a sports arena for several weeks and then to the City Market Hall where a 5 cent admission charge was instituted in an effort to keep down the crowds.

In May, 1936, WNOX acquired its own five-story building and made the first floor into a 600-seat auditorium for Merry-Go-Round. Admission was increased to a dime, but the audience kept coming. It is still jamming the place despite successive prize hikes that have boosted the admission to 50 cents.

The Merry-Go-Round is a hillbilly variety show whose master of ceremonies, Mr. Blanchard, trained for his rustic assignment in such backwoods as the U. of Illinois and Detroit radio. It was after he was hired by WNOX that he acquired a passable mountain-man dialect and began presiding over the program.

Mr. Blanchard, the recipient of the dying fan’s last words, is not alone among the program’s performers in receiving acknowledgment from listeners.

Carl Story averages 3,000 letters and cards a week, some of them

FOR MORE than 15 years, The Midday Merry-Go-Round has been spinning six days a week on WNOX Knoxville, to the happy cries of sponsors and the constant clank of coin. There are no brass rings on the carousel. Everybody pays entrance is good to the audience.

In the more than 15 years of its production, more than two million people have paid admission charges to see the program in the studio. The present charge is 50 cents.

Three sponsors still participating in the show have been steady advertisers for more than 10 years. Half a dozen others are regulars of more than six years’ standing.

More than a million listeners have written letters to the program and its talent. The devotion which the show commands from its audience is unique. One expiring listener on his deathbed sent an urgent message to Lowell Blanchard, the Merry-Go-Round m.c.

“Tell Lowell I said goodbye and good luck,” were the dying man’s last words.

The Midday Merry-Go-Round has sponsored an announcement daily on the Monday-Saturday, 12:10-1:45 p.m. show for 15 years.

Swan’s Bakery has advertised daily for more than 12 years. The Martin Rosenberger Wallpaper Co. has promoted its wallpaper and paints on the program for an equal time.

Other long-time accounts include B. C. Headache Tablets, the Carow Walker grocery chain, the Tennessee Beauty Shop and School, the Kerr Motor Co. (Dodge and Plymouth dealer), and Scalf’s Indian River Medicine Co.

There’s a perpetual waiting list for sponsorship availabilities. The Midday Merry-Go-Round has been the professional birthplace of several stars now prominent in hillbilly entertainment. Roy Acuff started his career at the outset of the program. Others who are now celebrated among hillbilly fanatics throughout the country are Homer `n’ Jethro, the Carter Sisters, Smiling Eddie Hill and Cowboy Copas.

The present cast includes Messrs. Blanchard, Story and Carlisle, Charlie Monroe, Don Gibson, Martha Carson, Salty and Mattie Homes, Jack Shelton and the Greene County Boys, the McNally Sisters, Claude Boone, the Arkansas Travelers and Rondelle, a female ventriloquist.

Judging by its more than 15 years of giddy spinning, it’s safe to bet that there’s very little chance the WNOX Merry-Go-Round will ever run down.

Here’s a typical crowd waiting to get into a performance of The Midday Merry-Go-Round which regularly plays to standing room only.
Operating Data

Operating expenses at broadcast stations in 1950 were highest for stations in the annual cash bracket between $100,000-$125,000 and lowest in the $350,000-$1,000,000 bracket, according to the annual operating cost studies compiled by NARTB and supplied delegates at district meetings.

Cost data for stations were prepared and analyzed by Richard P. Doherity, NARTB employee-employer relations director, with research handled by Dr. Kenneth H. Baker, research director. They found that the number of stations operating at a loss in 1950 was well below 1949 despite TV's impact (Broadcasting • Telecasting, Aug. 27).

Ranking next to the top in the operating cost study was the below-$50,000 group of stations. In general, stations under $200,000 income had a higher ratio of operating costs in comparison to high-income stations.

Average fixed expenses for all stations was 54.40% of broadcast revenue, ranging from 68.65% for the $100,000-$250,000 group to 74.42% in the case of $500,000-$1,000,000 stations.

Highest item in the breakdown of 1950 expenditures was general and administrative, including salaries, rent, taxes, losses, depreciation, etc. This class consumed 39.67% of average station revenue.

Close behind was the program item, 28.02%. It includes salaries, talent, royalties, transcriptions, wire service, news service, teletype and other expenses.

Technical expenses consumed 14.21% of broadcast revenue. Selling expenses are at the bottom of the list, taking 12.17% of average station revenue.

Cost Breakdown

In breaking down labor costs, Mr. Doherity found that salaries, wages and other compensation took 58.3% of the broadcasting dollar, or 57.8% of total operating expenses.

The study shows that 13.83% of the 1950 broadcast dollar went to program salaries, with 11.83% to general-administrative, 10.05% to technical, 8.74% to selling and a

3.28% to talent compensation. Percentage of general-administrative salaries ranged from 13%-50% for stations in the $100,000-$125,000 group to 6.5% for stations over $1 million.

In the case of selling expenses, the percentage of broadcast dollar ranged from 10.32% for $100,000-$125,000 stations to 1.71% for stations over $1 million.

Program salaries were highest, 18.19%, for $100,000-$125,000 stations, 12.93% for stations over $1 million.

Average Income

Technical salaries ranged from 15.88% of the broadcast dollar for stations below $50,000 down to 9.32% for stations over $1 million. Talent payments varied all the way from 1.26% of the broadcast dollar at stations under $50,000 to 13.75% at stations over $1 million.

Radio-Television Networks Map

Special Coverage

No sponsors had signed up late last week for special radio-television coverage of the Japanese Peace Treaty Conference although all major networks were busy scheduling extra airtime for the event. Apathy was attributed to nature of the conference itself.

Time Inc.—sponsor of the Kefauver hearings over ABC—was an expected entry into the field, but the magazine is producing its own show with a "March of Time" format, not giving coverage to the conference itself. Program, to be called Your Stake in Japan, will be telecast over ABC-TV, 11-11 p.m. EDT, Saturday, Sept. 7, placed by Young & Rubicam. Planned for the one shot only, the show will be a drama-discussion of Japan and the Japanese national character, with future relations of the country with the United States, Russia, China, and the Orient.

Network sales officials felt that sponsorship was a result of costs—the peace treaty sessions are a good TV buy with a package price of about $18,000. Total cost of 5-6 hours of sessions for the four conference days, over full network, coast-to-coast, would average about $85,000-$90,000.

As the informality of some Kefauver witnesses, however, it was generally felt that anything diplomatic, with protocol influencing even interviews, might seem fairly mild stuff. And although public feeling toward the conference is felt to be great enough to assure high ratings, peaks of interest could not be anticipated until the agenda is adopted at the conference itself. Networks expressed confidence, as a result, that some sales would be made early this week.

The Dept. of State early last week had granted permission for commercial use of conference coverage, except for the always unsponsored speech to be made by President Truman, and had placed no restrictions on sponsorship other than those generally in effect.

AT&T made relays available for the full conference length, although full facilities are not yet ready. If all network coverage becomes sponsored, telecasts will have to be sent directly from San Francisco to New York where the networks will then transmit their pictures—via the usual facilities back west as far as Omaha. Cities between the West Coast and Omaha would have to take their transmission directly from the microwave relay facilities which they could not receive commercials. As plans stood at week's end, all television coverage will be pooled—by ABC, NBC and DuMont Television, as the originating outlet—and transmitted to New York via a single relay.

All highlights of the four-day conference will be carried via microwave relay to all eight Southern California TV stations, on a pool basis.

All major networks—NBC, ABC, Mutual and DuMont Television—will carry President Truman's address, which marks the conference opening, from 10:30-11 p.m. EDT, Tuesday. Originating from San Francisco's Opera House, the speech also will inaugurate coast-to-coast television, previously scheduled for a Sept. 30 opening, but moved up at the request of the State Dept.

Networks have varying plans for reporting the rest of the conference which will end from Wednesday, Sept. 5 to Saturday, Sept. 8.
CRUSADE IN THE PACIFIC, a sequel to Crusade in Europe, is the March of Time's second ambitious translation of the history of World War II to film.

It is the kind of thing that anyone else. Although Pacific, or at least the four chapters that have been seen by this reviewer, does not quite measure up to Europe, which has been seen in its entirety, the second Crusade ought to be as big a television attraction as the first.

The Pacific was not as photographic a war as that in Europe, where the emphasis was on mass movement of land armies and their armor which photograph handily.

Land warfare in the islands was largely conducted with stealth and in kind jungle where the photographer had as much trouble seeing a crawling rifleman as the enemy did.

Land, sea and air wars, although more accessible to the camera lens than ground combat, were not entirely satisfactory as pictorial material for a film series of this kind. No matter how many angles it may be shot from, one airplane takeoff from a carrier deck looks just about like any other.

It is in this respect that this reviewer feels a minor and perhaps quibbling point to make about the chapters of Pacific that he saw. There were so many sequences of fighters and bombers landing on or leaving carriers and ground fields that at times the film had the monotony of prolonged observation of any military airport.

The four chapters previewed were numbers 5, 4, 6, and 7—"The Rise of the Japanese Empire," "America Goes to War in the Pacific," "The Navy Holds—1942," and "Guadalcanal—America's First Offensive.

Of the four, the rise of Japan was the most absorbing. Both in the selection of films and the narration tying them together this chapter was excellent. It was the most dramatic demonstration this reviewer has seen of the contrast between the warrior's mask that Japan wore before her 1945 surrender and the bland and somewhat apolgetic face she has worn since.

Despite its shortcomings, Crusade in the Pacific is worth anybody's television time.

---

MUSIC IN VELVET is another example of what trade critics have called "the pictorial style of television"—the approach of playing directly to the home viewer and easing into its sequences with commendable if unfanciful flourish.

On the basis of the Aug. 26 program, ABC-TV Chicago apparently has endeavored to shift the time-tested techniques of radio's mood-music programs to the TV cameras, with at least partial success. The result is a half-hour of restful, soothing musical fare that is not apt to make heavy demands on the eyes, nor to turn the viewer back to his radio set for similar ventures.

What Music in Velvet does offer, it would appear, is a set of unimposing camera techniques which adequately spotlight Rex Maupin and his orchestra, as well as Harpist Russ Crandall and Vocalists Paula Wray and Bill Snary.

A notable example is Mr. Snary's rendition of "You Go to My Head," which he sang to Miss Wray. Mr. Snary is adequate but this reviewer was more intrigued with the camera treatment which wisely displayed only a rear view of Miss Wray's flowing tresses and a final close-up of her face brushing the lady in question. The camera virtually nosed right into her hairdo.

Other sequences showed Mr. Maupin's velvety strings in action to good advantage on selections which were tastefully heralded by cues against the backdrop of Mr. Crandall's plucking harp fingers.

Not a word is spoken during the entire program, save at the conclusion which identifies the Chicago origination. The producers wisely let the music speak for itself.

---

MEDIA COVERAGE

Pondered by Crime Group

COURTS will ultimately resolve the question of whether television rights are tampered with when required to testify before television, the Senate Crime Investigating Committee said Friday in its final report.

Other points stressed by the committee:
- Congress does not have an adequate hearing room that would place attendant media unobtrusively as in the case of the United Nations.
- If such a room were available, there would be few occasions where a witness could justify his refusal to testify.
- TV is desirable as it is another improved medium, and extends the public hearing to more people throughout the country.
- Public has the right to be informed on the actions of its Congress. Because of the expense of picking up a hearing, the networks and other media companies select only those hearings which have unlimited interest.
- It is up to the committees of Congress to make the rules of procedure and be "fair and equitable."
- The committee should not be put in position where it must discriminate in favor of one coverage medium over another.
- TV, as a medium, does not need the light that is necessary for the newsreel cameras and does not need as much equipment at the hearing. The committee pointed out the fact that photographers' flashbulbs popping and Kleig lights' brightness and heat are not caused by television but by other media.

Protest 'Blackout'

The matter of coverage was brought to a head a fortnight ago by protests of the Radio Correspondents Assn.'s executive committee, National Assn. of Radio News Directors, and Mr. Graeme Dunphy, of Radio. These protests attacked the radio-TV-newreel "blackout" by the crime group laid down when Irving Sherman, a New York attorney, refused to testify unless it was enforced [Broadcasting • Telecasting, Aug. 26].

The incident occurred on the heels of Senate Select Committee upholding contempt citations against two Cleveland witnesses who were TV-radio-newreel alums.

Refusing to the Radio Correspondents group, the committee "blackout" was an "arbitrary" limitation and "a form of discrimination against certain news media." Chairman R. O'Connor (D-Md.) of the crime committee told Broadcasting • Telecasting last week he feels "strongly that television and radio and television ought to be made" in the hearings. While the committee members as a whole agree with this, the Senator said they did not think witnesses "ought to be forced to testify before radio or television.

Direct reference to the correspondents' objections, he said, has been raised by Sen. Alexander Wiley (R-Wis.), a member of the crime group, on the Senate floor.

Noting that the letter of protest from Bill Shadel, of CBS, president of the correspondents' association, "untitled to make the rule of law, "Sen. Wiley read two paragraphs and then had the entire letter printed in the Record.

Senator Estes Kefauver (D-Tenn.) has proposed that TV be treated in same category as other news media with the exception it can be barred from the outset at the discretion of the trial judge.

Meanwhile, it has been noted that the Senate Internal Security Subcommittee—similar to the House Un-American Activities Committee—has a policy of barring radio and television. News photos can be taken before and after actual hearing sessions but are prohibited during the hearings.

When announcing this policy, Chairman Pat McCarran (D-Nev.) had declared the committee made the decisions "because we are seeking facts, not publicity. We want to make a record, not to make headlines... we want to make it clear that no witness who is called here will be subjected to undue publicity against his will."

Some observers have interpreted these remarks as implied criticism against other committee proceedings.

---

HOLLYWOOD PROBE

Radio-TV Stars Subpoenaed

ALTHOUGH names have not been revealed, between 30 and 40 movie, radio and television personalities are being subpoenaed by federal agents in a day's work by the House Committee on Un-American Activities investigating communism in Hollywood, which starts in Los Angeles' Federal Building Sept. 1.

Hearing, expected to throw light on subtlety with which many reds have slipped into various branches of three industries, will be held in the "Kefauver Room."

Day and night sessions will be telecast and released via radio, if and when permission is granted. Hearings were originally scheduled to start tomorrow (Sept. 4) but were delayed because of the Japanese Peace Treaty Conference in San Francisco. A five man sub-committee headed by Rep. John S. Wood (D-Ga.) will conduct inquiry.

---

Fort Industry Office

FORT INDUSTRY Co. has established a new office at 230 N. Michigan Ave., under the supervision of Ken Kraft, Midwest sales manager of the company, which owns and operates WSPD-AM, WIXI-TV, WMMN-Fairmont, W. Va., WAGA-AM-TV Atlanta, WGBS Miami, WJBK-AM-TV Detroit, and WSAI Cincinnati.
All the Cows in the KFAB area Give Milk

By H. R. MOORMAN
ADVERTISING MANAGER
FAIRMONT FOODS COMPANY

"The cows in the KFAB Area that 'do not give milk,' of course, are the vast herds of beef cattle raised in Nebraska's great ranch country and fattened in the feed lots of Iowa, Nebraska, Kansas and Missouri. It is the marketing of this beef (the finest in all the world) which places the Omaha Livestock Market second in the Nation.

Those 'bossies' that ARE milked in this great dairying area make Omaha the number one city in the manufacture of butter."

So, when we say that all the cows in the KFAB area give milk—we are leading into a big market story of tremendous importance to you. The Midwest Empire Station blankets a vast territory of farms, rural towns and cities. Its backbone is the ranching and farming industry. Its wealth is not only among the ranchers and farmers, but also in the cities where the agricultural products are made into marketable foods that help meet the needs of the entire Nation.

KFAB, the Midwest Empire Station, through years of experience in serving such a rich, vast area, has become the station to do the powerful selling job. Arrangements can be made for you to use this effective medium—at a low cost—and cover the Midwest Empire profitably. May we tell you more about it?

Represented by FREE & PETERS Inc. – General Manager, HARRY BURKE
From a year around FEATURE FOODS merchandising service grew a station-wide plan that again proves . . .

Agricultural Broadcasting Company
1230 W. Washington Blvd.,
Chicago 7, Illinois

Attention Mr. J. D. Hill, Sales Promotion

Dear Mr. Hill:

We should have written this letter several weeks ago, but we wanted to make a very complete check on the results of our two-week Clover Farm-WLS sale, which ran from July 9 to the 21st inclusive. We have made that check, we have talked to our members, and we have referred to our records. It was the most successful sale we have ever conducted! Here are a few of the most outstanding percentage increases:

**Clover Farm Salad Dressing:** We advertised three sizes and our increase over our average for the year prior to the sale was 398%.

We featured two kinds of Clover Farm Corn with an increase of 259%.

**Clover Farm Pork and Beans:** 3 sizes advertised: one showed 235% increase, one 93% increase, and another 32% increase.

We more than doubled our average sales on Red Cup, Green Cup, and Clover Farm Coffees.

**Lipton's Frostee Mix:** an increase of 78%, but we sold out before the sale was over, and did not get a new shipment in time to carry on.

We more than tripled our sales on Lite, doubled our sales on Ajax, sold as much Tide in two weeks as we sold in the preceding four months, almost three times as much Fab, doubled our sales on Surf, five times as much Creamettes (Spaghetti and Macaroni) tripled our sales on Clover Farm Grapes, quarts, had a 400% increase on Sur-Jel, and sold out, so it should have been more.

**Shine Dish:** sold a two months' supply in two weeks
**Perfax:** sold a three months' supply in two weeks
**Dezol:** sold a month's supply in two weeks
**Glosetex:** sold a two and a half months' supply in two weeks

We doubled our sales on our own flour, and had a 200% increase on Joan of Arc Light Red Kidney Beans.

We are enclosing a marked copy of our newspaper ad with more facts and figures.

Again we repeat that it was the most successful sale we have ever conducted. We, ourselves, did not realize the value of a tie-in on WLS on the "Hello Homemakers" program. If you again conduct this wonderful sales event, we want you to plan a two week period for us - and we sincerely hope you do.

C. V. Allen
President.
The Peter G. Lennon Company is the headquarters for an important cooperative chain of 117 Midwest CLOVER FARM STORES in the WLS area. Recently they participated with WLS in a joint merchandising-promotion plan designed to increase summer food business at the retail level. The plan, known as the "WLS Summer Food Promotion," was originated with the cooperation of eight important chain groups, including CLOVER FARM. The letter reproduced here tells the results obtained by this one group; letters from the others verify the story. Combined, 2,300 Midwest stores were affected by this revolutionary merchandising tie-in throughout the summer.

Here then is again proof of WLS power to move goods into customers hands. We have known of this power for years—as have many advertisers—this campaign proves results in a chain of stores for a specific time period.

Your John Blair man will give you details on how WLS can produce similar results for your product or service.
SECURITY BILLS

CONGRESS last week marked time on twin security proposals involving the FCC—one recommending that penalty provisions of the Communications Act be made more stringent and another requesting additional monies to bulwark the Commission’s monitoring activities [BROADCASTING * TELECASTING, Aug. 27].

Possibility that the House Interstate & Foreign Commerce Committee would meet in executive session to discuss heavier criminal sanctions for broadcasters and others before Sept. 12—date the House returns from recess—was held as remote.

In any event, authorities point out, the lower chamber could take no action on a military’s electromagnetic radiation control bill ($537) before that date. The suggested amendment was posed by the committee during hearings Aug. 23 on the proposal, which seeks to place non-broadcast devices within Sec. 606 of Communications Act.

Hanging in the balance is a proposal, in the form of an amendment to the Act, calling for stiffer penalties for violations entailing “willful intent to injure the United States.” This was present from a provision within Sec. 606 setting lesser penalties for “willful failure” to comply with terms prescribed under Presidential authority. There are no express criminal sanctions at present in Sec. 606, which deals with Presidential authority over stations.

Senate Testimony

On the Senate side, the Appropriations Committee plans to hear testimony from the FCC “either this week or next” on the Commission’s request for $1,340,000 to expand its radio monitoring.

The House had wiped out the $1 million sum recommended by the House Appropriations Committee for these activities. FCC is expected to make a strong pitch for restoration of these funds.

Committee spokesmen said last week that FCC Chairman Wayne Coy would be called upon to testify during this part of the emergency amendment bill, if he were available. In the event he is not available, it was felt that either Comr. George Sterling or E. M. Webster would appear.

Stiff opposition to the cut is expected once the ominous money bill reaches the Senate floor. The House committee had approved the expenditure for new monitoring stations, including necessary personnel; additional investigative staff and mobile equipment; detection and control of illegal station transmissions and sale. Omnibus devices capable of serving as navigational aids to enemy aircraft. Four new monitoring stations and upwards of 110 new employees, as well as rental, are involved.

With respect to station penalties (in the bill before the House committee), a new subsection (h) to Sec. 606 of the Communications Act pends, with provision for fines of not to exceed $20,000 and imprisonment not to exceed 20 years, or both, for violations indicating a desire to sabotage the U. S.

The other proposed amendment—approved by the Senate Interstate & Foreign Commerce Committee, which also held hearings earlier this year—calls for a $1,000 ceiling on fines and one year’s imprisonment, or both, in the case of individuals, and a levy not to exceed $5,000 for corporations—-for failure to comply with that section when invoked by the President.

STATION SALES

WKA1 Sold; WBGE Plans Void

FOUR stations were involved in financial transactions last week.

Sale of WKA1 Macomb, Ill. was announced by James C. Bailey and Lyle C. Landers, owners, subject to the usual FCC approval. The 250 w daytime station will be bought for an undisclosed sum by William E. Schons, Dr. Edward Schons, Charles S. Harris and T. L. Cook, all of St. Paul, Minn. The Chicago office of Blackburn-Hamilton, station brokers, handled the details. As of last Thursday, the application was not on file with the FCC.

At the same time, it was learned that the sale of WBGE Atlanta, Ga., to Wilton E. Hall for $110,000 [BROADCASTING * TELECASTING, Feb. 12], had been called off. The sales contract expired Aug. 12 due to FCC’s failure to act on the application. The Commission reportedly wanted to wait until South Carolina courts had acted on a case involving ownership of WAIM-WCAC (FM) Anderson, S. C. Mike Benton retains WBGE ownership.

Financial difficulties were responsible for two stations leaving the air under FCC authorization. WSJB McComb, Miss. was allowed to remain silent for 30 days from Aug. 24 in order to complete refinancing. The station is going through bankruptcy proceedings but hopes to secure backing of a “responsible radio station operator in New Orleans who is interested in keeping WSJB on the air,” according to the request.

The other station, KODI Cody, Wyo., was authorized to remain silent for 90 days from Aug. 24 in order to effect sale. Owners William J. Garlow and wife moved to Dallas in January and station has been in red most of the time since. However, Mr. Garlow feels it will regain a sound basis "if the right person buys." He pointed out, in his request for silence authorization, that the station grossed $50,000 in 1950 and "did quite well financially." He gave the loss for July this year as $890.88.
Almost

1,000 ORDERS

FOR NEW FOOD PRODUCT

WITH NO DISTRIBUTION...

another example

of

KDKAAction!

To promote a new food product with practically no distribution, an advertiser used a single half-hour late-night program on KDKA. Listeners were asked to telephone a special number or send their order to the station. Result: almost 1,000 orders for a total of more than $8,000, with a program time-cost of only $180.

This is typical KDKAaction...the kind of action documented in a revealing booklet titled "6 Case Histories." If you haven't reviewed this booklet for tips on how to build your sales in the tri-state Pittsburgh market-area, get a copy from KDKA or Free & Peters.

KDKA

PITTSBURGH

50,000 WATTS NBC AFFILIATE

Westinghouse Radio Stations Inc

Serving 25 Million

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO – America’s Great Advertising Medium
TRANSIT FM Threat to U. S. Broadcasting Charged

"FORCED LISTENING" devices disrupt and endanger the American system of broadcasting and pose a matter of "national concern," attorneys for anti-transmitcasting forces charged in a brief prepared last week for submission to the U. S. Supreme Court.

The brief was accompanied by a petition for a writ of certiorari asking the high court to review the judgment of the U. S. District Court of Appeals that segments of transit FM are unconstitutional in the District of Columbia. The brief was prepared for Franklin S. Pollak and Guy Martin, who launched the original court action, by the law firm of Segal, Smith & Hennessey, Washington.

Opponents of transit radio took this step last Thursday, little more than a fortnight after Washington Transit Radio Inc. and two other parties—Capital Transit Co. and the Public Utilities Commission—had asked the Supreme Court for a review of the lower appellate court decision. Stress was laid on the relation of the service to the First and Fifth Amendments to the Constitution [Broadcasting • Telecasting, Aug. 13]. The high court, now in recess, will reconvene in October.

In filing for consent to the writ, also requested by the pro-transit radio faction, opponents noted that the circuit court decision sought to prohibit only "commercials" and "announcements," making no reference to musical or other "spoken parts" of the broadcasts.

Additionally, Messrs. Pollak and Martin and others hope that SCOTUS will consent to review the decision and outlaw transit radio throughout the nation. Services currently operate in upwards of 14 cities.

"Forced listening" by a captive audience to editorial matter selected by private individuals involves grave dangers," the brief asserted. "The power of this captive audience has been used in the personal interest of Washington Transit Radio Inc. and Capital Transit Co. to influence public opinion on the merits of transit radio itself."

The United States of America has a unique system of broadcasting supported by commercial advertising. Currently, the industry is on the threshold of a tremendous expansion into television. Already there are 13 million television receivers in use. Color television is in the offing. Proposals to convert television broadcasting into a form quite different from that which has prevailed in aural broadcasting are being discussed. Wire television, subscription television, pay-as-you-look phonovision, theatre television, each has its advocates. Advertising revenue, appar- ent sales and the government are interested. The petitions for re- election filed by the various incumbents have grown to a point where billions of dollars are involved.

Transit radio alone excepted, this whole vast structure, with all its social and economic impacts, derives its vitality and form from the principle that the listener or viewer shall have the absolute and unrestricted right to select whether or not his receiver shall be tuned to a station and if so, to what station it shall be tuned. Unless the listener or viewer is completely free to select what he wishes to hear or see in a freely competitive field, the American system of broadcasting is deprived of its vigor and becomes a sinister, formless thing.

"The importance of a decision by the Supreme Court. . . . at this stage affirms the inviolable right of the public to select its broadcast programs is self-evident," the brief declared.

Opponents held that the "ultimate question turns" on whether the broadcasts deprive passengers of rights under the First Amendment . . . "by generally interfering with their freedom to listen or not to listen, and to read or not to read."

The high court also should determine whether the programs deprive riders of liberty and property in violation of the Fifth Amendment, the brief said.

Other Reasons

Other reasons advanced for granting such a writ, the memorandum continued, are these:

1. Freedom of communication by writing or speech and freedom of reflection are "impaired" by transit radio and are basic to democracy;

2. "Threatened" nationwide transmission of transmitcasting enterprises cannot be dealt with by the U. S. District Court of Appeals and needs SCOTUS attention.

"In the absence of a [high court ruling on constitutional rights of the riding public], it seems likely that transit radio will continue in the other cities where it is now functioning and perhaps even expand into still other cities, operating as a correlated system of broadcasting to captive audiences of many millions," the brief asserted.

Washington Transit Radio Inc. and other proponents of the service had taken issue with that part of the lower decision holding that dissemination of programs are not protected by the First Amendment, and claimed it was in conflict with past Supreme Court judgments.

The court "erred," according to the transmit FM forces, in holding that the action of a transportation system is governmental "action" and that the broadcasts deprive objectionable passengers of liberty "without due process of law."

Brief for Messrs. Pollak and Martin was filed by Attorneys Paul M. Segal and Harry P. Warner, of Segal, Smith & Hennessey.

