Announcing

WLS FEATURE FOODS

A NEW TIME FOR

Effective October 1st FEATURE FOODS, conducted by Martha Crane, will be heard at a new time—2:30 to 3:00 p.m., Monday thru Friday, 11:00 to 11:30 a.m., Saturday. For more than sixteen successful years FEATURE FOODS has helped manufacturers of kitchen used products to increase sales in the great Midwest market. Sold on a participating basis, this program combines radio with a unique merchandising service which keeps manufacturers constantly advised of what is happening in retail outlets . . . to theirs and competitive products.

Through its highly personalized merchandising service, FEATURE FOODS offers continuous day-after-day contact with point of sale to:

- Improve distribution
- Stimulate promotion by dealers
- Get greatest possible visibility of products
- Know how many stores are out of stock, and do something about it.

Further, advertisers receive regular reports showing exactly what happens from month to month at the retail level.

SEE YOUR JOHN BLAIR MAN FOR FURTHER DETAILS
WHAS-TV...the nation's most powerful television station
EXTENDS ITS COVERAGE!

With the authorization to increase its power to 50,000 watts e.r.p., WHAS-TV is now sending a clear picture into television homes formerly on the fringe area... providing effective coverage of such important markets as Lexington, Bedford and Columbus. Your TV dollar buys more on WHAS-TV!

Population | Retail Sales
---|---
NEW WHAS-TV MARKET 1,276,875 | $996,710,000
FORMER WHAS-TV MARKET 1,030,000 | 777,818,600

246,875 more | $218,891,400 more

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

Serving a market of more than 96,000 television homes

Basic CBS interconnected Affiliate

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
in PROVIDENCE **WHIM** beats the pants off the network stations . . . Again . . .

● All Day Long...

● All Week Long...

<table>
<thead>
<tr>
<th>SHARE OF AUDIENCE *</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MON. THRU FRI.</strong></td>
</tr>
<tr>
<td><strong>8:00 A.M.-12:00 NOON</strong></td>
</tr>
<tr>
<td><strong>WHIM</strong></td>
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<tr>
<td>24.8</td>
</tr>
<tr>
<td><strong>12:00 NOON - 6:00 P.M.</strong></td>
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<td>30.6</td>
</tr>
</tbody>
</table>

*SOURCE HOOPER - JUNE-JULY, 1951

**No Baseball

1000 WATTS **WHIM** 1110 Kc
Providence, Rhode Island

ANNOUNCEMENT DUE this week on 100% participation of networks, as networks, in Broadcast Advertising Bureau. Owned and operated stations of CBS and NBC and stockholders of MBS, with one exception, already are members. Last week, it's learned authoritatively, all four networks agreed to dues structure and will participate full tilt in new BAB program to sell radio to hilt.

IN FINAL STAGES is transaction whereby Mutual and M-G-M would enter virtual partnership on programming (but involving no ownership change) in what is planned as "rennaissance in radio programming." Citizens of recent top-flight M-G-M talent and showmanship know-how, proposal reportedly was approved last Thursday by Mutual board following months of negotiations by MBS Board Chairman Thomas P. O'Neill (Yanceo-Don Lee) MBS President Frank White and M-G-M executives, including Bert Lebar Jr., WMGM New York opening head. It's a variation of plan espoused by Mr. O'Neill more than a year ago.

FCC, NEVER noted for its speed in processing applications, faces even tougher delays ahead, with big workload. Cut in its appropriations, necessitating release of 110 employees (or permitting vacancies to lapse as they occur) will result in slowing down all scheduled activity, it's reported. While it hopes to adhere to TV allocations time-table, it will have to shunt aside most other broadcast work to cope with that monumental job.

APPROPOS FCC personnel dilemma, future may necessitate reassignment of number of "old-timers" to new work. Among these are Attorneys David Deibler, Max Aronson, William Bauer and Tyler Berry who, in recent years, have handled special assignments. In FCC inside parlance, those handling such assignments have been described as being "in Siberia." Mr. Deibler in old days handled transfer cases, but reportedly is earmarked for investigation work in transfer section of Broadcast Bureau.

APPARENT preoccupation of Senate Commerce Committee with anticrime bills and possibly extended hearings bodes no good for future of Sen. William Benton's (D-Conn.) plan to set up National TV-Citizen's Advisory Board. There's little chance for continued hearings this session and, thus, less for committee action this year.

CBS ADDS three new bonus affiliates in Idaho: KVMV Twin Falls, KEYY Pocatello, KID Idaho Falls, effective Oct. 1. Brings total CBS affiliates to 203. KVMV bonus to KDSH Boise; KEYY and KID bonus to KSL Salt Lake City.

APPOINTMENT of Senate Foreign Relations subcommittee to hold hearings on NARBA treaty is "imminent," but hearings may not be held until next session of Congress when it returns after Jan. 1. Committee has received

(Continued on page 106)

Page 4 • September 17, 1951
this is why

KRLD-TV
is your best buy—

1. A BETTER PICTURE AND AUDIO SIGNAL:

Direct enquiry to 102 Television Sales and Service dealers in the 100-mile radius proves conclusively that KRLD-TV delivers the best television picture and audio signal of any station in the Dallas-Fort Worth area.

KRLD-TV led the field with 52.65% first place with the A and B stations trailing with 43.85% and 3.5% respectively.

2. COVERS DALLAS and FORT WORTH:

Analysis of a three-months’ report by the Telephone Answering Services in Dallas and Fort Worth proves beyond any question of doubt that KRLD-TV gives full coverage of Fort Worth. The reports showed that Fort Worth calls to KRLD-TV equaled 53.9% of the number of Dallas calls. Based on population comparisons and weighed against distribution of TV receivers highlights KRLD-TV’s complete coverage of the Southwest’s largest buying market.

3. NOW ....MORE POWER:

With the authorization by the Federal Communications Commission, KRLD-TV has been increased to 27,300 watts video and 13,600 watts audio, MAKING KRLD-TV TEXAS’ HIGHEST-POWERED TELEVISION STATION.

Low Channel (4) Six-Bay Antenna!

KRLD-TV
Channel 4

Exclusive CBS Station for DALLAS-FORT WORTH

Owners and Operators of KRLD, 50,000 Watts

The Branham Company
Exclusive Representative

BROADCASTING • Telecasting

September 17, 1951 • Page 5
WFBR FAMILY PROMOTION!

25,000

PACK LOCAL AMUSEMENT PARK!

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

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

Family after family stormed the park!

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

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

Ask any WFBR representative or John Blair man to tell you about it.

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Hear about the revolution in Cleveland?

Rolling out of Cleveland these days is a revolution in armored warfare.

It's the T-41 "Walker Bulldog"—the first U.S. tank to be built around a gun instead of an engine.

But the T-41 is involved in a production revolution, too! Though assembled in Cleveland, its actual parts and materials come from two thousand factories... in nearly every state!

This "production team" system is producing miracles. But it produces new timing problems, too. How do you bring in two thousand units... at the right time?

These production experts know the answer. When they want parts and materials fast, they use the service that gets there first. They use Air Express!

Whatever your business, Air Express speed can make your deadlines, increase your profits. Here's why!

IT'S FASTEST — Air Express gives the fastest, most complete door-to-door pickup and delivery service in all cities and principal towns, at no extra cost.

IT'S MORE CONVENIENT — One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE — Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.
THE TEXAS STATE NETWORK ANNOUNCES THE AFFILIATION, EFFECTIVE SEPTEMBER 3, OF

KTRH HOUSTON 50,000 WATTS 740 KC CBS AFFILIATE
KWFT WICHITA FALLS 5,000 WATTS 620 KC CBS AFFILIATE
KLYN AMARILLO 1,000 WATTS 940 KC CBS AFFILIATE

THE STATIONS COMPRISING THE TEXAS STATE NETWORK NOW ARE

KRBC ABILENE KFRO LONGVIEW
KLYN AMARILLO KRIC McALLEN
KNOW AUSTIN KCRS MIDLAND
KBST BIG SPRING KPLT PARIS
KBWD BROWNWOOD KGKL SAN ANGELO
WRR DALLAS KABC SAN ANTONIO
KFJZ FORT WORTH KRRV SHERMAN
KGVL GREENVILLE KCMC TEXARKANA
KTRH HOUSTON WACO
KWFT WICHITA FALLS WACO

These important additions to the Texas State Network give the advertiser far more complete and concentrated coverage than ever before. Now the Texas State Network reaches 95% of the population and radio homes of Texas, in addition to bonus coverage in Oklahoma, New Mexico and Louisiana.
THE TEXAS STATE NETWORK ANNOUNCES THE APPOINTMENT OF
JOHN BLAIR & COMPANY
AS NATIONAL REPRESENTATIVES, EFFECTIVE SEPT. 1

Co-incident with the appointment of John Blair & Company, the Texas State Network makes announcement participations available in "The Texas State Roundup." This is the first time in the history of Texas broadcasting that participating announcement sponsorship on a regional network program has been offered to advertisers.

Sponsored by Chesterfield Cigarettes for the past five and a half years, Zack Hurt's "Texas State Roundup" reaches 95.2% of the people of Texas, a vast 7½ million. For 30 minutes each evening, Zack Hurt features request musical numbers and neighborly comment. The popularity of this Southwest pioneer in the radio entertaining field has built the "Texas State Roundup" into Texas' top-ranking platter show, judging by either number of listeners or fan mail. During July, for example, 5000 fan letters and request cards poured in from 158 Texas and 44 out-of-state cities and towns.

The show itself and the Texas State Network's impressive coverage indicate the kind of result you can expect from immediate participation in the "Texas State Roundup." Call your John Blair man today!

Zack Hurt, whose "Texas State Roundup" has won literally millions of nightly listeners.

John Blair & Company
REPRESENTING LEADING RADIO STATIONS

CHICAGO - NEW YORK - ST. LOUIS - DETROIT - SAN FRANCISCO - LOS ANGELES - DALLAS

Broadcasting • Telecasting

September 17, 1951 • Page 9
MEMO TO SPONSORS:
WDSU "Promotion Plus" offers all this... and more!

NEWSPAPER ADVERTISING
PROMOTION SPOTS
DEALER CALLS
FRONT PAGE HIGHLIGHTS
MOVING DISPLAYS
DEALER MAILINGS

At WDSU, Promotion is an every day, every week, every month job. Sponsors get extra sales assistance from our powerful "Promotion Plus" merchandising program that also includes streetcar cards, as well as local and national publicity in newspapers and magazines.

NO OTHER NEW ORLEANS STATION OFFERS SO MUCH "PROMOTION PLUS" TO SPONSORS!

NEW BUSINESS

Spot...

LIGETT & MYERS TOBACCO Co., N. Y. (Fatima cigarettes), planning radio spot campaign in 20 markets, starting late in Sept. Agency: Cunningham & Walsh, N. Y.

GARRETT & Co., N. Y. (Virginia Dare Wine), planning eight-week radio spot campaign to start Oct. 8. Agency: Ruthrauff & Ryan, N. Y.

CANADIAN CELLCOTTON PRODUCTS Co., Toronto (Kleenex), starts one minute spot announcement campaign daily on 15 Canadian stations. Agency: Spitzer & Mills Ltd., Toronto.


Network...

GENERAL CIGAR Co., N. Y. (White Owl cigars), to sponsor Sports Spot with sportscaster Mel Allen over CBS-TV, at about 10:45-11 p.m. EST, beginning Oct. 3. Agency: Young & Rubicam.

PHILIP MORRIS & Co. Ltd., (Philip Morris cigarettes) sponsoring Sandra Michaels' daytime drama, Against the Storm, on ABC Radio Mon., starting Oct. 1, 10:45-11 a.m. EST. Agency: Cecil & Presbrey Inc., N. Y.


GENERAL MILLS, Minneapolis, and GROVE Labs, St. Louis, are sponsoring on alternate basis Live Like a Millionaire, Fri. 10-10:30 p.m. on CBS-TV.

PEPSODENT Div., LEVER BROTHERS, N. Y., will share sponsorship of Hawkins Falls-Pop 6000 on NBC-TV, five times weekly effective Oct. 1, 5 p.m. Two of Lever Brothers other products Surf through N. W. Ayer and Spry through Ruthrauff & Ryan, co-sponsor Mon., Wed., Thurs. and Fri. installments. With advent of Pepsodent, through McCann-Erickson, N. Y., company will also take over Tues. installment.

GENERAL FOODS Corp., N. Y. (Post Cereals division) will sponsor The Roy Rogers TV program, effective Sun., Dec. 30, 6-6:30 p.m. on NBC-TV. Agency: Benton & Bowles, N. Y.

P. LORILLARD Co., N. Y. (Old Gold cigarettes), renews The Original Amateur Hour, effective Sept. 27 for 52 weeks on ABC, Thurs., 9-9:45 p.m. Agency: Lennen & Mitchell, N. Y.

Agency Appointments...

HOME PRODUCTS DE MEXICO names Voote, Cone & Belding International Corp., to handle Whitehall Products, Heet Liniment, Hill's Nose Drops, and Embrocule Cold Rub.

TOP SECRET, S. F. (hosiery), appoints Pearl Randolph Stanton Agency, S. F., to handle advertising. Spot radio will be used in California, Oregon and Washington.

SPARKES PRODUCTS Co., N. Y., names Marfree Adv. Corp., N. Y., to handle advertising of new Sparkes "68" six color mechanical pencil. Radio and TV will be used.

ALEXANDER SMITH Inc., N. Y. (manufacturer of rugs, carpets and hard surface floor coverings), names J. Walter Thompson, N. Y., to handle its advertising.


G. C. MURPHY Co., McKeesport, Pa., appoints W. Craig Chambers Inc., Pittsburgh, to handle advertising. Radio and TV will be used.

CARTER Assoc., N. Y., organizational fund raising specialist, appoints R. T. O'Connell Co., N. Y., to handle advertising.
How to cut a fine figure

in Scranton—Wilkes-Barre

Take a station like WGBI in a market like Scranton—Wilkes-Barre and you're well on your way to plotting a very pretty sales curve.

The latest Scranton Hooper ratings reveal that WGBI has 61.1% of the audience in the morning, 53.6% in the afternoon, and a sensational 71.6% in the evening. What's more, WGBI leads all CBS stations with a whopping 71.6% of the listening audience in the heavily-tuned-to evenings!

All this happens in Scranton, which is in the 21st market comprising 674,000 people with money to spend on WGBI-advertised products. Time costs are surprisingly low, as your John Blair man will show you. Call him today!

(Figures from Scranton Hooper Radio Audience Index: March-April 1951)
The "St. Louis Ballroom" plus is promotion! Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.

The "St. Louis Ballroom" plus is promotion! Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.

Mr. Heinemann feels the sales potentialities for television will be tripled with color TV, opening advertising to new fields. One of the most outstanding of these will be clothing, he says. Reluctantly faltering in his loyalty to radio, Mr. Heinemann believes at this point there is room for both media but feels radio will become increasingly less important.

For the agency, Mr. Heinemann handles radio and television for Arden Farms, Los Angeles, for its milk and ice cream; Gold Furniture Co.; Pavo Turkey; National Garbage Disposal, and California Rent Cars.

One of his reasons for putting so much faith in the new medium is the success that television has accomplished for Pavo Turkey in the three years the agency has had the account. In the first year, utilizing a $300 six-week campaign from Thanksgiving to Christmas, sales of the eviscerated, frozen, double-breasted turkey increased from 3,000 to 50,000 birds a year; the second, adding radio, to 40,000; and the third, 80,000. This year he plans a year-round campaign for the organization utilizing both radio and television, introducing a singing commercial. Plans are to have the campaign under way about Nov. 1.

Albert Stuart Heinemann was born Dec. 23, 1912, in Denver. He attended schools there and in Independence, Kan. After completing high school he attended Independence Junior College for two years. In 1933 he returned to Denver, anxious to put his schooling to work. He joined the Denver Post as reporter. In 1938 he was introduced to a newer medium when the paper inaugurated newscasting from the editorial room over KOA Denver. The paper tested all its... (Continued on page 30)


DON WONACOTT, California Newspaper Advertising Service, to Conner, Jackson, Walker & McClure, S. F., as account executive.


LORRAINE BATE, head of radio merchandising division Benton & Bowles, N. Y., to Sidney Garfield & Assoc., S. F., as assistant account executive.

HAROLD J. GRANGER, Brisacher, Wheeler & Staff, S. F., to Biow Co., S. F., as account executive.


DANIEL STARCH & STAFF, Chicago, moves to new offices at 101 East Ontario St. Telephone: DElaware 7-2989-0. WILLIAM HART Jr. is Western manager of firm.


CHARLES HARRELL, TV director and producer, to Lennen & Mitchell, Inc., N. Y., as production supervisor in radio and TV department.


NATIONALLY known disc jockey, Jerry Strong has been on WMAL just three weeks and already he has scored A HIT! Listener response has been exceptionally large and enthusiastic. Local advertisers—knowing that salesman Strong is a RESULTS man—have been quick to climb aboard the sales bandwagon. But, then, this is no surprise to Strong supporters; for Jerry has been winning friends for himself and his sponsors in the Washington market for 11 years!

In the music field Jerry is a noted authority. His hit selections are featured bi-monthly in VARIETY Magazine. His personal popularity has grown into The Jerry Strong Fan Club whose members number in the thousands.

In addition to Jerry's musical selections, The Jerry Strong Show includes headline news and sports.

THE AVAILABILITIES ARE GOING FAST
CHECK THE KATZ AGENCY INC. TODAY

WMAL-TV WMAL WMAL-FM
THE EVENING STAR STATIONS
WASHINGTON, D. C.

September 17, 1951 • Page 13
Mister PLUS shows what to do
To have your cake
and eat it too...
Simply reach *more* radio listeners at *half* the cost ... and do what you please with the savings.

Simply? Yes—on Mutual.

The average Sunday afternoon program on the Mutual Network (up to 7 p.m.) regularly delivers *half a million more* listeners than the four-network-average evening program all week—at 52% of the four-network-average evening time cost.

With an *average audience* of over 8,800,000 a week, you take the cake.

And with an *average saving* of over $4,800 a week, it's yours to eat, too.

Why not help yourself to a slice of Sunday afternoon on Mutual?

---

**The Mutual Broadcasting System**

---

the difference is **MUTUAL!**

---

Glen Farrington 
newscaster 12.3

John Begue 
disc jockey 10.7

Shelby Harbison 
sports 10.5

(If we had more space we'd add Bill Nelsm with 7.4 on his scrap book. Bill Miller's 7:30 A.M. local news—too early for Hooper—Spiz Singer's noon show (8.1)—June Bentley. And good local production racks up a score as high as 13.9 on a night show.)

LOOK AT THE RECORD

MORNING
11 Firsts (1 tie) Out of 16 Rated Periods

AFTERNOON
19 Firsts Out of 24 Rated Periods

EVENING
53 Firsts (1 tie) Out of 63 Rated Periods

WTAX LEADS

MORNING—AFTERNOON—EVENING


WTAX

CBS In Springfield

Represented by Weed and Company
Do Some Independent Thinking About Radio Today

People who care about their money are doing some hard thinking about radio today... some independent thinking. In fact, many national advertisers who formerly bought network radio are finding they get better results when they use the leading independent radio stations. Don’t take our word for it—make us prove it. Write to any AIMS station listed below for all the facts.