KSL—has more morning listeners in Salt Lake City than the other 3 network stations combined!

HOOPER, DEC. '50—APRIL '51
On September 9, another outstanding season of the U.S. Steel Hour gets under way. Among the top shows already scheduled are The Glass Menagerie, Twentieth Century, The Sea Wolf, Pygmalion, Oliver Twist, 1984.

The best plays . . . the best stars . . . for the best dramatic entertainment on radio. That’s been standard since Theatre Guild on the Air began in 1945. No wonder the U. S. Steel Hour has become radio’s most-honored show.

SUNDAYS 8:30 PM E.D.T.

U.S. STEEL HOUR
Theatre Guild on the Air

NBC NETWORK
IN ORLANDO, FLORIDA, WLOF's

“BLUE CHASERS”

DAILY 2 1/4 HOUR DISC JOCKEY SHOW, CONDUCTED BY
PAUL MARLOWE
9:15 TO 11:30 A.M., MON. THRU SAT.

more than doubled station's audience (*) on January, 1951 over January, 1950:

“BLUE CHASERS” INCREASED WLOF DAILY AUDIENCE AS FOLLOWS:
9:15 TILL 10:00 AM. 57% INCREASE
10:00 TILL 11:00 AM. 163% INCREASE
11:00 TILL 11:30 AM. 227% INCREASE

FOR SPOT AVAILABILITIES CONTACT:
PAUL H. RAYMER COMPANY, INC.

WLOF

“FLORIDA'S SWEET MUSIC STATION”
5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

(*) HOOPER STUDY
DECEMBER, 1950 THRU JANUARY, 1951.

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER

Network Outlook
(Continued from page 28)

and audiences delivered than any other advertising medium.

The CBS Radio daytime schedule is completely sold out. There are a few availabilities in the early Saturday afternoon periods but there are promising indications that these spots will be sold within the next few weeks. Sunday afternoon will be bigger than last year, with new sponsors entering network radio, others like Longines-Wittnauer Watch Co., returning and the U. S. Army and Air Force recruiting services presenting a new series with Frankie Laine.

There are several good availabilities in the CBS Radio nighttime schedule but there has been greater interest on the part of sponsors in these programs during the past few weeks than there has been for some time, and indication that the hysteria over television has subsided considerably and that advertisers still consider network radio the number one advertising medium.

“Our sales on Mutual are up,” MBS President Frank White stated, “up enough to be indicative that the TV hysteria has abated to the point where the true value of radio as a merchandising medium is again receiving some measure of the recognition it deserves.” Mr. White pointed out that the average Mutual advertiser this year is putting his program on 356 MBS stations, contrasted with an average commercial network line-up of 284 for MBS clients last fall. Table shows that according to business signed to date, MBS is 8.5% down in number of commercial programs, but 0.6% up in amount of sponsored time for this coming fall compared with the same season of last year. Mr. White further stated:

We plan to continue the same extensive promotion of AM radio which has already won Mutual several outstanding awards during the past year. If our own efforts alone along these lines are now supported by increased activity on the part of other networks, result is bound to help radio.

NBC's vice president and director of radio sales, John K. Herbert, was vacationing last week and in his absence no statement could be obtained from this network. On the August 1950 vs. August 1951 record, NBC advance fall business is down 9.5% in number of sponsored shows and down 10.3% in amount of commercial time for this fall against last.

ABC CLIENTS

Buy $24,131,000 in Time

ABC last week announced that a total of 46 sponsors have purchased $24,131,000 in radio and TV network accounts, starting during the seven-week period through Oct. 14.

The ABC radio network reported sales of $17,283,000 placed by 24 sponsors for the Aug. 25-Oct. 14 period, and the NBC network for the same period reported sales totaling $6,808,000 to 22 advertisers. Seventy-five percent of the accounts, ABC said, represented new business while the balance are renewals.

GOODWILL CASE

Group Backs Cottone, Plummer PROSECUTION to a decision of FCC's proceedings involving the Goodwill case of the early Saturday afternoon last Wednesday by a group of 19 distinguished lawyers, authors and professors.

In a motion and memorandum filed by Will Malloch, general counsel of the American Jewish Congress, the group went on record in support of FCC General Counsel Benedict P. Cottone and broadcast Bureau Chief Curtis B. Fismer's opposition to the hearing examiner's initial report [BROADCASTING • TELECASTING, July 9].

The June 14 initial report by Examiner James D. Cunningham recommended that the issues involved be considered most because of the death of G. A. (Dick) Rich- since radio station licenses are under a "duty to serve the public" and that "distortion of the news in favor of or against any group... is an evil which must be thwarted."

They said the proceeding is "not and never has been a proceeding against Richards" but to determine the renewal of the stations' licenses if they serve the public interest.

The brief points out that if past policies of the stations fail to conform to "high standards expected and required of radio franchise holders... and... violate the canons of good taste and fair play" then FCC must discover to whom control passed after Mr. Richards' death.

Signing the brief were:

Max Lerner, author, lecturer; Patrick Murphy Malin, American Civil Liberties Union; Thurgood Marshall, National Adv. for the Rights of Colored People; Jerome Michael, Co- lumbia U. Law School professor; Peter New York attorney; David A. Reisman, Chicago U. Law School professor; Harold Taylor, president; Sarah Lawrence College; and David W. Piletsky, ex- ecutive director, American Jewish Congress.
Harveys, Nashville’s Largest Store, uses WSM to talk to an area twelve times the size of Nashville. That’s how Harveys became Nashville’s largest store.

Radio Stations Everywhere But Only One...

Harveys

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

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Representatives
CBS SCORED

By NARTSR on Norge Plan

CBS was accused of entering the national spot field at the expense of station revenue last week by Murray Grabhorn, managing director of the National Assn. of Radio and TV Station Representatives.

Ruckus started when Norge—through Russell M. Seeds Co.—planned half-hour national spot campaign for 39 weeks starting Oct. 4 and featuring Red Skeleton in about 40 non-TV cities. Mr. Grabhorn wired association members that “CBS is now making a counter proposal to take this business on network basis and suggesting to stations they accept it on the line with cued cut-in commercials at no cut-in charge... or they offer the full show with commercials and entire program on tape to be played locally at identical network time on network basis.”

Mr. Grabhorn conceded that “a number” of stations had already accepted the business, but endorsed their action of refusing to waive cut-in charges or of applying national spot sales rates to the taped versions.

His complaint stressed that the greater number of stations involved were located in non-TV markets and thus were the same group to

FCC PERSONNEL

Over 100 to Be Cut

FCC will be cutting personnel from the approximately 1,200 it had on the rolls, as it began the last fiscal year, to 1,080 for fiscal 1952 as a result of the budget cut enacted by Congress. [Broadcasting • Telecasting, Aug. 20].

President Truman is expected to sign the bill momentarily.

It gives $6,116,660 to FCC, or $733,350 less than that requested of Congress early in the year. The bill contains a formula for cutting personnel funds and thus FCC must reduce its staff.

As of a fortnight ago, the agency had 1,173 persons on its rolls.

be hit when the network made its recent rate cut, designed to equate radio-TV competition but applying to all stations, regardless of whether they shared market with TV or not.

CBS officials denied the accusation by asserting that the network had made no plans at all concerning the Skelton show and would not be considering it until the middle of this week. Since the network controls the comic, it was conceded that CBS “may” come forth with some proposal. Feeling remained, however, that NARTSR, lead runner for station representatives, had jumped the gun.

kiev engineers

to vote on union issue

NEW NLRB elections to determine or reject a bargaining agent will be held by KIEV Glendale, Calif., engineers Sept. 11, following a non-decision vote at an election Aug. 23. Engineers will again decide between NABET (National Assn. of Broadcast Engineers), IBEW (International Brotherhood of Electrical Workers) and no union representation. New vote called when each of the three engineers involved chose a different category.

No NLRB hearing involving about 125 engineers and stage people at KTTV (TV) Los Angeles. Seeking to represent various categories including engineers, floor managers, stage and lighting personnel are four different unions — NABET, IATSE, Screen Directors Guild and IBEW.

People Act' Series

TRANSCRIPTS of the original The People Act series are now available on a free loan basis through the Federal Radio Education Committee of the U. S. Office of Education. Arrangements were made by the Twentieth Century Fund of New York. Persons interested in borrowing the transcriptions may obtain further information by writing directly to Mrs. Gertrude Broderick, Federal Radio Education Committee, USOE, Washington 25, D. C.

ohio state u. gridiron clashes will be carried on WKVO (FM) Columbus for Modern Finance Co., local firm. Paul Kelly (l), Kelly & Lamb Adv. Agency, watches Bruce Osborne, Modern Finance vice pres., approve arrangements, standing: Bill Arthur (l), WKVO sales representative, and Bert Charles, station gen. mgr.

chatting with KOA Denver listeners in the Friday 9:30 p.m. The Governor Reports is Colorado Gov. Dan Thornton (seated). Introduced by Charles C. Bevis Jr. (l), KOA general manager, the governor stressed need for action on roads, schools and crime in his initial public service broadcast.

THREE-YEAR purchase of Frederic W. Ziv's Cisco Kid by Jackson Packing Co., Jackson, Miss., resulted in this hat ceremony by (l to r): Al Godwin, Ziv; John H. Boman, pres. and gen. mgr. of Jackson Packing; Stu Gammon, assistant gen. mgr. of the packing firm; and Larry Davis, account exec., Dixie Advertisers.

ELEVEN Big Seven football games this fall will be carried on WHB Kansas City to promote Hallicrafter television sets. At final negotiations with John G. Gaines & Co., distributors, one (1 to r): Jack Sampson, WHB sales; Jack Gaines; Larry Ray, WHB sports director, who will do play-by-play descriptions; and John G. Gaines, Hallicrafter TV distributor for Kansas and Western Missouri.

LONG-TERM contract for Breakfast at the Maxwell House is finalized by Purities Dairies with WMAK Nashville, Tenn. Seated are Albert Gasser (l) and Miles Ezell, president and secretary, respectively, of the sponsoring firm. Standing are Carl Behle (l), WMAK sales representative, and WMAK Gen. Mgr. George B. Faulder.

...it was the most successful sale we have ever conducted"

(See Two Page Ad)

CLEAR CHANNEL Home of the NATIONAL Barn Dance

Page 40 • September 3, 1951
APPEAL by Brig. Gen. David Sarnoff, RCA board chairman, stressing the need of supplemental financial support for the Voice of America as part of a "psychological peace-rape" campaign elicited favorable reaction during high partisan debate on Capitol Hill.

Gen. Sarnoff's plea for a $1 billion expenditure on propaganda within the next two years—with perhaps the most effective voice of the enemy overseas radio arm—was heralded as "more persuasive" than arguments for any reductions in State Department programs after political maneuvering within the Appropriations Committee and on the floor.

Actually, the Senate group had agreed not to cripple the Voice, allotting the full $25,164,655 recommended in the budget for radio broadcasting operations. It had voted, however, to cut other informational activities from $85 million allowed by the House to $68 million, compromising on the Senate Appropriations Subcommittee figure of between $54 million and $65 million.

The monies bill last week was sent to a conference committee with assurance that funds for the Voice and other operations would not be altered on the basis of agreement by both Senate and House.

'The Issue'
Noting Gen. Sarnoff's statement upon his return from Europe [.Broadcasting * Telecasting, Aug. 20], Sen. Hill said he felt the proposal for a separate agency to operate VOA "is not the issue before us at this juncture. What is relevant is his demand for greatly increased financial support . . . I regard his testimony as much more persuasive than the reasons given for the reduction of funds."

To measure up to the challenge mapped by Gen. Sarnoff, he continued, "we must strengthen our information program, not amputate it." The Senator also noted that the RCA board chairman had not criticized State Dept. personnel but had declared that the U.S. is losing the "ether war."

Subsequently, lack of funds was blamed in part for the Voice's failure in a counter-statement by Thurman L. Barnard, general manager of the information program. Conceding that primary use of shortwave facilities is not the answer, Mr. Barnard noted a department request for monies to build a ring network. Congress has authorized only one-third of funds requested, and the remainder was contained in an $88 million sum denied in a supplemental bill. Ring plan was advocated by Gen. Sarnoff last year [Broadcasting * Telecasting].

Sarnoff Appeal Favored

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 of greater fixed weekly following week-end 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

September 3, 1951 * Page 41
From where I sit
by Joe Marsh

Skip Makes a Slip

Miss Gilbert, the teacher, was telling me how one day last week Skip Lawson almost went to sleep in her physics class.

She noticed him nodding and—since they were discussing electricity—said in a loud voice: "Now maybe MR. LAWSON will explain what electricity is." Skip started up, looked around wildly, and blurted out, "Gee! I used to know, but I forgot."

"What a loss to science!" sighs Miss Gilbert. "No one to this day knows what electricity really is, and here we have a genius who could explain it—but forgot!"

From where I sit, I hope this taught Skip that you're better off if you admit you don't know all answers. Some grownups haven't learned that yet—like the ones who are always telling other people what's best and what's right and what's wrong. I like a temperate glass of beer, myself, but if you prefer buttermilk I won't argue. I've seen too many "know-it-alls" turn out to be wrong!

Joe Marsh

Copyright, 1961, United States Brewers Foundation

DEFENSE ROLE

RADIO's "ability and willingness to inform the public on civil defense and to bring listeners official instructions and news in event of attack" has won it official commendation from Federal CD plan.

The Federal Civil Defense Administration takes a favorable look at the New York State Civil Defense Radio Network of over 135 stations, which have been offering a series of weekly broadcasts titled Plan for Survival.

The network, FCDA has informed other local community CD groups, is "attracting national attention" and has proved to be an "effective pilot project" worthy of emulation by other states. Executives of large and small stations alike were lauded by the agency for voluntarily organizing the series under the guidance of the New York State Civil Defense Commission.

These programs not only present authoritative civil defense in formation but also serve as a weekly test of the radio facilities through which the public could receive instructions during an emergency, FCDA observed.

Similar series have elicited the praise of local civil defense officials in other states where state networks have been formed for the same purpose. Reports were aired in August by a special network of 58 outlets in Alabama and 41 stations in Wisconsin, including the latter's State FM Network [Broadcasting • Telecasting, Aug. 13].

Alert Plans

Another phase pointing up cooperation among New York CD and radio-TV broadcasting officials was the issuance of alert regulations which would require all AM stations in the state to reduce their power to 250 w in the event of proclaimed imminent enemy attack, and compel TV and FM outlets to leave the air completely [Broadcasting • Telecasting, Aug. 6].

FCDA authorities have never publicly commented on the state alert plan and the FCC is known to entertain certain reservations with respect to the feasibility of such a proposal. It was emphasized that the rules are subject to modification which would render them consistent with regulations prescribed by the FCC in conjunction with the Dept. of Defense.

In any event, the information (as distinguished from alert) role currently being played by New York State radio stations has the blessing of federal planners who cite the project as a pattern for other groups. At the same time, the agency also is distributing kinescope recordings and film prints to TV stations for local use.

The New York State Civil Defense Radio Network, operating by direct relay rather than through land lines, originates Plan for Survival from a different station each week. Transcriptions also are made for playback by other stations at more convenient periods.

Scripts are prepared by a committee of representatives comprising the major networks and independent outlets who confer with CD authorities. Final approval of scripts is made by Col. Lawrence Wilkinson, state's CD director.

Program follows a question-and-answer format. Topics for broadcasts thus far have included "The Bomb," "Personal Survival," "Fire Fighting," "Welfare," and others. Numerous state and federal civil defense speakers also have appeared.

The 100-plus TV stations in the U. S. will, sooner or later, all receive kinescopes of What You Should Know About Biological Warfare and other subjects. First film is a reproduction of the Johns Hopkins U. Science Review, which premiered on the DuMont TV Network last April.

Under FCDA procedure, the agency periodically is making available to state auditors films and kinescopes of previously telecast programs. The directors distribute them to TV outlets in their respective states or nearby areas.

Limited number of prints will make it necessary for stations to circulate them among others for adequate distribution once they have aired the program, the agency added.

Films, kinescope, scripts and other data are prepared by FCDA's Audio-Visual section under the direction of Jesse Butcher, former network and agency executive. Working with Butcher are Harold Azime, TV director, and Steve McCormick, radio chief.

PIGSKIN SERIES

Lang-Worth Mails Booklet

COPYRIGHTED book, Pigskin Salute, is being distributed to member radio stations by Lang-Worth Feature Programs Inc. as a basis for tailoring broadcasts of the 15- or 30-minute shows to local football interest.

The book contains specially written salutes to 87 leading universities and colleges and outstanding football stories. Package also includes suggested recorded sound effects to "assure maximum results in the production of football series," according to C. O. Langlois, Lang-Worth president. Format of Pigskin Salute radio series also is designed to pinpoint the national, regional, or local football situation for advertisers now setting fall radio commercials on local levels, with suggested commercial prospects.
CAUTION URGED
For Military Production

THE IMPORTANCE of greater care in the production of electronic equipment for critical military applications was emphasized by E. Finley Carter, vice president in charge of engineering for Sylvania Electric Products, in an address to the West Coast convention of Institute of Radio Engineers a fortnight ago in San Francisco.

"In the commercial radio and television field," he said, "tube manufacturers operate with a delicate balance between the cost of manufacture and the cost of field service. The war brought problems to a new order of magnitude . . .

"Engineers must discard some of the habits and practices which have been acceptable in the competitive economy which surrounds the radio and television industry when products for entertainment are the prime consideration. These practices are dangerous if carried over into the design of military, navigational or other vital equipment."

OAB Fall Meeting

ANNUAL fall meeting of the Ohio Assn. of Broadcasters will be held Oct. 24-25 at Hotel Carter, Cleveland, Robert W. Ferguson, OAB vice president, announced last week.

JAPAN DIET
Members Watch Hearing

REPRESENTATIVES of the Japanese Diet, Telecommunications Training Group — all members of the House of Representatives in Tokyo — sat in as observers during hearings held by the House Interstate & Foreign Commerce Committee on electromagnetic radiations Aug. 23 [BROADCASTING • TELECASTING, Aug. 27].

Chairman of the telecommunications group told Chairman Robert Crosser (D-Ohio) that "we are trying to improve telecommunications to the American standards." Attendance at the session was sponsored by the FCC.

Members of the Diet also were introduced to Senate members by Vice President Alben Barkley, who officially welcomed the visitors.

NPA GO AHEAD
For Three Building Jobs

PERMISSION to commence construction has been tendered by the National Production Authority to three broadcast stations who had previously obtained approval before NPA amended building regulations.

NPA notified Jefferson Standard Broadcasting Co. (WBT-AM-FM-WBTV (TV) Charlotte, N.C.), Mount Airy Broadcasting Inc. (WSYD Mount Airy, N.C.) and Dowlander Broadcasting Co. (WOOF Dothan, Ala.) that they may proceed with construction without regard to new rules which brought all construction under the government's Controlled Materials Plan beginning Oct. 1.

Notification followed issuance of a new set of criteria which will govern future approval of commercial construction projects, including those involving the delivery of materials after Oct. 1 in cases where authorization already has been granted. Broadcasters are now confronted with a virtual "freeze" on new building [BROADCASTING • TELECASTING, Aug. 20, 18].

In Charlotte, N.C., WBT-AM-FM-WBTV was given the green light to proceed with studio alterations at an estimated cost of $12,064. In Mount Airy, Robert H. Epperson, a principal in Mount Airy Broadcasting Inc., was given approval to build WSYD at an estimated cost of $11,550. Original estimate was $7,850. Ralph D. Epperson is licensee, president and general manager of WPAQ that city.

At WOOF Dothan, Ala., R. A. Dowling, president and general manager, was authorized to commence work on a "radio broadcasting building" with the project placed at $25,000.

These applicants and perhaps a dozen other broadcasters had filed on CMP-4-C forms which must be filled out in cases requiring NPA authorization — those involving more than two tons of steel, 200 pounds of copper and alloy, or stainless steel or aluminum. NPA extended its approval in all instances [BROADCASTING • TELECASTING, July 30].

Overseas USO Shows

THREE companies from the radio-television world are currently touring Europe to entertain troops for the newly reactivated USO-Camp Shows. Sponsored commercially but routed and administered by Camp Shows are Walter O'Keefe with his Double or Nothing quiz, Opera Star Robert Merrill, and Ted Mack Original Amateur Hour unit. Three additional Camp Shows units are touring Korea, Alaska, and the United States with a fourth en route overseas. A total of 14 units will be abroad by March 1.
Baker Is Presented Official Papers

Broadcast Measurement Bureau was
broadcaster-agency-advertiser project
Secretary of State of Delaware sent
have been occupied more than a
year by Broadcast Advertising
Bureau. BAB is expected to pur-
chase some of the supplies and
furniture.

BMB exited the media-advertis-
ing world leaving a debt of nearly
$100,000. Principal creditor is its
foster father, NARTB, whose
predecessor NAB loaned the money
to prevent collapse of the project.
The debt to NARTB may be cut
to around $20,000 through sale of
furniture and other assets. BMB's
financial plight might have been
much worse had it not been able
to ride out two legal actions. Last
May BMB won a favorable Tax
Court decision holding it to be a
non-profit organization. Loss of
this decision would have cost BMB,
or its main creditor, heavily.

Another court action, in which BMB
had been sued for damages, was
dropped.

Since BMB was non-profit, J.
Harold Ryan of Fort Industry sta-
tions, chairman of the BMB board,
as well as other officers and di-
rectors, are not personally liable
for the corporation's debts.

BMB was born in January 1945
to meet desire of broadcaster-
agency-advertiser groups for a sur-
vey that would show station cover-
age. Assn. of National Advertis-
ers and American Assn. of Ad-
vertising Agencies each have had
one-third board representation.

The No. 1 study produced cover-
age data for 900 stations. It also
produced agonized and angry
screams from stations claiming the
study did not fairly portray their
coverage or incorrectly portrayed
coverage of other stations.

Among advertisers and agencies
the No. 1 study received general
approval and the data were used
extensively in placement of time.

When No. 2 study was under-
taken in 1946, some 650,000 ballots
were mailed. They produced data
covering 2,100 stations. Though
the formula was revised to meet
station criticism, only 640 stations
actually got ballots and advertis-
ers received reports free but 230 agencies
and 200 advertis-ers paid BMB for special state
area reports.

Intra-Industry Battles

Because of the controversial
nature of its findings, BMB was
called the Intra-Industry battles. Some two years ago
when the crisis became so acute
disintegration appeared immin-
ent, Dr. Baker was loaned to
BMB by NAB. He picked up the
loose ends of the $1.2 million
project and carried it through.

Harold E. Fellows, NARTB pre-
ident, credited Dr. Baker with sav-
ing radio and NARTB upward of
$200,000 in managing the research
project. Speaking at NARTB's
District 4 meeting at Roanoke, Va.,
Mr. Fellows, answering a question,
said Broadcast Audience Measure-
ment Inc. had been formed at
NARTB suggestion to investigate the
coverage and measurement situation. He reminded that the
NARTB board felt NARTB should
not be directly involved in such a
project.

Edgar Kobak, consultant, a mem-
er of the NARTB board, is con-
tacting agency-advertiser groups
to learn if they would be interested in undertaking a study of various
kinds of program ratings.

RADIO-TV TEAM

Nielsen Urges 'Blend'

"IT is very important to recog-
nize that TV and radio are usually
more complementary than competi-
tive," A. C. Nielsen, president,
A. C. Nielsen Co., points out in the
September-October issue of The
Nielsen Researcher, publication is-
suued by the research firm for dis-
tribution to its clients.

In a lead article titled "Let's Face It—TV is Here to Stay! What
Should We Do About It?" Mr.
Nielsen in a five-point analysis
notes that ignoring TV can be
"hazardous". That "effective guid-
ance" is essential if TV is to be
used effectively, urging the very
best in audience and marketing
research; warns against "robbing
other media to pay for TV"; de-
clares that "continuous checking of
competitive sales position is a
'must' when TV is used either by
you or any of your competitors"
and calls abandonment of radio in
favor of TV "a most hazardous
venture at this time.

Pointing out that radio and televi-
sion reach largely different mar-
kets, Mr. Nielsen states: "The
most profitable procedure, as we
see it, is to blend these two media
in the most skilful manner."
AMERICAN radio's touch is reaching up into Greece, thanks to efforts of U. S. broadcasters on loan to the country. For the first time since radio Greece's history, a farm program is being beamed Sunday morning and in the week-day evening hours.

This development came after two months of research and preliminary work by Americans: Layne Beatty, former farm editor of WBAP Fort Worth; Richard Erstein, formerly with the Lowell Institute, Boston, and CBS New York; Charles Crutchfield, vice president and general manager, WBT Charlotte, N. C.; Everett Mitchell, veteran m. c. of NBC's National Farm and Home Hour.

Beatty With ECA

Mr. Beatty went to Greece last February to work with ECA as advisor to the Greek Ministry of Agriculture in audio and visual aids in the development of an agricultural information service. Mr. Erstein is radio officer for the U. S. Educational and Information Service in Greece, and since March, has been working closely with Gen. Gigantes, director of the Greek National Broadcasting Institute.

Mr. Mitchell visited the country in mid-August and aided in the launching of the new Greek Farm Hour. He was touring 14 countries, making recordings and films of International Farm Youth exchange delegates along with Gerald A. Seaman, Bert S. Gittings Agency, Milwaukee, which handles the National Farm show for Allis-Chalmers Co., and Jerry Sotola, Armour & Co., one of Mr. Mitchell's sponsors at WMAQ Chicago.

Mr. Crutchfield is on a four-month State Dept. assignment as radio consultant to Greece, helping to implicate improvements in overall schedules.

Originating at Radio Athens, the farm program is tape-recorded and rebroadcast on stations in other parts of the country.

CITATIONS TO NBC

Radio, TV Networks Lauded

THE NBC radio and television networks last week were cited for public service contributions by two of the nation's top military organizations.

The Veterans of Foreign Wars presented its Award of Merit to the radio network for "distinguished and meritorious performance of public service" in a ceremony Saturday at 11:15 p. m. on the Silver Jubilee of NBC program. The award was presented by VFW Commander-in-Chief Charles C. Ralls to Joseph H. McConnell, NBC president, who said he considered it "a challenge to maintain and improve our service as we begin our second quarter-century."

Earlier in the week, the NBC-TV network received a citation from the U. S. Marine Corps for the network's Marine Corps Review show which has contributed to the Corps' recruiting program. Citation was presented on the Friday program by Lt. Gen. Merwin H. Silverthorn, assistant Commander of the Corps, to Frederic W. Wile Jr., vice president and director of television network production.

Air Force Commissions

COMMISSIONS ranging from captian to lieutenant colonel are being offered to civilians, veterans and non-veterans, to become psychological warfare officers in the First Air Force. A master's degree in one of the following fields is a prerequisite for appointment to a commission in this field: Journalism, advertising, public relations, psychology, sociology, anthropology, languages, history, political science, economics or international relations, according to a First Air Force announcement. Further details may be obtained from the Dept. of Military Personnel Procurement Headquarters, First Air Force, Mitchell Air Force Base, New York.

STATE ANSWER

Note on RFE to Czechs

OPERATION of Radio Free Europe is "clearly not in violation of any international agreement," signed by the U. S. or "any accepted principle of international law," the State Dept. has informed the Czech government.

In a note delivered to the Czechoslovak Ministry of Foreign Affairs, the U. S. said it does not "agree that Radio Free Europe is issuing directives for espionage and inciting ... criminal acts." The note was in reply to a protest filed last July by the Czechs against FRE broadcasts in the Czech and Slovak tongues.

The U. S. note stated that our government is "unalterably committed to the basic principle of freedom of information," to which the Czechs had made no reference "since no such freedom exists" in that country. Nothing "new or substantial" has been contributed to previous discussions between the U. S. and Czechoslovakia, it added.

The U. S. also described as "not unexpected that the Czech government, whose controlled press and radio indulge freely in hostile and vituperative attacks against the U. S. and free nations, should protest legitimate criticism of itself by information organs in other countries."
The sale of any product actually has two beginnings.

The first is when the prospect recognizes the need for the product, and the second—and most important to you—is when he decides on the brand name he will buy.

Somewhere between the two he talks with his neighbors, listens to the advice of his friends, and is influenced in his choice.

It is this influence of an acquaintance, the believability of a friend, that decides your prospect in favor of your brand—or a competitor's.

In seven of America's wealthy markets you can take part in this discussion of product merit by using the friendly voice of the FORT INDUSTRY STATION. For 24 years, you see, FORT INDUSTRY has been broadcasting in the public interest, has become an integral part of the communities it serves, has been building a loyal, responsive audience which will listen to and believe in your message.

THE FORT INDUSTRY COMPANY

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

National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455
The Pioneers: Bless 'Em

COMPARE the television picture today with what it was, say, four years ago. Then, there were 29 commercial stations—all losing money and bragging about it.

Today there are 107 stations, most of them making money on a day-to-day operating basis. In the quest for assignments, notably in the coveted VHF band, every conceivable kind of device is being used by applicants and prospective applicants to rework existing allocations to accommodate their presumed requirements. Some suggestions are for reallocations which would remove existing stations from their present VHF assignments on grounds of need for service in other areas.

The Commission, it is expected, will do that which is least feasible, and the same time provide maximum service to the public. That it would uproot existing stations merely because newcomers claim they would be at a competitive disadvantage, is inconceivable. But it does seem possible that capital when there were few if any receivers. They could only dream their future. They were confronted with such formidable technical obstacles as G2-Layer and tropospheric interference. Then TV began to pay off. And the rush for assignments was on. Came the freeze.

Before the September, 1948 freeze, all had the same chance—if they wanted to risk the roll of the TV dice. Those that didn't should have no recriminations. It is to be expected that the Commission—when that freeze is thawed—will take into account the extenuating circumstances. Tenant in some cases, and the fine public service rendered by established radio stations in others.

It is only fair play to let the pioneers of TV alone. In their spheres, they are Carnegies, the Porsches, the Firestones and the Chases, who ventured their vision, judgment and capital before the bandwagon started rolling.

Hell Benton for Election

THERE is every indication that the build-up for a new offensive against commercial radio and television is taking place.

Senator Benton, the self-appointed general of this campaign (and a candidate for election next year), has pressured the Senate Interstate and Foreign Commerce Committee into scheduling another hearing on his proposed legislation to create a National Citizens Advisory Board on Radio and Television.

He has also managed to catch the chairman of the FCC in what must have been a weak moment and obtain what Sen. Benton says is Wayne Coye's endorsement of the bill. Presumably Mr. Coy goes along with the Senator's explanation that the board would not impinge upon the Commission's regulatory authority and functions.

Maybe Mr. Coy believes this, but we don't. Senator Benton himself has nullified this explanation in an article that he wrote for last week's Saturday Review of Literature. The Senator in effect said that his proposed board would not be "subject to the charge of censorship" and in the next, however, that "its potency should not be underestimated."

If a board, established by an Act of Congress, exercised potent influence in the field of radio and television, it certainly would be engaging in censorship by indirectness, which is to say censorship, period.

Mr. Benton also figures in events connected with the letter sent by Mr. Coy last week to Senator Johnson, chairman of the Senate Commerce Committee. The letter was intended to correct testimony that Mr. Coy gave at a recent committee hearing in which Senator Benton, although not a member of the committee, participated as an interrogator.

Mr. Coy wanted to revise his testimony to make the point that he now believed, on advice of the FCC general counsel, that the Commission had the statutory authority to fix percentages of time that broadcasters should devote to such programming, although he carefully added that he did not believe it would be desirable for the Commission to do so.

The other part of the Benton offensive. The Senator urges that the FCC force stations to devote definite time for educational programs (although he still hasn't been able to define what an educational program is).

At the NARTB district meeting in Roanoke a fortnight ago there emerged a vigorous resolution, condemning the Benton legislation for what it is—censorship. The text is published in this issue. We hope every district will draw the Senate to this meeting, that resolution reaches his full Congressional delegation.

The weight of that opposition can break Benton's pedagogic huckstering.

TV's Golden Spike

ANOTHER STEP—and a long one—toward a truly national medium network service will be completed about Nov. 1. AT&T will open its new transcontinental microwave radio relay for two-way TV program transmission from coast-to-coast. Two months earlier during the week of Sept. 3 to 9, a temporary one-way circuit will permit the nation's televisioners to watch the Japanese peace treaty conference. About Oct. 1, in time for the World Series, a permanent east-to-west TV circuit will be put into service, to be joined a month later by a second west-to-east transcontinental link.

Without deprecating the tremendous task of installing the relay, it seems wise to point out that the addition of two transcontinental TV highways will not be a solution of video's major problems. Two circuits will not carry the programs of four networks at the same time; competing sponsors during choice evening hours will still have to rely on kinescopes to reach many markets; network officials will still have to negotiate time-sharing arrangements for AT&T facilities. And until the FCC unfastens the ban on station construction even AT&T cannot extend television to more than the 63 markets now receiving service.

But the contributions of the new coast-to-coast connection to television will be great. The vast source of Hollywood talent will become available for TV programming. It will make sports and other special event telecasts available to larger audiences. The possibility for nationwide telecasts of major campaign speeches of the President's committee and the resulting effect on the elections would, of itself, warrant the expense and labor involved.

What will probably be the relay's great contribution in the immediate future, however, is in permitting local TV stations to experiment with limited TV studio facilities. Originating even a small part of the TV program service from Hollywood will allow more studio rehearsal time for all shows, which should result in better entertainment for all viewers.

(Continued on page 51)

BROADCASTING  •  Telemating
VAN PATRICK, the Great Lakes Region's most listened-to sportscaster, is sponsored daily by PFEIFFER BREWING COMPANY, makers of Michigan's largest selling beer, and helps deliver this kind of action!

Sports fans listen! Sports fans buy!

WJR
the GREAT VOICE of the GREAT LAKES

WJR Sports Director Van Patrick conducts the Great Lakes Region's most listened-to sports shows at 6:30 P.M., Monday through Saturday, sponsored by Pfeiffer's, and at 11:15 P.M., Monday through Friday. In addition, Patrick broadcasts the University of Michigan football games for Standard Oil Company to thousands of loyal sports fans in WJR's vast coverage area. Here's another example of a WJR star personality attracting millions of listeners (and potential customers) for the sponsor.

Remember . . . first they listen . . . then they buy!

Van Patrick listeners from 31 states and Canada mailed in 3794 requests for copies of "Tiger Facts" in response to only two announcements on his 11:15 P.M. program.

FREE SPEECH MIKE Radio—America's Greatest Advertising Medium

Represented Nationally by Edward Petry & Company

September 3, 1955

KEITH J. NIGHBERT, program director KUSD Vermillion, S. D., named manager. He replaces IRVING R. MERRILL, who resigned to work on his doctorate at U. of Illinois.

RALF BRENT, sales manager WBBM Chicago, appointed director of sales WIP Philadelphia.

RALPH E. P. MELLON, assistant chief engineer WTTM Trenton, N. J., to WPAP Pottstown, Pa., as co-owner and chief engineer. CLIFFORD M. CHAFY, former station owner and radio consultant, named WPAP sales manager.

NORMAN DeLUDE returns to WOTW Nashua, N. H., as sales manager. Mr. DeLude was called to active duty with en listed reserve last year.

Mr. Brent


JACK RILEY, radio-TV director Armour & Co., Chicago, to ABC-TV Chicago, as network salesman. He is succeeded by HUGH LELAND, Armour’s soap division.

LYNN CLEARY, manager of continuity acceptance DuMont Television Network, appointed manager of sales service for network and its owned and operated stations.

Chief Says:

"My braves know how to open door, make the pitch and close the sale. Chief Station ‘spots’ sure offer more ‘cause they get in where others fail."

SALES SUCCESS STORY

No supersalesmen? Ask H-R Reps or Hal Waddell about Hines, Clifton and Freed...your best salesmen in the Greater Cleveland Market.

Cleveland’s Chief Station

WJW

5000 W. BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

ROBERT M. SHAW, methods consulting division Shaw-Walker Co., N. Y., named administrative assistant to HAROLD L. MORGAN, vice president of TV program department ABC.

FRED I. GEIGER, sales staff WSYR Syracuse, named commercial manager WAGE Syracuse.

JAMES F. PONDER, local sales manager WESB Bradford, Pa., appointed commercial manager.

CARROLL LOOS appointed commercial manager KOMA Oklahoma City, Okla.

PAT PATTERSON, commercial manager KCRG Cedar Rapids, Iowa, to KLAC Los Angeles, as account executive.


SPENCER SCHIEST, Foote, Cone & Belding, N. Y., to ABC, as contract supervisor of radio stations department.

WILLIAM C. GILLOGLY and FREDERICK J. KELLER to ABC Chicago, as network TV salesmen. Mr. Gillogly was salesman at WOW-TV Omaha, and Mr. Keller was with WOOD Grand Rapids.

PERSONALS . . .

CHARLES LANPHIER, president and general manager WFOX Milwaukee, father of girl, Mary Lynn. . . . . J. J. BERNARD, manager KOMA Oklahoma City, appointed to newly created Advertising Advisory Council to Oklahoma Planning & Resources Board. Mr. Bernard is only radio man on council. . . . . CARL GEORGE, vice president and general manager WGAR Cleveland, named to represent Sales Executive Club of Cleveland on Chamber of Commerce. Mr. George is president of club.


ROBINSON BOUT

Will Be Aired to Europe

STEW MacPHerson, sportscaster for WCCO Minneapolis-St. Paul, will broadcast the Turpin-Robinson championship fight for English and European fight fans. The bout is slated Sept. 12 at the Polo Grounds, New York. Since both NBC and Radio Luxembourg are bidding for broadcast rights, Mr. MacPherson is not sure which network he will be working for. Mr. MacPherson was Britain’s top sportscaster when he left the BBC in 1950 to join WCCO.

BBC also has asked Mr. MacPherson to do several broadcasts with Princess Elizabeth and the Duke of Edinburgh during their October tour of Canada and the United States.

SILVER ANVIL AWARDS

SILVER anvils will be given again by the American Public Relations Assn., Washington, recognizing outstanding achievements in public relations, as a feature of the organization’s annual meeting to be held in Philadelphia, Nov. 14-15. One of the categories is communications organizations which includes radio and TV enterprises. Anvil will go to each of 12 categories. Deadline for 1950-51 entry is Sept. 30.

ROY THOMPSON

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industri- aly-rich Altoona. WRITA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by ROBERT WEECHER ASSOCIATES

BROADCASTING * Telecasting
Respects

(Continued from page 48)

record of nearly $2 million in less than 10 years is the best individual sales record in the entire country, since it is produced on a $7 per spot rate.

Mr. Rudolph describes himself as a tough-minded realist. He measures the value of his radio programs, many of them original, by the sales they produce. He says that his philosophy is "Never sell a client anything that he does not believe will do an effective job."

This super-salesman is constantly on the lookout for new program ideas. One program idea, The Town Crier, is rounding out its fifth year of sponsorship by one of Baltimore's leading department stores.

Mr. Rudolph feels that such strong program and merchandising ideas will do more than anything else to keep merchants sold on the effectiveness and low cost of radio.

Ideally, Mr. Rudolph feels that accounts should regard station time as salesmen as one of their own personal merchandising and promotion counsel. He aims toward that ideal in servicing his accounts.

Mr. Rudolph was born in Baltimore Sept. 3, 1900, and has never left home. He attended City College and Johns Hopkins U., both Baltimore, and then went to work as an insurance salesman.

Later he joined the advertising department of the Baltimore News-Post where he eventually became assistant advertising manager. After 10 years with the paper, he organized a business that conducted public opinion surveys and two years after that joined WITI as a salesman.

In his present post as general sales manager he not only directs the department but also services 76 accounts of his own.

He has three sons: Alvan, an insurance salesman; Erwin, who is in government service, and Howard, who is WITI's senior announcer and a disc jockey on the station.

For relaxation Mr. Rudolph plays golf and on each weekend he plays 18 innings of softball. As might be expected, he pitches for his team.

Eleanor P. Geer

ELEANOR PACKER GEER, 46, traffic manager at WNAC Boston, Yankee Network outlet, died in Melrose, Mass., Aug. 24 following a brief illness. Miss Geer had been associated with the network and station for 22 years during which time she conducted interview-type programs. She also was a pianist on her own program and appeared in vaudeville for several seasons and entertained at service hospitals during World War II. Miss Geer is survived by her mother, Mrs. Charles R. Geer, and a brother, Reginald.

E. Y. FLANIGAN

Radio Veteran Dies in Toledo

FUNERAL SERVICES for Edward Yearley Flanigan, 59, managing director of WSPD-AM-TV Toledo, were held last Tuesday in Toledo. Burial was in Ottawa Hill's Memorial Park, Toledo.

Mr. Flanigan died Aug. 25 at the Toledo Hospital after an illness of only a week. He had contracted pneumonia while summering at his fishing lodge at Wampler's Lake, Mich.

Born in Pittsburgh, Mr. Flanigan attended Taizey Art School there. After several years in advertising departments of newspapers, he joined WSPD in 1931 as a salesman. In 1933, he was named sales manager. Mr. Flanigan was made station manager in 1941. In 1948 he was appointed vice president of the parent Fort Industry Co., in charge of the Toledo broadcast properties.

An ex-president of the Ohio Asso. of Broadcasters, Mr. Flanigan also was active in NAB (now NARTB) affairs. He was one of the original five men to form the NAB's sales managers committee. This committee was the forerunner of NAB's Dept. of Broadcast Advertising, which today has become the BAB.

Surviving are his widow, Mrs. Anna Carmen Flanigan; daughters, Mrs. Earl Harrison of Toledo, Mrs. Robert Firestone of Raymond, Wash.; a son, Russell Biddle Flanigan, of Toledo, and four granddaughters.

Mrs. Jessie Johnson

MRS. JESSIE R. PARSONS JOHNSON, vice president and secretary of the Brockway Co., owner of Watertown (N. Y.) Daily Times and WWNY Watertown, died Aug. 27, apparently of a heart attack, at her summer home in Henderson Harbor, N. Y. She was the widow of Harold B. Johnson, editor-publisher of the Times until his death in 1949. Her only son, John B. Johnson, now editor-publisher, survives.

Edgar Higgins

EDGAR HIGGINS, 46, a member of the DuMont Television Network's news staff, was found dead in his New York apartment Aug. 25, reportedly from an overdose of sleeping tablets. He had been with DuMont for the past year and was one of the writers for the Broadway to Hollywood show. Prior to joining DuMont, Mr. Higgins had been associated with NBC. He is survived by a sister and four brothers.
**NPA CLARIFIES**

**New Construction Guide Issued**

**THE GOVERNMENT** last week clarified its regulations governing new construction which entail use of substantial amounts of critical materials by broadcasters and other commercial, industrial and home builders.

The National Production Authority released a set of 44 representative materials plan affecting building projects. All building projects are subject to the controlled materials plan, as of the fourth quarter of 1951, except those not requiring use of the three controlled materials, steel, copper and aluminum.

Q. Can anyone build a commercial structure?
A. Anyone may proceed by self-authorization to build a store, a warehouse or an office building, provided he uses no more than two tons of steel, no more than 200 pounds of copper, and no alloy steel, stainless steel or aluminum.

Q. What is self-authorization?
A. Self-authorization means that the builder may obtain materials directly without seeking further authorization from the NPA or anyone else. He simply certifies on his order that he is conforming with regulations and is using the appropriate symbol.

Q. What are the appropriate symbols?
A. The symbol U6 is used to designate industrial building, U-7 for all home building, except for apartment houses, U-8 for all other building, with the exception of recreational facilities.

Q. Who is the owner or builder who plans to build an industrial building, U-7 for all home building, except for apartment houses, U-8 for all other building, with the exception of recreational facilities?
A. The owner or builder who plans to build an industrial building, U-7 for all home building, except for apartment houses, U-8 for all other building, with the exception of recreational facilities.

Q. When what circumstances may a builder make application for adjustment or exemption from the NPA's construction orders and regulations?
A. If a builder feels that the regulations work an undue hardship upon him, not suffered by others in the same industry, or if he feels that the enforcement against him is not in the interest of the defense program, he may file an application (NPAF-24A) for adjustment or exemption.

Q. Where else can application forms (CMP4-C) be obtained for building projects?
A. Application forms may be obtained at any Regional or normal Office of the Department of Commerce.

Q. Where are applications for general commercial construction filed?
A. Applications for commercial construction such as stores, office buildings, warehouses, and other types of construction not delegated to other agencies, should be filed with the facilities and Construction Bureau of NPA, Washington, D.C.

**SET PRODUCTION**

**Vocations Bring Lowest Level**

VACATION shutdown in manufacturing plants carried July radio and TV set production to the lowest level of the year, according to Radio Mfrs. Assn. Declines of more than 50% were recorded as radio output dropped to 539,500 and TV to 116,000 sets, RTMA figures show.

Revised RTMA estimates show radio set production totaled 8,413,126 for the first seven months of 1951. TV set production totaled 3,483,674 units. Radio production during this 36-week period consisted of 4,239,611 home receivers, 3,264,048 auto sets and 915,482 portables.

**MILITARY NEEDS**

**McDaniel Speaks in West**

MILITARY PROCUREMENT of electronics and communications equipment, which has been running at the rate of $3.8 billion a year, will continue, according to Mr. McDaniel, president of the Radio-Television Mfrs. Assn. said a fortnight ago in a speech to Western manufacturers at San Francisco's Pacific Electronic Exhibit.

But the RTMA president quickly assured the audience that figure by warning that only 20% is for items that can be manufactured by radio-TV manufacturers or with help from the government. Contracts actually let during 1950-51 fiscal year total $3.8 billion, Mr. McDaniel reported. About the same amount is scheduled for 1951-52 fiscal year, making a total of $7.6 billion electronic-communications-war contracts for the two years, he said.

However, only 20% is for products that can be made by radio-TV manufacturers, that means the small amount of $1.5 billion for the radio-TV industry for both years.

$2.5 Billion in 1950

Radio-TV industry produced $2.5 billion worth of products in 1950, Mr. McDaniel said. Biggest military order the average radio-TV manufacturer can expect to get is for 50-60,000 units, the RTMA executive said. Although that amount can be run in 10-15 days, it takes 18 months to prepare production lines, he added. That is because most of the equipment is complex and new, he said.

Using a June 1951 RTMA survey, Mr McDaniel showed that on the average set and parts manufacturers were using 11% of their capacity for defense work, and 39% for civilian production.

Electronic equipment represents 32% of the average set and parts production of all combat planes, Mr. McDaniel revealed. In some planes, electronics is 60% of the cost.

**J oins Intermountain**

**KVER** Albuquerque, N. M., affiliated with MBS, joins the Intermountain Network (regional) effective Oct. 1, according to President William T. Kemp. Station is on 1340 at 260 w.

**MAXWELL HOUSE Div. of General Foods, N. Y., moves its headquarters to the 37th floor of 230 Park Ave. Mr. Benjamin, general manager of division, heads personnel moving to Hoboken."
ANA AGENDA
Planned for N. Y. Meet
TENTATIVE agenda for the fall convention of the Assn. of National Advertisers, Sept. 24-26, at the Plaza Hotel, New York, was released by the ANA to BROADCASTING * TELECASTING last week, as follows:

Monday (a.m.) — Speakers: Leo Cherne, Research Institute of America, Andrew Heiskell, Life Magazine; and Phil Pullsby, General Mills.

Monday (p.m.) — Horace Schwerin, Schwerin Research Inc.

Tuesday (a.m.) — Durable Goods Session: Fergus Mead, Buchen Co., Chicago.

Tuesday (a.m.) (Concurrent) — Consumer goods session: Don B. Haase, Armour & Co., M. B. Hursch, Shillits Dept. Store, Cincinnati; Russell Ptridge, United Fruit; Clifford Paresll, Ted Bates Co.

Tuesday (p.m.) — Earle Ludigan, Earle Ludigan Co., Chicago.

Wednesday's Agenda
Wednesday (a.m.) — Dr. Roy Peel, director of U. S. Census Bureau; Marion Harper Jr., McCann-Erickson; Richard Hostelet, CBS correspondent, Berlin; Fairfax Cone, Foote, Cone & Belding, New York.

Wednesday Luncheon speakers: C. D. Jackson, Radio-Free Europe and Fortune Magazine (others to be announced).

Adjournment: Wednesday afternoon.

Monday session is limited to ANA members only; Tuesday sessions are open to agencies and the Tuesday banquet to agencies and media. Wednesday session is open to all.

RADIO TRUCKS
ECA Aid to Vietnam
ECA has turned over to the government of Vietnam, Indochina, 10 radio-movie information trucks to be used in combating the spread of communism.

Specially designed for use in rough country, each information truck is equipped with floodlights, 2 kw midget generators, extra fire extinguishers, portable and mounted speakers, projector, master radio-recorder control panel, a collapsible movie screen and nine extra five-gallon fuel tanks, giving the diesel truck a range of 600 miles. ECA said that in small towns and bush villages near Communist territory, radio and movies are all-important methods of communicating with the people.

The trucks were turned over to the Vietnamese government by ECA Representative Leo Hochstetter who said that "a government cannot be truly representative if it cannot communicate with its people, and a people cannot take responsible action unless they understand the problems now dividing the globe and immediately threatening Vietnam."

SUNNY California smiles brighten this discussion group during the CBS Radio Promotion Clinic held on the West Coast Aug. 6. L to r: R. Lee Black, KIMA Yokima, Wash.; Louis Hausman, CBS Radio administrative vice president; Paul Bortlett, KFRE Fresno, Calif.; Charles Openheim, CBS New York; H. G. Wells, KOLO Reno, Nev.; Jules Dunste, KCBS San Francisco director of sales. Clinic was held at CBS-owned KCBS.

DISPERAL PLAN
Hill Resists Truman
THE GOVERNMENT'S plan for dispersal of industrial plants has stirred up stiff opposition on Capitol Hill and equally stern reassurances from President Truman.

Core of resistance to the executive order, which would grant tax and other benefits to qualified firms, centered around Sen. Edward Martin (R-Pa.). He sponsored a proposal, in the form of a proposed amendment to the 1950 Defense Production Act, that preference in loans and allocations of materials "shall not be given to facilities which meet any specified standards of dispersal."

'Misunderstood'
Charged with a "direct and flagrant defiance of the express will of Congress," the Chief Executive at his Aug. 23 news conference told newsmen the order is being "misunderstood." He pointed out the order does not contemplate moving existing plants but "merely encourages spacing of new defense and defense-supporting industries a few miles apart."

The plan, drawn up by the National Security Resources Board, may have little practical application to electronics firms and less to broadcasters who desire to construct radio-TV facilities in metropolitan areas [BROADCASTING * TELECASTING, Aug. 20].
**ANOTHER AMBITIOUS plan for a Television City in Chicago was projected last week by an industry executive who estimated the cost at $250 million. William R. Balkin, who heads his own firm there, envisions a pool of projects in which the networks and stations would cooperate in airing radio as well as video shows.**

In addition, he would incorporate in the same area exclusive shops of various kinds, swimming pools, a golf course, motels, businesses allied to the broadcast media (talent bookers, model agencies, production firms) and a permanent Science Exposition Hall, a "world TV model."

Mr. Balkin is now attempting to line up an impressive array of civic and industrial leaders to back his project, but no one in the Chicago broadcasting picture had committed his organization in any way by late last week. Several network spokesmen treated the entire idea as an "academic" one, and alluded to the possibility of pooled facilities "has been tried and found wanting."

One network vice president, who admired the prospect of a Television City but lamented the enormous scope of this one, said nothing "along this line" would be conceivable "for at least 10 years, because we all have commitments on space and facilities."

NBC-TV, which operates WNBQ, is understood to be tied up for another eight years on its Merchandise Mart lease; ABC for another 6½ years at the Civic Opera Bldg. and Motorola the site of WGN TV, owned by the Chicago Tribune and affiliated with DuMont, just expanded its N. Michigan Ave. headquarters for television by adding an entire building for video. WBKB (TV), Balaban & Katz station which is affiliated with CBS, has been sold to CBS as an adjunct to the sale of ABC to United Paramount Theatres. CBS, when and if it takes over operation of the video station, is understood to have blueprints readied for construction of its own video center away from present headquarters in the Wrigley Bldg.

"Won't Work"

Another network official derided the entire conception of a video city for all TV stations, asserting "it just wouldn't work." He explained that any TV station would want facilities available to it at all times," and a pooling of studios, rehearsal rooms and facilities would be a stumbling block to any kind of production, local or network. New York stations evidently followed this same theory several years ago when the City of New York offered tax-free land for construction of a television area and was turned down after serious consideration by the networks and independent stations.

Mr. Balkin expects to finance the $250-million project with contributions, 99-year leases signed by networks and stations and other allied firms, mortgaging by real estate firms and subsidiaries of "other groups." His brother, David, who is active in the proposed plan also, estimates the city could actually get underway with $1 million cash.

The city, as projected, would be located on a 5,000-acre tract of land, probably north or northwest of Chicago in order to be accessible to the Great Lakes Naval Training Station, the Army Signal Corps unit at Fort Sheridan, and an air

**COMPOSER RODGERS**

Handles 'Victory' Score

**ORIGINAL score for NBC's forthcoming series, Victory at Sea, a portrait of U. S. and allied naval operations during the second World War, will be composed by Richard Rodgers, Pulitzer prize-winning composer. The series of 26 half-hour television programs will be on film, actual battle scenes from files of the Navy Dept., British Admiralty, and Canadian Government. C. S. Forester, author of the "Capt. Hornblower" stories, will write the scripts, which Actor-Producer Robert Montgomery will narrate.

*Victory at Sea* represents the first major attempt by television to tackle problem of presenting to American people contemporary history on comprehensive, dramatic basis, Sylvester L. (Pat) Weaver Jr., vice president in charge of television, said when he announced the program plans.

**POOR** TV reception in London, Ont., area, 100 miles from Detroit TV stations, has resulted in erection of rhombic antennas by London Appliance Dealers Assn., where TV signals are amplified, and from where cables are strung to TV receivers in private homes. Service charge is about $5 per month per home receiving amplified TV signals. Cables cost $100 to $125 to each house.
IN THIS ISSUE:

- More Power Boosts Expected
  Page 57

- Young & Rubican Tops Agency Buyers
  Page 57

- Code Question Faces NARTB Board
  Page 58

- Latest Set Count By Markets
  Page 66

WOR-tv

channel 9

New York's greatest sports station, carrying such important sports events as The Brooklyn Dodgers, The World Series, All-Star Game, the best in basketball, boxing, wrestling, golf

Proudly announces its 1951 Fall sports schedule

Monday — Boxing, IBC Bouts from St. Nicholas Arena
'Tuesday — Boxing, from Westchester County Center
Wednesday — Wrestling from Ridgewood Grove (in October), Basketball from Columbia, Fordham and St. Francis College from their own gyms (in December)
'Thursday — Boxing, from Sunnyside Gardens
Friday — Wrestling, from Jamaica Arena
'Saturday — Boxing, from Ridgewood Grove

Effective Immediately WOR-tv will accept orders for fall start

There are still premium availabilities on such top show groups as the following:

- SPORTS
- NEWS
- CHILDREN'S SHOWS
- FEATURE FILMS, ETC.