**JUST READ WHAT THESE INDEPENDENT THINKERS SAY:**

In spot buying for Sterling Drug, Independent stations are always on my list. "Many times, the Independent station represents an unsurpassed buy in a particular market."

FRANK MORIARITY, Time Buyer, Dancer-Fitzgerald-Sample, Inc., New York

"In any careful study of media today, Independent Radio stands out. "It is priced right, and experience proves it gets results."

WESTHEIMER AND BLOCK
Advertising and Public Relations, St. Louis, Missouri

**THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:**

<table>
<thead>
<tr>
<th>WCUE</th>
<th>Akron, Ohio</th>
<th>WMIE</th>
<th>Miami, Florida</th>
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<tbody>
<tr>
<td>WBMD</td>
<td>Baltimore, Maryland</td>
<td>WML</td>
<td>Milwaukee, Wisconsin</td>
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<tr>
<td>WBNY</td>
<td>Buffalo, New York</td>
<td>WKDA</td>
<td>Nashville, Tennessee</td>
</tr>
<tr>
<td>WJMO</td>
<td>Cleveland, Ohio</td>
<td>WWSW</td>
<td>Pittsburgh, Pennsylvania</td>
</tr>
<tr>
<td>KMYR</td>
<td>Denver, Colorado</td>
<td>KXL</td>
<td>Portland, Oregon</td>
</tr>
<tr>
<td>KBBC</td>
<td>Des Moines, Iowa</td>
<td>WHIM</td>
<td>Providence, Rhode Island</td>
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<tr>
<td>WKY</td>
<td>Evansville, Indiana</td>
<td>WGGI</td>
<td>Richmond, Virginia</td>
</tr>
<tr>
<td>WXLW</td>
<td>Indianapolis, Indiana</td>
<td>KSTL</td>
<td>St. Louis, Missouri</td>
</tr>
<tr>
<td>WJXN</td>
<td>Jackson, Mississippi</td>
<td>WWMN</td>
<td>St. Paul, Minnesota</td>
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<tr>
<td>KLMS</td>
<td>Lincoln, Nebraska</td>
<td>KNAK</td>
<td>Salt Lake City, Utah</td>
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<tr>
<td>WKYW</td>
<td>Louisville, Kentucky</td>
<td>KITE</td>
<td>San Antonio, Texas</td>
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<tr>
<td>WHHM</td>
<td>Memphis, Tennessee</td>
<td>KSON</td>
<td>San Diego, California</td>
</tr>
<tr>
<td>KJML</td>
<td>Orange, California</td>
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</tr>
</tbody>
</table>

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding independent station in its market.

**Aim for BULL'S-EYE results...with the AIMS GROUP**
feature of the week

WAVE-TV Louisville has been credited as the catalyst to legal action in subduing gambling in northern Kentucky.

In the early morning of Aug. 31, some 50 Kentucky state policemen raided two night clubs in Campbell County, just across the Ohio River from Cincinnati. The raids resulted in the arrest of 68 persons, seizure of four truckloads of gambling equipment and confiscation of more than $19,000.

Governor Wetherby, who earlier said he could not intervene because local officials had not requested help, told a WAVE-TV reporter that WAVE-TV telecasts helped change his mind.

WAVE-TV's campaign began in June with the report of the Senate Crime Investigating Committee on

strictly business

MR. BROWN

RADIO has played an important role in the success of Bill Brown and the Pfeiffer Brewing Co., Detroit, of which he is ad manager.

At Mr. Brown's suggestion, Pfeiffer also was one of the early advertisers to make extensive and highly successful use of late-hour television.

Both media have helped acquaint the Michigan public with the correct pronunciation of the company name—"Fifer's".

With radio spot announcements Mr. Brown saturated the market.

Core of the heavy campaign was comprised of two jingles soon echoed on lips of hundreds of listeners.

Mr. Brown believes his best radio deal was the signing of Van Patrick, said to be the Great Lakes region's most-listened-to sportscaster. Mr. Patrick aired a sports show six days weekly.

Mr. Brown began his business career with the Corn Exchange Bank in Philadelphia while attending evening classes of the U. of Pennsylvania. That was in 1935. In 1937 he joined Swift & Co. and later headed one of Swift's Atlantic City sales divisions.

In 1949 he joined the H. J. Heinz Co. His sales ideas and sense of merchandising convinced the Heinz Co. his talents would be of greatest value to them if he joined its advertising agency, Maxon Inc. which he did in 1945.

With the Maxon agency, Mr. Brown's ability came to the attention of another Maxon client, Pfeiffer's Beer.

It was in 1948, that Mr. Brown joined the Pfeiffer Brewing Co. as advertising and merchandising manager.

A husky six-footer, Mr. Brown was once a pitcher for a farm team of the Philadelphia Athletics. He now confines most of his athletics to golf and bowling.

Married, he is the father of three children with whom he spends most of his leisure time.

The policy of "making friends" sums up Mr. Brown's business philosophy.

His standards are reflected in one of his favorite sayings:

"Business doesn't pick itself up. Business is very sensitive—it goes only where it's invited and stays only where it is well treated."
152% More Listeners than 5 Years Ago; Rates Practically Unchanged!

In 1945, Des Moines had only 3 stations. Today, it has 6 radio stations and television service from Ames, 30 miles north. In the past 5 years, the increase in the use of radio by set owners in the Des Moines area is phenomenal! The average gain is 56.6%. And, there are more people to listen. In Des Moines' Polk County, for instance, 14.9% more people live in 24.6% more homes than they did 10 years ago. Today, an average of 152.4% more people listen to KRNT than 5 years ago! A moment's study of the chart below will convince you that KRNT offers one of the greatest advertising bargains in America. Audiences have doubled and re-doubled, while rates remain practically the same as in 1945. By every standard of comparison, KRNT is one of the great stations in the nation. 

**Chart**: KRNT Ratings

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Percent Tune-In</th>
<th>KRNT Ratings</th>
<th>KRNT Program Time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1945'</td>
<td>1950'</td>
<td>1945'</td>
</tr>
<tr>
<td>7:15 a.m.</td>
<td>9.4%</td>
<td>17.8%</td>
<td>89.4%</td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td>10.1%</td>
<td>21.3%</td>
<td>110.9%</td>
</tr>
<tr>
<td>Noon</td>
<td>18.6%</td>
<td>25.8%</td>
<td>38.7%</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>22.3%</td>
<td>28.7%</td>
<td>28.7%</td>
</tr>
<tr>
<td>10:00 p.m.</td>
<td>23.8%</td>
<td>27.0%</td>
<td>13.4%</td>
</tr>
<tr>
<td>6:00-8:00 a.m. avg.</td>
<td>7.8%</td>
<td>14.8%</td>
<td>89.7%</td>
</tr>
<tr>
<td>12:30-1:30 p.m. avg.</td>
<td>17.9%</td>
<td>26.0%</td>
<td>45.3%</td>
</tr>
<tr>
<td>3:30-4:45 p.m. avg.</td>
<td>15.7%</td>
<td>21.5%</td>
<td>36.9%</td>
</tr>
</tbody>
</table>

**Table Notes**

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

**Buy That Know-How Go-Now**

Station with the Fabulous Personalities and Astronomical Hoopers

**Buy That**

Representation by The Katz Agency

**November 1, 1951 - September 15, 1951 - December 1, 1951 - January 1, 1952**

**Represented by The Katz Agency**

**September 17, 1951 • Page 19**
Any power to 200 kw...

10-kw UHF Transmitter Type TTU-10A

RCA's answer to high power on channels 14 to 83. With an RCA high-gain UHF antenna, this transmitter can produce up to 200 kw, ERP. One standard, easy-to-handle tube type is used in all power stages!
RCA's new 1-kw and 0-kw UHF transmitters (and RCA's high-gain UHF antennas) will give you power combinations up to 200 kw...on any TV channel!

If you are planning high power UHF, RCA's new 10-kw transmitter is the answer. If you are planning to start with low power UHF, then RCA's new 1-kw transmitter will meet your needs (increase power later simply by adding matching amplifier units).

Be sure your station planning is correct from the start...before you invest a single dollar. Your RCA Broadcast Sales Specialist will show you exactly what equipment you'll need to get on the air at lowest cost.

**1-kw UHF Transmitter Type TTU-1B**

This transmitter, and a high-gain RCA UHF antenna, can produce up to 20 kw, ERP on channels 14 to 69! Type TTU-1B is all air-cooled.

**New High-Gain Antenna for UHF**

The most economical way known to produce high effective radiated power for UHF—and more kilowatts per dollar. Excellent "close-in" coverage in all directions. Power gain, 24 to 28, depending on channel.

**Available only from your RCA Broadcast Sales Specialist**

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.
In Richmond, WLEE is famous for fast, profitable results... like this case of a liquid starch manufacturer:

This manufacturer advertised exclusively over WLEE for two months. During that time, the leading competitive brand of starch had a sales increase of only 33%. Sales of the starch advertised on WLEE leaped up 88%! More than 200 stores were covered in the test.

Action like this from WLEE is an old story to local folks in Richmond. They know that WLEE gives big results at low, low cost.

More and more national advertisers are following their lead. How about your own schedule in Richmond? Your Forjoe man will gladly give you the whole WLEE story.
TRENDS for FALL

BROADCAST BUSINESS volume this fall will be the biggest in radio-television history, according to an industry-wide TRENDS survey by BROADCASTING • TELECASTING.

Among stations, station representatives, advertisers and advertising agencies the predominant attitude is optimism. Only a fractional minority of those polled in this national survey anticipates a decline in total billings this fall compared with last. The overwhelming majority expects increases ranging in some cases as high as 100%.

The only soft spot in the broadcasting is network radio, and even there the volume this fall is not expected to drop more than a few percentage points. In all other business categories, volume will increase. Here's the way the predictions run:

- Total billings on radio stations will average a 14.53% increase over last fall, according to the stations polled by BROADCASTING • TELECASTING.
- Total billings on television stations will be up 39%, according to the stations.
- Substantiation of these optimistic forecasts among stations come from agencies.
- Eighty-three percent of the country's agencies this fall will place radio volume equal to or exceeding the volume they placed last fall.
- Eighty-three percent of the agencies will spend more money in TV this fall than last.

Both radio and television stations anticipate big jumps in revenue from local and national spot sponsors. And television stations will get a boost from a third source of revenue that will be declining for radio stations—network advertising.

Local billings will be up an average of 16.64% on radio stations, up 41% on TV. National spot will be up 13.54% on radio, up 38% on TV. Network income will be off 3.99% for radio, but up 36% on television.

The estimates of anticipated network revenue provided by stations in the TRENDS survey closely parallel estimates given BROADCASTING • TELECASTING by networks themselves.

An analysis of the radio network outlook for fall published in BROADCASTING • TELECASTING Sept. 3 showed that sponsored time stood to drop 3.3%.

An analysis of the TV network outlook in the Sept. 10 issue showed that sponsored time for fall would be up 30.7%.

In both of these cases the figures represented network hours and were not billings. Dollarwise, the radio network decrease in billings this fall may represent a bigger percentage than 3.3 since the 10% rate cut must also be considered. And dollarwise, the TV network increase in billings will be bigger than 30.7% since most network rates have jumped since last fall.

Estimates vary

As to national spot volume, estimates by station representatives vary from those by stations.

Radio representatives, who are often optimistic in their forecasts, guess that fall spot volume will be up 18%, or about 4.5% more than their clients figure.

TV representatives think their average billings will drop 98% over last fall, more than twice as big a jump as their clients anticipate.

The expected fall increases in local business on radio stations will continue a trend of steady improvement that has been evident for several months.

Last May a BROADCASTING • TELECASTING TRENDS survey found that most radio stations, in or out of television markets, were taking in bigger local revenue at that time than they had a year before. It was found that radio stations on the average were doing 14.1% bigger local business in May 1951 than in May, 1950.

The expected fall spurt in national spot billings, however, will run somewhat counter to the situation turned up last May.

At that time national spot was, to say the least, spotty.

Among radio stations in non-TV markets, 61% report improvements ranging up from 1% in national spot billings over a year before, and 21% say it is holding even with the previous May. In TV markets, however, only 40% of the stations reported improvement; 10% say spot is holding its own; and 50% say it is off from the year before.

The radio network volume estimated by stations for fall will be assessing the future, is the impact that the defense production program will exert on the civilian economy.

Although it is not believed that predicted shortages in consumer goods will lead to reductions in total advertising expenditures, there is a chance that they might cause a redistribution of billings among local, spot and network categories.

Study of Auto Market

For example, many of the stations and representatives polled by BROADCASTING • TELECASTING felt that the cut-back in production of automobiles might force a reduction in the use of national spot advertising by auto makers and in local advertising by new car dealers.

However, many also felt that as the new car market drew tighter, used car dealers would increase their advertising. The net effect of this change, of course, would be a decrease of auto business for national spot and perhaps an increase for local billings.

By and large, most respondents in the survey felt that the basic accounts, food, clothing, drugs, tobacco, etc., would continue in more than adequate supply and hence would keep up the hard-selling type of advertising that needs radio and television.

All in all, it looks to most people in broadcasting like the biggest fall of all.

September 17, 1951 • Page 23
A NEW campaign to make the public know that radio is a bedrock essential of daily living is being launched by Mutual this week.

"Radio—It's Wonderful!" a 20-page booklet containing 15 air announcements stressing the basic, diverse contributions which radio offers, is being distributed to all Mutual stations as first step in the drive.

MBS officials stressed that the purpose is to promote all radio, not just Mutual alone.

Spokesmen expressed the view that it is the first campaign of its kind to be undertaken by a major network but said nothing could "make us happier" than to have other networks as well as stations affiliated with all networks take it up.

Other announcements in the same pro-radio vein will be distributed from time to time, officials reported.

The preface of "Radio — It’s Wonderful!" explains its purpose:

"You know radio is wonderful," it tells the station manager. "We know radio is wonderful. And deep down, our listeners know it, too. Just maybe, though, the listeners’ knowledge is too deep down. Maybe radio is woven so closely into the fabric of everyday living that people are inclined to take it for granted."

"But radio is too vital to be taken for granted, so we have prepared some special messages for your use throughout your broadcasting day. Briefly and lightly, they point up some of radio’s unique gifts and services . . .."

E. M. Johnson, vice president in charge of station relations, said "Radio—It’s Wonderful!" is "only a suggested beginning," that additional announcements will be distributed later, and that several MBS affiliates already have initiated similar campaigns in their own communities.

The booklet carries a note specifying that its contents are expressly not copyrighted, that the "real purpose is the furtherance of all radio, and that "permission is therefore granted for full use of these messages—without charge—by all broadcasters who share this aim."

Streibert Suggestion

The campaign, it was understood, was suggested by Theodore C. Streibert of WOR New York, former MBS board chairman, and the announcements were prepared under the direction of Robert A. Schmid, MBS vice president in charge of advertising, publicity, research, and planning.

Examples of the announcements, which range from 15 to 40 seconds in length:

Announcer: Remember the old nursery rhyme—"She shall have music wherever she goes ... ?" There was a lady who had it pretty special—but nowadays you've got it even better . . . and without any bells on your toes, either. All you need is what you’ve been listening to right now—radio! Yes, radio brings that failure to life—and assures you so much more than music alone . . . news and drama, excitement, and relaxation—it’s all yours on radio, wherever you go, because radio goes with you! Upstairs, downstairs, in your car, high in the mountains, down at the water, stay tuned to radio—and you shall have whatever you please . . . wherever you go!

Announcer: You know what? You are now in tune with the one form of entertainment that really lets you relax. Maybe you never thought of radio just that way, but it’s true—radio alone amuses you, informs you, entertains you—and at the same time, lets you sit back, shut your eyes, and take it easy. So . . . stay tuned—and enjoy yourself.

ANNOUNCER: What’s your idea of radio? A handsome piece of furniture? A kitchen fixture? A bed-side companion? Radio can be all these things . . . in millions of American homes today, radio is all these things—and more. In fact, radio is whatever you want it to be . . . a twist of your wrist decides whether this magic contraption of yours shall entertain you, inform you, or just plain relax you. In these high-tension, speed-up times, a lot of folks think pure relaxation is one of the best things radio provides. Just what the doctor orders while you work—and just what you order when the day’s work is done . . . that’s radio for you.

Announcer: How long is a piece of string? How big is infinity? Tricky questions, maybe, but apply the same sort to your radio dial, and you find no end to what this modern miracle can bring you. And in all this endless variety of radio service, perhaps the greatest gift of all is relaxation. To lighten your labors throughout the day . . . for your well-earned rest at night—there’s nothing to match radio. So stay tuned . . . and take it easy!

DISCOUNT URGED

By Agency Association

EFFORT to induce all media to give a 2% cash discount for payment within 10 days was approved by Midwest Advertising Agency Network at its quarterly meeting, held Sept. 8-9 at the Bismarck Hotel, Chicago.

Members of the association, along with television, have also discussed possible methods of getting war contracts for manufacturers they represent. Programming of radio and TV shows was discussed. Next meeting of the association will be held Jan. 12-13 in St. Louis.

ROY ROGERS

General Foods Signs

GENERAL FOODS last week signed Roy Rogers to a three-year contract calling for exclusive radio and TV services of the cowboy singer and his wife Dale Evans and his horse, "Trigger." The pact covers live and taped radio programs and live or filmed TV programs on NBC and guest appearances on General Foods shows.

The contract may be cancelled if old Rogers films are released for TV showing. The singer has filed legal action against Republic Studios to prevent release of any old films on video.

NBC will carry the Roy Rogers radio program in the autumn. A half-hour TV series is to start on NBC Dec. 30, using the Sunday 6-6:30 p.m. period. Films are being produced by Roy Rogers Productions. Four have been finished and others are in production.

Edwin Ebel, Post Cereal Division sales-advertising director, completed negotiations for General Foods. Roy and Art Rush, signing for the actor and Phil Cleland for Benton & Bowles.

KGGM, KVSF To Weed

APPOINTMENT of Weed & Co., N. T., as national advertising representative to KGGM of Albuquerque and KVSF Santa Fe, was announced by A. R. Hebenstreit, president of the stations last week. KGGM operates with 5 kw on 610 ke, KVSF with 1 kw on 1280 kc. Both stations are CBS affiliates.

FOR AD- MEN ONLY

PNB Promotion Is Cure-All

AD-MAN’S PILLS, “for use by hucksters only,” are being distributed as a novelty-type bottle by “Dr. XL” (with bottle without full sanction of the Federal Trade Commission) and mailed to advertising agency executives and time-buyers.

The “Genuine Ad-Man’s Pills,” which the label asserts will relieve “Copy writer’s belly-cramps, deadline delirium, inflammation of the creative juices” contain, among other ingredients, “Essence of Hadacol, 9%; alcohol, 12%; distilled alcohol, 13%; wood alcohol, 14%; extract of hyper radioactive earth meal, 15 and 2%.” Circular, enclosed with bottle of pills, cautions ad-girls against using the nostrum but happily adds they can write Dr. XL, outline their symptoms and order for a bottle will prescribe at once. No obligation on your part, of course.”

The doctor also contended “Any XL station representative will be happy to advise your personal prescription.” The proprietary medicine is marketed by Pacific Northwest Broadcasters, Spokane, Wash.
MEDIA CHALLENGE

Printed Media were challenged last week to produce inch-by-inch advertising readership figures which can be compared with radio’s minute-by-minute listening statistics.

Aroused by the Radio & Television Committee of the Assn. of National Advertisers third report on the impact of TV on radio listening, broadcasting circles considered ways and means of producing more equitable comparisons.

Cites Four Media

Paul W. Morency, vice president and general manager of WATIC Hartford and chairman of the Affiliates Committee, pointed out that it is regrettable that ANA, or anybody else, should examine the relationship of any one medium to any other, when actually there are four media.

Critical comments on the ANA claims were heard in research circles although several statistical experts felt they needed “more time to study the report.”

In a statement, Frank F. Pellegrin, vice president of H-R Repre- sentatives and former director of the Broadcast Advertising Dept. of NAB, pointed out there is no basis for comparison of printed media figures with those furnished by radio.

He called attention to the formation of the new Standard Audit & Measurement Services, with Dr. Kenneth H. Baker, former research director of the NARTB, as its head.

‘Golden Opportunity’

“This might be the golden opportunity we have been awaiting to supply the missing links in the advertising-research field,” Mr. Pellegrin pointed out.

Commenting on the Pellegrin statement, Mr. Morency said he will go into the proposal to put research data for all media on a comparable basis at a meeting this week.

The Affiliates Committee chairman had earlier criticized the timing of the ANA report. A second meeting between the committee and ANA had been planned for the summer but had been postponed because of vacation schedules and the European trip of ANA President Paul B. Baker.

The ANA convention, scheduled Sept. 24-26 in New York, is expected to discuss the entire radio rate structure, including developments since the network reduction announced in the spring.

Dr. Baker showed interest in the Pellegrin statement and the proposal that the new firm have a part in meeting competitive attacks. He said: “Mr. Pellegrin’s proposal has a number of interesting aspects in which Standard Audit & Measurement is definitely interested—after the industry has produced the overall basic measurement which the national and regional buyer needs. That is our first concern.

“Later we will turn our attention not only to the ideas which he suggests, but to present station and necessary circulation, audience and impact measurements.”

Herbert C. Hoover (1), only living ex-President and a native Iowan, receives one of the first half dollars minted for Iowa’s 1946 centennial celebration from Ralph Evans, executive vice president of Central Broadcasting Co. (WHO Des Moines) and Tri-City Broadcasting Co. (WOC Davenport, Iowa). Mr. Hoover was in Des Moines Aug. 20 to receive Iowa’s first Distinguished Citizen Award.

COY FOR UHF, NO VHF

High Band No ‘Lemon’

FCC Chairman Wayne Coy came out last week in favor of terminating VHF television band and housing all broadcast TV in the UHF.

Addressing more than 100 broadcast engineers and consultants at attending RCA-sponsored seminar on UHF—at which RCA showed, for the first time, TV in operation at the upper end of the UHF band—Mr. Coy said:

“I’m so sold on UHF that personally I’d like to see all of television in the UHF.”

But he added:

“That didn’t happen, because I’m just one vote.”

This was taken to mean that the question could not be FCC and rejected. He gave no indication that it will be revived, except that he did say the non-broadcast services which used to share VHF television channels “got the short end of the stick” when they were given Channel 1 as a substitute for sharing, and that their frequency needs are such that “they are going to be heard from again.”

On past occasions, via question- ing at hearings, Mr. Coy has implied that he thought television station might be moved “sometime” to the UHF. [Broadcasting & Telecasting, April 10, 1960].

‘Every Megacycle of It’

Mr. Coy said he was convinced there is enough UHF know-how to justify FCC in opening the 470- 890 mc UHF band for commercial TV—“every megacycle of it.”

He reiterated that the scarcity of VHF channels will not permit establishment of a nationwide, competitive TV service, and said that in the future from two-thirds to three-fourths of all TV broadcast-ers will have to recognise UHF “or take it because they can’t get anything else.”

Referring to RCA-NBC’s experimental UHF station at Bridgeport, where the seminar was held on Wednesday, Mr. Coy said FCC’s problems would be eased greatly if every would-be TV broadcaster could see the Bridgeport UHF operation before filing his application for a station.

He said that, from the RCA-NBC UHF station, which operates at 530 mc, is good not only in Bridgeport but as good in the business section of New Haven, 20 miles away, as that of the local New Haven VHF station.

He said he did not want to mislead his listeners into thinking he feels UHF reception has reached a point where it equals VHF, but added quickly: “But isn’t the lemon some of you have of been led to believe it is.”

His listeners, composed of engineers, lawyers, and consultants from this country, Canada and Mexico, also heard RCA President Frank M. Folsom assure opening up the UHF “will shortly mean the addition of nearly 2,000 new television stations to the U.S., aside from 1,000 others which may be accommodated in the VHF.”

“I don’t think I am being overly optimistic when I predict that within a short time after these television stations become realities, there could be 50 million television sets in the U. S.,” Mr. Folsom said.

The new upper-UHF transmission and reception demonstrated by RCA was in operation at 850 mc — about Channel No. 70 — and picture quality compared favorably with that of the 530-mc station (about Channel 22). Spokesmen said the 850-mc transmitter, a laboratory model, had been set up at Bridgeport only a week before.

In an address following Mr. Coy’s, Dr. C. B. Jolliffe, vice presi- dent and technical director of RCA, said the RCA-NBC Bridgeport tests —involving UHF re-broadcasting of WNBT (TV) New York’s programs on a regular schedule since Dec. 1949—“have proved that television reception on UHF can be just as clear and stable as on VHF,” and “in some instances . . . even better.”

Commercial Ideal

RCA envisions a Bridgeport-type operation as ideal for launching UHF commercial stations at relatively little cost.

Dr. Jolliffe said:

“It’s not necessary to spend millions of dollars to bring good television into a community. Take this experimental station of ours here in Bridgeport, for example.

“All the programs originate in New York in the studios of the NBC. They are sent to Bridgeport by a simple microwave transmitter. This means that a minimum investment and small staff are required and yet good programs with good pictures can be received in this area.

“Any commercial station can get started in a similar way to this experimental station. Then as the station prospers it can expand its service—first by adding a mobile unit to originate remote programs or simple studio programs. And then regional studios could be built.

(Continued on page 85)
NATIONAL RADIO ADVERTISERS

PLACEMENT of radio time this autumn by national advertisers will not quite equal that of one year ago, judging by returns received in the Trends study.

While response to this questionnaire was not large enough to justify percentage calculations, the returns included many of the nation's largest buyers of advertising.

The larger buyers, in a majority of cases, appear to be holding their radio buying at the 1950 level, but there are a number of cases in which network and spot commitments have been reduced. In some cases the reductions in radio budgets are ascribed to higher cost of television facilities rather than purchase of larger schedules.

Thus a realistic look at the advertising picture, as shown by the questionnaire returns from advertisers themselves, shows definitely that many larger advertisers are reducing their radio budgets in favor of television.

However, there are no signs of a landslide toward television. If anything, the radio situation is considerably stronger than the organized anti-radio campaign of national advertisers would indicate.

One major national advertiser is holding network radio commitments at the 1950 level but spending 35% additional for roughly the same television schedule it placed a year ago.

This contrasts with another top-level sponsor who is obtaining the same network radio facilities at a reduction of around 10% in cost because of rate cuts. At the same time this sponsor is paying higher rates for roughly the same TV network schedule used last year.

Maintains '50 Level

Another leading advertiser is holding network radio at the 1950 level while cutting radio spot commitments 50%. In turn this company is more than doubling its budget for national spot TV.

In only one case did the returns show an instance of a large advertiser trying TV for the first time at the expense of radio. In this instance the sponsor cut the radio network budget to try TV on a national spot basis. The radio network schedule presumably remains the same; in other words, savings from radio's rate cut were thrown into TV.

On the other hand, one of the country's big advertisers is holding the line on network and spot radio but increasing TV commitments through first use of daytime spot on the visual medium.

Little AM Effect

Among national advertisers budgeting less than $1 million this year on radio-television facilities there appeared little indication that aurial spending was being affected by video's expansion.

Actually these advertisers were divided about 50-50 between expansion of radio budgets and spending the same amount as last year. In a few cases these companies in the under $1 million category are sharply increasing their broadcast budgets for the season, reflecting successful use of the medium over many years.

One of the nation's better known financial institutions is holding the line on its broadcast commitments but cutting its television budget 60%.

In contrast, a major company in the cosmetic-proprietary field is cutting radio network less than 5% and national spot several times that percentage in order to offset sharp expansion in network television.

Brightest place in the group of advertising spending under $1 million this year appeared to be in the $500,000-$1 million category. In this group there were no instances in which radio purchases were being reduced during the coming season. The instances of increases and unchanged radio budgets were about equally divided.

SLIGHTLY UNDER 1950 TOTAL

NATIONAL RADIO ADVERTISERS

BROADCASTING • Telecasting

Page 26 • September 17, 1951

59% WILL BOOST BUDGETS

The network rate reduction is not affecting total network billings by these large New York agencies to any serious extent. National spot is holding up well, with no indication that TV's growth is cutting into spot purchases.

Only in isolated instances have small agencies indicated they plan to reduce their radio billings this season. Since they buy a large share of local time, their purchases in this field are especially significant. Their questionnaire replies reflect the strong appeal of local radio in the inland, with no signs that the medium is losing its hold.

Agency comparisons of radio billings this fall compared to fall of 1950 (percentage of questionnaire replies):

<table>
<thead>
<tr>
<th>Network</th>
<th>National Spot</th>
<th>Local</th>
<th>All Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up 16%</td>
<td>21% 63%</td>
<td>33%</td>
<td>59% 17% 24%</td>
</tr>
</tbody>
</table>
TOTAL BILLINGS of all sizes of radio stations in all kinds of markets throughout the U.S. are beginning to spurt.

They'll be up an average of 14.53% this fall as compared with the fall of 1950.

Where's the money coming from? A lot from network sales (although less than last year and the years before). A lot from national spot advertisers (more than last fall).

A whopping share from local advertisers, the neighborhood merchants who are buying radio as they never bought it before. A substantial number believe that national spot volume by the manufacturers of automobiles and local advertising by new car dealers will fall off. But even more managers believe that local campaigns by used car dealers will increase.

Question on Durables

The same attitudes are held toward other heavy durables which contain quantities of critical materials that are being diverted to national armament.

Among station managers there is a widespread belief that the makers of goods destined to be in short supply will cut back on the hard-selling type of advertising characterized by heavy spot radio expenditures and instead use a more institutional approach intended to keep brand names before the public without setting up an avid urge to buy.

To somewhat the same extent that the manufacturers of scarce durables reduce their selling campaigns, their retailers and dealers can be expected to follow suit, a condition that probably will be reflected in local radio buying.

The anticipated reductions in volume from those dealing in short-supply goods will by no means overcome the increases in spending by the makers and sellers of other products, station managers believe.

A majority of managers expect rising billings from food, clothing, drugs, tobacco and other items of everyday use. The managers believe the makers of these products will boost their national spot budgets and the retailers who sell them will buy more local radio.

Television and the dislocations of a defense economy notwithstanding, radio stations on the whole expect a bang-up fall.

STATION PROSPECTS
VARY BY REGION

Average Anticipated Increase in Total Billings of Radio Stations: Fall, 1951, over Fall, 1950

<table>
<thead>
<tr>
<th>Region</th>
<th>Average Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mountain</td>
<td>18.7%</td>
</tr>
<tr>
<td>(Ariz., Col., Ida., Mont., Nev., N. M., Utah, Wyo.)</td>
<td></td>
</tr>
<tr>
<td>East South Central</td>
<td>16.8%</td>
</tr>
<tr>
<td>(Aka., Ky., Miss., Tenn.)</td>
<td></td>
</tr>
<tr>
<td>East North Central</td>
<td>16.6%</td>
</tr>
<tr>
<td>(Ill., Ind., Mich., Ohio, Wis.)</td>
<td></td>
</tr>
<tr>
<td>West North Central</td>
<td>14.7%</td>
</tr>
<tr>
<td>(Iowa, Kan., Minn., Mo., Neb., N.D., S.D.)</td>
<td></td>
</tr>
<tr>
<td>South Atlantic</td>
<td>14.6%</td>
</tr>
<tr>
<td>(Del., D.C., Fla., Ga., Md., N.C., S.C., Va., W. Va.)</td>
<td></td>
</tr>
<tr>
<td>West South Central</td>
<td>11.9%</td>
</tr>
<tr>
<td>(Ark., La., Okla., Tex.)</td>
<td></td>
</tr>
<tr>
<td>Pacific</td>
<td>10.8%</td>
</tr>
<tr>
<td>( Calif., Ore., Wash.)</td>
<td></td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>10.4%</td>
</tr>
<tr>
<td>(N.J., N.Y., Pa.)</td>
<td></td>
</tr>
<tr>
<td>New England</td>
<td>7.8%</td>
</tr>
<tr>
<td>(Conn., Me., Mass., N.H., R.I., Vt.)</td>
<td></td>
</tr>
</tbody>
</table>

[Note: These figures do not average out to the 14.53% national average quoted elsewhere, because of rounding.]

September 17, 1951 • Page 27
RADIO STATION representatives estimate their business is up 18% this fall over the same time last year.

The fashion this year in national spot advertising leans toward short commercials that come into the "one minute or less" category.

But there is still a good demand among national spot buyers for longer programs of the five minute or over class.

These facts, and many others, were revealed by the Tannen study of national representation which gathered data from both small and large station representatives in New York, Chicago and Los Angeles and in the smaller metropolitan areas.

Several representatives commented on the brisk pace of fall business this year. One said fall business signed to date by his firm was almost double that sold at this point last year. Another said that in the first eight months of 1951 18 of the stations it represents showed increases ranging from 25% to 75% over the previous year. Only four stations of the firm's list showed a reduction in business and two of those expect an increase by the end of September.

Business has been particularly brisk for the past six weeks after a slow first six months. One well-known firm said sales for the last month, with Buffalo leading, were up to 100% ahead of the same weeks last year.

Several representatives commented on the interest of big advertisers in value they get for the price in radio. The big coverage for little money appeals to them as an advertising bargain. A big plus in radio is reported by another firm from an advertiser buying of participations on women's programs and in the fall Ernie Proctor shows where ratings are consistently high.

While the national average increase in billings for radio representatives stood at 18%, several advertisers are reported to have average billings in the $5 to $10 million category reported increases of as much as 100%.

A few, representing not more than 5% of the total national billings, reported increased in revenue with 10% the largest decrease reported.

Increased billings were reported in a number of categories with soap and drug buyers more radio by the majority of representatives although a few reported less activity from this category.

Many agreed in principle that telecasters should be relieved of inquiries under the present Excess Profits Tax Act, the Senate Finance Committee late Friday was attempting to resolve certain technicalities upon which a clear interpretation of its proposal would hinge.

Reliable sources indicated that "in general the new plan gives the industry some relief from tax burdens," but there was hope that the committee might be more closely to the industry version sponsored by Sen. J. Allen Frear (D-Del.).

Report Expected This Week

The committee is expected to make its report early this week. Pro-industry sources were confident that bipartisan support would sustain the fight on the Senate floor.

The committee proposed:

- Permit the TV industry to use the four year period (1940-1949 inclusive) rate of return as a base rather than 1946 as suggested by the NARTB-organized Television Broadcasters Tax Committee and in the Frear proposal.
- Allow radio-TV broadcasters to use their own earnings income or the industry rate of return for tax computation purposes.
- Permit radio-TV operators also engaged in non-broadcasting enterprises (such as newspaper publishing) to compute their tax for radio-TV only.
- The alternative formulated as spelled out by the committee would give the radio-TV broadcaster the option of computing net income for average base period earnings by applying:
  1. Either his own rate of return for 1946-49 "less TV losses and capital invested in television business," or
  2. the industry rate of return for 1946-49—to the company's estimates up to the end of 1949, whichever is higher.
- Under the current plan the average long established combination radio-TV operator who has pioneered in television probably would fare better by choosing his own rate of return.
- The advantage of one option over another was seen as varying in individual cases among companies deriving part of their income each from radio and TV.

The TV-only broadcaster would automatically fall under the second option inasmuch as he had no rate of return for radio prior to 1946-49.

A second provision adds this feature:

- When a corporation derives part of its income from some other business such as newspaper publishing, part from radio business and part from television business the corporation in computing its average earnings base ... can treat its publishing business as if it were a separate business and with respect to its radio and television business would be eligible for the (same) option.

Current problem within the committee involves the present index which comprises the rate of return for radio-TV. Because of TV, radio profits were depressed. Hope was held out that a revised index would provide for a higher rate of return for radio after TV losses are computed. Current industry rate of return is now 15.08, according to the Treasury Secretary's index.

Proposed Scale

New corporations organized after Jan. 1, 1946, are covered under a general provision set up for so-called "growth" companies like television.

Ceiling rate of 5% was set for the first $400,000 of EPT income. Second, third and fourth year ceilings would be 8%, 11% and 14%, respectively, with a top of 17% in fifth and subsequent years.

The 17% ceiling would establish a combined income and excess profits tax maximum of 66.92%. Combined tax-income for newly-formed firms would range from 54.92% for the first year to about 63.92% for the fourth. Present tax ceiling is 82%. It has been charged that many TV broadcasters are actually paying on a 100% rate on part of their income.

Retroactive to July, 1950

These proposed amendments, if finally adopted by the committee and approved by the Senate, would be effective retroactively to July 1, 1950.

Heated debate was expected when (Continued on page 106)
The decision to reopen hearings was reached following an executive committee meeting last Wednesday. At the same time, Sen. Johnson introduced a bill (S 2116) almost identical to the legislation reported by his unit last year. A compromise of FCC and Justice Dept. views, the legislation (S 3385) died with the 81st Congress.

Would Continue Inquiry

The Senate Commerce Committee also took formal steps to carry on in the broad footsteps of the expired Senate Crime Investigating Committee. Sen. Homer Capehart (R-Ind.), along with five committee colleagues, last Wednesday reported a resolution designed to authorize the continued study with a fund of $150,000.

Here is a summation of the bills on which the committee will receive new testimony and how they affect broadcast stations:

- **(S 2116)**—"To prohibit transmission of certain gambling information in interstate commerce by communications facilities." Identical to S 3385, the 81st Congress, last year [broadcasting *telecasting*, June 5, May 29]. Would prohibit transmission of gambling information prior to time when a race is held but permit broadcasts or telecasts of actual event. Aimed at transmission of betting odds and other data, as well as telephone calls by stations and wire services.

- **(S 1634)**—"... To prohibit the broadcasting of "the information... the transmission of bets, wagers, or other means of making bets..." and make it unlawful to transmit any bet or wager by radio, telephone or telegraph by amending the U. S. Criminal Code.