All time is guaranteed against pre-emption at a cost any sponsor can afford. Ask for availabilities.

write, wire, or phone

WOR-tv

in New York

★ Bouts under the supervision of one of the greatest promoters and match-makers in the fight game, Joe McKenna.
why your next
500-line ad
should be
on Television

One year ago in the nation's major markets television set circulation passed that of the nation's leading magazine, market by market.

Today television set circulation surpasses that of the leading newspaper in the nation's major markets (see below).

Now television is firmly established as the No. 1 visual mass medium in your key markets. Television can present your message not only to families which are larger and more prosperous than average, but also to more families. And consider this: today's average family head (averaging TV-owners and non-owners) spends 49% more time watching television than reading his newspaper. (TV-owning family heads spend 187% more time watching television).

MAJOR MARKET CIRCULATION

<table>
<thead>
<tr>
<th>City</th>
<th>Leading Paper</th>
<th>TV Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>2,197,518</td>
<td>2,455,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>396,959</td>
<td>1,003,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>917,068</td>
<td>942,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>711,396</td>
<td>874,000</td>
</tr>
<tr>
<td>Boston</td>
<td>564,641</td>
<td>754,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>304,104</td>
<td>486,000</td>
</tr>
<tr>
<td>Washington</td>
<td>265,684</td>
<td>278,000</td>
</tr>
<tr>
<td>Schenectady-Albany-Troy (3 papers)</td>
<td>142,003</td>
<td>161,000</td>
</tr>
</tbody>
</table>

Cost-wise, too, it pays to be on television. For the same money that would buy one 500-line ad in the leading morning newspaper in each of the eight major markets listed above, you can buy five one-minute day time announcements on the leading television station in each market.

If you have always wanted the unparalleled impact and selling power of TV but up to now have been afraid to look at the cost and circulation picture, now is the time to bring yourself up to date on the mass circulation economy of Spot Television. For the facts and figures you need call NBC Spot Sales.

NBC Spot Sales
NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD
MORE POWER BOOSTS SEEN

MANY MORE than the 45-odd TV stations first believed eligible for power hikes under the FCC's "Fifth Notice" [BROADCASTING • TELECASTING, July 30] are going to be able to boost their signals.

That became apparent last week when FCC grants as well as requests showed that stations are (1) changing low-powered transmitters to 5 kW apparatus and (2) moving transmitter sites.

Each such move is approved under present FCC policy—provided that coverage is maintained at the present levels.

However, once the new transmitter is in—or the antenna is relocated—it becomes possible to get special temporary authority to utilize the full 5-kW transmitter output and thus boost the radiated signal to the limit of 50 kW.

That is what WBEN-TV Buffalo plans to do after it moves to new Colden, N. Y., transmitter site, 22 miles from Buffalo. It got FCC approval last week to move, with radiation cut from its present 16.2 kW from a 335-ft. antenna above average terrain to 880 watts from a new 1,195-ft. antenna.

And it has gotten an STA to run its transmitter at 4.8 kW, transmitting a 50-kW signal.

WTTV Changes

WTTV (TV) Bloomington has similar plans. Last week it received FCC approval to modify its homebuilt 1-kW transmitter to 2 kW, but held down to same 6.83 radiated power. It will soon ask the FCC for an STA to run transmitter at full 2-kW output, which will boost the radiated signal to 12.8 kW from present 200-ft. antenna height. Shortly it will ask the FCC for permission to move its antenna to site of its 700-ft. relay tower, southeast of Bloomington, but the radiated signal will remain the same. Owner Sarkes Tarzian is an electronics manufacturer-engineer and he built its own transmitting gear.

WICU (TV) Erie, Pa., got FCC approval last week to substitute a new 5-kW transmitter for its present 500-watt job with present 5-kW radiated output. When that is installed, it plans to ask for an STA to run it at full capacity to put out 40 kW from present 165-ft.

antenna [BROADCASTING • TELECASTING, Aug. 27].

WPMX-TV Greensboro got a grant two weeks ago to put a 5-kW transmitter in place of its present 500-w transmitter. It has now asked for an STA to run it at capacity, to put out 16.7 kW from 470-ft. antenna—instead of the present 1.67 kW.

CBS's KTSI (TV) Los Angeles has same idea. It got approval two weeks ago to move to Mt. Wilson, but had its effective radiative power reduced from 9.3 kW to 500 w. On Friday it got an STA to run the transmitter at full 5 kW power, permitting it put out 25 kW, increasing its coverage area threefold. The FCC announcement approving the Mt. Wilson move erroneously stated that a STA had also been granted for more power.

Undoubtedly both KRON-TV San Francisco and WAAM (TV) Baltimore intend to ask for temporary authority to run transmitters at full output once their requests for antenna changes are approved.

KRON-TV Seeks DA

KRON-TV asked the FCC last week for permission to directionalize its 1,325-ft. San Bruno antenna to suppress westbound signals—which fall over the Pacific Ocean. Since the change would increase materially the signal over the San Francisco-Oakland Bay area, it also asked that its power be reduced from 14.5 kW to 9.5 kW so it covers the same 4,300-mile area.

Approval of this request would be significant. The Commission has consistently frowned on TV directional antennas although NBC's WBNK Cleveland has directional features in its antenna which permits it to suppress the signal over Lake Erie.

WAAM wants to build a new 1,780-ft. tower, will reduce effective radiated power from present 26 kW to 2.9 kW. If it gets permission from the FCC, it will no doubt seek an STA to run its transmitter at full power if the freeze is still in force when the tower is up.

The legal rigidity of three-year-

(Continued on page 69)

Y&R TOP BUYER

Of June Network Time

YOUNG & RUBICAM was top agency from the standpoint of buying TV network time for its clients during June—and also during the first six months of 1951—according to an analysis made by BROADCASTING • TELECASTING, which was based on advertisers' purchases of video network time during the month and six-month periods as reported by Publishers Information Bureau, broken down by agencies in accordance with information obtained from each of the four networks.

June TV network time purchases, at gross rates made by Y&R for its accounts aggregated $101,732. This total includes $210,619 worth of ABC-TV time used for Holiday House, sponsored on alternate Thursdays by Cluett, Peabody & Co. for Arrow Shirts ($30,870), and Packard Motor Car Co. ($23,070); Fullerite Price Playshouse, sponsored by Joseph & Slotnick and Service Brewing Co. ($16,109) $810,732; Goodyear Tire & Rubber Co.'s Paul White man Revue ($49,380).

TOP TEN TV NETWORK AGENCIES

June 1951

You & Rubicam .......... $161,990

William Esty Co. .......... 610,297

Benton & Bowles .......... 581,280

BBDU ........................ 469,855

J. Walter Thompson Co. .... 453,193

Kenyon & Eckhardt ........ 304,028

Cecil & Presbrey .......... 294,555

Ruthrauff & Ryan .......... 272,912

McCann-Erickson .......... 249,190

Dancer-Fitzgerald-Sample .......... 245,547

January-June 1951

You & Rubicam ............ $4,953,797

J. Walter Thompson Co. .... 2,981,441

William Esty Co. .......... 2,492,012

BBDU ........................ 2,617,176

Benton & Bowles .......... 2,588,312

William H. Weintraub & Co. .......... 1,925,365

Dancer-Fitzgerald-Sample .......... 1,681,044

McCann-Erickson .......... 1,619,443

Ruthrauff & Ryan .......... 1,599,394

Cecil & Presbrey .......... 1,581,185

Of June Network Time

Smith Show for Hunt Foods, and $14,880 for time on the same program for Simmons Co. mattresses; $61,946 for We, the People for Gulf Oil Corp. gas and oil. NBC-TV total June gross time sales to Y&R were $485,428.

Y&R Gross

The Y&R gross combined TV network time purchases for June amounted to roughly a third more than the gross of William Esty Co., second ranking agency, which in June had five shows for R. J. Reynolds Tobacco Co., two for Colgate-Palmolive-Peet Co. and one for M&M Ltd. on the video networks, for a gross of $610,297 worth of time.

Lists of the top 10 TV network agencies for June and for the first half of 1951 show nine of the 10 leaders are the same for both one-month and six-month periods. In the top 10, William H. Weintraub & Co. appears in sixth position, largely due to the more than $1 million worth of time purchased for Broadway Open House, sponsored five nights a week, 11 p.m. to midnight, on NBC-TV by Anchor-Hocking Glass Corp. for its disposable products. Program in June dropped from five to three times a week and station list was concurrently curtailed. Kenyon & Eckhardt, ranking sixth on the June list, stood in 11th place in the January-to-June table.

September 3, 1951 • Page 57

Teletcasting • Broadcasting

As Stations Shift Equipment
TENTATIVE standards for TV programming, moving along swiftly since work was started early this month, will be submitted to the NARTB-TV Board Thursday-Friday. The board will meet at the Cavalier Hotel, Virginia Beach, Va.

Other key TV problems, including such legislative threats as the measures sponsored by Sen. William Benton (D-Conn.) and the TV freeze, will be taken up by the TV Board.

Eugene S. Thomas, WOR-TV New York, is to preside at the meeting as chairman of the TV Board.

Capitol Hill hearings on the Benton measures will overlap the board session, since a subcommittee of the Senate Interstate & Foreign Commerce Committee convenes Wednesday morning and will sit at least two days.

Review Board

This serious legislative threat to TV, involving creative decision of the national program review board and other restrictions on stations (S-1879, S. J. Res 76), will be discussed by Sen. Benton and other advocates of NARTB representatives who will attend the hearings but it is expected opposition witnesses will not be heard until a later date (see story page 26).

In taking up TV program standards the board will review the whole subject from an overall policy standpoint. Three subcommittees have developed tentative language for their portions of the standards but these are subject to revision prior to a meeting of the full board, scheduled for Washington Oct. 2-3.

At that time the three sections of the code will be analyzed and a complete set of standards is to be submitted to the full NARTB-TV membership Oct. 19 in Chicago.

A subcommittee under chairmanship of Davidson Taylor, NBC, has been considering education and culture, responsibility toward children, acceptability of program material and decency and decorum in production. This group will hold another meeting Sept. 17 in New York.

Another group, headed by Walter J. Damm, WTJ-MV Milwaukee, has made considerable progress in working out such matters as length of advertising message and other phases of commercial telecasting. The group will meet again in Detroit Sept. 13.

Harold Hough, WBAP-TV Fort Worth, is chairman of the group handling news, public affairs, religion, community responsibility and controversial issues. A preliminary document has been prepared, with changes being made by mail circulation.

Opening topic at the two-day board meeting is tentatively slated to be finances and membership. The TV board will be told that total video membership in NARTB comprises 68 stations and two networks.

Dues Decision

The TV directors will face decisions on how to bring all 108 TV stations into membership and what to do about dues of TV stations and applicants as well as aural stations desiring TV service from the association. A complete APM-TV dues schedule, interlocked with Broadcast Advertising Bureau dues, will come before the combined NARTB Radio and TV Boards when they meet in December.

An arrangement by which NARTB aural members may obtain full services of the TV organization for perhaps $25 per month is to be reviewed by the TV board. This rate, it is understood, could be applied to bona fide applicants for TV permits.

The board will hear a report by a special all-industry committee investigating tax legislation. The committee is seeking Congressional relief from proposed excess profits tax which works a hardship on telecasting stations, largely on the brief existence as an industry.

Other topics coming before the board will include status of litigation based on ASCAP's refusal to grant licenses at a fixed per piece TV license; station-agency contract standardization; NARTB services for TV members and subscribers; state and local politics; TV engineering problems and the overall regulatory situation.

Stated to attend the meeting from NARTB headquarters are: President Harold E. Fellows; Judge Justin Miller, board chairman and general counsel; Thad Brown, director of NARTB's TV organization and secretary-treasurer; Robert K. Richards, public affairs director, and Elia Nelson, secretary to Mr. Arvey.

Johnson To Speak

SEN. ED C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, is slated to address the board pending before his committee at the U. S. Chamber of Commerce's transportation-communication committee meeting in Washington this Thursday.

First Step to Thaw

WHEELS started turning in earnest at the FCC last week as the first step in the TV freeze-end procedure came and passed.

Oppositions to the DuMont plan for a national allocation of channels [Broadcasting • Telecasting, Aug. 20] flooded into the Commission on the Aug. 27 deadline date, touching off the first work for the Broadcast Bureau's allocation division that can lead to a final result.

Study of the 128 filings opposing DuMont shows that virtually all objections fell into three equal categories:

• DuMont did not propose any VHF channel for the city involved.

• DuMont did not propose enough VHF channels for the city involved.

• Mileage separation in the DuMont plan is below minimums set by the FCC - 180 miles per channel, 70 miles adjacent channel.

In a few instances other points were made, but the most vehement objection to the DuMont proposal came from KOKX Keokuk, Ia. "The DuMont plan," it sizzled angrily, "is a plan of definite segregation, VHF for the large cities and METRO (sic) areas and the crumbs of allocation, or UHF for the farmers and rural areas!"

Rebuttal for DuMont—and for those participants who care—will be due by Sept. 17. Final legal technicalities—requests for oral hearing, motions to strike testimony, exceptions, etc.—are due by Oct. 1.

Then the DuMont phase is wound up.

Meanwhile, tomorrow (Tuesday) the first of the specific city-by-city presentations starts. These are the affirmative cases for the New England and Middle Atlantic states (down the eastern seaboard to the District of Columbia).

At weekly intervals thereafter, other geographic groupings will begin, to be concluded by Oct. 22, when the southeastern cities file.

Some 20 days after each initial filing, rebuttals are due.

After a two-week interval, pleadings may be filed.


Provided that requests for oral argument and other legal moves can be made, in good time, the FCC could lift the freeze soon after the Nov. 26 date.

None, however, in industry or the Commission, have such high hopes. No one at the Commission is looking to see if the freeze might be lifted. Not with more than 1,000 participants to be heard from.

General industry consensus is that the FCC might come to its final decision late in January 1952.

This would mean that grants would not begin to be made until next March—since the FCC proposes to allow a 30-day grace period for additional applications to be filed before beginning to process those on file.

It probably means the end of 1952 before major markets get grants. But basically all top markets there are more applicants already than there are channels proposed or available.

Hearings thus are inevitable—protracted hearings in important cities.

Hope that there might be a partial lifting of the freeze as each segment of the country completes its case before the FCC was dashed when it was pointed out that each change in one section could set off a chain reaction affecting contiguous areas.

FCC technical Research Division's new "UHF Propagation Within Line of Sight" publication, issued last week, already has some consulting engineers in a fret. They say it bolsters their claims that the Commission has not made sufficient allowance for coverage by UHF stations in rough terrain.

It means, they say, that under the proposed engineering standards cities like Charleston, S.C., which now are (like Pittsburgh, Portland, Ore., etc.) are not going to get the same kind of coverage from a UHF station as some cities in "smooth" terrain will get.
DUAL STANDARDS for color TV is the banner raised by RCA's Board Chairman Brig. Gen. David Sarnoff. Again this week, he reiterated the position that the FCC must “let the public decide” [BROADCASTING • TELECASTING, Aug. 29]. It now can be assumed that the remainder of the radio-TV manufacturing industry will ask the FCC to authorize its all-industry compatible color TV system in competition with the FCC-sanctioned CBS system. Manufacturers are virtually 100% behind the system evolved by its National Television System Committee. This is substantially the same as the RCA system, which will resume public colorcasts in New York Sept. 10. If Gen. Sarnoff’s prediction for dual standards is the official position of compatible color TV proponents, then the next big question is: When are they coming to the FCC with an official petition? Most industry spokesmen still speak of the end of this year or early in January as the time they will ask the Commission and ask it to look at the improved color system that has been developed from the original RCA dot sequential system during the 1949-50 color TV hearings. However, doubt has been expressed in some quarters as to whether NTSC or RCA will make that schedule.

Commission’s Criteria

Doubt is based on fact that any system proffered to the FCC must be a “proven” system—it must meet all of the criteria the Commission enunciated before it will consider another color TV system. These criteria include field testing, apparatus testing by the Commission’s own laboratories, etc.

Certainly, these observers say, it would be folly for either NTSC or RCA to come to the Commission before it had exhausted every possible test to make sure that all those criteria are met.

And that, they say, takes time. Progress of NTSC toward this end was made clear by Arthur V. Loughran, Hazeltine research vice president and chairman of the NTSC panel on color video standards. In answer to a BROADCASTING • TELECASTING query Mr. Loughran said this:

○ NTSC is moving along. The industry is getting closer and closer to agreement on standards for a compatible color system.

○ But, that does not mean that the work of the NTSC is about finished. There is a great deal to be done before the system has been fully tested. While all members of the committee are moving just as fast as they can, the emphasis is on doing a completely adequate job rather than on speed alone. No date has been set for asking the FCC to look at the NTSC system officially.

○ “We must be careful not to do that until we are sure we’ve done an adequate job,” he added. “To go to the Commission before we are fully ready would serve only to make their job and ours doubly difficult.”

What Gen. Sarnoff thinks about the present color situation is summed up in these words from his latest statement:

“I yield to no one in my faith in the chance of color TV to be fully tested.

In my judgment, however, authorization by the FCC to operate a completely compatible, all-electronic, high-definition system on a commercial basis is essential, before the potentialities of color TV can be fully translated into a satisfactory service to the public.

If given the opportunity to do so, the public can and will make that decision (importance of compatibility). I strongly favor giving the public such an opportunity... It seems to me that the present situation calls for consideration by all concerned of the need for recommending to the FCC, that it authorize the use of dual standards which would permit the compatible as well as the incompatible system of color TV to operate commercially. Only under such conditions can the public have the opportunity to see both systems in actual operation, to reach its own decision, and to make its own choice... Only those who fear the public’s decision in 1926 put the system to such a competitive test.

RCA’s Booklet

In a new 12-page booklet, with color-tinted cover, RCA puts its case to the public for a “compatible, all-electronic” color system.

It details the drawbacks of the presently authorized CBS field sequential color system (incompatibility, mechanical wheel, picture size limitation, etc) and boosts compatibility on the premise that:

“What’s best for the customer is best for RCA... we believe that only a compatible system can supply the public with the satisfactory, economical product it requests and that any incompatible system is just not good enough.”

Throughout the 8½x11-in. booklet, the adjective is “incompatible” to the CBS system, “compatible” for the RCA system. Emphasis in the brochures conclusion is that present black-and-white sets will not be obsolesced by color TV, that monochrome programs will continue for “years to come,” and that this is a good time to buy a TV set.

Manufacturers, Color Television Inc., San Francisco group whose compatible system was practically ruled out by the FCC in its final color decision and which has not been heard from since, came back into the news last week.

Move into the production of airborne radar and other electronics products has been announced by CFI President Arthur S. Matthews.

CTI will initially manufacture $4 million in military contracts in conjunction with electronics products designer-manufacturer Tomlinson M. Moseley, president, Dalmo Victor Co., San Carlos, Calif.

“With the added engineering and development facilities that will be made available... CFI can soon produce its compatible, all-electronic color system for public acceptance,” Mr. Matthews said.

CHROMATIC TUBE

Color Answer, Raibourn Says

TV COLOR tube developed by Chromatic Television Labs provides the long sought answer to color television, Paul Raibourn, Paramount Pictu-ure Corp., vice president in charge of television, stated Thursday in an exclusive interview with BROADCASTING • TELECASTING.

Revealing plans to demonstrate the tube produced by the Paramount subsidiary company “within a month,” Mr. Raibourn jubilantly announced that “it looks like all the color problems are solved.”

“A brilliant new idea popped out of the struggle we were having which wipes out the problem of getting color into the tube,” he stated, “and the cost comes way down. We put the idea into the tube, and it’s amazing how it works.”

Mr. Raibourn declined to reveal any details of the construction or operation of the new tube in advance of his demonstration, but he repeated his conviction that it will provide the answer to color.

“We’re all happy as larks about it,” he declared.

Credit for the idea from which the Chromatic color tube was developed should go to Dr. Ernest Lawrence, a consultant and director of Chromatic Television Labs as well as director of the U. of California’s radiation laboratory, Mr. Raibourn said. Inventor of the atom-smashing cyclotron and a Nobel Prize winner, Dr. Law-rence first became interested in television as a hobby when he was a graduate student at Yale where, in 1926, he built an all-electronic television system. This hobby has now paid off with the conception of his plan for producing color pictures with a single cathode ray tube.

This tube, known as the Chromatron, developed from Dr. Law-rence’s idea by Chromatic Televis-ion Labs, was described by the company as “a single gun standard shape cathode ray tube containing a color grid capable of displaying television pictures and other electronic signals in color.” The company explained that although the tube will work with any known system of color television, it is particularly advantageous when used in connection with the CBS field sequential system as it eliminates the need for a wheel or drum and so removes the limitations on picture size imposed by those mechanical devices.
FTPC BLASTS Navy, NCAA TV Plans

AFTER leveling another broadside at the U. S. Naval Academy for doing business with theatre television, the Fair Television Practices Committee last week turned its guns against the National Collegiate Athletic Assn.'s so-called "partial blackout" of football telecasts.

Charles Aldredge, Washington representative of FTPC, sent the following protest to national Antitrust Attorney General H. Graham Morison, in charge of the Justice Dept.'s Anti-Trust Div.

The Justice Dept. was informed that Westinghouse was being "forced" to pay "spectacularly" high prices for rights to telecast the 10 games permitted under the NCAA plan. These prices, FTPC said, was the "logical result" of the limitations placed on telecasting the games this fall, and are evidence of the "monopoly" resulting from the NCAA policy (for Westinghouse football plans, see story this page).

Letter To Hill

FTPC also released further correspondence between Jerome W. Marks (New York lawyer), chairman of FTPC, and Adm. H. W. Hill, superintendent of the Academy.

The letters followed the original protest sent the Academy by FTPC to the effect that theatre TV is commercial but that it offers no public service features and that the Academy is entirely supported by public funds and therefore duty-bound to the public interest [BROADCASTING • TELECASTING, Aug. 13]. Navy has scheduled some of its fall gridiron games on the Theatre Network Television, but has been able to show one of its games regularly home telecast under the NCAA plan.

Adm. Hill pointed out that Navy is a contributing member of NCAA and was willing with the TV plan. But, he asserted, the Naval Academy "intercollegiate athletic program is not supported by public funds." The Naval Academy Athletic Assn. provides financial support for the athletic program operation, he said. The admiral noted the funds come from membership fees, contributions, game admissions, sales of radio rights, of television rights, program advertising, program sales, etc.

Marks' Answer

In his rebuttal, Mr. Marks reminded Adm. Hill that while the intercollegiate athletic program of the Academy may not be directly supported by public funds, "the Naval Academy is so supported ... and the administration of the Academy has the final and unavoidable responsibility for the policies followed by the Athletic Assn."

Adm. Hill also had supplied the FTPC with its list of TV participations—one home monochrome telecast, all home games live by CBS color, past game films via CBS and theatre TV to be selected.

Mr. Marks said this list "boiled down" to a single Navy game made available to national TV audiences at the time the game is played.

ARENACAST PLAN IBC Withholds Opinion

PROPOSAL by a Cleveland arena manager, Jim Hendy, that the fight arenas through the use of big screen TV sets to carry major boxing bouts for their fight audiences, was still in the early stages of discussion by the Intercollegiate Boxing Club, according to Harry B. Markson, managing director of the IBC.

Commitments to Pabst and Gillette, who sponsor the IBC bouts on television—Pabst on CBS-TV Wednesdays, and Gillette, on NBC-TV Fridays—eliminate any consideration of the arena tie-up for the coming boxing year, Mr. Markson said.

Designed to draw the fans back to the smaller arenas, the Cleveland proposal would bill the telecasts as the major attractions with the live local semi-final and preliminary fights on the same card. The threat of theatre television receiving all box office receipts from the televised stellar fight attractions, such as the Robinson-Turpin match [BROADCASTING • TELECASTING, Aug. 27] would thereby be averted, according to the Cleveland plan.

PENN PLANS FILMS Half-Hour Show $10,000

UNIVERSITY of Pennsylvania is making available for sponsorship a television series of half-hour filmed programs, comprising highlights of the school's home football games plus one game played elsewhere during the coming gridiron season.

Programs would be telecast on Saturday evenings, each featuring the game played by Penn that afternoon.

Price is reportedly $10,000 per half-hour show. Package is being offered to sponsors and agencies which still hold its $250,000 contract with the university for live telecasts of all of Penn's home games. The school was unable to fulfill pact when it agreed to comply with a decision of the National Collegiate Athletic Assn. to restrict football telecasting this fall in an attempt to determine the effect of such telecasts on attendance at the games.

TRADITION — packed post-Thanks-giving Day football game between Penn and Cornell was added last week to the CBS Color-TV football schedule. The Ivy League game from Franklin Field, Phila., replaces the previously announced Harvard-Yale game, Nov. 24.

WASAZ-TV 3 EXCLUSIVE COVERAGE OF THE HUNTINGTON CHARLESTON TV MARKET

ABC-CBS-NBC-DTN

Represented by THE KATZ AGENCY

MORE LISTENERS Than All Stations Combined

IN THE W. Va., Ky., and Ohio Tri-State Area*

"by C. E. HOOPER ... - 1951

5000 WATTS—930 KC

ABC PROGRAMS

Represented by THE BRANHAM COMPANY

NCAA SLATE

Westinghouse Sponsors 21

Westinghouse will sponsor 21 National Collegiate Athletic Assn. football games on an NBC-TV network of 48 stations this season, but the game schedule will not be released until next Monday. This was reported in Chicago last week by Edwin S. Reynolds of New York, NCAA specialist, as he spoke to the NCAA executive council Tuesday.

Mr. Reynolds, who was assigned to correlate the projected program [BROADCASTING • TELECASTING, Aug. 8], said release of games and dates of telecast was postponed until Sept. 5 to protect season ticket sales for the telecasting colleges. Eight schools' teams will appear in two TV games during the season.

The 48-station lineup does not include four West Coast outlets, said Mr. Reynolds, noting that eastern and midwest games will be fed in some instances to the West Coast after November when microwave facilities are in operation regularly.

A minimum of four games and a maximum of seven will be carried on the coast-to-coast microwave relay system by Westinghouse, a spokesman for the Westinghouse agency, Ketchum, McCloud & Grove, Pittsburgh, said last Thursday.

Big Ten Plans

Nineteen colleges have been signed by Westinghouse to participate in the now-frozen limited TV schedule. Westinghouse, it was learned, has signed up every school in the Big Ten that can be picked up on the interconnected network, which led to speculation that at least one of the Big Ten games will be carried coast-to-coast by the microwave relay system.

The agency representative reporting was given "wonderful cooperation" to the Westinghouse sponsorship proposals and difficulty in the highly complex schedule was met only with "colleges in every state." Areas where gate receipts could equal the 2 1/2 times the NBC hourly rate figure offered by Westinghouse is to be furnished.

NCAA introduced the experimental plan of blacking out specific TV areas three Saturdays out of 19 in an attempt to determine the exact effect of TV in any given area on gate receipts and attendance. Games played Fridays, Saturday nights or Sundays are not affected by the plan. Among these, for example, is the Notre Dame-U. of Detroit match Oct. 5 in Detroit. Ruling also does not apply to games played before or after the official week, from Sept. 22 to Nov. 24. The blackouts will be spotted sectionally within this time period.

CBS-TV network presenting new feminine news program, "News at Noon", Mon.-Fri., 12:15-12:30 p.m., for three weeks beginning Sept. 3.
the big news this Fall...