- **(1564)**—"To make unlawful the transmission in interstate commerce of gambling information concerning a sporting event, which is obtained without consent of the person conducting such a sporting event." No effect on broadcast stations

- **(1565)**—"To provide for the licensing of certain persons engaged in the dissemination of information concerning horse or dog racing events and betting information concerning other sporting events by means of interstate and foreign communications by wire and radio..." Would specifically exempt broadcasters from licensing requirements. Seeks to curb wire services.

The revived Johnson bill (S 2116) provides again that "no person operating any such station shall knowingly permit the broadcasting of any gambling information," nor shall any person broadcast any gambling data by radio.

Last year it was approved by the committee as a compromise between the Justice Dept. bill (S 3385), which sought to require a hour's delay before broadcast of horse race results, and the FCC bill (S 1634) which would prohibit transmission of all gambling data, before, during and after a race. The FCC Chairman Coy has asked Congress to adopt a flat prohibition of interstate transmission of all information that can be used in gambling operation. The Commission defines gambling information as "betting odds, or betting information concerning sporting events." No effect on broadcast stations

**RIGID STATUTE**

FORMULATION of a model gambling statute including "rigid" prohibitions against the use of radio, television, telephone and telegraph facilities for dissemination of gambling information was recommended last week by the American Bar Assn.'s Commission on Organized Crime.

To be presented to the Bar Assn. at its annual convention starting in New York today (Monday), the 65-page report of the Commission's studies, conclusions and recommendations was made public last week. The Commission will ask for authorization to prepare model laws, incorporating its proposals for curbing crime, for submission to the various states.

**FAVOR PENDING BILL**

The commission, headed by former Secretary of War Robert P. Patterson, went on record as favoring enactment of pending congressional bill (S 1563) which would set up FCC licenses for the transmission of sports and racing news over interstate commerce facilities and require FCC to refuse or revoke such licenses where the information is used for illegal gambling. Licensed radio stations as well as newspapers of general circulation would be exempt from provisions of the bill.

The Crime Commission said it would have preferred "forthright prohibition of the transmission of gambling information prior to the event," as provided in a bill introduced in the preceding congress by Sen. John B. Rifkind (R-Col., but that "it nevertheless approves the Senate Bill 1563 and urges not only that Congress pass the bill but also that it provide the FCC with such additional appropriations and personnel as it may need properly to administer its provisions."

The report also said:

- "If the instant bill (S 1563) became law and the FCC received the modest increase in appropriation and staff authorized to administer it properly, the federal government would have a weapon to deal with the present sports news monopoly which supplies bookmakers all over the country through strategically placed subsidiaries and dummies which it controls.

- Among other pending bills which the commission approved was one (S 1664) which would make it a misdemeanor to transmit by radio, wire or any means, gambling information concerning sporting events if it has been obtained surreptitiously or through stealth and without the permission of the persons conducting the events.

Another bill approved was one (S 1624) which, among other things, would prohibit transmission of sporting bets, offer of a bet, or payment for any bet by radio, telephone or telegraph.

**TV NOT NOTICED**

Although it did not specifically mention television, whose coverage of sessions of the Senate Crime Committee had such spectacular public effect, the report said the committee proceedings "were painless and fair, suffered little from the lack of safeguards common to adversary proceedings in court, and faithfully reflect the existing situation.

"As a result of the widespread attention the Senate committee hearings received," the report continued, "the American public became a vast grand jury, able to see and hear witnesses, counsel and counsel, and impelled to judge for itself the fairness of the questioning, the credibility of the witnesses and the truth or falsity of the testimony.

"The crucial problem now is to see that the work of the Senate committee is not permitted to die...."

September 17, 1951

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IN REVIEW . . .

"BUBBLES", the production chosen by Robert Montgomery to open the new season of his bi-weekly presenta-
tions on NBC-TV, was a psy-
chological drama handled with re-
straint and infinite grace, two qual-
tities that often are missing in this rather standard type of TV fare.

Mr. Montgomery's offerings are blessed with a high budget and al-
so with directorial and production management that does not squa-
der a dime. In "Bubbles", big money bought big returns, a fine script, fine staging and acting of the highest quality.

In outline, "Bubbles" was a story of a little girl whose mother is in-
sane and who naturally is yearn-
ring for the motherly affection she is missing. It was not an extra-
ordinary theme and indeed would have been thoroughly pedestrian had it not been managed with skill by one of the best.

In the hands of Mr. Montgomery and company it was an absorbing and at times moving drama. The company was presented with an unusually competent script which not only avoided excursions into the maudlin but also dared to close on a note far different from the happy ending that too many TV dramatists seem to regard as in-
flexibly necessary.

The performance completely lived up to the script. Denise Alex-
ander, who played the little girl, was the most skillful child actress this reviewer has seen on TV. Adults in the cast were uniformly capable.

KIDS AND COMPANY is a new show featuring picked juvenile tal-
ent and a "kid of the week" chosen by the U.S. Junior Chamber of Com-
merce for some outstanding achievement and flown to New York at the sponsor's expense to receive an award and prizes on the television broadcast.

The first show was exceedingly entertaining, asking no saunter for its being a children's program. The child participants were good by any standard. Whether the show will continue on that level is another question, and whether it ought to end is still a third. The producers would probably be well advised to find a less taxing and more self-
regarding format since it is hardly conceivable that subsequent acts can live up to the high stand-
ards of those on the first show. An overall locale (perhaps a club or a carnival) in which children could feel a sense of participation or identification might be the answer. But whatever the answer, on one score there is no question: The first show of the series was, in general, a charmer.

PROGRAM FACTS

Program title and Co. DuMont Net-

Adam Moncure

ADAM MONCURE, advertising executive, said recently that the son of George Muehlebach Brewing Co., Kansas City, died Sept. 10 as a re-

sult of injuries received in a head-
on auto collision. The accident occurred Sept. 3 at Good Point, Md. Mr. Moncure recently had completed plans for a campaign extending the company's radio cov-

erage in the Southwest.

KUNO Corpus Christi has added two more hours a day of Spanish language broadcasts, bringing its weekly total to more than 56 hours of Spanish pro-
gramming.

MUTLIPLE OWNERSHIP

Rivers Case To Hearing

DOES CONSANGUINITY prevent broadcasters from owning more than
seven AM radio stations?

Even though each of the kin vows that he goes his own way? Would each willingly compete against any of the others?

That is the question that the FCC apparently wants answered and last week it set for hearing Oct. 22 the transfer applications of E. D. Rivers Jr., his son E. D. Rivers Sr. and James Rivers (brother of the elder Mr. Rivers) for control of WMIE Miami, WMBI West Memphis, Ark., and WACL Waycross, Ga., respectively.

Hearing has to be held, the FCC said, because the grant of any of the applications might "result in an undue concentration of control of broadcast facilities." That inference was drawn, it was obvious, from the fact that the Rivers own seven AM stations and have minority interests in two others.

WMIE is proposed to be sold to ex-Gov. Rivers (of Georgia) for $1,541 for stock, plus $218,469 for outstanding notes [BROADCASTING • TELECASTING, July 9]. Transfer of the station was approved a fort-
night ago by FCC From Lincoln Owners, Inc., to Sun Coast Broadcasting Corp., con-
trolled by Arthur B. McBride and Daniel Sherby [BROADCASTING • TELECASTING, Sept. 10].

Rivers owns stations in Birmingham and WOBS Jacksonville, has a minority interest in WGAA-
AM-FM Cedertown, Ga., and plans to become a TV applicant (with Elliott Roberts and others) for Miami [BROADCASTING • TELECASTING, Aug. 20].

KWEM for $75,500

KWEM is due to be sold to E. D. Rivers Jr. for $75,500. E. D. Rivers Jr., led the group which bought WMBI last April. It now owns WMBI-AM-FM Savannah, WGVQ-AM-FM Valdosta, Ga. He bought WGVQ from his father a short time ago. He is also a TV applicant for Jacksonville [BROADCASTING • TELECASTING, Sept. 10].

Control of WACL is to be gained by James S. Rivers through acqui-
sition of 5% of the outstanding stock to give him 51% ownership. He owns WMJM Cordele and con-
trols WTJH East Point, Ga.

Under a proposed amendment to Section 336 of the Commission's rules, introduced last year, FCC considers the ownership of more than seven AM stations against the "public interest, convenience and neces-
sity."

As part of that amendment, the FCC lists degrees of control permitted if less than seven AM sta-
tions are involved.

If only six stations are con-
trolled, the owner can have minor-
ity interest in one or two other AM stations. If less than five sta-
tions are controlled, the owner can have minority interest in three or four other AM stations, etc.

In FM, the rules specifically limit control to six stations. In TV, five stations are the limit.

The most recent transfer involv-
ing more than seven AM stations under common ownership was early this year when Fort Industry Co., bought WSAI Cincinnati from Marshall Field.

Since it already had seven AM stations—WSWI Detroit, WSPD Toledo, WAGA Atlanta, WHBS Miami, WWVA Wheeling, WMFN Fairmont, W. Va., and WLOK Lima, Ohio—its purchase of WSAI under the FCC upon condition it rid itself of one station. It sold WLOK to the Pikyes early this year [BROADCASTING • TELECASTING, April 9].

The FCC set the Oct. 22 hearing on the following issues:

1. To determine whether a grant of the instant applications would vest the ownership, management and control of ten standard broadcast stations in per-
sons under common control.

2. To determine, with respect to the seven stations presently controlled by E. D. Rivers Jr. and James S. Rivers, and the stations in-
volved in the instant applications, the overlap, if any, that will exist between the service areas of these ten stations, the nature and extent thereof, and whether or not, if any, is in con-
travention of Section 336 of the Commission's rules.

3. To determine in light of the ev-
dence and findings as to the above issues whether a grant of these applications would be in the public interest.

DUAL BIRTHDAY

NBC, Newspaper Share Fete

JOINT birthday celebration of NBC and the New York Herald-Tribune will take place at a professional theatrical benefit at New York's Polo Grounds.

The New York Giants will meet the Los Angeles Rams in the 13th annual Fresh Air Fund game, sponsored by the Herald-Tribune.

NBC is observing its 75th anni-
sary. The Fresh Air Fund is 75 years old. Between halves of the games, Niles Trammell, NBC board chairman, and Whitelaw Reid, Herald-Tribune vice president, will receive plagues commemorating the occasion.

The game will mark the first time that pro football has been shown exclusively on theatrecasts in the Middle Atlantic states.

Arrangements are being handled for the Fund by Theatre Network Television Inc. and the game is ex-
pected to be shown at least in Philadelphia, St. Louis, Boston, Phil-
delphia and Pittsburgh. Although coverage will be exclusive for theatre television, it will not be offered to movie houses in New York, where attendance would compet-
ete with Polo Grounds receipts.
of more than \( \frac{1}{4} \) million rural women in Ohio’s billion dollar rural market

Ohio’s rural women hold the purse strings of more than a BILLION DOLLARS of spendable income. They buy the same foods, drugs, soaps, cosmetics, clothing and other retail items as city women.

WRFD has deeper penetration of this market and a lower cost per thousand than any other Ohio radio station.

In 1950 WRFD primary coverage area of 66 Ohio counties accounted for:

- $4,251,969,000 in retail sales or 57.3% of Ohio’s total
- $982,958,000 in food sales or 54.6% of Ohio’s total
- $124,382,000 in drug sales or 56.6% of Ohio’s total

*Source—SRDS Consumers Markets 1950-51

Get your share of this rich Ohio rural market. Sell to the rural women through OHIO’S RURAL STATION.

WRFD

WORTHINGTON, OHIO

Represented nationally by the O. L. Taylor Company
BROADCASTING • Telecasting

September 17, 1951 • Page 31
ROSE BOWL GAMES
Gillette Buys on NBC

ROSE BOWL games for the next three years will be sponsored by the Gillette Safety Razor Co. over both the radio and television facilities of NBC.

The network bought three year coverage rights last summer [Broadcasting * Telecasting, Aug. 6] for $1 1/2 million, paying $400,000 for the first year and increasing amounts for the next two years to compensate for the expected annual increase in television audiences.

Spokesmen for Gillette reported their organization did no more than meet the NBC expenditure.

To be telecast over the new transcontinental hookup, this year's Rose Bowl game will be the first, since the series was inaugurated in 1902, to be seen east of California. Matching winners of the Big Ten and Pacific Coast conferences, the game will go out to some 50 NBC television affiliates into areas with 85,000,000 of the country's population.

Agency for Gillette is Mason Inc., New York.

NBC also announced last week two special television programs, one pre-game and one post-game, to complement its weekly telecast of NCAA football each Saturday beginning Sept. 29.

Pregame Show

General Tire & Rubber Co., through the D'Arcy Agency, New York, will sponsor the 15-minute pregame show. Sportscaster Ted Husing will interview top coaches for discussion of outstanding players of the day and will show film clips of notable football events of the previous season.

The postgame show—also for 15 minutes—will feature Prestone anti-freeze, a product of the National Carbon Co., a division of the Union Carbide & Carbon Co. Agency is the Casper Esty Co., New York. Programs will present Jimmy Powers and other sports commentators, interviews of leading gridiron performers and last-minute reports on scores of the day.

British Election

CBS Radio commentator Edward R. Murrow was assigned last week to head a team of CBS correspondents to cover the British elections later this year (possibly to be held in November). Others assigned to the coverage job, for which a schedule of approximately 70 broadcasts is being set up, included Howard K. Smith, chief of the CBS Radio European staff; Richard C. Hottelet, correspondent in Germany, and David Scherman, Paris. Several CBS Radio Washington correspondents also are slated to go to London and Wells Church, editor-in-chief of CBS Radio news, was named to go to coordinate the schedule.

PICTURED before their departure aboard the Queen Mary, bound for London and the season's premiere broadcast of NBC's The Big Show, are (l to r) R. S. Reynolds Jr., president of Reynolds Metal Co., one of the show's sponsors; Mrs. Joseph H. McConnell, wife of the NBC president; Mrs. Reynolds, and Mr. McConnell. The Big Show will originate in London over NBC.

FREEDOM CRUSADE

Radio, TV Give Impetus to RFE Drive

Radio's hallowed rule not to mention other networks or stations by name while on the air was broken on Tex McCrary Tuesday when he, following a broadcast, gave a plug to the Crusade for Freedom Campaign [Broadcasting * Telecasting, Sept. 10].

Mr. McCrary took time during his morning broadcast over WNBC New York to read an ad the station had placed in local papers. Admitting that "it might seem strange to you that we're taking this ad on behalf of another radio station," the WNBC full-page announcement ended: "Want to be a radio sponsor? Buy a spot on Radio Free Europe. Join the Crusade for Freedom."

Gimmick was that listeners were urged to send contributions and their "commercials" on the subject of freedom to the campaign, which had already allocated part of its anticipated funds for building more transmitters for Radio Free Europe. The messages would be read on continental broadcasts, to sell democracy to people behind the iron curtain.

After reading the ad and complimenting his outlet for its action, Mr. McCrary said, "I think CBS ought to do likewise."

Steady Plugging

Regular performers on WNBC and WNET referred to the ad and promoted the Crusade for Freedom throughout the day, opening date of the drive in New York City.

Official opening occurred at noon with a rally in Rockefeller Plaza, New York, followed by a luncheon at the Waldorf. Vice President Alben Barkley, speaking at the rally, said that "democracy lives on truth while autocracy feeds on falsehood, and the two forces are always antagonistic."

 Brig. Gen. David Sarnoff, RCA board chairman and chairman of the fund drive, said at the luncheon he was sure the Crusade for Freedom could prevent a shooting war with Russia. "We can win the cold war as well as the hot one," he commented. "And if we win the cold war—-whether this prevent Russia from winning it—we may not have to fight a third World War."

An estimated 100,000 attended Rockefeller Plaza ceremonies, which were simulcast from 12:15-1 p.m. over WNBC and WBNT to an additional 2,500,000.

President Truman wrote Gen. Sarnoff that the crusade, as a "joint action of millions of free citizens regardless of party or occupation, race or religion," constitutes "an inspiring and effective attack against Red tyranny." He sent best wishes "in your dramatic action as free citizens to carry the message of truth to millions of our fellowmen who are struggling against oppression and whose news is poisoned by lies."

CBS-Radio broadcast a special Crusade for Freedom program Saturday with speeches by Gen. Omar N. Bradley, chairman of the Joint Chiefs of Staff, and C. D. Jackson, president of the National Committee for a Free Europe. The general discussed Crusade aims in reference to the cold war, while Mr. Jackson told of "Winds of Freedom" balloons, flown into Czechoslovakia with leaflet messages on democracy.

ABC Radio Network will carry a dramatized report on how Radio Free Europe pierces the iron curtain from 10-10:30 p.m. (EDT) Wednesday. Purpose of the show is to demonstrate how information is being transmitted to blacked-out countries and to illustrate with documented reports the effectiveness of the program. Broadcast will be written by Morton Wishengrad, author of ABC's Peabody-Award-winning Communism—U.S. Brand.

DuMont Television Network is participating in the radio campaign by using one-minute and 20-second film strips during station breaks.

YANKEE PACTS
Full Grid Slate Planned

YANKEE NETWORK has contracted to give New England radio listeners and viewers a full grid schedule of both college and professional games.

Linus Travers, Yankee executive vice president and general manager, said that the network is presenting the most extensive football schedule in its 25-year coverage of sports in the six-state New England area.

Over WNAC-TV Boston, Yankee's video output, Carling's Red Cap Ale and the Atlantic Refining Co., will sponsor each Sunday the last 10-game series of the Cleveland Browns, four-times world professional champions. Ad agencies are Benton & Bowles, New York, and N. W. Ayer, Philadelphia.

An 11-game series of professional football games will be sponsored Sundays on the AM network by the Miller Brewing Co., Milwaukee, for Miller High Life Beer. Agency is Wieden & Assoc. Inc., Milwaukee.

New England and Ivy League games will be aired over WNAC and the Yankee Network Fridays and Saturdays for the Atlantic Refining Co., Agency is N. W. Ayer.

STATION SALES

WKSR Files for Transfer

TWO new transfer requests were on file at the FCC as of last Thursday. All are subject to customary FCC approval.

WKSR Pulaski, Tenn., was sold to W. K. Jones and Fred Fleming, a partnership doing business as Richland Broadcasting Co., for $50,000. Sellers are John R. Crowder and James P. Clark. Mr. Jones and Mr. Fleming are joint owners of the Cedar Grove Lime Co., Inc., a firm specializing in limestone and rock crushing.

The pair had previously filed for a new station in Pulaski as Richland Radio, but their application was dismissed.

A realignment in ownership was requested by WAIR-AM-FM Winston Salem, N. C. O. G. Hill, present partner and one-half owner, wants to retire because of poor health. Other partner, George Walker, will retain 50% interest in the new corporation, AIR Bestco. His wife, Susan Hill Walker, will buy Mr. Hill's interest for $30,000.

Signs ABC News

How wide should 15 Minutes be?
16 inches? 10 inches?

MICROGROOVE transcriptions give you
15-minute programs on 10-inch records—
save space, trouble, money!

Now—full 15-minute broadcast transcriptions
only 10 inches wide—through the miracle of
MICROGROOVE! Columbia cuts the record size—cuts
the cost amazingly—as actual case histories testify!

5 Microgroove Advantages

• Cuts costs . . . as much as half!
• Smaller disc . . . full 15-minute program!
• Big savings on packing and shipping costs!
• Easier handling and storage!
• Famous Columbia quality throughout!

CASE HISTORY #2
See How One Client Saved 45%!
(52 Weeks—65 Stations)

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<th>Old 16&quot; Transcription</th>
<th>New 10&quot; Microgroove</th>
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<td>$8,506.82</td>
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$15,327.00
8,506.82
$ 6,820.18 Savings per year = 45%

*Full details on request!

COLUMBIA Microgroove TRANSCRIPTIONS
Los Angeles—8723 Alden Drive, BRadshaw 2-5411 • New York—799 Seventh Ave., Circle 5-7300 • Chicago—410 North Michigan Ave., WHitehall 4-6000


Call, Phone or write:

September 17, 1951 • Page 33
SPORTS PROMOTION

ORGANIZED efforts to increase radio and TV sports coverage next year were started last week by NARTB and Radio-Television Mfrs. Assn., enlisting on campaigns carried on during the current baseball season and the upcoming fall-winter period.

NARTB last Thursday named a joint radio-TV committee to develop plans for cooperation with major professional leagues with the twofold goal of getting more programming and stimulating attendance at the ball parks.

NARTB member Ben Levy, president of the agency, named as chairman of the committee.

The committee will consist of the following:

R. Sanford Geyer, WBTM Danville, Va.; William B. McGrath, WHDH Boston; Hugio Roice, WEMP Milwaukee; Harry MCTigue, WINN Louisville, and Paul Jonas, MBS. TV organization members, besides Mr. Levy, are: Henry S. Peck, WINS New York; Thad Brown, TV director; Vincent Wasilewski, attorney. Mr. Levy, chairman of the board, will be unable to attend because of participation in American Bar Assn. meetings in New York.

NARTB and the National Assn. of Professional Baseball Leagues (minor) are seeking coordination of activities. They will be attended by the following:

Jack Petri, MBS.; James M. Slattery, Jr., Thad Brown, TV director; Vincent Wasilewski, attorney. Mr. Levy, chairman of the board, will be unable to attend because of participation in American Bar Assn. meetings in New York.

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TV WRITERS

A FIELD examiner of the NLRB regional board in New York held last week to determine whether there are objections to settling—by election—jurisdiction over television authors east of the Mississippi River by the Radio Writers Guild and Television Writers Group, both units of the Authors League of America.

Although no official word was released, various Republicans are4 enough things to discuss to warrant further conferences between the next two weeks between the NLRB, the RCG and the election, and any objection- parties. ALA reportedly was ready to challenge all bargaining agreements between SWG and the medium's representatives as well.

Representative of TV writers west of the Rockies had previously been ceded to the powerful Screen Writers Guild by ALA. Thus, the winner of the competition is expected to come into full focus with opening of transcontinental telecasts Sept. 25.

Meanwhile, RCG sent its own letter to members last week in an attempt to settle the dispute by election. The letter, signed by Mr. Levy, chairman of the board, was unable to attend because of participation in American Bar Assn meetings in New York.

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and full-fledged productions scheduled.

"Thus small beginning in many places can produce a truly nationwide television—and television will be a tremendous influence in all parts of our country from coast to coast and border to border."

The color television fight came up, but only in good-natured form, in an exchange between FCC's Chairman Coy and RCA's President Folsom. When Mr. Coy chided him about RCA's disagreeing with FCC approval of the non-compatible CBS system, Mr. Folsom laughed:

"I've got a sneaking feeling right down at the bottom of my heart that Wayne's becoming compatible . . . you've got to be compatible—that's a good slogan for 1952."

More seriously, and on another subject, Mr. Coy said he thought FCC felt more strongly about preservation of competition than some members of industry felt. He cited NARTB Counsel Justin Miller as having argued that existing stations should have a right to protest against new station grants.

'Lot of Competition'

Three thousand television stations, he continued, will provide "a lot of competition"—not only among themselves but with radio, motion pictures, magazines, and other mass communication media. He assured his listeners the Commission will be "very vigilant" about any efforts to monopolise media.

The freeze on new TV stations, he observed, has been beneficial in at least one respect—the limitation on the number of TV markets impelled manufacturers to build more sensitive receivers in order to reach more potential customers.

The Bridgeport seminar, held Wednesday, was part of a five-day television clinic conducted by the RCA Engineering Dept. Other sessions were at Camden.

W. W. Watts, vice president and general manager of the RCA Engineering Products Dept., presided at the lunch and T. A. Smith, assistant general manager of the department, at the technical discussions and demonstrations afterward. The session included a tour of the Bridgeport UHF station, conducted by Raymond F. Guy of NBC, and technical discussions by P. J. Herbst, J. E. Young, and C. M. Sinnett of the RCA Victor Division. Afterward the guests attended a demonstration of RCA color TV in New York.

**Aims Fall Meet**

FALL meeting of the Assn. of Independent Metropolitan Stations will be held in St. Paul, Minn., Oct. 19-21. Frank Devaney, vice president and general manager of WMIN St. Paul, will be host.

**Dollar for Dollar the XL Stations Deliver the Bigger Market**

THE 'BIRTH OF THE SWOON' PROVES THIS . . . Yes, even in the tempestuous Twenties there were 'Them WHAT HEARD' and 'Them WHAT SAW' and we suspected even then that the listeners were in the majority . . . NOW WE KNOW THEY ARE!

In a recent thorough investigation, Advertising Research Bureau (ARB) interviewed scores of persons who shopped in ADVERTISED stores, LEARNED that 54.5% get their information exclusively by listening to the RADIO.

**54.5% Radio 12.3% Both 33.2% Newspaper**

**Let Us Prove It!**

Clip this coupon and receive the "Proof of Putting"

**KXLK KXLF KXLY KXXL KXXL**

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

SERVING THE PACIFIC NORTHWEST
OFF for "Day at the Races" at Saratoga, N. Y., track with WPTR Albany and New York ad executives. Group includes (1 to r) Howard W. Mascheimer, Glen Wallman and George Miller, WPTR; Joe Weed, president, Weed & Co.; Morgan Ryan, vice president-general manager WPTR; William Schaeudt, WPTR local sales manager; Pat Harknett; J. M. Mathes Inc.; Helen Wilber, Doherty, Clifford & Shenfield; Frank Kemp, Compton Adv.; Dan Potter, Benton & Bowles; Marty Hanson, Compton Adv.; W. R. David, WPTR vice president and national sales manager; Frank Silvermail, BBDO; Charlie Wiegert, Benton & Bowles; Dick Bean, Pedler & Ryan; Jim Luce, J. Walter Thompson Co., Jerry Lyons, Weed & Co. (see early story, page 67).

**HOOPERATING**

C. E. HOOPER Inc. revealed Wednesday the format of a new TV-home Hooperating service, already subscribed for by ABC. The new service will give monthly ratings approximately 50% of the nation's TV sets. The real contribution," Mr. Hooper pointed out, "will be the story—at a glance—on coverage, especially important to new sponsors with new shows who have to compete in the market for single-station communities."

The new rating service is offered as a solution to the disparity between extant services, Mr. Hooper said. He cited Pulse Inc. and the Nielsen Reports. Mr. Hooper sold his national rating service two years ago to the latter firm.

He said legal justification for his new move in the survey field after his no-participation contract with the Nielsen organization is based on the fact his new releases will be tabulated on a local, not a national basis.

The two-state, 12-city service recently issued by the Hooper company has been postponed indefinitely.

Sale of the new service to the ABC network includes subscription by each of the ABC owned-and-operated stations in New York, Chicago, Los Angeles, Detroit and San Francisco. Other station subscribers reported are WOW-TV at the current TV network rate, WNBS Chicago, WABP-TV Dallas, WKY-TV Oklahoma City, KPRC-TV Houston and WJAR-TV Providence.

Reports on remaining TV markets will be inaugurated as additional advertiser-agency subscription—above the 30 now obtained—are signed by the Hooper firm.

**RATe CUTS HIT**

BROADCASTERS have been sold out by the networks, whose panic rate reductions were prompted by the Asso. of National Advertiser's manipulation of audience data, delegates were told Thursday at the opening of the two-day NARTB District 8 meeting. Sessions were held at the Book-Cadillac Hotel, Detroit, with over 60 delegates registered.

John E. Fetzer, WZKO-AM-TV Kalamazoo, sounded the keynote for the criticism of network tactics. He said: "Leadership in the radio field has passed from the networks to the independent owners and operators who are the real professional men in the industry."

Others maintained that the recent panic among New York radio executives had been completely contradicted by AM strength through "audience ratings, which are like crazy men in New York," one delegate said, asking to be anonymous.

Meetings were opened by Richard M. Fairbanks, WIBC Indianapolis, District 8 director. He introduced NARTB President Harold Fellows, who said radio is an ascending, not a descending industry, backing up the statements with a comparison of the number of stations and station income in 1941 and 1961.

"Being a station operator is a soul-satisfying job and relatively profitable business," he said. "If handled properly it builds stature in a community as no other business can."

He urged broadcasters to take advantage of "time and talent" transcription to be made available Jan. 1 and told how stations can save money by taking out tower insurance through NARTB.

Other Thursday speakers included Ralph W. Hardy, NARTB government relations director, who described the headquarters operation, and Roy Harlow, BMI.

The Friday agenda included a management workshop under Richard P. Doherty, NARTB employee relations director, and the Broadcast Advertising Bureau sales clinic in charge of BAB President William B. Ryan.
Albuquerque, fastest growing major metropolitan market in the United States.

Your best buy in this fastest growing market is

KVER MUTUAL

WM. T. KEMP, PRES.
KEN PALMER, GEN. MGR.
KEITH TYE, STATION MGR.
TED NELSON, ASSISTANT MGR.

KVER BUILDING • 317 NORTH BROADWAY • ALBUQUERQUE, NEW MEXICO
SECOND phase of Detroit stations' all-out campaign to fully awaken the public and advertisers to radio's value opened last Saturday.

The latest part of what was described as a "two-million dollar campaign" to sell radio involves newspaper advertisements and streetcar placards plugging the slogan, "Wherever You Go, There's Radio."

Initial phase opened last month.

[Broadcasting • Telecasting, Aug. 13] with radio audiences being peppered with the slogan.

This program, and a similar one in Tulsa, are taking the lead for industry-wide promotion of radio as a mass sales medium which William B. Ryan, president, BAB, said that his organization was preparing, [Broadcasting • Telecasting, Aug. 20].

Newspaper segment of the campaign just opened will continue 13 weeks. Radio phase is to run through November.

Back of the drive are members of the United Detroit Radio Committee, composed of officials of the Metro Broadcasters Association.

The committee stated that, "aware of the aggressive promotion efforts made by other media, Detroit broadcasters have allocated radio time and funds for newspaper advertising and streetcar cards from August through November, that will total one million dollars."

In the slogan, "Wherever You Go, There's Radio," the committee feels that Detroit has a two-edged sales sword. The double cutting edge not only will alert the public to the easy accessibility and enjoyment of radio but will stress to sponsors and ad agencies the great potentialities of radio audiences.

Delegated to represent each station on commercials in Detroit are: George Millar, WKMH; Hal Neal, WXYZ; Wendell Parmelee, WWJ, and Jim Quello, WJR.

Mr. Neal is committee chairman. Art Gistler, CKLW Windsor, Ontario, Canada, who originated the slogan, is serving as vice chairman in charge of advertising. Advertising will be placed through the C. R. Stout Adv. Agency, Detroit.

Featuring the newspaper and streetcar segments is a series of ads of a cartoon nature depicting a central character enjoying radio on picnics, in the backyard, at home, in the automobile, etc.

CAPEHART PLAN

Revision Study Is Set

ADMINISTRATION request for outright repeal of the Capehart advertising-selling cost formula was beaten down last Monday by the Senate Banking & Currency Committee. At the same time the committee met in executive session and named a subcommittee to look into the possibility of revising the cost amendment.

The group, headed by Sen. A. Willis Robertson (D-Va.), was scheduled to open hearings on the controversial formula with an eye toward clarifying it. Chairman Burnet Maybank (D-S. C.) of the full committee predicted an administration-drafted substitute would be approved eventually.

The formula, sponsored by Sen.

KIBE Repeat

SECOND plane crash in a month was covered from the tragedy scene last week by KIBE Polo Alto, Calif. Acme Gifts Co., Palo Alto, a KIBE sponsor, named the station its emergency radio truck to cover wreck of a Boeing Stratoliner in Redwood City halfway through the week's four direct broadcasts were made from the scene. Several weeks ago KIBE made two broadcasts from the scene of the United Mainliner crash outside Oakland. Chief Engineer Paul Farrell walked seven miles to the wreckage site and used a telephone to feed his eyewitness account.

Several of the ads being used to stress radio's impact.

* * *

CAE OUTLOOK

Mulled by Affiliates Board

CBS RADIO's sales outlook, its program plans, and the concentration on radio resulting from Columbia's Radio-TV divestiture were among highlight topics last week as the Columbia Affiliates Advisory Board held its first regularly scheduled 1951 meeting with CBS Radio executives in New York.

Much of the Thursday-Friday meeting was devoted to a review of radio's general commercial climate, with particular attention to the effects of television for the benefit of those outside TV markets. The attitude, participants said, was one of confidence coupled with plans for energetic radio promotion and selling along with a continuing program push.

CBS Radio's billings this year, it was pointed out, are ahead of last year's. Wide interest was reported in the network's "Skelton Operation" — the offering of the Red Skelton Show for sponsorship on a one-design basis. [Broadcasting • Telecasting, Sept. 10].

CBS President Frank Stanton headed the contingent of Columbia executives and gave the opening address Thursday morning.

Other speakers who briefed the CAAB members on the current situation, plans and prospects included Radio Division President Howard S. Meighan; administrative vice presidents, Louis Hauser and James Seward; Herbert V. Akerberg, vice president in charge of station relations for both the Radio and Television Divisions; John J. Karol, vice president in charge of Radio Network Sales; William B. Lodge, vice president in charge of general engineering, and Earl Gammons, vice president in charge of the CBS Washington office.

The two-day sessions also included a demonstration of the CBS color television system, with a talk by CBS Labs Division President Adrian Murphy, and a cocktail party and dinner Thursday evening.

Other speakers from the Radio Division included William A. Schutt Jr., national director of station relations; Lester Gottlieb, director of network programs; George Brown, director of sales promotion and advertising; Edmund Chester, director of news and public affairs, and Sales Manager W. Baldwin Hazard.

The Radio Division's administrative vice president, J. Kelly Smith, and station relations representatives, Edward DeGray and Edward Scearce were present.

Members of the CAAB—all of whom attended—are CAAB chairman I. R. Lounsberry, WRGB Bufalo, representing District 2; Acting Secretary Arnold Schoen, WPRO Providence, District 1; C. T. Lucy, WRVA Richmond, District 3; Glenn Marshall, WBMR Jackson ville, District 4; Howard Sommerville, WOC Omaha, District 5; Richard Boren, WBNM Columbus, Ohio, District 6; Harry Burke, KFAB Omaha, District 7; Clyde Reed, KRLD Dallas, District 8; Clyde Compton, KROY Sacramento, District 9.
PORTLAND ADVERTISERS PROVE KEX preference

With 126 locally sponsored quarter hours per week on KEX (according to a recent study)...70% more than any other network station...Portland Advertisers prove their preference by selecting KEX as the station for airing their sales messages.

THERE ARE REASONS...

- **POWER**—Portland Advertisers know that for coverage in the BIG Pacific Northwest there's no substitute for 50,000 watts. The KEX signal is the only Portland signal heard throughout all of western Oregon and Washington—plus thousands of regular listeners all over the West Coast from Alaska to Mexico.

- **PROGRAMS**—Portland Advertisers know that KEX is the leader in development of outstanding local shows. 'Neath Western Skies, Kay West, Barney Keep, The Northwesterners, The Squirrel Cage, The Merrie Circle, Good Listening Club and Farmer Jones are only a few of the top local programs featured by KEX. Programs that achieve sales results are a habit at KEX.

- **PROMOTION**—Portland Advertisers know that KEX is the station that gets action. Consistent program promotion...active cooperation with advertisers...special events (for example, 20,000 youngsters at 1951 Annual KEX Kiddies Day).

WHEN YOU PAY FOR PORTLAND, GET YOUR MONEY'S WORTH!
Get the PLUS value that Portland Advertisers know so well.
PLUS coverage...PLUS programming...PLUS promotion.
Contact KEX or Free and Peters now for availabilities.

KEX Oregon's Only 50,000 Watt Station
ABC AFFILIATE IN PORTLAND
WESTINGHOUSE RADIO STATIONS Inc
WOWO•KEX•KYW•KDKA•WBZ•WBZA•WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
South's Greatest Salesman Leads 'Em Right to Your Dealers

He draws the crowds

WWL leads listeners in by droves to CBS, "The Stars' Address"—attracts 'em with local shows featuring the folks and flavor Southerners love. WWL has New Orleans' finest facilities for local news and events, public service programs, exciting on-the-scene broadcasts.
WWL's dominant promotion keeps selling listeners all the time—through every medium—everywhere. He flags 'em down on the streets, in the home, at the store with colorful 24-sheets, streetcar and bus dash signs, big newspaper ads, store displays. And to spark dealer cooperation, WWL makes personal calls on jobbers and key retailers.

WWL Wins Biggest Share of Audience

Latest Hooper shows WWL with liberal lead in share of audience both day and night. WWL leads in coverage, too, with a great multi-state audience embracing the rich Deep-South market.
RECRUITING ADS

$735,000 Marked For Radio-TV

MONIES for the continued use of radio, television and other advertising media as "an essential" factor in the overall success of the military's voluntary enlistment campaign won sweeping approval of the Senate last week.

The Dept. of Defense will be able to meet budget demands calling for a $735,000 radio-TV expenditure under an omnibus funds bill reported by the Senate Appropriations Committee and approved by the upper chamber. The sum covers activities for the current fiscal year, ending next June 30.

In taking this action, the Senate sustained the House, which had noted the importance of advertising in spurring enlistments under the military's proposed $3.1 million recruiting campaign [BROADCASTING * TELECASTING, Aug. 13].

Senate purge string-holders apparently were impressed with testimony which pointed out that the Defense Dept. was willing to settle for an approximate 50% decrease in overall enlistment program funds from the last fiscal period (June 1950-June 1951). Advertising media were not earmarked for cuts, however.

Free Space and Time

Col. W. G. Caldwell, deputy chief, Military Personnel Procurement Service, also explained that the Defense Dept. is receiving "approximately 10 or 20 times" the amount of paid time and space in the form of public service announcements or advertisements carried by radio-TV stations and printed media. Radio and newspapers have been particularly "cooperative" in this effort, he observed.