Rudy Vallee

ON NBC-TV

starring in his own daytime Variety Show...

starting early September, Monday through Friday.*

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

* tentative

NBC TELEVISION
### COMPARATIVE NETWORK SHOWSHEET

#### EYE CASTING

**SUNDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Swimos, Gen. Mills</td>
<td>Bip Option</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td>Ted Mack Family Hour</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45</td>
<td></td>
<td>7:00</td>
<td>Jimmy Durante</td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td></td>
<td>7:15</td>
<td>Captain Video</td>
<td></td>
</tr>
<tr>
<td>7:15</td>
<td></td>
<td>7:30</td>
<td>American Tobacco/This Is Show Business</td>
<td></td>
</tr>
<tr>
<td>7:45</td>
<td></td>
<td>8:00</td>
<td>Lincoln Mercury</td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td></td>
<td>8:15</td>
<td>Adventure</td>
<td></td>
</tr>
<tr>
<td>8:15</td>
<td></td>
<td>8:30</td>
<td>Time</td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td>8:45</td>
<td>Toast of the Town</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15</td>
<td></td>
<td>9:30</td>
<td>Marshall Plan</td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td>10:00</td>
<td>B. Graham Evans, Sp. Graham Religion Show</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td>10:15</td>
<td>John Stone, Youth of the March L</td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td></td>
<td>11:00</td>
<td>Nordic Sun News Show</td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td>11:15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:15</td>
<td></td>
<td>11:30</td>
<td>Soup</td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td></td>
<td>11:45</td>
<td>Sp. Joe Hangan</td>
<td></td>
</tr>
<tr>
<td>11:45</td>
<td></td>
<td>12:00</td>
<td>N. Joe Hangan Ranger</td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td></td>
<td>12:15</td>
<td>Manor Cay Colony Country Club</td>
<td></td>
</tr>
<tr>
<td>12:15</td>
<td></td>
<td>12:30</td>
<td>Walter H. Johnson Country Club</td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td></td>
<td>12:45</td>
<td>P &amp; G Search for Tomorrow</td>
<td></td>
</tr>
<tr>
<td>12:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00</td>
<td></td>
<td>1:15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:15</td>
<td></td>
<td>1:30</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### MONDAY - FRIDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>General Foods</td>
<td>Hopscotch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td>Regent Cig., Leave It To The Gypsies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45</td>
<td></td>
<td>7:00</td>
<td>Jimmy Durante</td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td></td>
<td>7:15</td>
<td>Captain Video</td>
<td></td>
</tr>
<tr>
<td>7:15</td>
<td></td>
<td>7:30</td>
<td>Hollywood Screen Test</td>
<td></td>
</tr>
<tr>
<td>7:45</td>
<td></td>
<td>8:00</td>
<td>Colgate Comedy Hour</td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td></td>
<td>8:15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:15</td>
<td></td>
<td>8:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td>8:45</td>
<td>Washington Business</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td>9:15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15</td>
<td></td>
<td>9:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td>10:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td>10:15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td></td>
<td>11:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td>11:15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:15</td>
<td></td>
<td>11:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td></td>
<td>11:45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:45</td>
<td></td>
<td>12:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td></td>
<td>12:15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:15</td>
<td></td>
<td>12:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td></td>
<td>12:45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00</td>
<td></td>
<td>1:15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:15</td>
<td></td>
<td>1:30</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### SATURDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:45 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day</td>
<td>Network</td>
<td>Monday</td>
<td>Tuesday</td>
<td>Wednesday</td>
</tr>
<tr>
<td>----------</td>
<td>---------</td>
<td>--------</td>
<td>---------</td>
<td>-----------</td>
</tr>
<tr>
<td>Sunday</td>
<td>CBS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DuMont</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday</td>
<td>CBS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DuMont</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>CBS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DuMont</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td>CBS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DuMont</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>CBS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DuMont</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td>CBS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DuMont</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday</td>
<td>CBS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DuMont</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Programs in italics, sustained. Time, EDT. L: live; F, film; K; kinescopic recording; E, Eastern network; M, Midwestern; NH, noninterconnected stations.

**ABC**
- 12:15-3:30 PM, Corv sponsors Amelie-Langford Tapes, Thurs.; Cleoquest on Thurs.: DuPont Fri.

**CBS**
- 3:15-5:30 PM, Th., Bride & Groom: Madison Paper Co.
- 3:15-3:30 PM, Tues., Bride & Groom: Lehn & Fink Products Corp.
- 3:30-4 PM, M-W-F, All Around The Town.
- 3:30-4 PM, Th., Meet Your Cover Girl, 1st.
- 10:30-11 PM, Sun., Pres. Truman: Community Chest Campaign—9/30 only

**NBC**
- 5:15-5:30 PM, Quaker Oats, M-F; Peter Paul, Th.; Gabby Hayes.
- 5:30-6 PM M-F, Firms listed sponsor Howdy Doody in 10 min. segments.
from

A LADY WITH A PAST

to an advertiser with a future—
in NBC daytime TV

If you've ever been in Cincinnati, or if your client has a single dealer there—then you know all about this lady's past. And you know, too, why she is going National on NBC television this Fall . . . for RUTH LYONS' program, "Fifty Club," has been making history in that mature television market for two years running:

Cincinnati sets-in-use during Ruth Lyons (12 to 1 P. M., Monday through Friday) are the highest among all reported U. S. TV cities.

TV tune-ins jump nearly 100%* when Ruth Lyons goes on the air at noon.

Share of Audience—68.2% Average*

Rating—13.9 Average*

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

*October 1950 through March 1951.

NBC TELEVISION

The network where success is a habit

A Service of Radio Corporation of America
It was cold enough to freeze everything but Sales, in

DAVENPORT!

WOC-TV

STATE FURNITURE COMPANY—1/2 HR. FILM SHOW WEEKLY

During Mississippi River flood, State Furniture received carload of mattresses. Warehouse surrounded by flood waters. State Furniture put mattresses directly into stores, told public its problem on two WOC-TV programs. Also used full-page ad in two local dailies.

DAIRY QUEEN STORES—20-SECOND ANNOUNCEMENTS

The day before last Easter (Saturday, March 24) "Dairy Queen" bought several 20-second and station ident. announcements to tell public of their Easter opening. Additional plugs were aired early Easter Sunday afternoon—a cold, almost wintry day.

According to State Furniture's own check on customers, advertising brought $12,000 in business—or which TV produced 97%.

Immediatly thereafter, State Furniture contracted for additional 1/4-hr. show weekly on WOC-TV.

Despite very discouraging weather for sale of frozen confections, WOC-TV announcements gave "Dairy Queen" the largest single day in their history—bigger than any previous day in July or August. Dairy Queen now sponsoring live 15-minute weekly WOC-TV production.

REPRESENTING TELEVISION STATIONS:

DAVENPORT WOC-TV* (Central Broadcasting Co.—WHO-WOC)
FORT WORTH-DALLAS WEAP-TV* (STAR-TELEGRAM)
LOUISVILLE WAVE-TV* (WAVE, Inc.)
MIAMI WTVJ (Wometco Theatres)
MINNEAPOLIS-ST. PAUL WTCN-TV (DISPATCH-PIioneer PRESS)
NEW YORK WPIX (THE NEWS)
ST. LOUIS KSD-TV* (POST-DISPATCH)
SAN FRANCISCO KRON-TV* (THE CHRONICLE)

*Primary NBC Affiliates

Yes, Spot Television Sells Goods!

For Further Facts, Ask:

FREE & PETERS, INC.

Pioneer Station Representatives

Since 1932

NEW YORK		CHICAGO	DETOIT

ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO

Telecasting * Broadcasting September 3, 1951 * Page 67
Advance sale in 15 markets indicates the popularity of this great TV sports show!

“TOUCHDOWN”

Highlights of the top college football games played each Saturday across the nation. 13-week program, first release Sept. 24th. Commentary on this 30-minute show is handled by “Bye” Scaam.

TOUCHDOWN is currently entering its fourth consecutive year of collegiate football coverage.* Already scheduled by these alert stations...

WMAR-TV WBNST-TV WDSU-TV
WNAC-TV WFAA-TV WTJY-TY
WON-TV WXITY-TY KSL-TV
WCPF-TV KTL-L WOAL-TV
WWXT-TV WAVETV KING-TV

* This show is not available for alcoholic beverage sponsorship

Don’t miss this great opportunity to include one of America’s most closely-followed shows on your fall TV line-up!

PHONE! WRITE! WIRE!
—Audition parties on request—

TEL-Ra Productions
1518 Walnut Street
Philadelphia 2, Pa.
PHONE
Kingsley 5-8540

KFI-TV STRIKE
Settlement With TVA Seen

FOUR-MONTH old Television Authority strike against KFI-TV Los Angeles seems headed for settlement following meetings last week between TVA officials and representatives of the new owners of KFI-TV, General Tire & Rubber Co.

Union at the first exploratory meeting presented a contract accepted by the six other local TV stations to management representatives to familiarize them with it, and at a later meeting sought to clarify various points of the contract. Further meetings are expected to be held this week.

Meeting with union executives Peter Prouse, TVA West Coast executives; Ken Carpenter, chairman, West Coast section, TVA national board, and Wayne Oliver, field representative, were Norman Ostby, vice president in charge of station relations, Don Lee Broadcasting system, and Lee Frano, program manager, Don Lee.

Negotiations between the union and the former owner of the station, Earle C. Anthony, owner of KFI-AM, ceased in the three months ago when both parties met a deadlock over the issue of a closed shop.

WOR TV SQUARE

“TELEVISION Square," the new WOR-TV New York building and the first in the city to be constructed exclusively for television, will be completed a month ahead of schedule and ready for occupancy Dec. 1.

Considered one of the most up-to-date studios extant, the structure is reported to have cost about $1,550,000.

The two-story, block-sized building was designed with the help of television engineers to stress the requirements of television production. Located on the Upper West Side of the city, the brick and concrete structure will have all facilities for "live" shows on its first floor, with film work areas on the second.

Three production rooms, each a self-contained unit with its own announcer's booth, control room, sponsor's booth, and rehearsal room, will be on the ground floor. Two of the studios contain 4,000 square feet of floor space each and the third, equipped with an aerial balcony, measures 6,000 square feet. Two makeup rooms and six dressing rooms skirt the studios. A 5,000-foot area for the loading, unloading, and storing of scenery and properties runs the length of the first floor, with doors at each end large enough to admit delivery trucks, and cars or any livestock that might be used on shows.

Each studio will be equipped with 27 counterweighted battens for hanging lighting equipment or temporarily storing scenery near the ceiling, along camera ladders. Some 150 pieces of lighting equipment will be used to illuminate each studio.

The main lobby of "Television

Mr. Custo (1) discusses plans with Giuliano Gerbi, also of WOV-Rome.

KTTV SUIT

Court Filing, Expected

NOTICE of $150,000 suit is expected to be filed this week against KTTV(TV) Los Angeles and others by attorneys for Morris Braun, MGM property man, who charges lifting of a television script [BROADCASTING • TELECAST-NG, Aug. 27]. Mr. Braun alleges the KTTV Battle Upper Program is patterned after the television script for his Play Ball program idea. Three others named in suit are Bill Welsh, m.e. of Battle Upper; Sam Herrick and Art McBeau, director and producer, respectively.

WOV FILM

Italy Production Planned

WOV New York, the only AM station in America to have its own studios abroad, establishes another first when it goes into production of television films. Contracts were signed last week for documentaries as well as TV film spots to be produced in Italy by WOV-Rome for the Buitoni-Malmonti Corp.

Claire Mann of WJZ-TV New York, currently in Italy, will narrate the English-language documentaries, which will be used for educational indoctrination of American Buitoni employees as well as for Buitoni-sponsored shows to be telecast throughout the U.S. First films will be shot next month at the company's plant in San Sepolcro and at their chocolate factory in Perugina, Italy.

Segments of the documentaries, with new sound tracks dubbed in, will be edited into TV spots, which will be used to promote the spaghetti firm's products by emphasizing the Italian tourist attractions in Italy.

Plans call for use of WOV-Rome mobile equipment—which now provides from one to one and a half hours of taped radio for daily for New York audiences—to provide trucks and cars for the film crew of 10 technicians. Television staff will be supervised by George Custo, director of WOV-Rome, and production will begin immediately.

Additional television films to be shot by WOV in Italy are now being discussed, Ralph Well, WOV general manager, explained, but no commitments have yet been signed. American film stars vacationing in Italy will narrate, or by George Custo, director of WOV-Rome, and production will begin immediately.

Additional television films to be shot by WOV in Italy are now being discussed, Ralph Well, WOV general manager, explained, but no commitments have yet been signed.

COLOR IN DETROIT

WJBK-TV Demonstrates

DETROIT newsmen and CBS-Columbia Inc. dealers took their first look at CBS-color television when WJBK-TV Detroit broadcast a closed circuit demonstration of the CBS color program The World and You at the Detroit Masonic Temple. Selection of the viewers, CBS described, was "highly enthusiastic." Bettelou Peterson, TV editor of the Detroit Free Press, was quoted by the network as saying, "We were all very favorably impressed with the color show... the entire color production was much easier on the eye than black-and-white," while Detroit Times reporter Irmengard Pohrt said, "Color television has already proven to be much more realistic than cinema technicolor."

TELEFILM, INC.
COMPLETE FILM PRODUCTION
TV SPOTS-PROGRAMES

All Production Steps
In One Organization
Hollywood 8-7200
OLD 1890 serials may just fade away, but Charlie Chaplin will run and re-run forever. KTVP (TV) Hollywood has purchased 26 half-hour Chaplin comedies from COMMONWEALTH Film & Television Inc. and FILM CLASSICS Exchange, both New York, for Tuesday evening telecasting.

"Rebound" is the new title of HING CROSBY Enterprises' Cry of the City. Two original stories were bought from Joe Pagano, film writer, for the series.

French acrobats, Swiss yodeling, and gypsy music will provide European flavor for Cafe Continental, a group of quarter-hour musical TV films based on visits to well-known bistros across the sea. Starring Isabel Bigley, currently in Broadway's "Guys and Dolls," the 13 films are produced by STERLING Television, New York, and will be available for general distribution. Commonwealth Products Corp. sponsored the films on NBC-TV during their first showing.

Top Secret. U.S.A. will depict government intelligence agents at work. Donald Alda will star in the D-N-S Television Productions show, "Mission Rhino," the first program. It was scripted by Henry Mirock from an original story by Col. Donald Robinson, former chief historian for SHAPE in Germany.

More Power Boosts
(Continued from page 57)
old freeze is pointed out in request by KRO-TV Albuquerque for permission to continue radiating 5.8 kw. When the FCC granted its CP to Albuquerque Journal in 1948, theoretical computations showed that the 5-kw transmitter and 48-ft. antenna should radiate 4.6 kw output. But when station began operating it put out 5.8 kw. Thus it is seeking to legitimate the power it has been radiating for three years—solely because TV freeze rules do not permit the FCC to approve any powers greater than those specified in a station's CP.

TV DISC SERIES
Placed in 17 Markets
INITIAL package of "TV Disc Jockey Toons," film accompaniments to song recordings produced by Screen Gems, New York, has been placed in 17 markets within 10 days, Will Baltin, sales manager of the series, announced last week.

Largest sale of the 16 films was to the Wildroot Co., through BBD0 for placement in Los Angeles, Chicago, Buffalo, Cleveland, Minneapolis, Omaha, Dallas, and Oklahoma City. Mail Order Network, through the Dorland Agency, also took the package for use in New York, Newark, Washington, D. C., and possibly in Pittsburgh, Birmingham, and Toledo. Direct sales were made to three television stations: WNKX (TV) Cleveland, WCPO-TV Cincinnati and WXYZ-TV Detroit. The song-length films, rented for an introductory six-week period, will go on the air about the middle of this month.

DELEGATES to New York State Food Merchants Assn. convention in New York watched CBS color television program daily during their three-day meeting recently as guests of CBS.
TELEMETER

MORE INFORMATION on how Paramount Pictures' "Telemeter" system of subscription-TV works is needed before the FCC can consider granting its request for technical experiments over WSB-TV in Atlanta, according to an FCC reply last week to Paramount*’s application. The original FCC reply of Sept. 3, 1951, was returned to Paramount because it did not contain the "comparator" containing the magnetic tape and the money. When money was counted and the magnetic tape read by an electronic computing machine, insuring proper allocation of this money to those programs in the "comparator" were seen via the Telemeter System.

No need for land lines was explained in this manner: The operation of the Telemeter System was based on designated lines of any kind, other than those used in the normal operation of any television set. There is no necessity for telephone or power lines other than those in the normal, as the coded information from the station to the set is completely independent of the TV System as devised can be used with any existing channel, with any UHF channel, with a subcarrier in a channel, and with color and can be attached to any standard television set now being manufactured.

The experimental work will be done in conjunction with International Telemeter Corp., who have designed and built the aforementioned device. International Telemeter Corp. intends to monitor these experimental programs in locations where weak and strong signals, close to the transmission mitter and in fringe areas, and with all makes and models of sets, with and without decoding units and without apparatus, and in the presence of multipath and line of sight signals with the intent of obtaining a thorough survey of any effects of the coded signals on all types of home receiving sets in all locations.

5. To obtain full information with respect to the plans of the transferee, American Broadcasting-Paramount Theatres Inc., to employ in any section of the country.
6. To obtain full information with respect to the plans of the transferee, American Broadcasting-Paramount Theatres Inc., to employ the FCC's approval for a contract to or employed by the transferee.
7. To obtain full information with respect to the plans of the broadcast stations, American Broadcasting-Paramount Theatre's Inc., to employ in any section of the country.
8. To obtain full information with respect to the plans of the transferee, American Broadcasting-Paramount Theatre's Inc., to employ in any section of the country.
9. To determine whether the effect of the proposed merger of American Broadcasting-United Paramount Theatre's Inc., as consummated, would substantially lessen competition or tend to create monopoly in any section of the country.
10. To determine in the light of the evidence adduced under the above, whether applicants, their officers, stockholders and directors, are qualified from the standpoint of character and integrity as to competence, and whether grant of the above-styled applications would be in the public interest, convenience and necessity.
Strictly Business
(Continued from page 16)

show [B. F. Goodrich's Celebrity Time on CBS Television]. He did not recall ever seeing it. It's on WEWS Cleveland, at 10 p.m. Sunday nights, 'I prompted. 'I think we are usually watching Celebrity Time about then,' the barber said."

Mr. Tucker adds: "So now there is still a larger B. F. Goodrich sign on the curtain in CBS Studio 41."

This advertising executive likes to think of the days when the rubber company had what he believes was one of its best buys—the Max Baer-Primo Carnera heavyweight boxing championship fight in 1934.

Will Rogers' Take-off

Will Rogers, he remembers, used to present an amusing take-off on the announcer, the late Graham McNamee. The great humorist in a radio broadcast ribbed the McNamee Goodrich commercials.

Mr. Rogers mimicked: "He's up. He's down. He's all around."

But Mr. Rogers would continue, Mr. Graham "would not tell us who was up or who was down until we bought a set of B. F. Goodrich Tires."

Filling in on some background, Mr. Tucker says the reason for the heavy commercial was instructions from the firm to use frequent announcements between rounds. If it looked like a short fight, the Baer-Carnera fight was anything but brief, but Mr. McNamee, who thought it would be abbreviated and went heavy through the early rounds, couldn't let up because the audience might forget the sponsor's message.

While B. F. Goodrich manufactures many more products than tires, company policy, according to Mr. Tucker, makes the massed product commercial a rarity. Exception, he says, was last New Year's Eve te-beast on CBS on the company's 80th anniversary. That program covered the history of the U. S. and of B. F. Goodrich from 1870 up to 1950.

Mr. Tucker was born in Ottumwa, Iowa, in 1896. When in high school he started in the newspaper field, working his way through the U. of Wisconsin as correspondent and sportswriter for Chicago and Milwaukee papers. He was sports editor of the Madison (Wisc.) Capital Times.

Next came aviation in the Navy in 1918, followed by more newspaper work.

Mr. Tucker made his bow at B. F. Goodrich in 1919 while he was covering the Wisconsin State Legislature for the Milwaukee Sentinel.

In the more than 30-year association with the firm, Mr. Tucker has served in sales, public relations and various advertising divisions.

Most successful company campaign, Mr. Tucker believes, is the one led by the Goodrich president, John L. Collyer, encouraging American rubber-producing facilities to free the U. S. from dependence on foreign rubber supply sources.

Mr. Tucker is married and has two children, a son and a daughter, both in their 20s.

When away from his desk, he grows tall "Iowa" corn in his Akron backyard.

Fraternal organization is Beta Theta Pi. He is a member of the Akron and Cleveland Advertising Clubs and the Congress Lake Club, Hartville, Ohio.

Robert Mathews

FUNERAL services for Robert Mathews, 37, CBS Television Hollywood production facilities manager who died Aug. 27 following a major operation, were to be held last Thursday at American Martyrs Church, Manhattan Beach, Calif. His widow and three children survive.

BLOOD DRIVE

Network Times Scheduled

NETWORK commitments for radio-TV kickoff of the Armed Forces Blood Donor Program next Monday (Sept. 10) were announced by the Dept. of Defense Office of Public Information last Thursday.

Tentative schedule calls for radio playback of the 18-minute taped program on ABC, 10:15-30 p.m.; CBS and MBS, 11:15-30 p.m., and NBC, 11:30-45 p.m., all EDT. On television, ABC-TV plans to carry the film version from 8:30-45 p.m. and DuMont TV Network, 8:15-30 p.m. NBC-TV and CBS-TV schedules were undetermined Thursday.

The special salute was prepared simultaneously for radio and television broadcast, and features messages from Gen. George C. Marshall, Secretary of Defense; Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and Gen. Matthew Ridgway, UN Far Eastern Commander.

The program will launch a year-long campaign to raise 2,800,000 pints of whole blood and plasma for the armed forces, and enjoys the cooperation of The Advertising Council and NARTB. A continuing series of network spots and special shows, plus local station coverage for community tie-ins, will follow up the network premier [BROADCASTING • TELECASTING, Aug. 20].

AND HERE'S HOW . . . WITH *KOW

It's the knack of knowing "how" that makes the difference . . . how your product can get its share of Bossy's "moo-la." There's a half-billion dollars' worth of milk checks that will be spent this year. And WKOW will reach these customers in America's rich dairyland.

Here's How to Get Results

WKOW-CBS

Madison, Wisconsin

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

WISCONSIN'S MOST POWERFUL STATION

1070 K.C.

Represented by
Bradley-Reed Company

September 3, 1951 • Page 71
CBS MORALS CLAUSE
Arbitration Favors RWG

DEFEAT* of CBS attempts over the past year to insert a morals clause in writers' agreements with the network was ruled last week by the American Arbitration Ass'n., in proceedings brought by the Writers' Guild. Since CBS agreed to arbitration in its initial contract with the union, the decision is final.

The CBS clause, considered to have been the network's reaction to Ed Charnin's listings, stipulated that contracts could be terminated any time an artist committed "an offense involving moral turpitude . . . or which tends to bring the artist into public disrepute, contempt, scandal or ridicule or which might tend to insult or offend the community . . . or tend to reflect unfavorably upon CBS, its sponsors, or their advertising agencies or injure the success of the program."

Quotes Arnold
Majority opinion, written by Louis Gannett, writer and critic, and Dr. Harold Taylor, head of Sarah Lawrence College, quoted Matthew Arnold that "Art is a criticism of life." Stating that in the Western democracies in 1951 a creative writer is generally understood to be one who tells the truth, the opinion said, "it is difficult to see how a writer could avoid tending to offend some segment of the community by what he creates, even apart from other 'acts or things' which he may commit 'at any time,' since this must obviously include what he does in his leisure hours of conversation, study, and experience of action, in which the creative process ferments."

RWG, contending that the morals clause violated the spirit of their agreement with the network, signed in 1947, initially sought arbitration through the joint adjustment board. CBS, contending that the clause was an outside argument not pertinent to the original pact, first sought a stay or arbitration from the State Supreme Court and later appealed their negative decision. The five-judge appellate court unanimously ruled that the question was one for arbitration, clearing the way for an argument, which was heard last May.

Dissenting opinion in the arbitrators' 2-1 decision was written by Attorney Albert M. Gilbert.

The decision retained for CBS the right to delete offensive material from scripts.

PROMOTE FM

Asheville Meet Sept. 5-6

MEETING of FM broadcasters in North Carolina to discuss means of promoting manufacture and sale of FM sets will be held Sept. 5-6 at Mt. Mitchell and Asheville, N. C.

Barbecue and inspection trip is scheduled Sept. 5 atop Mt. Mitchell, with WMIT (FM) as host. WMIT returned to the air July 1 after having been silenced in April 1950. The station will soon be operating with 325 kw power, according to W. Olin Nisbet Jr., president. Jack Erwin, Zenith distributor in Charlotte, is vice president.

Comdr. E. F. McDonald Jr., president, and Ted Leitlix, public relations director, of Radio Corp., have been invited to the two-day session, along with Zenith distributors and dealers. All FM broadcasters will be welcomed.

Business meeting will be held Sept. 6 at the George Vanderbilt Hotel, Asheville.

WCCO PACKAGE

AM, Stage Shows Bought

A TRAVELING weekly stage show and a half-hour Sunday radio program over WCCO Minneapolis-St. Paul have been purchased by the Northern States Power Co. Both will star Cedric Adams, WCCO newscaster and radio personality.

A "Home Town Social" show, with a troupe of five variety acts, will be given in a different town or city of the area each week. The show includes music, comedy and local appeal and is climaxd by a broadcast of Mr. Adams' Night Time News. The stage show, free to inhabitants, will be sponsored by the local Northern States Power Co. manager.

On the following Sunday, Mr. Adams narrates the story of his visit to each "home town" at 1-1:30 p.m. The program, Your Home Town, also will include portions of interviews with local personalities during the evening stage show. Show was premiered Aug. 26 after heavy promotion.

Litvin Burial

DR. PHILIP LITVIN, husband of FCC Examiner Fanney Neyman Litvin, was buried Aug. 30 at Arlington National Cemetery, following funeral services that morning. Dr. Litvin's body was found Aug. 24, four days after he drowned while vacationing with his wife in Montana. [BROADCASTING • TELECASTING, Aug. 27.]

S. W. GROSS, president Tele-Tone Radio Corp., announces million-dollar defense order for production of telephone-telegraph signal units. Contract is prime agreement with U. S. Army Signal Corps.

Mr. Sam Mangold
Shaffer-Brunner-Mangold Adm. Co.
St. Louis, Missouri

Dear Sam:

Overheard a ban party rather might right after they'd heard a speech on world affairs. Durned near over my ear there and they kept up th' words in th' sen'sies ter th' m'ster WCHS! Now, Sam, do we th' reasons why WCHS outdoes 'em all, in southern and central. West Virginia, where th' Jack that he has th' best durned news coverage on all levels. Furthermore, at th' m'ster, where WCHS gives a news round-up that has 52 percent of TV audiences, or they're free stations in town! Then when Lowell Thomas comes on th' WCHS percent is 47! Yes, Sam, folks really listen. For WCHS—then don't derelict, these Hobbes figures is for th' city area. They don't include th' big hobotteries covered 'most exclusively by WCHS... So we got our facts.

Mr. C. A. Norwood

WCHS

Charleston, W. Va.
HAL DAVIS, radio and advertising executive, appointed program director KING Seattle. GRANT MERRILL appointed production manager.

BILLY BRENNAN, producer-writer KTSL (TV) Los Angeles named program director. He replaces CECEL BARKER, who recently resigned to become TV program and production director ABC Western Division.

LISLE F. SHOEKNIGHT, manager Los Angeles office United Press, appointed promotion manager KFMB-TV San Diego.

By METER, script writer, and CAL REED, floor manager KLAC-TV Hollywood, named producer and director, respectively, of KLAC-TV Hollywood.

JOHN TILLMAN, chief announcer and newspaper VPW (TV) New York, received second 1951 Community Service Award given by Veterans of Foreign Wars on his Teleleus the News Aug. 23. He was cited for "the outstanding cooperation he has unstintingly given through his television programs to a wide variety of community endeavors." BILL GORDON, program staff WGT Wilson, N. C., appointed program director. Mr. Gordon WATYN Rockingham, N. C., and WATL Raleigh, N. C., where he was chief engineer.