The $735,000 pegged for radio and television time—"mostly radio, we use very little television"—represents 36% of the ad fund, and supports the contention that the Defense Dept. generally is most generous with those media who play along on public service ventures, but also will alternate funds among less liberal media.

Magazines do not make a practice of giving free space, he added, although its budget was second highest, with 25% (or $525,000) [BROADCASTING * TELECASTING, Aug. 6].

A total of $2.1 million is allocated for national campaigns and the remaining $1 million for local advertising among newspapers and radio in the six corps areas.

Then Senate was not so generous with Defense Dept. informational monies, however, adding a proviso that expenses not exceed $10,950,000. The House had taken similar action.

Nor was it as liberal with expenditures for major procurement other than aircraft. Budget request for electronic and communication equipment and other materials and supplies was pared from $1.75 billion to an even $1 billion for the current year, though an additional $800 million may be expended during the next fiscal year, June 30, 1953.

Nearly $400 million of this sum is earmarked for the Air Force's electronics modernization program, and another $90 million-plus for purchase of radio, radar and related equipment. Sum of $4 million was set aside for Navy electronics procurement, bringing the electronics total to roughly $460 million.

CBS ADDS WARK

Station To Be 200th Link

WARK Hagerstown, Md., 250 w on 1490 kc, becomes the 200th affiliate of CBS on Oct. 1 [CLOSED CIRCUIT, Sept. 10].

The new CBS link is owned by United Broadcasting Co., and, according to the station, serves 57,000 radio families in Maryland, Pennsylvania, and West Virginia with a combined buying power of $225 million.

A gigantic celebration is planned by WARK on Oct. 1, featuring federal and state authorities, ad agencies and CBS representatives. Since its beginning, WARK has been an ABC affiliate.

CBS PUBLICITY

"Picture-News" Circulated

SOME 50,000 copies of Picture-News have been issued for Sept. to 70 member stations by CBS Radio Division. Subscriber stations, using it as a merchandising service, will distribute it in turn to grocers and druggists handling products advertised by radio.

In a new digest-sized format, Picture-News contains 16 pages and many illustrations. Some 40 radio programs are covered, with double truck spreads on performers—such as Arthur Godfrey—who effect increased sales of soap, food, and cigarettes. A center spread headlines radio as "Television's Big Brother," and states that network radio "is still the only medium that combines all advertising essentials: nationwide coverage, thumping impact, and minimum cost."

Magazine is produced by CBS Radio's program promotion and trade department, under the supervision of Charles Oppenheim.

TOTEM pole carved by Indians on Queen Charlotte Island, brass conquistador's hat from Philippines, native spear from African Congo, and tomahawk pipe from North America were used by WOR New York in window display to promote idea that "All the News of All the World Is on WOR."
CONSIDER THE COVERAGE

WNAX vs NEWSPAPERS

WNAX (coverage)
WNAX weekly audience, as measured by BMB Study #2: 405,210 families—with 80% listening 3-7 times each week

NEWSPAPERS (Circulation)
Publishers' figures major dailies published in Big Aggie Land

<table>
<thead>
<tr>
<th>Paper</th>
<th>Circulation</th>
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<tbody>
<tr>
<td>A</td>
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<td>10,490</td>
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<td>10,070</td>
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<td>G</td>
<td>6,120</td>
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405,210

Total 199,709

COST PER THOUSAND:

(1/2 hour time change)
One Class D half-hour on WNAX carries a one-time rate of $84.00

(full-page black & white)
The combined page rate for the 7 major daily newspapers in Big Aggie Land is $2,058

WNAX cost per thousand: $0.207
7 major dailies cost per thousand: $10.30

When you consider the coverage and compare the cost, it's easy to see you just can't beat WNAX in Big Aggie Land. So, when you buy to sell in the world's richest agricultural area... get the BEST BUY—WNAX!

See your nearest Katz man today.

THE MIDWEST ADDRESS OF CBS

*Morning and Evening combined

WNAX
A Colwell Station
570 KC 5,000 WATTS

YANKTON - SIOUX CITY AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM
DELEGATE GROUP at NARTB Syracuse meeting greeted
Director William A. Fay, WHAM Rochester. Bottom row
(left to right): Michael R. Hanna, WHCU Utica; Charles
Phillips, WFLB Syracuse; Mr. Fay; E. R. Vadeboncoeur,
WSYR Syracuse; Cecil Mastin, WNBF Binghamton. Top
row: Elliott Stewart, WIBX Utica; Paul Adanti, WHEN
Syracuse; Ed Codel, The Katz Agency; Frank Kelly,
WBEN Buffalo; Carl Mattison, WWSC Glens Falls; W. W.
Carter Jr., WTRY Troy. (Also see other picture, page 66.)

NARTB DIST 2

HITS ECONOMIC, FREEDOM THREATS

BROADCASTERS in NARTB District 2 (N.Y., N.J.), meeting at
Syracuse last week, pledged themselves to fight efforts to destroy
the medium's programming freedom along with attacks against its
economic stability.

They protested violently, as had District 4 at Roanoke, Va., three weeks ago, against the censorship legislation sponsored by Sen. William Benton (I-Conn.).

They were just as bitter in recent extension of network activities into the spot field.

Action against the Benton bill followed that at Roanoke, with emphasis on the proposed National Citizens Advisory Board on Radio & Television, citing Constitutional provisions against abridging free speech and the anti-censorship clause of the Communications Act of 1934.

The anti-network resolution mentioned "wholesale and unwarranted attacks" designed to destroy radio's economic stability and effectiveness. After reminding that costs of all radio services are increasing, and rates of competing media are rising, the resolution pledged members "to resist any action, whether

it be rate reduction, extension of network commercial activities in the field of national spot advertising, or the encroachment by networks upon local station time."

Other resolutions commended the FM Test Markets Plan of NARTB and Radio-Television Mfrs. Assn.; lauded President Harold E. Fel lows and Chairman of the Board Justin Miller as well as the NARTB staff for "fine work," praised William Fay, WHAM Rochester, District 2 director, for convention arrangements; endorsed Broadcast Advertising Bureau work under President William B. Ryan and called for cooperation in formation of local station groups to promote radio as an advertising and public service medium.

Scores Defense Procedures

District 2 brought into the open the failure of state and federal officials "to establish a unified, workable procedure" for radio and TV participation in the civil defense program and called for action to clear up the confusion.

Director Fay presided at the Monday-Tuesday meeting, held at the Hotel Syracuse. President Fellows took part along with Richard P. Doherty, Ralph W. Hardy and Jack Hardesty, of the NARTB staff. Representing BAB were Mr. Ryan and Lee Hart.

Upstate New York broadcasters reported business is good. They heard tips on how to get business from William B. Ryan, Broadcast Advertising Bureau president, and Lee Hart, of the BAB Chicago office. Richard P. Doherty, NARTB employee-employer relations director, spoke on "Basic Yardsticks for Sound Management."

Call for a code of sales ethics was sounded during an open panel discussion led by Frank Kelly, WBEN Buffalo. "Rate cutting will drag a radio station down into the red and hurt not only itself but the other stations around it," he said. "A large number of stations go in for under-the-table rate cuts, package deals and kick-backs disguised as "mechanization."

"One substantial station offered a hodgepodge of merchandising climaxed by 10 free promotional announcements a day. The station did not get the business. It talked itself out of the job by offering so much for so little that the agency was convinced it must be a bad buy."

"The buyers don't want that kind of radio business. If they are agencies they are concerned with keeping their accounts and adding new ones. If they are advertisers they are concerned with getting raw materials, sales and taxes. And they all have telephones that devilem them all day long. They are busy men. When they buy radio they want to buy it and get it over with, instead of walking away with the sick feeling that the next buyer may get a better deal just because he has a nastier disposition."

"And there is every reason to think that things are going to get worse before they level off. Right now we have the networks setting up deals to attract business which has come to us through spot and

we are being remunerated with a network dollar instead of a spot dollar, and whether you are affiliated with a network or not, every network deal to pick up a spot dollar is going to hurt your income."

"Let's try to make one contribution to our own welfare and that of the industry by recognizing the nature of our trouble and facing the facts as they are in deciding what we can do to help ourselves. Let's draw on our innermost resources and commit ourselves to condemn and to quit the bad practices and bad thinking which, unless they are stopped, will destroy the business upon which we have built our lives."

Cecil Mastin, WNBF Binghamton, said, "Radio must get out and sell. We have been taking it easy for too many years and we have been building bigger and better transoms. Radio must get over its inferiority complex."

Ed Codel of The Katz Agency commented on the agency's campaign to encourage advertisers to use spot television.

Michael R. Hanna, WHCU Utica, discussed some methods of Radio Network advertising. Some 18 months ago when he took over RRN, he said, it was losing $45,000 a month. Now it is close to the break-even point, he said, and the philosophy of programming to raise the tune-in and provide new radio service rather than duplicating program is increasing the impact of all radio.

Small Market Meeting

A small markets meeting was held under the chairmanship of George Bissell, WAVE Plattsburgh. Means of getting more national business for small stations were discussed.

Maj. Gen. Floyd B. Parks, Army information chief, addressed the group during a civil defense session. President Fellows discussed radio's role in the national emergency. Ralph W. Hardy, director of governmental relations, described mechanics of the NARTB organization.

F. Robert Green, WGR Buffalo, gave an account of a recent story of a storm window account during the BAB session. Ken Leslie, WCTC New Brunswick, explained how the Sears Roebuck account was sold. Charles Phillips, WFLB Syracuse, was chairman of the BAB panel, with Phil Cameron, WENY Elmira, taking part.

Chairman of a TV workshop was William V. Rothrum, WSYR-TV Syracuse. The panel included A. G. Zink, WRGB (TV) Schenectady; Robert Reuschle, manager of radiotv buying department, Mennen Erickson, New York, and Michael Fusco, WKTV (TV) Utica.

Mr. Reuschle told District 2 delegates he doesn't believe the prophets who say TV will kill radio.

Rate adjustments must be made as time goes on, he said, and programming changes will be required.

"But to my knowledge," he added, "the most a new medium has (Continued on page 66)"
Are You Interested In Selling The GREATER MEMPHIS MARKET?

IN MEMPHIS RIGHT NOW WREC

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

According to Dun & Bradstreet, Memphis is one of the 20 fastest growing cities in the nation today.

Capitol of the rich 76 county Memphis Market, largest market area in the South, the key to a 2 billion dollar retail buying potential, and 13th in the nation in wholesale volume of trade, WREC is the No. 1 station in this area. It is the Right Medium for Right Results.

WREC Rate, in Cost Per Thousand Listeners, has gone down 10.1% compared with 1946.

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<tr>
<th>RADIO FAMILIES</th>
<th>1946</th>
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<td>RADIO HOMES COVERED</td>
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<td>COST PER 1000 HOMES</td>
<td>.61</td>
<td>.55</td>
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Figures quoted based on latest available 8MB measurements

WREC HOOPER RATINGS AVERAGE HIGHER THAN ANY OTHER MEMPHIS STATION

SURVEYS SHOW

RADIO REACHES FURTHER • RADIO COSTS LESS
RADIO DELIVERS MORE than Ever Before

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

WREC MEMPHIS NO. 1 STATION

Represented by THE KATZ AGENCY, INC.
stations love timebuyers

timebuyers love listeners
and Capitol's Custom Library offers wonderful music...by type (you choose it) or fancy wrapped, pre-packaged in outstanding Library Program features...as many as twelve (one dozen) ready-to-sell musical shows in your basic Capitol Custom Library (¼ hour to across the board ¼ hours)...for a per show per week cost as low as $1.04! Including all music, production aids (themes, voice tracks, theme fills, etc.), scripts...for simplified, top notch production; sponsor program presentation sheets, audition disks, promotion material...for your commercial success. That's why you'll love

Capitol

BROADCAST DIVISION

Custom Library Service

CLIP AND MAIL THIS COUPON NOW!

Capitol Records - Broadcast Division
Sunset at Vine, Hollywood 28, California
Send full information on Capitol’s Custom Library Service, Program Features, and Bonus Extras today!

<table>
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<tr>
<th>STATION</th>
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<td>CITY</td>
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MBS AFFILIATES

PERMANENT Mutual Affiliates Advisory Committee, with two representatives from each of seven nation-wide broadcasting districts, has been elected by MBS affiliates, Earl M. Johnson, vice-president in charge of station relations, announced Tuesday.

Initial steps to form a permanent MAAC were taken by Mutual last June in order to develop stronger network-affiliate relations and assure the continued growth of AM broadcasting. A temporary committee of 14 members was formed at that time to serve as a nominating group for the permanent body. Final MAAC membership was elected by Mutual affiliates.

The two representatives from each district to the permanent committee were elected on a market basis: One from each area serves a metropolitan center and the other represents a non-metropolitan market.

The newly organized committee will hold its first meeting at the Hotel Ambassador, New York, today and tomorrow (Monday and Tuesday). Agenda calls for the election of a chairman and discussion of such network-affiliate business as spot advertising, rate adjustments and fall programming.

Districts and their representatives for the Mutual Affiliates Advisory Committee are:


DISTRICT III—States of Illinois, Indiana, Missouri, Kentucky, Michigan (except upper peninsula) and Ohio: Metropolitan Markets—J. Porter Smith, WOBG Louisville; Non-metropolitan Markets—Hugh O. Potter, WMD Owensboro, Ky.

DISTRICT IV—States of Arkansas, Louisiana, Mississippi, Tennessee and Alabama: Metropolitan Markets—John Cleghorn, WHRB Memphis; Non-metropolitan Markets—Bob Me- nage, WCBI Columbus, Miss.

DISTRICT V—States of North Dakota, South Dakota, Nebraska, Iowa, Minnesota, Wisconsin, Michigan (upper peninsula only) and Sidney, Montana: Metropolitan Markets—Gene Cagle, KFJZ Fort Worth; Non-metropolitan Markets—Grover Cobb, KXGB Great Bend, Kan.


A run-off election will be held shortly to resolve the tie in District VII.

PROSPEROUS Worcester comes right to the top along with the nation's choice major markets. In the "Cream of Your Market", a study recently published by J. Walter Thompson Company, the Worcester Market stands 31st in the nation among the 162 Markets studied.

WORCESTER—One of the "Cream" Markets of the Nation

Did you know that—

the Worcester Market ranks higher than the Albany-Troy-Schenectady Market combined?

Higher than the San Antonio Market?

Higher than the Rochester Market?

And remember, WTAG has more audience than all other Worcester stations combined!

See Raymer for all details

Radio Booster

"People who know—hear it on radio" is slogan currently used by WPRO Fremont, Ohio. R. C. Force, manager, in a letter to the station's national representative, Hill C. Best, Detroit, said, "What do you think of an idea of having all radio stations cooperate in the use of a slogan? We have come up with this slogan which we have tried out on the air here in Fremont and it sounds very good."

Fred Wagenwood, KUKR Cedar Rapids; Non-metropolitan Markets—E. J. McKellar, KVOX Moorhead, Minn.


DeGRAY, SCOVELL

Named by CBS Radio

EDWARD DE GRAY, executive assistant to J. Kelly Smith, administrative vice president, CBS Radio Division, and Edward Scovell, business manager of the radio and TV department, Kenyon & Eckhardt, New York, have been named representatives of the station relations department, CBS Radio Division, effective immediately, William A. Schudt Jr., national director, station relations, CBS Radio Division, announced.

In addition Mr. Schudt also announced that the station relations department would assume supervision of the CBS Radio cooperative program division, effective immediately, with Mr. De Gray, in addition to his station relations duties, taking over responsibility for the co-op division.

Mr. De Gray joined CBS as an accountant in 1937, transferred to WBT Charlotte, eventually becoming assistant general manager of the station and secretary-treasurer of Jefferson Standard Broadcasting Co. In May 1948 he became executive assistant to Mr. Smith.

Mr. Scovell, before joining Kenyon & Eckhardt in 1930 was director of special events for CBS in Washington. He originally joined the network in October 1936.

NEW pocket-size magazine, The Big Story, based on radio and TV programs of that name and featuring the development of front page news stories recounted by reporters covering original stories, now is being published.
MR. SPONSOR:

WJBK *TOPS IN DETROIT*

4 individual evenings out of 7!

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Sunday thru Saturday evenings 24.1—

Second only to 50,000 watt net with 25.5

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Exceeded only by 50 kw net!

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The Detroit radio audience listens to WJBK, and the figures prove it. Phenomenal, aren't they! But WJBK does it all the time. More important to you, this tremendous audience responds to your WJBK-delivered commercial for the sales results you want.

*Radio Hooperatings—June 1951

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455
Represented Nationally by THE KATZ AGENCY, INC.
SO. CALIF. RADIO

DESPITE competition for eight Southern California TV stations—one in San Diego and seven in Los Angeles—and a video set population of around 1,250,000, radio industry in the area generally is in better shape now than ever before.

This is gleaned from a survey made by Robert J. McDowell, managing director of Southern California Broadcasters Assn., Hollywood. The survey covered 23 typical member stations which reported on business conditions for the first six months of 1951 as compared to the same period the year before.

Some 18 of the 23 reported revenue up. The average rise was 35%.

KOWL Santa Monica, the median station in this group, reported an 18% income jump.

KPRB Banning, highest in the "up" list, was 300% ahead of last year.

Better Business Reported

KMPK Hollywood, KBUC Corona, KKOK Tulare, KVOE Santa Ana and WPXM San Bernardino reported themselves in the 10-14% brackets; KPMO Pomona and KERO Bakersfield, 15-19%; KVEN Ventura, KSON and KCBQ San Diego, KSMA Santa Maria, 25%; KSRO San Diego, 41%; KALI Pasadena, 61%; KWKB Pasadena, KFAC Los Angeles and KGMA Long Beach, 2-10%.

Only three stations noted lower income by 1%, 7% and 20%. Two stations—KFVD Los Angeles and KNRA San Bernardino—reported revenue as about the same level as last year.

While expressing optimism over full business prospects, most station managers or owners indicated net profits would be lower this year because of heavier costs of operation. Several stations, including KCBQ San Diego and KOWL Santa Monica, noted they have hit the highest income figures in their history this year. Local business was credited with most of the rise, with national spot second and network slightly off.

General Letdown

The past several months saw a general letdown in business by many stations in the Southern California area. The Korean war, production cutbacks and world unsettled conditions generally, plus TV inroads, are being blamed. During the last few weeks, however, station management reported a decided "pickup" and are most confident of the future.

Consensus is that television will continue to absorb more advertising dollars but radio will uncover and develop much new business.

To stimulate this drive for new business, the Southern California Broadcasters Assn. is engaged in an all-out promotion campaign that will extend to key eastern cities starting next month.

Mr. McDowell, armed with facts and figures, will show key advertisers and agency executives in New York, Chicago and other major cities a new presentation on the merits of Southern California radio as a year-round advertising medium.

The presentation will be previewed at a mass meeting of all Southern California radio station account executives and others at the Hollywood Roosevelt Hotel Thursday night.

KITE-FM SALES

Sports Schedule Signed

KITE-FM San Antonio, on the air since last June 18, is proud of its record of having met operating expenses "and more."

Since Sept. 10, the station reports that the only time left for sale is after 10 p.m. three nights a week. KITE-FM signed an exclusive contract with the San Antonio Independent School District which controls rights to all high school football and basketball games played in the city's biggest football stadium.

Zenith and RCA-Victor sponsor these games on alternate nights. Richter's Bakery bought an hour long "salute" to participating teams following the game. Westinghouse purchased all time on non-sports nights between 8:30 p.m. New Braunfels Textile Mills bought a half-hour of music before each game. The station operates commercially only at night and as "good music" partner of daytime only KITE.

On All Accounts

(Continued from page 12)

reporters for jobs as reporter-newscasters and Mr. Heinemann was one of two chosen.

After a year's exposure to radio, Mr. Heinemann decided to give full time to it and in 1938 joined KFEL Denver as newscaster, commentator and reporter.

In 1942 he joined the Marine Corps and was in service for four years, two of them in the South Pacific.

Following release from service in 1946, he joined Allied as copy writer in the production department and account man. Early in 1950 he was made office and production manager.

Mr. Heinemann and his wife, Miss Jane Hill, reside in Malibu. The Heinemanns have one son, Michael.

His hobby, writing, is one which he cannot take exception to as much as she collaborates with him. Making their hobby pay, the Heinemanns turn out a syndicated weekly television column currently appearing in 16 California papers.
There is always a most efficient way to do a job...

For your SELLING job in this top U.S. market use WTIC...

because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co.

HILL COVERAGE

Javits Challenges Benton View

THE CONVICTION that telecasts and/or broadcasts of sessions would "completely ruin the Senate" elicited both a challenge and a hasty clarification on Capitol Hill last week.

The challenge was issued by Rep. to Sen. William Benton (D-Conn.), to whom the original quotation was attributed. The Senator had dropped this remark during hearings before the Senate Interstate & Foreign Commerce sub-committee on his proposed Radio-TV Citizens Advisory Board [BROADCASTING • TELECASTING, Sept. 10].

"I must respectfully differ with this view," the House member wrote Senator Benton.

Rep. Javits stated, "I believe that in both the Senate and the House, televising and broadcasting of important debates on key issues would have an excellent effect in increasing our people in the operations of government and improving the level of Congressional debates."

Rep. Javits offered to debate the Connecticut Democrat on this issue "on radio and television which I believe would be made available as a public service for this purpose."

Sen. Benton replied that actually he is in complete accord with the Javits plan which would permit broadcasts and telecasts on a selective basis. Furthermore, he added, the statement was taken completely out of context and what he said was that "regular telecasting would ruin the operations of the U. S. Senate."

That is the inference, too, behind the Javits proposal, now bought up within the lower chamber.

"I wish to emphasize the fact that not all proceedings" would be carried, Rep. Javits said, citing debates on the Japanese peace treaty, the foreign aid bill and price-wage control as likely topics for coverage.

Sen. Benton singled out the procedure followed by the Australian Parliament which allows broadcast coverage twice a week on a regular basis. The Congress, he added, should experiment with a similar plan, under rules prescribed by the Senate leadership.

In his reply to Rep. Javits, Sen. Benton stated:

"When you've read the attached transcript from the testimony I think you'll decide there's no real room for debate between us. We seem to be in total agreement... Of course the present rules of the House and Senate are very different, and there might be big room for argument between us, or among advocates of televising Congress, on how the Senate rules would have to be adapted and changed for the periods of public viewing and hearing..."

I agree with you about the great potential educational value inherent in the idea of broadcasting televising sessions of Congress. I gather, however, that we seem to agree that an attempt to broadcast all sessions is not to be commended. Just as one example, it is often more important for a Senator to be off the floor than it is on it (attending a committee meeting)... With broadcasting, he might feel inclined to his chair.

Rep. Javits is the author of a resolution (H Res 62) under which the more important Senate and House debates would be televised and broadcast on a selective basis. A similar proposal has been before the House Committee on Rules & Administration, which filed a petition for discharge after executive sessions last May. The House did not vote on the petition. Resolution was introduced at the turn of 1961.

The Senate Executive Expenditures Committee also had hearings on the Javits plan under the chairmanship of Sen. John L. McClellan (D-Ark.). Members of Congress offered their views before both groups.

Little active interest of members has been reported in view of lack of pressure from their constituents. BROADCASTING • TELECASTING was told last week. Senate author of the proposal were in connection with legislative reorganization proposals.

As evidence of the lack of interest, the House committee said it plans to release shortly a survey on members' preferences pointing up that they do not wish to press for action.

No Recommendations Planned

The Senate unit summed up the question of Congressional broadcasts and telecasts with the theory that the matter is best a concern of the Senate and House leadership. It proposes to make no concrete recommendations in its forthcoming report.

In his letter to Sen. Benton, Rep. Javits noted only 40% of the eligible American public vote in Congressional elections and about 50% in Presidential campaigns, partly because of lack of familiarity with public officials and issues.

"The arguments made that the Senate or the House would make a show of itself on television I believe do not recognize the dignity and instinct for public service and solid sense of the great majority of the members of both bodies," he declared.

Rep. Javits stressed that only timely debates would be televised and control and content would rest with the House Speaker and President of the Senate, as well as the respective rules committees.

"Those few members... who might abuse radio and television broadcasting would find retribution from their constituents" and a "great improvement in our process of legislative decisions would result from such coverage," he stated.

The Congressman also cited communications he said he had received from ABC, CBS and NBC TV officials offering to carry the debates as public service programs. The views were inserted in the Congressional Record last June when he testified before the Senate unit.

RADIO'S LOW COST

Stressed by NBC's Evans

"THE average person today in the U. S. still spends more time listening to the radio than on any other activity except working and sleeping," Jacob A. Evans, manager of radio advertising and promotion for NBC, said in an address to the Sales Managers Club of Memphis, Tenn., last Monday.

"And radio is the lowest-cost advertising medium you can buy. More people," Mr. Evans added, "are delivered for each dollar spent in radio than by any other means of communicating with your customers. Television's major contribution to the American economy is the creation of additional demand for products. It does not lessen the effectiveness of existing advertising media."

He pointed out that "radio advertising did not decrease the revenues of newspapers and magazines when it first became a reality 25 years ago. Radio simply spurred more people to buy more products... television can be expected to do likewise."

PINS were in order for two new Radio Pioneer Club members from Ohio who were ushered into the organization last month: Rep. David B. Hoeflin, BMI director, and president of the group. The initiation took place during the BMI Program Clinic in Akron Aug. 20. Mr. Wilson takes full credit for bringing Mr. Hoeflin into the broadcasting business, 20 years ago last month.

Announcement

WHLM are the new call letters, replacing WLTR, for Bloomsburg, Pa.

The Sports Station of the Susquehanna Valley

WHLM will carry the Atlantic football schedule of college games for the 1951 fall season

Harry L. Magee, Owner and Operator

Affiliate of Liberty Broadcasting System 1000 W (d) Managing Consultant: Vic Diehm (WAZL, Hazleton & WHOL, Allentown)

690 KC

Page 52 • September 17, 1951
HOT "PLASMA" FOR A STEEL MILL: This giant steel bottle is full of molten iron from a blast furnace. When poured into an open-hearth furnace to make steel, it should mix with about the same weight of scrap. Iron and steel making capacity in 1953 will be nearly 120 million tons (25% greater than in 1945).

POUR ON WATER: That will be the next operation, as this coking oven discharges its fiery product. Coke oven capacity has been expanded about 20% since 1945.

If you own any heavy machinery that could be junked... car, tractor, washing machine, lathe... now is the time to sell it to your local scrap dealer. The iron and steel industry is growing faster than its scrap supply. Consuming 53 million tons of scrap in 1950, it will need an additional 7 million tons of scrap each year to serve the big expansion program now under way.

Coke oven capacity has been expanded about 20% since 1945.

CAN YOU "READ" SPARKS? This man is testing scrap steel for alloy content. He can identify many alloy steels by shape and color of sparks. Identification is important because wrong alloys can affect whole furnace charge.

If you want to know more about the scrap collection methods that should be used in factories, shops and on the farm, write to American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York. Ask for "Steel Scrap Emergency" booklet.

SCRAP TRANSFUSION NEEDED (you can help)
**BREWERIES ARE BUYING!**
- Hudepohl; Cincinnati
- Goebel; Dayton
- Burkhardt; Akron
- Lone Star; San Antonio
- Southern; Tampa

**FOOD STORES ARE BUYING!**
- Vermont Grocery Co.; Burlington, VT
- Albers Super Mkt.; Dayton
- Warehouse Markets, Inc.; Burlington, IA

**PUBLIC UTILITIES ARE BUYING!**
- Southwestern Public Service Co.; St. Johnsbury Gas Co.; Portland
- Amsler

---

**YES! EVERYBODY'S**

**ZIV'S NEW SM**

**DUNNE AND **

Together, in the Gay, New, & "BRIGHT"

**FIVE DISTINCT IDENTIFICATIONS**
Including Three Full-Length Selling Commercials!

**NOT JUST ONE BUT TWO GREAT HOLLYWOOD STARS!**

**THEY MAKE RATINGS JUMP!**

**THEY MAKE LISTENERS BUY!**

**WOW! 227 MARKETS SIG**
GASOLINE AND BUILDING & LOANS!

Meat Packers and Dairies!

Coffee, Lumber, Laundries!

Buying... Transcribed for Local Sponsorship!

Ash Hit! Starring MacMurray, exciting Comedy-Adventure Star.

Each half-hour program a complete episode!

Making the Top Program in Your Market!

Write, Wire or Phone!

Ned in First 30 Days!
Manpower Prudence

EXCEPT for the technical end, the manpower pinch hasn't been too serious in the broadcast media. Because of their glamour, radio and TV are surfeited to applicants, many of them unqualified.

There are signs, however, that a manpower shortage is ahead. Enlargement of the armed forces is now putting the present 3½ million to probably four million next year. This will hit the broadcast media harder than most of the other pursuits because a large percentage of the people in radio are of military age.

The broadcast services have a two-fold problem. When the TV freeze is thawed sometime next year, there will be immediate demands for personnel—even before any great numbers of new TV stations are on the air. This will be drawn largely from the radio field. Many a broadcaster, from management to engineering, wants in on TV. So do many of the folks identified with agencies and station representa-
tives, who see in station operation a more "essential" status than they do in the selling fields which were virtually at the bottom of the list before V-J Day.

Thus, it behooves ownership and management to survey their personnel. Key positions should be backstopped in depth. New personnel should be retained with an eye toward the future. They should be least vulnerable for possible military call.

All this constitutes prudent management. It doesn't take a long memory to recall what happened in those tumultuous forties.

Trends and Changes

THE DYNAMICS of change, inherent in all kinds of business operating in the competitive climate of our S. economic system, are nowhere more apparent than in broadcasting.

For no business has ever grown bigger faster than broadcasting and its two main branches radio and television. After 30 years it is still growing in so many directions that no one can foretell its ultimate dimensions or indeed whether it will ever reach a state at which it discontinues growth.

It is not easy even to measure its size and shape at any given moment because before the moment has passed broadcasting has changed some more. Ever so often, however, this publication tries the difficult job of sizing up broadcasting by one dimension or another. In this issue we measure it by the money—it will earn this fall.

One element in the change between last year and this in the influence of television. It's an element which, as it became more and more apparent, has caused a lot of constera-
tion this past year. In fact, some people have been shoved right up to the brink of terror by television.

We think that our measurement of Broad-
casting shows that television is a pretty big element both in and out of the broadcast business. People who live in the same house with radio without either of them being crowded out.

By now, what with the talk on the part of some national advertisers, one might have expected that the decline and fall of radio would be evident. It's difficult to attach the words "decline and fall" to a business which anticipates a national average increase of 14.53% in billings this fall, compared to last.

At the same time, television billings this fall will be 39% bigger than they were at the same time last year.

It's true that the several types of business which together compose the total billings exist today in different proportion from that which obtained a year ago. Radio network business is down; spot and local are up.

As we say, changes have taken place, will continue to take place.

The wise broadcaster (and agencyman and advertiser) will neither fear such changes nor ignore them. Indeed he will attempt an intelligent appraisal and application, to control the changes so that broadcasting will continue to grow, even though its patterns and appearance are altered.

Less Excessive Taxes

SENSIBLE TAX RELIEF for telecasters seems to have a good chance of being written into the new revenue-producing legislation with which the Senate Finance Committee has been struggling.

Essentially the telecasters would get this relief.

Any corporation which derives part of its income from telecasting and part from radio broadcasting would have the option of computing its average earnings base period net income for excess profits tax purposes by applying either its own rate of return for 1946 to 1949 less TV losses and capital invested in TV or the industry rate of return for 1946 to 1949 on the company of capital assets at the end of 1949, whichever is higher.

Also any corporation which is in some other business, such as newspaper publishing, as well as radio and television, can treat its pub-
lishing business as if it were a separate busi-
ness in computing its average earnings base for excess profits tax figuring and be eligible for the option described above.

It would mean that many companies is a substantial saving on excess profits taxes as compared with the rigid provisions of the tax legislation originally enacted by the House and now being reworked by the Senate committee.

The telecasters who led the effort to amend the tax laws to give an equitable shake to those venturesome businessmen who have risked their capital in TV deserve plaudits apen ty. It would still be a hard sell before the Senate committee and support for the impending discus-
ion of the question on the floor.

Why Pick or Radio?

IT'S ABOUT TIME that radio was removed from the sitting-duck shelf in the ANA's shooting gallery. Or else efforts should be made to keep a more representative group of ad-
ditional targets up so that radio wouldn't draw all the fire.

It's pretty obvious, as Frank Pellegrin says in a statement we publish in this issue, that television has invaded attention from all media. The trouble is that among the media only radio provides the pin-point measurements of itself that enable its response to TV to be assessed immediately and in detail.

To a large extent it's radio's fault that it now occupies a lonely position on the sitting-
duck shelf, and, there probably isn't much it can do about getting out of the target area.

There is, however, much it could do in encouraging advertisers and agencies to in-
struct that other media provide comparable data about themselves, and that influence TV has exerted on them. That way radio could collect enough company so that the hunter could pick another bull's eye.

In THE SPRING of 1936, a serious, hand-
some youth who had spent almost all of his 22 years eulogizing motion pictures, pre-
dicted in a college essay that television would replace movies as a mass medium and "force them to go into art."

He also suggested that TV would be popular despite small screens, productions would be simple and programs would have "lighter sub-
ject material, less realism and heavier censor-
ship than most."

Fifteen years later, the young man with the peripatetic mentality has seen his convictions confirmed. He is Don Paul Nathanson, advertising and public relations director for the Tonl Co., Chicago.

Don Nathanson has many of his early ideas today, but elaborates on them. He sees the same trend in movies now that took place in the legitimate theatre. When legit was a mass medium it operated in a "limited sphere of unreality and censorship."

As movies took over the mass medium character, legit became highly specialized, and its former char-
acteristics were transferred to the movie screen. Now, according to the Nathanson theory of evolution, TV has replaced movies as the most popular mass medium, and, as a result, acquired its debits. Art movies, con-
fronted by video's "clear signal, "are the hope of the movie industry."

The future, he said 15 years ago also, lies in a raising of standards and an appeal to a smaller and more discriminating group.

The Nathanson buzz has buzzed with many an idea and project. Two years before Life Magazine was published, Mr. Nathanson (whom we was 20) thought of putting out a "Movie Pictorial," recognizing the trend to read less and look more. It died a 'bornin' because of no money, but the only one of its kind, published much later, used his plan of distribution through theatres. He started Radio Show-
manship, one of three industry magazines, which was sold to 100 stations in two years for use by their local and regional clients who were interested in learning what similar busi-
nesses were doing in radio. He inaugurated one of the first telephone coincidental radio surveys in Minneapolis.

Born in Minneapolis April 16, 1914, Don Nathanson was always interested in people and means of communicating with them. His initial (and single) ambition for many years was to work in motion pictures, a family tradi-

tion. A creative thinker as well as a logical businessman, Don Nathanson this fall sits at the U. of Minnesota in his hometown.

He ultimately took a B.A. in advertising, journalism, political science and psychology, and would concentrate "on much more" of the last if he had it to do over.

An indomitable college essayist, he also (Continued on page 59)

BROADCASTING • Telecasting
SELL your product simultaneously in every farm home, village and city of huge, rich RADIO SOUTHWEST. Cut overhead...do it with one star salesman WFAA!

WFAA PRIMARY COVERAGE AREA sprawls over 116,000 square miles, swallowing 171 counties in Texas, Oklahoma and Arkansas. An area populated with spenders to the tune of more than seven billion annually—an area with 1,143,500 radio sets!*

ADD OUR ROLLING STOCK—the car radios, practically every family has one or more cars equipped with radios.

WHAT ABOUT TELEVISION? We are as proud of WFAA-TV as a new Hereford calf. Each time we slap him on the rump a lusty bellow can be observed in 121,000 homes. A good, solid impact for a yearling.

BUT—there are over a million radio homes in WFAA's primary coverage area with no more TV sets than a snake has hips!

WHO SELLS THESE MILLIONS WITH BILLIONS TO SPEND—sight unseen? Your star salesman WFAA reaches a million with EVERY SPOT!

*Sales Management, 1951
In the Continental 315 Transmitter... both variable and fixed vacuum type capacitors are used in all tuned circuits in the power amplifier output. The reliability of this type of capacitor has been proven by exhaustive tests and use in many high frequency applications.

* Because of the extremely low power factor inherent in this type capacitor... the stability of tuning is not affected by temperature or aging. Likewise, power losses are minimized because of this low power factor and high circuit efficiencies are obtained.

---

**Front Office**

**Walter Patterson**, program director WKMH Dearborn, Mich., appointed managing director WKHM Jackson, Mich. (owned by WKMH Inc.). **George Millar**, commercial manager WKMH, appointed assistant general manager WKMI.

**John Thorwald** appointed assistant to Norvin S. Veal, director of radio and television activities John H. Perry Stations (WCOA Pensacola, WJHP Jacksonville, WTMQ Ocala, WLDP Panama City, and WNDD Daytona, all Fla.). Mr. Thorwald's offices will be located at WJHF.


**John MacRae**, staff announcer WABI Bangor, Me., appointed local sales service manager.

Mr. Thorwald

**Henry J. Behre**, commercial manager WKIP Poughkeepsie, N. Y., to WMTR Morristown, N. J., as assistant general manager.

**Paul E. Reid**, assistant manager of WKLF Clanton, Ala., appointed general manager WRLD-AM-FM West Point, Ga.

**Larry Darley**, sales manager KVOP Plainview, Texas, appointed sales manager KVER Albuquerque, N. M.

**Eugene Purver**, attorney and NLRB member, to CBS Hollywood legal staff, as assistant to Ned Marck, head of network legal staff.

**Harlan G. Oakes & Assoc., radio station representatives**, open office in San Francisco at 26 O'Farrell Street. **Burt Beggs**, formerly with Weed & Co. heads office. Telephone is Yukon 6-5936.