RICHARD ROSS, announces KIRO Seattle, father of girl, Kimberly.

BOB KEPPE, assistant program, producer LiBS, appointed network production supervisor. Mr. Keppel was general manager WNAT Tacheline.

WALTER LEWIS, program director and chief announcer WNJ Trenton, N. J., to WILF Haspelmestad, N. Y., as member of announcing and production staff.

MAX BAEHR, former world's heavyweight boxing champion and noted entertainer, starts weekly disc jockey show on KEFX Sacramento, Calif. JIM LOWE to NBC Chicago as vacation relief announcer. He was with WBBM Chicago and WIRE Indianapolis.

JACK ANGEL, newscaster NBC Chicago, father of daughter, Rosalind, born Aug. 16.

PAT FITZGERALD, disc jockey WNOK Columbia, S. C., father of boy, Patrick Francis.

JEFF SCOTT to WFL Philadelphia, as disc jockey.

BETTY YEAGER, WIP Philadelphia, and James Mossino, married.
PREDICTS that the electronics industry, next to steel and aircraft, will be responsible for the greatest contribution to the nation's present military defense effort, was made by Allen B. DuMont, president of the DuMont Labs, Thursday in Pittsburgh.

Dr. DuMont, chief speaker at the Men's Formal Dinner of the 67th Annual Convention, Theta Xi Fraternity, told his audience that almost all phases of military operations utilize electronic devices and asserted that the superiority in electronics must be counted as a decisive factor under modern military strategy and tactics.

Increase in electronic production, Dr. DuMont said, has increased 300% in the last six months and will probably expand another 300% in the last half of 1951.

Dr. DuMont also prophesied an upswing in sales of TV receivers for October and November this fall, and said that he anticipated a "normal" holiday sales season.

Good color television programs, Dr. DuMont asserted, will not be received for some years, and the high cost of receivers prohibits mass consumer purchasing.

CBS-TV Vauxhall Monroe Show Sept. 1 went off the air for four weeks. Replacing program during that time will be Bill Downs with 8-8:15 p.m. newscast on KNX Hollywood and eastern dance orchestras during 8:15-8:30 p.m. Saturday night slot.

HAROLD J. BOCK, manager NBC TV West Coast operations until he joined Foladare & Greer, Hollywood, publicity and public relations firm, in an advisory capacity now, was made associate of firm. Concurrently firm name has been changed to Foladare, Greer & Bock.

Mr. Bock was for 15 years director of publicity and public relations for NBC's Western Div. Public relations firm handles radio packages and TV films, in addition to motion picture, and commercial accounts and personalities.

CARLO DEANGELO elected president of the Alliance Film Corporation, including new and McCann-Erickson account, in company that has contracted to handle all telephone and television advertising.

Mr. De Angelo was with Compton Adv., Sherman & Marquand, Inc., N. W. Ayer & Son Productions for Television, Inc., package production-talent management half-hour show scheduled for ABC-TV this fall.

THEOBOLD HOLSPAPE, BKO-Pathe and Pine-Thomas staffs, to Jerry Fairbanks Productions, Hollywood, as assistant director.


REV. ALBERT J. BARRETT named head of consolidated department of communications arts at Fordham University, when he will be in charge of television production courses, given in association with CBS-TV, and of student training for WXYZ-FM, university's station, in addition to university theatres and newspaper.

ROBERT S. KELLER, Inc., N. Y., appointed sales promotion representative for WESC Greenvile, S. C.

DICK MOORES has withdrawn from Illi-gram Inc., with his being purchased by two remaining partners, DON DEWAR, president, and JACK BOYD. Mr. Boyd will absorb Moores' duties.

JERRY ALBRIGHT, national director of advertising and public relations United World Films, N. Y., resigns to devote more time to TV program production company he recently formed in association with WILLIAM HOLLAND, president of Hyperion Films. Company, Holbert Productions, will start shooting its first film series, "Rockets Are My Rocket," early next month.

FRED R. HAYLIND, Jr., senior associate, Stewart, Dougall & Assoc., N. Y., market research and management consulting firm, to Mills, Collins & Honeywell Regulator Co. in executive capacity.

WYNN NATHAN, United Television Programs, N. Y., resigning to return to West Coast. His future plans will be announced shortly.

DAVID HARRIS, Veteran Program Dir. Dies

DAVID H. HARRIS, 41, veteran radio program director, died Aug. 25, in New York after a brief illness.

Burial was Wednesday morning at Rosehill Cemetery, Linden, N. J. Reception was held Friday morning at St. Elizabeth's Church, New York.

Mr. Harris entered the broadcasting world as production director of F. K. Grew Advertising Co., Grand Rapids, Mrs. Harris in 1932 became production manager of WOOD-WASH Grand Rapids, remaining there until 1946, when he assumed charge of production and traffic for WXYZ Detroit and the Michigan Radio Network.

In 1942, he became program-production manager of WTMJ-Worcester, where he produced the Worcester and the World series which won for the station the Peabody, duPont, and other awards for 1944.

In 1945, Mr. Harris was appointed program director of WOL Washington. The following year he was made program director of the New York State Radio Bureau in Albany, remaining there until 1948, when he joined WFDR (FM) New York. In recent months he was associated with Char Productions, New York.

Mr. De Angelo

Mr. Hanies

BILL WOLFF, program director WENN-Medalron, now on leave with Armed Forces, appointed to announce staff American Forces Network headquarters, Frankfurt, Germany.

EUGENE F. HAINES, assistant treasurer of RCA, Vice Div., retires after 50 years with division and president and treasurer York Corp., York, Pa., appointed vice president and treasurer Motorola Inc., Chicago. He succeeds GEORGE R. MACDONALD, who retires in December.

BARTON K. WICKSTRUM, general sales manager of Lighting Div. of Sylvania Electric Products, elected vice president and director of sales. He succeeds ROBERT H. BISHOP, recently resigned to become vice president E. F. Drew & Co., N. Y.

CARLO A. BURTON, lamp sales manager for Sylvania, succeeds Mr. Wickstrum.

RCA announces publication of "Ultra High Frequency Fundamentals," latest booklet in company's electronic series.

New manual prepared as technical aid for UHF training and installation, operation and maintenance of UHF electronic equipment.

BERNARD HECHT, RCA Victor, Camden, named general manager Starrett Television Corp., N. Y.

LOUIS M. ROBB, tube divisions General Electric, Schenectady, named district tube representative in central and northern California. He will make headquarters in San Francisco.

M. J. YARB, sales manager engineering product dept., RCA, appointed manager of RCA sound products sales group, for department.

Time Buyers, NOTE!

NO TV Stations within 60 miles of YOUNGSTOWN, O. Ohio's 3rd Largest Trade Area

Buy WFMJ The Only ABC Station Serving This Market

5000 All programs duplicated on WFMJ-FM
50,000 Watts on 105.1 Meg.
WATTS CALL Headley-Redco Co.,
National Representatives

B.B.I. Sept. Clinics

B.B.I. will hold three program clinics in the East during September, Glenn Doolberg, B.B.I. director of station relations, announced. Sept. 17 in Augusta, Me., the following day in Boston, and the 20th in Rochester.


COLD, COLD HEART

On Records: Tony Bennett—Col. 39449; Tony Fontane—Mer. 5693; Hank Williams—MGM 19094.

On Transcriptions: Leon Payne—Langworth.
New Business
(Continued from page 11)

rator of dramatic series, Crime Syndicated, over CBS-TV Tues. 9-9:30 p.m. starting Sept. 18. Agency: Kudner Inc., N. Y.

PURE Oil Co., Chicago, renews H. V. Kaltenson and Pure Oil News Time three days weekly on NBC from Sept. 3 through Leo Burnett, same city. Pure Oil sponsors Mon.-Wed.-Fri. segments. Richard Harkness handles Tues. and Thur. commentaries.

ANHEUSER-BUSCH INC. (Budweiser beer), St. Louis, resuming its sponsorship of Ken Murray show over CBS-TV, Sat., 8-9 p.m. beginning Sept. 8. Agency: D'Arcy Adv., St. Louis.

GENERAL FOODS Ltd., Toronto (various products), Sept. 9 to June 2, sponsoring Father Knows Best on 38 Dominion Network stations, Sun. 5:30-6 p.m., changing from Trans-Canada Network Sun. 8-8:30 p.m. Agency: Baker Adv. Ltd., Toronto.

LEYER BROS. Ltd. Toronto (margarine), Sept. 10 starts unnamed program to June 6, on 33 Dominion Network stations, Mon.-Fri. 10:45-11 a.m. Agency: Young & Rubicam Ltd., Toronto.

BULOVA WATCH Co. Ltd., Toronto, has purchased Red Skelton transcription show from All-Canada Radio Facilities, Toronto, for use by local dealers on local radio stations.

Agency Appointments • • •

H. E. PLINER SHOE Co., Phila. (women's and children's shoes), appoints Lavenson Bureau of Advertising, same city, to handle advertising. TV will be used.


BUCKEYE BREWING Co., Toledo, appoints W. B. Doner & Co., Detroit, to handle advertising. Radio and TV will be used.

COCHRAN FOIL Co., Louisville, Ky. (household, industrial and institutional products), names Compton Adv., N. Y., to handle advertising and merchandising of all of company's products.

CENTRAL CHEVROLET Co., L. A. (dealers), appoint Hunter, Patterson & Scott Adv., L. A., to handle advertising. Radio and TV solely will be used. Bill Hunter is account executive. DULANE MFG. Co., L. A. (Fryrite and Butteryte), names same agency to handle advertising for 11 Western states. Firm currently utilizing approximately 10 spots daily on about six TV stations in that area, with further TV and radio plans in offing. Harry Patterson is account executive.

WESTCHESTER PLASTICS Inc., Mamaroneck, N. Y., names Grant & Wadsworth Inc., N. Y., to handle its advertising.

Adpeople • • •


JACK HARGER, account executive Weask & Wank Adv., S. F., to Cutter Labs, Berkeley, as advertising manager.

FRED R. McBIEN appointed vice president and sales manager Bristol-Myers Co. of Canada Ltd., Windsor. He will be in charge of advertising.

J. M. TESSIER appointed Quebec advertising manager Robin Hood Flour Mills Ltd., Montreal.

EMERSON STOCK
Sets Employe Option Plan

EMERSON Radio & Phonograph Corp. last week announced that its board of directors had authorized a restricted stock option plan for key employees of the corporation, with no more than 100,000 shares of unissued capital stock to be available under the plan. Authorization is subject to approval of the stockholders.

Board members, Ferdinand Eberstadt, Richard C. Hunt and George H. Saylor have been named to pass upon qualifications and to select employees to participate in the program. It was made known by Emerson that Benjamin Abrams, president, and Max Abrams, secretary-treasurer, will not participate in the plan.

At the same time, Emerson and its subsidiaries announced a consolidated net profit (before provision for federal income and excess profits taxes) of $5,702,716 for the 39 week period, ended Aug. 4, 1951, as compared with consolidated net profit (before taxes) of $6,040,120 for the same period in 1950.

Consolidated net profit for the 39 week period ended Aug. 4, 1951, after taxes, was reported by Emerson as $3,089,943, equal to $1.57 per share on 1,985,187 shares outstanding. For the same period ended August 1950, after taxes, Emerson reported $3,559,827 equal to $1.84 per share on the same number of shares.

RCA Institute

TOTAL of 178 students were graduated last month from RCA Institute Inc., one of the oldest technical training schools in America, at commencement exercises held in New York. Maj. Gen. George L. Van Deusen, president of RCA Institute, reported that during the past year, more than 96% of the school's graduates had found employment in radio, television, or electronics. "At least 100 men in our August class have accepted positions prior to graduation."

Miss Truman To Sing

MARGARET TRUMAN'S singing of "God Bless America" will cap the all-star Irving Berlin's Salute to America, a full-hour program of the composer's music to be aired over NBC-TV Wednesday, Sept. 12, 8 p.m. Red Cross Shoes will sponsor the all-star revue, which marks the TV debut of Mr. Berlin, who also is producing and directing the program. The performance will be Miss Truman's first since her recent trip abroad.

RETAIL SALES
Commerce Survey New Eng.

RETAIL sales of independent radio, furniture and other house goods dealers dropped off 10% in Boston for the first seven months of 1951 as compared to a similar period last year, but jumped 5% each in Providence, R. I., and Hartford, Conn., a Commerce Dept. New England survey showed last week. The radio-furniture-household retail group showed a sharp drop of 31% in retail sales for July 1951 compared to the same month last year, and a 10% decrease off the pace for June. In Providence and Hartford, July '51-July '50 and July '51-June '51 comparisons also showed drops ranging from 5% to 1%. Hartford recorded a monumental slump of 48% for the group during July '51 as against June '51 figures.

The survey did not break down the group into different categories, such as for a similar study of New England counties. In this instance, comprising Suffolks, Providence and Hartford counties, radio-household appliances dealers reported a sharp 25% increase in retail sales for July over June 1951 and a 42% drop in the July '51-July '50 comparisons.

BASEBALL game in Los Angeles between Los Angeles Rams and Chicago Bears recorded by Armed Forces Radio Service for broadcast to servicemen overseas.

Corny?

WBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

September 3, 1951 • Page 75
Advisory Board
(Continued from page 23)
came up during a hearing at the suggestion of Sen. Johnson with the support of Sen. Benton. That hearing, July 18, featured testimony by Chairman Coy on a host of subjects, chief among them the future and educational television [BROADCASTING • Telecasting, July 23].

Subsequently, an FCC advisory opinion, authored by the then acting general counsel, Max Goldman, was sent to Sen. Johnson. It indicated that FCC thought Congress should enact a law if it desired the Commission to require commercial broadcast stations to devote a specified percentage of their time to educational programs [BROADCASTING • Telecasting, July 30].

Mr. Goldman then said that FCC does not have this authority clearly defined. However, Chairman Coy last week sent a new letter and an additional memorandum written by FCC General Counsel Ben Cottone, expressing quite a different viewpoint.

In the new memorandum, Mr. Cottone points out that the Gold
man memorandum “quite accurately sets out the past attitude of the Commission on the question of the desirability of prescribing specific percentages of time for educational or other uses in the broadcast services.” He said he also thought that

There’s a lot of space to grow in the Pine Tree State . . . plenty of elbow room between population centers.

NATURALLY, RADIO SERVIES MAINE BEST BUT—
NO ONE STATION SERVES ALL MAINE RADIO HOMES.

That’s why you need the first-established, long-accepted three-station facilities of The MAINE BROADCASTING SYSTEM for widest coverage at less cost per thousand homes.

Guidepost
to the
BUY-WAYS
of Maine

WCSH Portland
WRDO Augusta
WLBZ Bangor

Weed & Company Nationally
Represented by Bertha Bannan New England

UTICA Resolution

UTICA College of Syracuse U. (branch of university located at Utica, N. Y.) has sent to the Senate a resolution adopted by its board of regents supporting the proposed construction of a network of educational stations in New York state “as an aid to education.” It was referred to the Senate Inter-state & Foreign Commerce Committee. Syracuse U. is noted for developing the so-called Syracuse U. Plan featuring cooperative operation between the university and WSYR Syracuse, a commercial station.

“The considerations adduced in that memorandum for the conclusion that clarifying legislation is desirable are considerations of policy and not arguments establishing want of legal authority.”

But because FCC thus far has not believed it desirable that in the public interest such action be taken “it cannot be inferred that the Commission lacks authority to take such action under circumstances where it could find, as a matter of policy, that the public interest would be served.”

Mr. Cottone pointed out that Congress’ clarifying legislation would be useful only as an expression of Congressional “belief that circumstances now warrant the exercise of the authority . . .”

The section of the Communications Act (Sec. 326) dealing with censorship, Mr. Cottone said, is no bar to the authority of FCC to require percentage of time for doing so it is merely specifying classes of stations for which it will issue licenses, and the nature of the services to be rendered as authorized by Sec. 303(b).” [Sec. 303(b) gives the Commission authority to classify stations and directs it to encourage larger and more effective use of radio in the public interest.]

Chairman Coy, in commenting on Mr. Cottone’s memorandum, said he “especially impressed with his [Mr. Cottone’s] observation that a different viewpoint of Sen. Benton with respect to the question of the desirability of making area an allocation.”

Chairman Coy said:

“I have also given further thought to Mr. Cottone’s memorandum. The non-enactment of Sec. 326 does not preclude the exercise of authority to make percentage allocation of broadcast time for educational programs. I am impressed with the point made by Mr. Cottone that the Commission should make it clear that in setting up classes of stations for which educational services, the Commission prescribes the proper educational programs, if any, for any particular service is available. I think that he would agree that when the Commission provides that commercial programs may not be carried on a non-profit educational station, that entertainment may not be presented on television frequencies, such action is censorship in violation of Sec. 303(b).

In that light, I would now draw a distinction between Commission action in prescribing the nature and content of educational programs, and otherwise intervening in the presentation of individual programs, and in prescribing a general type of service.”

Chairman Coy noted, however, that the policy problems involved “are of the most formidable kind, and I have a real doubt as to the desirability” of devoting a specified percentage of broadcast time to educational programs.

Foremost difficulty, Chairman Coy rationalized, was the lack of definition of the term ‘educational program.’

Educational may be entertaining and vice versa, he explained. Up to now, the FCC has left initial responsibility on the entire problem with the individual station licensees, “acting in the light of his knowledge of local conditions and his practical experience,” Chairman Coy concluded.

Meanwhile, Sen. Benton spoke on the floor of the Senate last Monday on the question of educational television and his proposal for a citizens board for the broadcast media.

Again, Sen. Benton announced that “Mr. Wayne Coy has notified me that he is in accord with the bill [to create the board].” The Senator had stressed Chairman Coy’s reported agreement to the Senate earlier in August when presenting his revisions in the Senate.

Cites Tideland Rights

During his talk to the Senate, the Connecticut Democrat likened the allocation of television frequen-

NATRB DISTRICT MEETINGS

<table>
<thead>
<tr>
<th>Dates</th>
<th>Dist.</th>
<th>Hotel</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 7-10</td>
<td>N.C.</td>
<td>1-2</td>
<td>Greensboro</td>
</tr>
<tr>
<td>4-6</td>
<td>3</td>
<td>Spartanburg</td>
<td>Spartanburg</td>
</tr>
<tr>
<td>11-13</td>
<td>4</td>
<td>Savannah</td>
<td>Savannah</td>
</tr>
<tr>
<td>14-16</td>
<td>5</td>
<td>Charlotte</td>
<td>Charlotte</td>
</tr>
<tr>
<td>17-19</td>
<td>6</td>
<td>Durham</td>
<td>Durham</td>
</tr>
<tr>
<td>20-22</td>
<td>7</td>
<td>Raleigh</td>
<td>Raleigh</td>
</tr>
<tr>
<td>23-25</td>
<td>8</td>
<td>Winston-Salem</td>
<td>Winston-Salem</td>
</tr>
<tr>
<td>26-28</td>
<td>9</td>
<td>Charlotte</td>
<td>Charlotte</td>
</tr>
<tr>
<td>29-31</td>
<td>10</td>
<td>Spartanburg</td>
<td>Spartanburg</td>
</tr>
</tbody>
</table>

UCCOMING

The exercise of the authority...
WEWS SHIFT
Daughter Subs for Mother

WHEN Dorothy Fuldheim, news commentator for WEWS (TV) Cleveland, left for a tour of European capitals, her place was taken by Dorothy Fuldheim.

Daughter Fuldheim is taking the air for her mother, regular WEWS commentator, who is taking the air for her trans-oceanic tour.

Mrs. Fuldheim, during a two-week, 17,000-mile trip, planned to interview important personalities in London, Paris, Berlin, Rome and Madrid. While she was away, Miss Fuldheim will serve as her substitute on the Duquesne Brewing Co. news program, Highlights of the News.

No stranger to a microphone, Miss Fuldheim has conducted her own TV newscasts. At one time she competed for audience by appearing on FM newscasts while her mother was doing her regular TV stint.

CITES TV THREAT
At Publishers' Meeting

TELEVISION was depicted as a threat to the printing and publishing business fortnight ago at the annual convention of the International Photo-Engravers Union of North America (AFL).

Chairman J. B. Fisher of the Gravure Printers Negotiation Committee told the delegates in New York that TV's growth already has upset the advertising market of the publishing field, and warned that the effect of 16 million sets in use by 1962 would be to "take advertising dollars locally as well as nationally." Advertising money which otherwise would be allocated to the publishing industry, he said, is going at least in part to television.

PRODUCTION FIRM
Set Up for TV in Houston

ORGANIZATION of a TV production firm, Montrose Studios, Houston, to turn out spot announcement cartoons, shorts, features and other material has been announced by Bill Wilson, account executive at KOOU Houston, who will head up sales and promotions for the new firm.

Production schedules designed to produce material for KPRC-TV Houston and other TV outlets, with the eventual lifting of the freeze, are now being mapped, according to Mr. Wilson. Organization will comprise staffs for makeup and dance numbers and include two cameramen and film editors, a director to handle scripts and production, and a business manager. Firm will be located at 4401 Montrose Blvd., Houston.

KLAC-TV Hollywood has completed construction of its new art stage unit, erected at cost of $18,750. It allows 2,500 square feet for construction of props, sets and backdrops for TV programs.

RCA Tube Distributors are the leading distributors in their territories ... and are fully equipped to offer you efficient, local service on your RCA tube requirements.

For the best tubes that money can buy ... order RCA quality tubes from the RCA Tube Distributor in your locality.

* RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the dependability and operating economy of every RCA television tube. To get all the performance you pay for ... buy RCA quality tubes.

CREDITS WATV
Rep. Rodino Cites Programs

CONGRATULATING WATV (TV) Newark on its first year anniversary in programming Federal Affairs Forum, a New Jersey Congressman has credited the station in taking "the lead in producing educational programs."

In the Aug. 17 Congressional Record, Rep. Peter W. Rodino Jr., a Democrat, said "at the present time we are hearing a great deal about educational television and the fact that area television programs have a serious informational content." WATV's programs, including Know Your State, are examples of "civic functions that fulfill a need on the part of our citizens," he said. "Only with leadership like this in our radio and television stations can we here in Congress be assured that our citizens are being fully informed through all modern media of communications."

The forum program features interviews with members of Congress and of government by college students from the metropolitan area.

Animal Talent

LIVESTOCK and pets were stars on their own show series via TV in Milwaukee fortnight ago as the American Veterinary Medical Assn. met for a four-day convention. Four-hour-long closed circuit telecasts originated from Milwaukee Auditorium with cows, horses, pigs, dogs and cats appearing in medical demonstrations for 2,700 veterinarians. They watched clinical techniques on two 6-by-9-foot screens a floor above the origination site. The telecasts, believed to be the first ever involving animal surgery, included demonstrations as anesthesia so that animal operations can be performed painlessly; cattle disease tests, and autopsies on poultry to ascertain the diseases causing death. Equipment was installed in cooperation with WTMJ-TV Milwaukee.
on the eve of football's 1951 regular season debut, more than a score additional sponsors have joined the lengthening list of gridiron broadcast sponsors [broadcasting • telecasting, Aug. 20].

Latest reports include:

Professional, college and high school football will be broadcast this fall by KQV Pittsburgh. Station Manager James F. Murray reports four exhibition games of the Pittsburgh Steelers, MBS' 10 college football Games of the Week, and eight Mount Lebanon High School games will be carried. Local sponsor, Sylvania TV dealers, has been signed for the MBS games. High school contests will have local Kaiser-Frazer dealers paying the tab. Professional tilts are being sponsored by Atlantic Refining Co.


KQV Schedule
KQV stockton, Calif., of the McClatchy stations, has a full football schedule: Ten home and road games of the College of the Pacific, sponsor, Tidewater Associated Oil Co.; professional San Francisco 49ers (17 games), sponsor, Goebel Brewing Co., and seven Game of the Week (ABC) broadcasts. Station also will air two weekly football programs.

In Albany, N. Y., WPTR will cover four exhibition games and 12 season contests of the New York Giants, professional footballers. Sponsor is Miller's High Life beer.

Eleventh pigskin year for WKRC Cincinnati, with Syd Cornell and Ed Kennedy calling the plays, again features the complete U. of Cincinnati schedule. Sponsor is Frisch Restaurants of Cincinnati.

WCFL, Chicago Federation of Labor station, after prolonged negotiation, has obtained rights to 17 Chicago Cardinals contests which include both regular and exhibition games of the professional team. Package, with pre and postgame shows, will sell for about $45,000. Sinclair Oil Co. is picking up the check for the regular season games. American Vitamins, U. S. Steel, Atlas Brewing and Sandra Motors are expected to be adjacent sponsors of exhibition slate.

KYW Philadelphia has been granted exclusive air rights to the 10-game home and road schedule of Temple U. Plans call for Sportscasters Allan Gars and Lee Allen to handle four night and six afternoon contests commencing Sept. 21. Games will be played on Fridays and Saturdays.

Stations also reported other pigskin activity. WWSW Pittsburgh Sports Director Joe Tucker has completed a series of tape-recorded interviews with Pittsburgh Steelers stars for use on his sportscasts. Mr. Tucker will handle play-by-play of pro games on WWSW for the 10th consecutive year this season.

Philo Distributors Inc., and metropolitan Philco dealers will present play-by-play broadcasts of the Notre Dame football schedule over WMCA New York, starting with the Indiana game on Sept. 29. Joe Boland, one-time Notre Dame player and line coach, will handle the broadcasts, which will include all of the "Fighting Irish" games except the Notre Dame-Navy game on Oct. 6. Substitute for Navy game is Army-Northwestern.

AT INAUGURATION in New York of AT&T's $40 million, 3,000-mile transcontinental microwave radio relay for telephone service Aug. 17 were (l to r): H. T. Killingsworth, AT&T vice president in charge of the Long Lines Div., Wayne Cey, FCC chairman, and Cleo F. Craig, AT&T president. Ceremony marked the first phone call to span the country by radio rather than by wire or cable [broadcasting • telecasting, Aug. 20].
A SWAPPING PARTY
WKNX Charleston, W. Va., recently held fourth annual Swap Shop party at home of listener. Swap Shop program airs swaps listeners would like to make. Mike Wynn, m.c., reports swaps that are made, and one swapper is awarded gardenia corsage. Each year one woman swapper volunteers her home for party, inviting listeners. Each listener brings articles for another. If not suitable, swapping begins.

HARD GUESSING
WFGM Fitchburg, Mass., Coffee With Curtis, telephone contest featured old record of Sammy Kaye playing "Blue Skies." Difficulty in naming band was that song was arranged by Ralph Flanagan, noted band leader, and therefore not played in usual Sammy Kaye manner. After $1 calls in period of 12 minutes, Allan Curtis, m.c., awarded housewife winner five new non-breakable records.

MYSTERY VOICE
KHUB Watsonville, Calif., in cooperation with local Chamber of Commerce sponsored two-week "Mystery Voice" contest. Gifts were donated by local merchants for winner, who guessed "Mystery Voice." Promotion featured Marie Windsor, movie star, who was "Voice." Miss Windsor awarded prizes to winners. Station constructed redwood cabin in city park to stimulate interest in contest.

DUTCH SAYINGS
WTMJ - AM-TV Milwaukee has published Milwaukee Talk based on typical sayings of old German population in city. Expressions collected through contest on WTMJ's 50th Anniversary show. Booklet used colorful English translations of old German and other sayings along with illustrations.

BLOOD NEED
WSYR-TV Syracuse and WFMY-TV Greensboro, N. C., have brought need for blood donations to public through TV shows. WFMY-TV has entire local blood bank in studio to show viewer how easy it was to give donations. Director Tom McCollum gave bank pint of blood as viewers watched. WFMY carried entire process of blood from taking to testing. Complete operation was topped with Program Director Comer Leach's donation. During speech by Mr. Leach he related his feelings to audience. Local Greensboro Red Cross official reported public service show drew great many responses.

FIRST HAND SELLING
KNBC San Francisco sending small recording to timebuyers and agencies based on Judy Deane Show. Record is sales pitch beamed to timebuyers by Judy Deane herself. Station officials think record will attract more interest than printed promotion. Unique promotion comes in small envelope saying "This package contains a personal message from Judy."

CAN GOODS SELLING
WFBF Baltimore sending trade and advertisers promotion piece according to small can from Gomer Lesch's donation. Piece explains that Gibb Packing Co. received wonderful results through station advertising of beans. Letter on inside of folder from Gibb's president praised use of WFBF in advertising product. Piece headed "How to bring Gibbs to his nubs... on the right Baltimore station..."

AUDIENCE PROBLEMS
KTTV (TV) Los Angeles, Opinion Please, Tues., 9:30-10 p.m. (PDT), started Aug. 28. Panel of five station "experts" attempt to answer problems submitted by home audience. Prizes are given for best problem submitted on basis of human interest and humor. Additional prize of Denrus wrist watch given bearer of problem getting best reaction from studio audience and panelists. Permanent members of panel are Bill Welsh, sports and special events announcer; Fred Nelson, m.c. of KTTV's Come Into the Kitchen, and Judy Leatherman, station stage hand. Two additional guest panelists are chosen weekly.

OLD PRODUCTIONS
KTLA (TV) Hollywood, Flicker Switches, Thurs., 7:30-8 p.m. (PDT). Oldtime comedy film shorts of 1915-1918 era, with suitable comment by Bud Stefan.
August 24 Decisions . . . .

BY THE COMMISSION EN BANC

KWSL, Santa Barbara, Calif.—Granted application for change trans. site of KWSL (TV) new Ch. 2, to Lee's Summit, Mo., with operation with reduced power from 6 W to 1000 W, visual and 300 W aur.; install new ant., and make other changes; estimated new construction cost $120,000.

BY THE SECRETARY

KPIX San Francisco, Calif.—Granted increase in trans. output power of 4.9 kw to 9 kw, and aus. power from 2.5 kw to 5 kw.

WLAV-TV Grand Rapids, Mich.—Granted increase in trans. output power from vis. 3.5 kw to 5 kw, and aus. power from 1.76 kw to 2.5 kw.

August 24 Applications . . . .

ACCEPTED FOR FILING

Modification of CP

WNPT Tuscaloosa, Ala.—Mod. CP new AM station for approval of an- and change trans. activities; added condition of the CP to require operation within proposed location of station per filings of applicant.

WWVA-FM Wheeling, W. Va.—Mod. CP new FM station for extension of completion date.

WNDE (TV) New York—Mod. CP to change ERP type ant. etc. for extension of completion date to 12-15-51.

AM—1430 kc

KAGH Crockett, Ark.—CP to change from 1400 to 1340 kw 250 w un.

AM—1430 kc

WMSC Covington, Ga.—CP to change from 1400 kw 250 w un. to 1400 1 kw D etc.

AM—1400 kc

WNKD Orangeburg, S. C.—CP to change from 1270 kw to 290 kw 1600 1 kw un. DA-N.

AM—290 kc

FCC actions

August 24 Through August 30

August 27 Decisions . . . .

BY THE COMMISSION EN BANC

Petitions Granted

KWSL, Santa Barbara, Calif.— Granted application for change trans. site of KWSL (TV) new Ch. 2, to Lee's Summit, Mo., with operation with reduced power from 6 W to 1000 W, visual and 300 W aur.; install new ant., and make other changes; estimated new construction cost $120,000.

By the Commission En Banc

Designated for Hearing


KCSJ Puebla, Colo.: KMPC Los Angeles, Calif.: KJRC Miami, Fla.: KOKX Fort Wayne, Ind.—Designated for hearing in consolidated proceeding with Circle Station in Washington Oct. 1; WINK Fort Myers, Fla.—Designated for proceeding with respect to WFCF.

Luke H. Wetherington, N. C. and Eastern Carolina Coast, Ga.: County Engineer—Designated for hearing in consolidated proceeding in Washington Oct. 1, 1952; to be heard on simultaneous operation on 1490 kc 250 w un; in cities having physical separation of 1 mile.

KWBR Oakland, Calif.—Designated for hearing in consolidated proceeding in Washington Oct. 1; to be heard on simultaneous operation on 1430 kc 250 w un; in cities having physical separation of 1 mile.

WIND Trenton, N. J.—Designated for hearing in Washington Oct. 8 application to change trans. location and type trans.
A 14-year background—Established 1938—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOnclair 3-3000
Laboratories Great Notch, N. J.

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
952 NATL. PRESS BLDG., NA. 3373
WASHINGTON, D. C.
Member AFCCE®

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON, D. C.
Member AFCCE®

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2561
Member AFCCE®

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE®

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Communications
1800 M St., N. W. Wash. 6, D. C.
Executive 1800—Executive 5671
(Night—holidays—Lockwood 5-1819)
Member AFCCE®

GUY C. HUCKETSON
1100 W. ABBAM ST. AR 4-871
P. O. BOX 22
ARINGTON, TEXAS

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

TV—Ch. 5
KSTP-TV St. Paul, Minn.—CP to change ERP from 92.7 kw vis. 17.7 kw sur. to 98.7 kw vis. 54.3 kw sur. and add power amp, to trans. equip.
License Renewal

APPLICATION RETURNED
KNX Dalhart, Tex.—RETURNED request for assignment of license.

August 29 Decisions
ACTIONS ON MOTIONS
By Comm. Rosel H. Hyde
KROY Sacramento, Calif.—Granted petition for continuance of hearing from Sept. 7 to Dec. 7 in Washington in proceeding re application.
KIRI Seattle, Wash.—Granted petition for continuance of hearing from Sept. 15 to Dec. 15 in Washington, D.C. in proceeding re application.

The Gadsden Radio Co., Mobile, Ala.—Granted petition of Aug. 17 for leave to amend application so as to specify 990 kc 1 kw D in lieu of 130 kc 250 w untl.; application as amended, removed from hearing docket. Dismissed petitions filed on July 3 and 5 for leave to amend.

WMGR Balbridge, Ga.—Granted petition for dismissal without prejudice of application.


(Continued on page 87)
C L A S S I F I E D  A D V E R T I S E M E N T S

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—$1.00 minimum • Help Wanted, 20¢ per word—$2.00 minimum
All other classifications 25¢ per word—$4.00 minimum • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg, Washington, D. C.

All transcription, photo, etc., sent to box numbers are sent at owner’s risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

North midwestern 250 watt network affiliate has immediate opening for General Electric studio control operator. See station and a proven station. Salary of present manager receives $8,000. Send complete resume and photograph together with photo. Box 737K, BROADCASTING.

Salesman

Salesman for local accounts. Draw and commission. Texas station. Box 625K, BROADCASTING.

Salesman for 1000 watt network affiliate. Prosperous Michigan community where retail sales are way above national average. Guaranteed salary. Give background, references and first letter. Box 800Q, BROADCASTING.

Salesman with car. Rocky Mountain ABC affiliate, promotional, stable station. Permanent. Excellent opportunity. Send snapshot with full details in first letter to Box 706K, BROADCASTING.

A good sales position with excellent opportunity for advancement now open in growing industrial market of $5,000,000 in Oklahoma. Fulltime two-fifty 755K. Send complete resume and photograph with new business. High pressure selling send detailed resume and references. Box 706K, BROADCASTING.

Salesman, male or female, for one of Connecticut’s best salesmen at a major station. Base salary, commissions. Salesmen: Write to Box 814K, BROADCASTING.


Experienced salesman, prefer man familiar with Washington, D. C. market. Open for right man. Send disc, full details to Box 800Q, BROADCASTING.


Announcer

Opening in Minnesota station for announcer interested in selling time. Must have car and drive. Write to Box 705K, BROADCASTING.


Announcer–salesman with car. Wyoming ABC affiliate. Prefer man with disc and required with application letter giving all complete details. Write Box 755K, BROADCASTING.

Fulltime two-fifty watt regional station. Oklahoma needs good versatile announcer. Must be able to work without a script and to operate General Electric audio studio control board. Send full particulars and disc Box 737K, BROADCASTING.

Help Wanted (Cont’d)

Announcer, some experience—1 kw near N. Y. No proramas. Box 801K, BROADCASTING.

Announcer for general staff work. Sports shows always if qualified. Send letter, disc, and snapshot. Box 755K, BROADCASTING.

Announcer—Staff man with disc–lock background for existing vacancy at top mid–southern independent station. 3–5 years experience preferred. Must be able to operate needed. We are looking for a man who has lost the wanderlust. State all particulars in first letter with tape. Box 816K, BROADCASTING.

Wanted: Announcer–engineer for early morning news. Must know copy, have some early morning programs. Hours of work average around 45 hours weekly. This is an excellent opportunity for the right man who has experience and is ready to work readily upon ability. Radio Station KSBT, Box 349, McCook, Nebraska.

Combination man wanted for immediate opening. Send letter, disc and snapshot. KHIT, Lampassas, Texas.

Immediate opening, experienced announcer—40 month. No 240 month period. Start early $400 month. EK hunting sports area. All mail photo and disc with detailed resume and references. Box 800Q, BROADCASTING.

Network station needs good announcer with first class license. Ability to do commercial work and permanent position in excellent camera. Local man. Work with Bradford, KSBT, Sulphur Springs, Texas.

$35 monthly. Needed experienced announcer for affiliation. State salary, day and night. 8 day week. Prefer applicant from south or southwest who will appreciate ideal working conditions in modern studio. Send details, Manager, KTVF, Brownfield, Texas.

Immediate opening for experienced announcer–engineer with position with future for right man in 3 kw ABC daytime station in Colorado. KGHP, Pueblo, Colorado.

Wanted by southeastern network affiliate. Capable announcer for news and special programming. Prefer man with attractive salary and ideal working conditions. WHMA, Anniston, Alabama.

Wanted. Two experienced announcers. Prefer man who has worked leaf tobacco markets and from North Carolina, South Carolina, Virginia, or Georgia. Good working conditions, no travel and good working conditions. WRNC, Henderson, telephone 736.

Announcer with first class license, will consider inexperienced man having transplant ability. WKRC, Bogalusa, Louisiana.

Wanted: Reliable combo man. Experienced, but no experience necessary. Right man. Write, call or see Jim Eckert, WDKL, Cloquet, Minnesota.

Immediate openings. Experienced announcer with board knowledge. Opportunities for capable man. 40 hour week, 22 weeks vacation. Send disc and photo. Ed Eckert, Program Director, WDKL, Cloquet, Minnesota.

Announcer-operator wanted. Regional ABC. WKTY, LaCrosse, Wisconsin.

NBC affiliate has opening for above. Thoroughly experienced announcer. Opportunity for full–time employment. Send complete disc, snapshot, complete outline qualifications including past and expected earnings, WSAY, Savannah.

Help Wanted (Cont’d)


Technical

Engineer or combination for 250 watt station near N. Y. Box 508K, BROADCASTING.

Transmitter operator, mid–September opening. Must have first experience. Experience unnecessary but prefer man with amateur or servicing background. Box 755K, BROADCASTING.

First class operator in upstate New York. Good wages. Write Box 729K, BROADCASTING.

Immediate opening for combination man. Send letter, disc and snapshot. Box 755K, BROADCASTING.

Engineer wanted for immediate employment. Send letter of details. Box 705K, BROADCASTING.

Wanted—Engineer, first class license, no experience. Send snapshot. First salary, $798K, early morning show. Box 814K, BROADCASTING.

Wanted: Engineer capable assuming duties and responsibilities of chief in long established station between 250 network affiliate. If interested, kindly contact Box 814K, BROADCASTING.

Wanted—Engineer with position with first class license. Experience not required. Western Penna. 250 watt. State minimum salary. Address Box 812K, BROADCASTING.

Texas independent wants female engineer–announcer. Start today. No engineering ability or experience required. First class license. Box 811K, BROADCASTING.

Wanted, with some announce–engineer position with future for right man in 3 kw ABC daytime station in Colorado. KGHP, Pueblo, Colorado.

Combination engineer–announcer with position with future for right man. Needed immediately. Box 810Q, KJCK, Junction City, Kansas.

Wanted—Chief engineer for 1000 watt daytime station, KFPM, Carlsbad, New Mexico.

First class engineer. No experience necessary. WASA, Havre de Grace, Md.

Wanted: Combination engineer–announcer with position with future for right man. Wanted immediately. WKLY, WDLN, LaCrosse, Wisconsin.

Wanted: Combination engineer–announcer with position with future for right man. Must have first class license. WCFV, Clifton Forge, Virginia.

Engineer, first license for 1000 watt daytime station, experience desirable but not necessary. Car essential. WQDL, Springfield, Tenn.

First class engineer–operator needed immediately for fulltime station. WPAL, Altoona, Pennsylvania.

Southeastern network station wants experienced first class operator with car. Prefer combination engineer–announcer, able to work as well as transmitter watch. Computer–type, with at least a half hour opportunity for placing man going to TV after five years our staff. Write, wire or phone Bill Atkinson, WGBA, Columbus, Georgia.

Help Wanted (Cont’d)

Wanted: Engineer with first class ticket. NBC station, WGRM, Green- wood, Mississippi.

Immediate opening for engineer first class. Experience not necessary. Starting salary, $5000. WKY, CBS in Fort Myers, Florida.

Have immediate opening for transmitter engineer. No experience necessary. WKBK, Chief Engineer, WJBF, Augusta, Georgia.

Wanted, engineer for AM and FM NBC affiliate, WKPT, Kingsport, Tenn.

Transmitter engineer with car wanted. Associated with ABC station. Contact Harold White. WKTY, La Crosse, Wisconsin.

Engineer–announcer, auto necessary. Send sales requirements and full details first letter to WZRX, York, Penna.

Production–Programming, Others

News director, able to take full charge of a live wire news room in a leading 5000 watt, north–central network affiliate. Must be a topflight newsmaster, thoroughly experienced in local reporting, editing wire copy and able to direct other news personnel. Reply in confidence, giving detailed previous experience. Application available and attach small photograph. Box 4X, BROADCASTING.

Woman copywriter. Southwest. Send audition disc, copy and recent photo, Box 672K, BROADCASTING.

Experienced secretary–copywriter wanted for immediate opening. Position opening in September. Please send resume, references and salary required. Box 675K, BROADCASTING.

Experienced writer for large copy department of ABC station, good 70 APRA minimum. Box 817K, BROADCASTING.

Newsmen: We are interested in a return of our former newsmen. Will take charge of news program for our Dallas–Fort Worth stations. Write, rewrite local staff and national news. Write WEDL, Olean, New York.

Situations Wanted

Managerial

Experienced executive, former NAB official, twenty years operating, adminis-
ter. Home in South. With the years in Washington, available for major market. Has traveled travel. Own Chevy Chase home; extensive civic, club and government experience. Will work for $5000 per year, now requires too long absence from home. Will make change to thirty to sixty days per year. Write 500K, BROADCASTING.

Experienced station manager with successful record and sales ability. Making change for understandable personal reason, with recommendations of all past station employees. Can bring hometown engineering and sales backgrounds. Please address: Manager, Jonesboro Box 267, Sanford, North Carolina.

Salesmen

Fifteen years NBC sales, local spot, network experience. Currently employed. Considering leave New York City. Box 744K, BROADCASTING.

Salesman, good record, references, full details and audition by personal interview. Salary $12,000 or over. Box 905K, BROADCASTING.

Assistant in programming. Radio station. WRJE, Eustis, Florida. Box 755K, BROADCASTING.

Announcers

WANTED TO BUY

Stations

Owner-operator will purchase regional or local network station. Must be complete and dismantle. Write Radio Station KXV, Vancouver, Washington.

Equipment, etc.

Wanted—used RCA "89" A micro transistor, 1550T11, 1550T10, and 1550T21 senders. Write Audio West, 1715 E. 49th St., Kansas City, Missouri.

Am constructing one kw station. Need all equipment, write Rose M. Kirby, WBOG, Scottsboro, Alabama.

500 watt transmitter and frequency modulation system, guyed tower. Contact C. Chamberlain, F. O. Box 458, Bellefontaine, Ohio, or phone 5-2506.

Miscellaneous

Learn how to speak and write for radio. Send for practical text book with analysis—Home Study Reading Course, Introductory offer (two months only) for $5.00. Address Box 784K, BROADCASTING.

Help Wanted

Announcers

DISC JOCKEY WANTED

Must have previous record as D.J., in a competitive market. A real opportunity awaits you on WRUM, Augusta, Ga., 712 kw, south of Augusta in the Savannah area, 2 kw network station, metropolitan south central market. Give full particulars a few previous experience, salary earned and expected, and attach small photo. Confidential. Box 450K, BROADCASTING.

MORNING DISKER

Well-known in East Coast trade circles... successful in highly competitive metropolitan markets.

WANTS

Morning show and Production Directorship of medium Indie in West. I want relatively few hands and small budget to develop and sell commercially-sound ideas. Offer must match experience and previous accomplishment. Will consider high-cost-index area. Write or wire Box 722K, BROADCASTING.
GAB MEETING
Full Program Announced

COMPLETE program of the Georgia Assn. of Broadcasters summer meeting was announced last week by Ben Williams, GAB president and commercial manager of WTOC Savannah. The meeting will be held at the King and Prince Hotel on St. Simons Island, Ga., Sept. 6-8.

Among speakers scheduled are Oliver S. Gramling, assistant to the general manager for radio AF, Tucker Wayne, president of Tucker Wayne & Co.; Wythe Walker, station representative; and Thurman Sensing, executive vice president, Southern States Industrial Council.

The program follows:

Thursday: Afternoon registration.
Friday: Morning registration: 12 noon, opening session with Dorsey Owen presenting the BMI-Young Composers Award, followed by自然界; 1 p.m., lunch with a talk by Mr. Gramling; 3 p.m., Mr. Wayne's address; 3:45 p.m., James Calhoun, public relations director, Delta Airlines; 6 p.m., Convivial Hour; 7 p.m., party with Mr. Walker.
Saturday: 12 noon, Miss Gertrude Gordon, groups liaison representative, Office of Public Affairs; 1 p.m., lunch with talk by Mr. Walker.

WEATHERS TO WBS
83 New Stations Added

JAMES WEATHERS has resigned as commercial manager of WNXE Macon, Ga., to join World Broadcasting System as a field sales representative, Robert W. Fried- 

heim, general manager of World, announced Thursday. Cy Kaplan, previously with Tel-Air Corp., has also been added to the World field force, Mr. Friedheim said, noting that the two appointments are the first step in a WBS program to expand services to its more than 800 affiliated stations.

WBS during the period June 1-
August 27 added 83 stations to its list of library affiliates to bring the total to 827 subscribers. WBS also signed 197 renewals of existing contracts during the summer, which showed a 48% over-all increase in business compared to the same period of 1950. The 1951 summer record, best in the com-
pany's 20-year history, was attributed to local programming and local sales.

New England
$15,000 Down Payment

The only station in a very at-
tractive New England city with a popula-
tion of more than 35,000, having retail sales in excess of $45,000,000.00. This is an un-
usual opportunity for a qualified operator to purchase an im-
portant facility on a favorable financing arrangement.

SOLD

The property that was scheduled in this issue of BROADCAST-
ing has been sold to one of 
Blackburn-Hamilton Company's 
qualified buyers. For careful handling, on a strictly confidential basis, to buyers we have checked and know are qualified — not just information seekers with no interest in the property with our national organization.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
CHICAGO
SAN FRANCISCO
W. A. Blackburn
Harold R. Ruby
R. W. Hambly
235 Montgomery St.
Ex4862
Sterling 431-2
Delaware 7-2132-6

Page 84 • September 3, 1951
<table>
<thead>
<tr>
<th>Program</th>
<th>Hours per Week</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corliss Archer</td>
<td>½</td>
<td>N. W. Ayer &amp; Son</td>
</tr>
<tr>
<td>CBS Football Round-up</td>
<td>3</td>
<td>Maxon Inc.</td>
</tr>
<tr>
<td>Renfro Valley-Sunday Morning Gatherin'</td>
<td>½</td>
<td>Benton &amp; Bowles</td>
</tr>
<tr>
<td>Renfro Valley-Country Store</td>
<td>1½</td>
<td>Benton &amp; Bowles</td>
</tr>
<tr>
<td>Gangbusters</td>
<td>25 min.</td>
<td>Young &amp; Rubicam</td>
</tr>
<tr>
<td>Hopalong Cassidy</td>
<td>½</td>
<td>Young &amp; Rubicam</td>
</tr>
<tr>
<td>Second Mrs. Burton</td>
<td>1¾</td>
<td>Young &amp; Rubicam</td>
</tr>
<tr>
<td>News</td>
<td>5 min.</td>
<td>Benton &amp; Bowles</td>
</tr>
<tr>
<td>Wendy Warren</td>
<td>1½</td>
<td>Foot, Cone &amp; Belding</td>
</tr>
<tr>
<td>Hallmark Playhouse</td>
<td>½</td>
<td>Campbell-Mithun</td>
</tr>
<tr>
<td>Edw. R. Murrow</td>
<td>½</td>
<td>Foot, Cone &amp; Belding</td>
</tr>
<tr>
<td>Music With the Hormel Girls</td>
<td>½</td>
<td>Campbell-Mithun</td>
</tr>
<tr>
<td>Edw. R. Murrow</td>
<td>¾</td>
<td>Needham, Louis &amp; Broby</td>
</tr>
<tr>
<td>CBS Newsreel—Sunday Desk</td>
<td>¼</td>
<td>Needham, Louis &amp; Broby</td>
</tr>
<tr>
<td>King Arthur Godfrey &amp; His Roundtable</td>
<td>½</td>
<td>Warwick &amp; Legler</td>
</tr>
<tr>
<td>Arthur Godfrey's Talent Scouts</td>
<td>½</td>
<td>Young &amp; Rubicam</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>1</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>Arthur Godfrey Show</td>
<td>1¼</td>
<td>Ruthrauff &amp; Ryan</td>
</tr>
<tr>
<td>Ann Jency</td>
<td>1¼</td>
<td>Ruthrauff &amp; Ryan</td>
</tr>
<tr>
<td>Arthur Godfrey Show</td>
<td>½</td>
<td>Cunningham &amp; Walsh</td>
</tr>
<tr>
<td>Bing Crosby Program</td>
<td>1½</td>
<td>Cunningham &amp; Walsh</td>
</tr>
<tr>
<td>Longines Symphonette</td>
<td>1¼</td>
<td>Victor A. Bennett Co.</td>
</tr>
<tr>
<td>Choraliers</td>
<td>½</td>
<td>Victor A. Bennett Co.</td>
</tr>
<tr>
<td>Frank Gong, News</td>
<td>½</td>
<td>Duane Jones Co.</td>
</tr>
<tr>
<td>People Are Funny</td>
<td>½</td>
<td>Leo Burnett Co.</td>
</tr>
<tr>
<td>Frank Gong, News</td>
<td>½</td>
<td>Duane Jones Co.</td>
</tr>
<tr>
<td>Allan Jackson and The News</td>
<td>1½</td>
<td>Young &amp; Rubicam</td>
</tr>
<tr>
<td>Hilltop House</td>
<td>1½</td>
<td>Geoffrey Wade Adv.</td>
</tr>
<tr>
<td>Curt Massey Time</td>
<td>1½</td>
<td>Geoffrey Wade Adv.</td>
</tr>
<tr>
<td>Vinilus Time</td>
<td>1½</td>
<td>Klaus-Van Pieterson-Dunlap Assoc.</td>
</tr>
<tr>
<td>Arthur Godfrey Show</td>
<td>1½</td>
<td>McCann-Erickson</td>
</tr>
<tr>
<td>Pabst Blue Ribbon</td>
<td>½</td>
<td>Warwick &amp; Legler</td>
</tr>
<tr>
<td>Frank Gong</td>
<td>½</td>
<td>Maxon Inc.</td>
</tr>
<tr>
<td>Dr. Pepper's Southern Sports Roundup</td>
<td>1¼</td>
<td>Ruthrauff &amp; Ryan</td>
</tr>
<tr>
<td>Horace Heidt Show</td>
<td>1½</td>
<td>The Bow Co.</td>
</tr>
<tr>
<td>Rex Allen Show</td>
<td>1½</td>
<td>Lambert &amp; Feasley</td>
</tr>
<tr>
<td>House Party 1 hr., 25 min.</td>
<td>½</td>
<td>Leo Burnett Co.</td>
</tr>
<tr>
<td>Cedric Adams</td>
<td>25 min.</td>
<td>Leo Burnett Co.</td>
</tr>
<tr>
<td>Arthur Godfrey Show</td>
<td>1½</td>
<td>Leo Burnett Co.</td>
</tr>
<tr>
<td>Edward R. Murrow</td>
<td>½</td>
<td>Raymond R. Morgan Co.</td>
</tr>
<tr>
<td>Beulah</td>
<td>1½</td>
<td>Dancer-Fitzgerald-Sample</td>
</tr>
<tr>
<td>Brighter Day</td>
<td>1¼</td>
<td>Compton Adv.</td>
</tr>
<tr>
<td>Big Sister</td>
<td>1½</td>
<td>Compton Adv.</td>
</tr>
<tr>
<td>Young Dr. Malone</td>
<td>1½</td>
<td>Compton Adv.</td>
</tr>
<tr>
<td>Guiding Light</td>
<td>1¼</td>
<td>Benton &amp; Bowles</td>
</tr>
<tr>
<td>Rosemary</td>
<td>1¼</td>
<td>Benton &amp; Bowles</td>
</tr>
<tr>
<td>Lowell Thomas</td>
<td>1¼</td>
<td>Benton &amp; Bowles</td>
</tr>
<tr>
<td>Jack Smith Show</td>
<td>1¼</td>
<td>Dancer-Fitzgerald-Sample</td>
</tr>
<tr>
<td>Ma Perkins</td>
<td>1¼</td>
<td>Dancer-Fitzgerald-Sample</td>
</tr>
<tr>
<td>Perry Mason</td>
<td>1¼</td>
<td>Benton &amp; Bowles</td>
</tr>
<tr>
<td>Arthur Godfrey (all days) Show with Toni</td>
<td>½</td>
<td>Weiss &amp; Geller</td>
</tr>
<tr>
<td>Ames 'n Andy</td>
<td>¼</td>
<td>BBDO</td>
</tr>
<tr>
<td>Vaughan Monroe Show</td>
<td>½</td>
<td>Wm. Esty Co.</td>
</tr>
<tr>
<td>Bob Hawk Show</td>
<td>½</td>
<td>Wm. Esty Co.</td>
</tr>
<tr>
<td>Larry Lesueur</td>
<td>½</td>
<td>Morey, Humm &amp; Johnstone</td>
</tr>
<tr>
<td>Charles Collinswood</td>
<td>½</td>
<td>Morey, Humm &amp; Johnstone</td>
</tr>
<tr>
<td>Harry Babbitt Show</td>
<td>½</td>
<td>Foot, Cone &amp; Belding</td>
</tr>
<tr>
<td>The World Today, Carroll Alcott</td>
<td>½</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>The Whistler</td>
<td>½</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>Songs for Sale</td>
<td>½</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>Granland Rice</td>
<td>½</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>This Is Nora Drake</td>
<td>½</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>Arthur Godfrey (all days) Show with Reid</td>
<td>½</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>Alias Jane Doe</td>
<td>25 min.</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>Mystery Singer</td>
<td>5 min.</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>Frankie Laine Show</td>
<td>½</td>
<td>Grant Adv.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program</th>
<th>Hours per Week</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>FBL in Peace &amp; War</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>The World Today, Carroll Alcott</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Life with Luigi</td>
<td>½</td>
<td>Arthur Meyerhoff &amp; Co.</td>
</tr>
<tr>
<td>Gene Autry Show</td>
<td>½</td>
<td>Ruthrauff &amp; Ryan</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Program</th>
<th>Hours per Week</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Fed. of Labor</td>
<td>Frank Edwards</td>
<td>¼</td>
<td>Furman, Piner Co.</td>
</tr>
<tr>
<td>American School</td>
<td>Gabriel Heatter</td>
<td>¼</td>
<td>EOW</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>Les Higbee &amp; the News</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Tack Back With Happy Felton</td>
<td>Gabriel Heatter</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Beltone Hearing Aid</td>
<td>Bab-O-Reporter</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Capethylene-Parnsworth</td>
<td>News With Vandeventer</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Christian Reform Church</td>
<td>Back to God</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Dawn Bible Students Assn.</td>
<td>Frank and Ernest</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Derby Foods</td>
<td>Sky King</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Gillette Safety Razor Co.</td>
<td>World Series (time indef.)</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Johns-Manville Corp.</td>
<td>Bill Henry and the News</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Kellogg Co.</td>
<td>Clyde Beatty</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Kraft Foods Co.</td>
<td>Bill Wild Hickok</td>
<td>¼</td>
<td>BBDO</td>
</tr>
<tr>
<td>Loralld, P., &amp; Co.</td>
<td>Queen for a Day</td>
<td>¼</td>
<td>BBDO</td>
</tr>
<tr>
<td>Lutheran Laymen's League</td>
<td>Lutheran Hour</td>
<td>¼</td>
<td>BBDO</td>
</tr>
<tr>
<td>Mills Labs</td>
<td>Curt Massey Time</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Murine Co.</td>
<td>Geoffrey Wade Inc.</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Pal Blade Co.</td>
<td>Rod &amp; Gun Club of the Air</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Pearson Pharmacal Co.</td>
<td>Al Paul Leffon Adv.</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Persanna Blade Co.</td>
<td>Gabriel Heatter</td>
<td>¼</td>
<td>BBDO</td>
</tr>
<tr>
<td>Quaker Oats Co.</td>
<td>Gabriel Heatter</td>
<td>¼</td>
<td>BBDO</td>
</tr>
<tr>
<td>Radio Bible Class</td>
<td>Challenge of the Yukon</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>State Farm Mutual Auto Ins. Co.</td>
<td>Man on the Farm</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Sterling Drug Inc.</td>
<td>Radio Bible Class</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>VCA Labs.</td>
<td>Cecil Brown</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Voice of Prophecy Inc.</td>
<td>Ladies Fair 2 hrs. 5 min.</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td>Williamson Candy Co.</td>
<td>Dance-Fitzgerald-Sample</td>
<td>½</td>
<td>BBDO</td>
</tr>
<tr>
<td><strong>NBC</strong></td>
<td>Harry B. Cohen Adv.</td>
<td>¼</td>
<td>BBDO</td>
</tr>
<tr>
<td>Allis-Chalmers Mfg. Co.</td>
<td>Voice of Prophecy</td>
<td>¼</td>
<td>BBDO</td>
</tr>
<tr>
<td>American Cigarette &amp; Cigar Co.</td>
<td>True Detective Mysteries</td>
<td>¼</td>
<td>BBDO</td>
</tr>
<tr>
<td>American Dairy Assn.</td>
<td>Aubrey, Moore Wallace Inc.</td>
<td>¼</td>
<td>BBDO</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>Campbell-Mithun Inc.</td>
<td>¼</td>
<td>BBDO</td>
</tr>
<tr>
<td>American Trucking</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>¼</td>
<td>BBDO</td>
</tr>
<tr>
<td>Armour &amp; Co.</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>¼</td>
<td>BBDO</td>
</tr>
<tr>
<td>Ann. of American Railroads</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>¼</td>
<td>BBDO</td>
</tr>
<tr>
<td>Bell Telephone System</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>¼</td>
<td>BBDO</td>
</tr>
</tbody>
</table>

*Only in October, EOW—Every other week.*

(Continued on page 86)
LABOR CASES

IATSE as bargaining agent for stage electricians, carpenters and property men.

The petitioners sought a clarification to determine whether the classification of “stage electricians” was intended to cover only employees bearing those titles on the payroll or those spending more than 50% of their time in placement of television lights.

In its initial decision, the board noted that under a compromise in effect at NBC in May 1950, TV lights were handled and placed by an engineer member of NABEG and stage electricians belonging to IATSE at NBC Radio City studios. At NBC's 106th St. Theatre and International Amphitheatre, only electricians handled lighting.

The order that the other NABEG defeat inasmuch as NBC has not been a supervisory employee during the period between a hearing and the election. NBC, which had not become a non-supervisory employee during the period between a hearing and the election, is still a governing body. It has been found that it had not become a non-supervisory employee during the period between a hearing and the election.

WNTB Ruling

In the NBC case, to which ABC originally was a party, examining NBC concluded that the union classified employees as in a significant unit that belongs in the unit represented by National Alliance of Theatrical Stage Employees. The board ruled that ABC had not become a non-supervisory employee during the period between a hearing and the election. NBC, which had not become a non-supervisory employee during the period between a hearing and the election, is still a governing body. It is ruled that it had not become a non-supervisory employee during the period between a hearing and the election.

NLRB Acts on WPN, WWOL and WNTB (TV)

Radio Network Clients for Fall 1951

(Continued from page 85)

Sponsor
Belmont Radio Corp.
Brown Shoe Co.
Campbell Soup Co.
Defereal-Plymouth Dealers
R. I. du Pont de Nemours & Co.
Paulteech Starch Corp.
Firestone Tire & Rubber Co.
General Foods Co.
General Mills Inc.
Gulf Oil Corp.
George A. Hormel Co.

Program
John Cameron Swayze
Highlighting the News

Martin St. McConnell
& his Butler Brown

Gang

Smilin' Ed McConnell
& his Butler Brown

Gang

Double or Nothing

Pays to Be Ignorant

Cavalcade of America

Paulteech Starch Time

The Voice of Firestone

Father Knows Best

Hymn Time

Live Like a Millionaire

Counterpoint

Music with the

Hormal Girls

who

The Hudson

The Falcon

Big Town

Sullivan, Stufler,

Conwell & Bayles

The Carmen Dragon

Show

Bob Hope Show

Dragnet

Cunningham & Walsh

Inc.

The Women in My

House

News of the World

One Man's Family

On the Line with

the

Haldell & Jacobs

Jack Pearl & Mimi

Bentzel

Gardner Adv.

Mary Lee Taylor

Gardner Adv.

Cities Service Band

of America

Philip Morris Playhouse

on Broadway

Blow Co.

Welcome Travelers

Blow Co.

Life Can Be Beautiful

Belson & Bowles

Road of Life

Compton Adv.

Pepper Young's

Piedar & Ryan

Right to Happiness

Compton Adv.

Backstage Wife

Dancer-Fitzgerald-

Sample

Lorenzo Jones

Young & Rubicon

Pure Oil Co.

Philip Morris Tobacco Co.

Procter & Gamble Co.

Pet Milk Sales Corp.

Petroleum Advisers Inc.

Phil Morris Tobacco Co.

Radio City Music Hall

Phil Morris

Procter & Gamble Co.

Compton Adv.

Phil Morris-Alice Faye

Show

The Big Show

Buchanan & Co.

Grand Ole Opry

Wm. Esty Co.

Alex Dreier (M.F.)

This Farming Business

(Sat.)

RCA

The Private Flicos

of Rex Rubans

Muralc Merry-Go-

Round

Phil Harris-Alice Faye

Show

The Big Show

Buchanan & Co.

Grand Ole Opry

Wm. Esty Co.

Alex Dreier (M.F.)

This Farming Business

(Sat.)

Stella Dallas

Dancer-Fitzgerald-

Sample

Young Widder Brown

Dancer-Fitzgerald-

Sample

Sunoco Three Star

Extra

Hendy, Ogley,

Benson & Mather

The Red Foley Show

J. Walter Thompson

Theatre Guild on the

Air

1 BBCO

Martin Kane-Private

Eye

1 UDP

Dr. Paul

Fitzgerald Adv.

Just Plain Bill

John F. Murray Adv.

Front Page Farrell

John F. Murray Adv.

BROADCASTING * Telecasting

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Airing from Editorializing, Speeches, Newscasts, Ad Libs, Financial Comment, Mystery Plots, Gossgay Announcements, Man-on-the-street Interviews. Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION — LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYEES REINSURANCE CORPORATION

Insurance Exchange Bldg. - Kansas City, Mo.
August 29 Applications

ACCEPTED FOR FILING

Modification of License
KDON Palm Beach, Calif.—Mod. lic. to change main radio station location from Santa Cruz, Calif., to San Juan Capistrano, Calif., for power increase.

WMSO Michigan City, Ind.—Mod. CP (new transmitters and equipment) for power in place, for extension of completion date from Aug. 5 to Sept. 5.

WIVI Christiansted, V. I.—Mod. CP, as mod., CP to change completion date for 90 days to Aug. 20 in place, for power.

KAM—1,460 kc

WJLL Niles, Mich.—CP to change trans. location to Long Rd., near Sandy Beach, Pa., and install new vert. ant.

FM—106.5 mc

KSTP-FM St. Paul—CP—new FM station AMENDED to change from (396.1) to (396.3) mc.

License Renewal

Following stations requested license renewal; WSOY-AM Deactur, Ill.; KYBS-FM Sheboygan, Wis.

APPLICATION RETURNED

WIBS Sutures, P.—RETURNED application for assignment of license.

August 30 Decisions

BY THE COMMISSION EN BANC
SEA Granted

WRFV(FM) Winchester, Va.—Granted request for extension of special experimental permit to Oct. 15, 1951, to establish FM station.

FM Plan Amended

The Commission proposed to amend Renda Telecasting, Ltd., for Class B FM Stations to substitute Ch. 74 for Ch. 12 in connection with remote control from studios, to March 1, 1952.

SSA Extended

KOB Albuquerque, N. M.—By order, the Commission granted a 30-day extension on SSA applications to 770 kc 25 kw N 50 kw L.S. unl. for 6 months from Sept. 1; grant is without prejudice to any action the Commission might take during this period to comply with the decision of U. S. Court of Appeals for the District of Columbia in this matter.

Siene Authorized

KODI Cody, Wyo.—Granted authority to request license for 30 days for purpose of selling station.

Authority Extended

WJO Chicago—authorization under 47 C.F.R. 73.517(a) for extension of authority for 6 months from Oct. 1 to operate with 9 kw, power reduced to 2 kw, pending recommission of authorized DA.

WEN-TV Buffalo, N. Y.—Granted CP to move trans. site 2 miles from center of Buffalo to Colden, N. Y.

License Renewals and Extensions

Following commercial TV, experimental and AM, stations were granted further temporary extensions of licenses to Dec. 1.


Following FM stations were granted temporary extension of licenses to Dec. 1: WJFB Elkin, N. C.; WSHX Harrisburg, Pa.; WGO-FM Ames, Iowa—Granted temporary extension of licenses of non-commercial educational FM station to

OPC FORMULAS

Could Affect Radio-TV

STABILIZATION officials were busy in Washington today trying to promulgate orders and regulations which will affect the advertising and radio-TV industries. The NABA Reorganization permitted advertising and other interests involved in promoting private brand products by grocery wholesalers to be reflected in jobbers' selling prices. This is expected to be a precedent for large food chains, supermarkets and other types of food retailers.

One another from the proceedings is proceeding to reverse Ceiling Price Regulation 22 to permit advertising and other overhead costs to be accounted in a product's selling price. This is expected to be a precedent for large food chains, supermarkets and other types of food retailers. A new system will be patterned after the Gapenham formulas (BROADCASTING INC • TELECASTING, Aug. 27) that is contained in the amended Defense Production Act.

The Wage Stabilization Board still must come up with ruling on whether radio-TV workers are to be exempt from wage ceilings in the way their industry is exempt under the Control Act.

The Salary Stabilization Board last Wednesday appointed a committee to study the salaries of screen, radio, state and television employees who come under its jurisdiction.

The three-man committee, chaired by B. P. Henrich, formerly of the Agriculture Dept., will confer with employers and employees in the talent field and present recommendations. The members who are the leading buyers of advertising.

"...it was the most successful sale we have ever conducted"

CLEAR CHANNEL Home of the NATIONAL Barn Dance

TWA Changes Plans

TRANS-WORLD Airlines will not resume the weekly half hour trans-

nscbe NBC The Blandings in fall as planned because Cary Grant and his wife, Betsy Drake, who played the roles, are unable to continue in the series due to heavy movi

encies. Agency is BBDO, New York. Don Sharpe, Holly-

wood program package, has audi-

ence, Robert Cummings and Jane Wyatt for the title roles with ex-

ration of originating from New York with a new sponsor.

Successful marketing is an integrated operation. Printers’ ink stands alone as the one publication that reports every phase of marketing completely, that integrates all the complexities of marketing for the advertising, management, sales and agency executives who are the leading

September 3, 1951 • Page 87
August 30 Applications

ACCEPTED FOR FILING

Modification of License

KBCQ San Diego, Calif.—Modified lic. to change from DA-DA to DA-N.

KBOX Auckland, Ohio—Granted

KGD& Fergus Falls, Minn.—Modified cp to change frequency etc. for extension of completion date.

WRWF Manchester, N. H.—Modified cp for new AM station for extension of completion date.

License for CP

WLEA Minnetonka, Minn.—License for new AM station from partner ship d/b as Clinch Valley Best Co. to Clinch Valley AM.

AM-1420 kc

Chehalis, Wash.—cp new AM station 80 kw D AMENDED to change to 1420 kc.

License Renewal

Following stations recently renewed for new owners for 1 year:

KGWQ Bay City, Mich.; WMMP Smithfield, N. C.

HALL TO WCCO

Appointed Sales Manager

ROY W. HALL, account executive on the television sales staff of CBS Radio Sales since January, preceded by three years as an AM account executive for WRNO Sales, has been appointed sales manager of WCCO Minneapolis, CBS-owned station, effective immediately.

Starting with the Hearst newspapers in 1936, Mr. Hall next joined the sales staff of James Leads & Sons, manufacturing company, returning to advertising and entering radio in 1940 with the sales service department of WOR New York City. In 1941 Mr. Hall moved to ABC as an account executive in the network's spot sales division.

After three years war service in the ETO as a first lieutenant in the Army Air Corps, he returned to ABC, then moved to CBS Radio Sales in 1945.

WJR Dividend

DIVIDEND of 10 cents per share, payable Sept. 14 to shareholders as of Sept. 7, was declared this week by directors of WJR The Goodwill Station Inc., Detroit, according to President John F. Patt.
COPPER STRIKE

MATERIALS scarcity problems appeared seriously compounded for manufacturers of radio-TV appliances this week, with reports of a new strike. Thursday as the nation found itself tied up with a copper strike of threatening dimensions.

Industry authorities generally conceded that, if the work stoppage continues for another week, production of copper would be suspended. The government could then move to stoke the open fires to continue production of electronic equipment.

Equipment manufacturers have continuously faced shortages, dating back to last fall when the government imposed gradual cutbacks. But the present strike of mine, mill and smelter workers portends a more ominous specter. Seven unions are involved in negotiations with companies which produce 95% of the nation's copper, much of it going into highly-developed electronic weapons.

Aside from copper, for which manufacturers have devised substitute materials, some other outputs would be affected. Another example is selenium, a scarce by-product of the smelting and refining process, used in rectifiers. Allocation is now under study by the government.

Employment disruption in a number of plants, company officials point out, and government contracts, appeared certain pending settlement of the strike. There has been a critical scarcity of copper scrap and base alloy right along, not to mention steel scrap—so critical that the government had to draw out some 25,000 pounds from its already low stockpile.

Truman Acts

Another effect of the strike, which prompted President Truman to wield the Taft-Hartley injunctive axe, could be drastic cuts in the production of basic materials (copper, steel and aluminum) under the government's Controlled Materials Plan. Consumer durable makers are down to 65% below pre-Korean levels.

Late Thursday government mediators tried to set up new bargaining sessions. While union and company officials met, the President signed an executive order invoking the Act. He also set up an inquiry board to investigate and report to the President.

Even with early settlement of the strike, further cutbacks in copper for non-defense projects seemed almost a certainty, perhaps amounting to a 5% cut in this third quarter. Rules for September already are in effect.

Copper is used in many portions of TV sets, with pound for pound five times greater usage than that needed for radio receivers. It also is used to plate steel chasis, and in AC power trans-formers, filter chokes and coils, and antenna. Cadmium has been utilized as a substitute, but this metal is scarce too.

Supplies of galvanized sheet, copper, aluminum and zinc also are in short supply, with prospects for relief in the foreseeable future. Additionally, the government has called an emergency conference in Washington for Sept. 11 to discuss the possible methods of uncovering supplies of iron and steel scrap. In another move, President Truman set up a Defense Materials Procurement Agency, headed by J. J. Lemelson, General Services Administrator, to look into means of obtaining materials in the U. S. and abroad.

The situation on nickel is perhaps just as acute. The direct effect here is on manufacturers of permanent magnetic loudspeakers and steel or aluminum that these regulations may impose any previous denial of requests for adjustments of their allotments under CMP. NPA said it has set up a three-man board which would grant relief to "the extent permitted by the availability of materials."

The need for greater conservation in use of mica for condensers in electronics and radio equipment and a proposal for deliberate give away of amateur radio operators' radio assistance in obtaining equipment also were reviewed by government authorities last fortnight.

CHICAGO REUNION

Bermuda Trip Recalled

CHICAGOANS reminisced on Shangri-La, the exclusive Westinghouse retreat, last Tuesday when the company entertained agency buyers and media directors at luncheon in the Racquet Club. The reunion of midwesterners who went to Bermuda on the original surprise trip to Shangri-La included: Phil Bowman and Marion Reuter, Young & Rubicam; Hal Roske, J. Walter Thompson; Jane Daly, Earle Lukens; Ray H. Reynolds, Rogers & Smith; Ed Hebert, Shurtleff, & Clemmer, Kodak, Newsweek; Louis & Broshy; Lou Nelson, Wave Adv; Ray H. Reynolds, Rogers & Smith; Holly Shively, Ruth-erford & Ryan, and Evelyn Vanderploeg, Schwimmer & Scott; Carl George Jr., D. P. Brother and Co., and Bill Bryan, Free & Peters came from Detroit.

Westinghouse officials on hand were President Walter Evans, Sales Manager E. H. Borden; J. E. Baun, Edson Campbell, W. F. Wiemers, W. B. Mc- Gill, Bob Duftaid, Dave Lewis, Franklin Tooke, Bill Swartley and George Tons.}

TRIED and PROVED

for 5 YEARS

A Dramatized Industrial Educational Program for Employees

On WBRY since 1945. Just renewed on upper N. ya. station. Now available for your city. Programs run 5 minutes; Can be adapted to special local situations.

FOR AUDITION RECORDS AND INFORMATION WRITE

WBRY
5,000 WATTS
CBS in Waterbury, Conn.

September 3, 1951 • Page 89
**FELLOWS ASKS CHANCE TO OPPOSE BENTON BILL**

"URGENT" desire of broadcasters and televisers to be heard in opposition to Benton legislation (S 1579, SJ Res-76) expressed to Chairman Edwin C. Johnson (D-Colo.), chairman of Senate Interstate & Foreign Commerce Committee, by Harold E. Fellows, NARTB president (see story page 23).

Legislation considered "the most dangerous and far-reaching to come before Congress in recent years," Mr. Fellows said, terming this unanimous opinion of industry. He indicated "substantial number of witnesses" both within and without industry will want to testify.

**TV PLAN CHANGED FOR SOUTHERN CALIFORNIA**

CHANGE IN TV allocations along Southern California-Mexican border officially made public Friday when FCC released text of Aug. 29 letter from Chairman Coy to Will C. Crawford, San Diego school superintendent. Instead of proposed Channels 7 and 9 to Mexican, new allocation proposes only Channel 3, deleted from San Diego [BROADCASTING • TELECASTING, Aug. 15].

Mr. Coy assures Mr. Crawford that educators who favored FCC's plan to reserve Channel 3 for education in San Diego would have a chance to file new comments on remaining channels allocated—8 and 10 or 21, 27, 39. In any event, Mr. Coy says, Commission will reserve one of UHF channels for educational TV.

**WAUSAU, WIS. TV BID**

ONLY TV application filed last week was request for Ch. 7 in Wausau, Wis., by Rib Mountain Radio Inc., owned 60% by the Morgan Murphy-Walter C. Bridges interests and 40% by Wausau Record-Herald. Rib Mountain Radio wants 48.5 kw from 814 ft. antenna. Construction cost estimated at $520,440 with financing expenses, $150,000. President and general manager is W. C. Bridges; vice president is J. C. Sturtevant, publisher Record-Herald; secretary-treasurer is Morgan Murphy. Bridges-Murphy stations are WEBC Duluth, WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WEAU Eau Claire, WISC Madison, Wis. Mr. Bridges owns controlling interest in WJMC Rice Lake, Wis., and Mr. Murphy owns majority in KVOL Lafayette, La. On Friday, WOW-TV Omaha got STA to run transmitter at full 5 kw, boosting output from 16.7 kw to 17.5 kw.

**FLYNN PROMOTED**

HENRY FLYNN, account executive, promoted Friday to assistant general manager, CBS Radio Sales.

**RELAY OPERATIONS**

TRANSCONTINENTAL TV relay facilities will be in operation 5½ hours weekly starting Sept. 30, according to Donn Tatum, western director of ABC television.

**CROSS-COUNTRY RATE ON NEW CBS-TV CARD**

CBS-TV Rate Card No. 6 for first time offers advertiser live transcontinental TV program service, with addition of KTSU (TV) Los Angeles, KSL-TV Salt Lake City, KPIX (TV) San Francisco and KFMB-TV San Diego to CBS-TV in 27, 33. New card shows 46-minute rate at 80% of hourly rate instead of 85% as heretofore. Facilities charges are set at $325 an hour within eight consecutive hours, $500 an hour otherwise. Remote facilities are priced at $1,250 per pickup. Card is dated Sept. 1.

**DuMON'T TO LEND SETS TO WORLD SERIES VIEWERS**

PROMOTION of DuMont television receivers tying in with World Series this fall announced by Walter L. Stieckel, national sales manager of Receiver Sales Division.

DuMont will form World Series clubs whenever group of five or more people register with dealer, satisfy checks and agree to watch series telecasts in group. Sets will be installed wherever "club members" choose—in home, barbershop, hotel, or bus terminal—in time for opening game and for duration of series. Promotion is open to all authorized DuMont dealers through their distributors.

**TV'S SOCIAL IMPACT CITED BY PSYCHOLOGISTS**

SCIENTISTS' view of TV's impact on public reflected in three papers on television slated for presentation at four-day American Psychological Assn. Convention which opened Friday at Chicago's Hotel Sherman.

In papers scheduled to be given Dr. Thomas E. Coffin, supervisor, program research division, NBC TV Dept., suggested that video's success as an advertising medium is measurement of TV's success as training medium. Dr. G. D. Wiebe, research psychologist, CBS Radio Div., contended that television, under certain demonstrable conditions, can help achieve social and cultural objectives.

**SADDLER, PETERSON NAMED**

MAY BROADCASTING Co., owner-operator of KMA Shenandoah, la., and KMTV (TV) Omaha, has named Owen Saddler, general manager, as executive vice president. Howard O. Peterson, sales manager, was advanced to vice president in charge of sales. President Edward May said action was based on expansion of company and growth of Omaha operations to major proportions.

**WNEX MACON JOINS ABC**

WNEX Macon, Ga., 250 w on 1400 kc, effective Sept. 5, becomes an affiliate of ABC. Station acquired by WSMA (WMB) and moves affiliates from ABC to NBC Sept. 30. (see photo page 26).

---

**Closed Circuit (Continued from page 4)**

was under RCA sponsorship 3 1/2 years. Plan contemplated Sunday afternoon time on full radio network, with "articulation of "blue chip" advertisers. Pickups would be world-over from "battle stations." Col. E. M. Kirby, radio-TV chief of Army, who created World War II series in cooperation with RCA-NBC, has been contacted by Robert Woodruff, Coca Cola chairman and other officials about development of program.

NEW holdup on Senate Judiciary Committee hearing of FCC Comr. Frieda B. Hennoch's judgeship nomination attributed to Chairman Pat McCarren's (D-Nev.) absence. Nevada is on West Coast attending collaboration with RCA-NBC, has been contacted by Robert Woodruff, Coca Cola chairman and other officials about development of program.

NEXT PHASE of RCA-NBC color demonstrations, to get under way Sept. 10, will include "networking" of its electronic color. While date hasn't been set, series contemplates transmission of ABC coaxial cable of color program from New York to Washington where all in government (including FCC) can see for themselves. Sometime soon it's indicated Biltmore-Spartan test link is to come. Both compatible color, in accordance with criteria laid down by Commission last year.

COMMENT of Frank Folsom, RCA president, on Senate hearing by CBS Laboratories Division Vice President Peter C. Goldmark that laboratory tests with RCA tri-color tube are not as good as color disc: "So what."

CHAIRMAN Robert Crosser (D-Ohio) of House Interstate & Foreign Commerce Committee may have given industry members indication of speedy consideration of dormant McFarland Bill (6868). But there are few postures of action. House is on extended recess. Besides, some of Rep. Crosser's key committee staffers are vacationing, along with members.

SNARL developing in NABT archival and TV dues plan, with aural members paying extra for video services. Meantime BAB is getting jump by signing stations in advance of NABT-BAB divorce next April. Joint NABT boards not to work out archival-video BAB dues formula until December.

NABT quietly preparing up-dated data on TV station construction costs to meet rapidly growing demand as they approaches. Section will be added on UHF.

**TELEPROMPTER RULING**

TELEPROMPTER employers don't have to be NABET members, National Labor Relations Board ruled last week. In decision on complaint of Teleprompter principals (Irving Kahn, Tenth Century-Fox) the NLRB ruled that visual prompter aid shall be operated by Teleprompter's own employees—members of International Alliance of Theatrical Stage Employees. Dispute between NABET and Teleprompter forced several stoppages of NBC Little Show rehearsals last February.

**MEYERS TO MATHEWS**

That's what you want, isn't it? In advertising that means more sales impressions per dollar spent.

No other medium can approach radio in reaching a lot of people at low cost. In a market that is nearly 1/10th of America, one station—WLW—reaches more people more frequently and at lower cost than any other medium available.

If you're really serious about wanting more for your advertising dollar, if you're concerned about the cost of reaching people, you should see the new presentation, "What Price People?" We'll be glad to show you this factual story about—

WLW THE NATION'S MOST MERCHANDISE-ABLE STATION
RCA Service technicians, during their unique training program, live and breathe the subject of television—for your benefit.

These men get TV's Inside Story

When you buy a fine television receiver, correct installation and maintenance are as important as the set. For service technicians, RCA has developed the only training program of its kind—a factory program.

During their studies, these men learn the basic facts of modern, all-electronic TV... how it reached its present perfection by research at RCA Laboratories... how to build a television receiver... how to select and install the right antenna for your home... all the complexities of kinescopes, electron guns, tubes, TV cameras and transmitters.

When their studies are complete, they have a grasp of television's inside story that assures you the most perfect possible installation and maintenance—under your RCA Victor Factory-Service Contract.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.

Get all the performance that's built into your new RCA Victor home television receiver through an RCA Victor Factory-Service Contract.

RADIO CORPORATION OF AMERICA
World Leader in Radio—First in Television