**Betty Braid**, promotion director CPRB Toronto, to Toronto office of Joseph Hardy & Co., station representative firm.


**Mel Merz** appointed to sales staff WMAY Springfield, Ill.

**Joseph Stamler**, sales manager WNDR Syracuse, to WMGM New York, on sales staff.


**George Wetmore**, chief engineer of WXXW Albany, N. Y., named director of operations. **Gene Fitzpatrick** appointed commercial manager.


**Schepp-Reiner Co., N. Y.**, radio station representative, has resigned as representative for Consolidated Television Productions, Hollywood, effective immediately.

**Personals...**


**Art Kirkham**, vice president KOIN Portland, Ore., named recently as "Citizen of the Week" by Portland Traction Co. Card displaying his picture and civic message appeared on buses throughout city...
Respects
(Continued from page 36)
went an epic on the superiority of movies over radio, charging that "anyone who sits home and listens to the radio instead of seeing movies is going blind for the price of admission." (It was a quarter in those days.) A Phi Beta Kappa, he has written publica-
tions, and ended his career as a respected member of Mu Beta Chi, professional business frater-
nity, because he'd managed to hold a job selling Corona-Coronas for four years. Almost four anyway. He looked for a Hollywood studio writing job "during the best fall season Minnesota ever had."

After graduation in 1937, he settled for $15 weekly from the Golden State department store, of which he was advertising manager for the economy (basement) divi-
sion. A friend, Sam Kaufman, soon inveigled him into organizing their own ad agency, the D. S. Manson Co., with initials taken from their first names and a syllable from the last. The reasoning was more subtle than it seemed. When creditors came to call on Mr. Man-
sen, he was never in.

The agency prospered, despite creditors, grossing $34,000 its first year, and fast became the radio station's best friend, inasmuch as newspapers gave no agency commis-
ion on local sales and stations did. Manson eventually handled the most local radio business in the Twin Cities.

Publication of Radio Showman-
ship pinpointed D. S. Manson as a
radio expert, and elevated the
agency far above the local level in
national recognition and prestige.
Mr. Kaufman sold his interest to Mike Gold, joined as a partner in
1941, and took over the entire com-
pany when Mr. Nathanson joined Toni in 1947. In the meantime, the agency worked strenuously on de-
velopment of Rayve shampoo, owned by the second largest beauty shop supplier in the country. The product had never been sold at
retail, Mr. Nathanson instigated this, advertised locally and region-
ally, and helped push the account
into the national field. Affiliated with Rayve's owner was Niesen
Harris, also a beauty shop supplier, and brother of Irving, who had owned a financing business which was one of Manson's early accounts. Mr. Nathanson opened branch of-
fices in Duluth, Seattle and Los
Angeles, and a key Los Angeles account became Guardian Service Division of National Pressure Cooker, of which Irving Harris was an
executive.

In Los Angeles Mr. Nathanson spent many an evening talking with
Irving about the Harris brothers' new Toni home permanent. When
Irving went full-time with Toni,
Mr. Nathanson closed West coast
offices and returned to Minneapolis. His biggest account was Portrait
home permanent, a Toni competi-
tor.

Mr. Nathanson with a "natural" background for Toni—started with the
company only as a consultant in 1947, retaining his agency in-
terests as Toni was located in the Twin Cities then. The next spring he joined the three-year-old firm as director of advertising and pub-
lic relations.

That year Toni went national after vastly successful regional campaigns. It used its first radio in 1946—Meet the Mrs. on CBS Pacific network—and volume in that area tripled sales of any other part of the country. Toni used an unprecedented sales approach—non-professional commercials given ad lib by women who had used the product. In the growth years—
1947-49—Toni used as much as 80% of its budget for radio and gained about 96% of the home permanent business. Now that there are more national competitors (and Toni still outsells them all combined), broadcast
media get about 60% of the
advertising appropriation. From $600,000 in 1946 to $8 million in
1951, the company buys This Is
Nora Drake, Arthur Godfrey, Alias
Jane Doe and The Mystery Singer
on CBS-AM and Arthur Godfrey
and His Friends, and Crime
Photographer on CBS-TV, and
Stop the Music on ABC-TV, re-
cently bought.

Mr. Nathanson's creativity still
comes to the fore, despite routine
of managing an office with 35 per-
sons and working with many more
at Foote, Cone & Belding and
Tatham-Laird agencies, both Chi-

ago.

Still a frustrated writer, of copy
or a TV show or a novel, Mr. Na-
thanson just completed a 20,000-
word story which was plotted two years ago on a Caribbean cruise—
his first "legitimate" vacation in
11 years. His wife is his worst
literary critic. "She thinks I'm too imaginary, not realistic." She is the former Evelyn Hober-
man of Minneapolis, and they live in suburban Glencoe with Jill, 9;
Marc, 6, and Greg, 4. Mr. Nathan-
son spends weekends with the
youngsters and occasionally plays
golf, "shooting only 10 strokes
higher than the first score I ever
made when I was 14."

He's an active member of the
ANA, Chicago Federated Adver-
sising Club, and a former mem-
er of the Minneapolis Junior
Asn. of Commerce, which gave him its Silver Key award for serv-
ice during the war. That included civil defense duties as radio pub-
licity chairman for the Red Cross and defense drives, for which groups he arranged for and han-
dled 3,000 broadcasts in one year.

All the recent Toni expansion
into new products takes most of
his present days and nights, but on
his agenda for the future, when
and if: writing a serious novel
using comic strip technique pub-
licizing the Menninger mental cl
in Kansas; writing the adver-
sing and public relations his-
tory of Toni in book form, and
(a renewed ambition), producing a
"realistic" motion picture.

Portland people
prefer Koin
Koin Dominate
the Portland, Oregon
Food Market

PORTLAND'S MAJOR GROCERS
PREFER Koin...
Columbia Markets...Fred Meyer Stores...
Kienow's Food Stores...and Safeway
Stores use radio and they use Koin predominately because they know
Koin gets best results with its greater
share of audience, morning, noon
and night.* For a top job of selling in
the Portland market, use Portland's top
station.

*Hopper station audience index,
Dec. '50 thru April '51

Avery-Knodel, Inc., National Representatives...A Marshall Field Station

BROADCASTING • Telecasting
September 17, 1951 • Page 59
AMONG those attending the semi-annual meeting of the West Virginia Assn. of Broadcasters were (seated, l to r) Robert J. Burton, BMI; Joe L. Smith Jr., WLS Beckley, association president; Carl Haverlin, BMI president, and Glenn Dolberg, BMI; (standing, l to r) Robert Kerns, WMNN Fairmont; Frank Shaffer, WEIR Weirton; J. Patrick Beacom, WVVW Fairmont, association vice president; James T. Quirk, Philadelphia Inquirer; Lin Pattee, BMI, and Sam Carey, WRVA Richmond, Va. Meeting was Aug. 23-24 at Hotel Greenbrier, White Sulphur Springs, W. Va. [BROADCASTING • TELECASTING, Aug. 27]

Lloyd A. Good
LLOYD A. GOOD, 69, retired Philco Corp. executive and an honorary member of its board of directors, died Sept. 7 in Graduate Hospital, Philadelphia. A native of Springfield, Ohio, Mr. Good served 17 years with the Bell Telephone Co. before joining Philco. As production manager of Philco, he played an important role in the transition of the organization from a small producer of storage batteries to a large producer of radio sets. In 1934 Mr. Good was presented with a trophy in recognition of having supervised manufacture of 10 million radio sets. Surviving are his widow, and two sons, Lloyd Jr., and Alan C.

RIDGEWOOD, N. J., gathers extra $46,000 in revenue annually through taxes on television sets. Each of 4,000 set owners in North Jersey community has $200 assessment added to his personal property tax, and pays at rate of $11.60 per year.

Lowell Thomas Says:
"Out of This World"*

MINITAPE... credited by Mr. Lowell Thomas and Mr. Lowell Thomas, Jr., as the instrument that made possible the recording of their fabulous journey to TIBET.

MINITAPE... the first commercially available complete magnetic tape recorder operating solely from self-contained batteries. The size of a shoe box with a total weight of less than 15 pounds.

About...

MINITAPE

The ONLY miniature self-contained magnetic tape recorder..."IN THIS WORLD"

STANCIIP S-4

NORTH HIGHLAND AVENUE

HOLLYWOOD 38, CALIFORNIA

September 17, 1951 • Page 61

BROADCASTING • Telecasting
Economy Coverage in Pennsylvania’s Anthracite Area

**WHWL** located in the north central Anthracite area, with 1,000 watts, 730 kc.

**WISL** located in the south central Anthracite area, with 1,000 watts, 1480 kc.

SRDS retail sales figures in counties covered...

<table>
<thead>
<tr>
<th>County</th>
<th>Sales Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lackawanna</td>
<td>$209,635,000</td>
</tr>
<tr>
<td>Luzerne</td>
<td>312,971,000</td>
</tr>
<tr>
<td>Wyoming</td>
<td>13,549,000</td>
</tr>
<tr>
<td>Monroe</td>
<td>35,750,000</td>
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<tr>
<td>Carbon</td>
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<tr>
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<tr>
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<td>7,336,000</td>
</tr>
<tr>
<td>Schuykill</td>
<td>139,875,000</td>
</tr>
<tr>
<td>Northumberland</td>
<td>87,263,000</td>
</tr>
<tr>
<td>Total</td>
<td>$584,510,000</td>
</tr>
</tbody>
</table>

**WHWL**—1000 Watts—730 kc

**WISL**—1000 Watts—1480 kc

Radio Anthracite, Inc.

See FORJOE & CO., Inc.

NEW YORK • CHICAGO • ATLANTA
LOS ANGELES • SAN FRANCISCO

For Combination Discounts

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** Dick Lewis**, head, Dick Lewis Art Service, named vice president in charge of David Lewis, Telepix Corp., TV film commercial projects, with headquarters in Chicago. Offices at 180 East Ohio St. Mr. Lewis retains his art service organization.


**T. Rodney Shearer**, vice president A. C. Nielsen Co., Chicago, appointed director of company’s sales and service activities in East.


**Leo Martin**, head of Dept. of Radio, U. of Alabama, named director of radio-TV and theatre Div., Boston U., School of Public Relations and Communications. He succeeds **Samuel B. Gould**, named assistant to University president in charge of public relations.

**George Fox**, president George Fox Organization, film producers, named film operations manager Desilu Productions, Inc., L. A. He will produce *I Love Lucy* series on CBS-TV.

**Peter Robeck**, assistant sales manager *KTTV* (TV), Hollywood, named acting sales manager Consolidated Television Productions, that city. He succeeds **John R. Markey**, who is now with David O. Selnick, film producer.

**Equipment**


**James Greer** appointed sales training manager, Motorola Inc., Chicago. Mr. Greer will direct all sales activities for company’s distributor salesmen and for retailers.


**Edward Huber**, sales staff National Union Realty Corp., Orange, N. J., appointed district sales manager for New Jersey territory. He will make his headquarters in New Market, N. J.

**Coleman London** appointed manager of electronics service Westinghouse Electric Corp., Baltimore.

**Allied Radio Corp.**, Chicago, announces publication of its new 1962 catalog. Coverage of radio, television and industrial electronics is carried in 212-page catalog.

**Califone Corp.**, Hollywood, Calif., announces new 1952 line of transcription players, ranging from light portable to powerful single unit sound system. Further details may be obtained by writing company.

**Mark Simpcon Mfg. Co., N. Y.**, announces formation of MASCO ELECTRONIC SALES CORP. New company will handle sale of equipment manufactured by parent company.

**Barber-Colman Co., Rockford, Ill.** (air distributors), has released pamphlet, F-4712, on air distribution in TV studios. Pamphlet shows actual installations and describes wide variety of air distribution equipment in studios. Free copy of booklet may be obtained by writing company at Rockford.

**Eugene Carduner, William Carduner and William Lichter** have formed Carduner-Lichter Co., manufacturers’ representative firm. Offices are located at 164 Duane St., New York.

**Polrad Electronics Corp.,** Brooklyn, N. Y., announces new improved wide band video amplifier, model V-2, designed for use as oscilloscope deflection amplifier for measurement and viewing of pulses of extremely short duration and rise time.

**Church Awards**

Maine Stations Cited

Three stations of the Maine Broadcasting System were recipients of awards bestowed by the Broadcasting and Film Commission of the National Council of Churches of Christ in the U. S. The Maine Council of Churches also was cited. Awards were announced by Rev. Charles Schmitz, director of the commission’s education branch.

The Maine council won the special events class, with station honor for its “Letter to Bill” on the weekly Church School of the Air. Series has been aired over WCSH Portland, WRDO Augusta and WLBZ Bangor. Church Council lauded the stations and the council for “presentation in a religious light of the significance of Memorial Day, good listener appeal and high radio quality.”

**Folsom Named to N.Y. Advisory Post**

Frank M. Folsom, RCA president, was sworn in Tuesday as honorary Deputy Commissioner of Commerce of the city of New York. The oath was administered at department headquarters by Comr. Walter T. Shirley.

Mr. Folsom, with other leaders in commerce and industry, will serve in an advisory capacity to the board, whose purpose, Comr. Shirley said, “is to make available ... the outstanding talents of distinguished leaders of business and industry who will aid us in our efforts to further the trade and increase the commerce of the city.”

Director of numerous corporations and foundations, Mr. Folsom served for nearly twenty years during the war as chief of the procurement branch of the Navy Dept. He received the Medal of Merit from President Truman and the Distinguished Civilian Service Award, highest honor granted civilians by the Navy.

**Directional Antennas RCA Test Unit**

A 100-ft. circular concrete apron, resembling a huge sundial and located at Medford, N. J., is part of the new $25,000 test facilities being used to determine the vertical directivity pattern of broadcast antennas by the broadcast design group of the RCA Engineering Products Div.

A steel frame rotates on dollies and permits movement of antenna elements in horizontal position, which is said to be the only reliable means of checking certain characteristics of a broadcast antenna. The center dolly revolves through a 360-degree arc around a vertical shaft in the center of the apron. The steel frame, which holds antennas under test, is built in sections and can be extended up to 140 feet in length.
Hope for Freedom
Continuing

German Radio

HOPE for the development of free radio in Germany as a bulwark against the revival of Nazism apparently springs eternal in the hearts of its democratic people as an alternative to state control.

This conviction is evidenced in an exchange of correspondence between two German radio officials on the merits of free radio. The pros and cons were revealed to the German affairs desk of the State Dept. The principals were Rudolf van Sholtz of the Bavarian Radio, and Dr. Hans Bredow, chairman of the Radio Frankfurt Administrative Council.

Last April, in an address before the Munich Academy of Political Science, Herr Sholtz declared that "even at the end of the '20s, the process of subjecting German radio to strict control by the state had already begun, depriving the stations of freedom and contributing to the rise of Nazism."

Dr. Bredow branded the remarks as "superficial" and "not in accordance with the facts."

In reply Herr Sholtz traced the history of early German radio, with the government owning the majority of stock. Agents were appointed by the Political Supervisory Committee and Cultural Board which censored programs. The Reichpost, he added, held the pursestrings on money for the stations and even owned all technical apparatus.

"Radio stations could exercise no influence on the transmission of their broadcasts and had to accept in silence any and all international agreements," Herr Sholtz asserted. He added:

We who produced the programs know how strictly radio in those days was held in tutelage, not to say deprived of rights altogether. In radio at that time there were no news desks, no political editors, no critical commentaries, no discussions of public problems. Aside from one or two censored tales which we called the "official skimmed milk," there was no political information.

Radio contributed nothing—absolutely nothing—toward the political maturity of the people, which was so necessary. If the people's resistance to totalitarian propaganda was to be kept alive, its structure at that time it could do nothing, precisely because it was under guardianship, because it was kept in leading strings by the state. Radio did an enormous service to the enemies of democracy.

If it is again to be placed under state supervision or fed "the official skimmed milk," in any other manner, perhaps it will incur the same guilt once again.

Feature of Week
(Continued from page 18)

WAVE-AM-TV asked the four candidates for governor their stands on gambling. Two of these candidates later appeared on the first of a series of television panels against gambling.

In one of these panels, chairmen of citizens' committees in Kenton and Campbell Counties told State Police Comr. Guthrie Crowe of their belief gambling would open up as soon as the Senate hearings and the primaries were finished.

Police Comr. Crowe and Governor Wetherby said the situation was local and state police could not intervene because local officials had not asked for help. The story on this panel was bannered by the Kentucky edition of the Cincinnati Times-Star.

Latest of the telecasts was presented April 19 and again featured the chairmen of the Kenton-Campbell citizens' committees. Both asserted gambling had reopened in the area on a limited basis but apparently with the knowledge and consent of local officials.

They stated gambling casinos were operating in county areas and in sixth class cities where the governor did not need to be invited by local authorities in order to send in state police.

Call for Action

They publicly called on the governor to investigate what they called the failure of local sheriffs to enforce gambling laws.

After two days to organize the raids, state troopers closed in on the two night clubs. Other nightclubs in the area promptly closed down when Governor Wetherby and Police Comr. Crowe announced they would send state police into any area where local officials permitted gambling to operate, even if it meant declaring an emergency in order to meet legal requirements governing use of state police.

Asked what brought about his decision to use state troopers, Governor Wetherby said to WAVE-TV:

When I heard on your television program and read in the papers that gambling had reopened, I figured the time had come to act. And when these two civic group chairmen on your telecast asked me to investigate, I regarded that as an invitation to send in the troopers.

Purchase KWSL

SALE of KWSL Lake Charles, La., by Alonso Stanford Dudley to the owners of WBOK New Orleans has been announced. Price is $45,000 and transfer in subject to FCC approval. New owners are Jules J. Paglin, Stanley W. Ray, both 42.5% stockholders; Tom Gresham, 8%; Edward J. Prendergast, 5%; Roy Rhodes, 1.6%. Messrs. Paglin and Ray are 50% owners of WBOK. Mr. Gresham is commercial manager, Mr. Rhodes, program manager of KWSL. Mr. Prendergast is assistant manager of WBOK. Mr. Ray will be executive director of both stations. Messrs. Gresham and Rhodes will be co-managers of 250-w KWSL (on 1400 kc), which is affiliated with both Mutual and Liberty networks.

Our Bank Says
"Help Yourself"

People around here seem to need lots of small change these days—what with candy, gum, cigarette and soft drink machines . . . pay phones . . . and those penny sales taxes.

Used to put quite a strain on our bank. Changing money took up a lot of time. Then the Chief Teller, Happy Wilson, read about another bank using a “help yourself” change system. The directors decided to see if it would work here.

They set out some big shallow bowls full of nickels, dimes and pennies with a sign saying “MAKE YOUR OWN CHANGE.” Works fine, too. At the end of the day the totals are never more than a couple of cents under—or over—the right amount.

From where I sit, folks everywhere are pretty much alike, although they may seem different. Farmers and city folks, Republicans and Democrats, those who enjoy a glass of beer occasionally and those who prefer something else—we all usually try to live up to the trust others have in us.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

September 17, 1951 • Page 63
RECRUITING

Radio Shows Criticized

RADIO programming of the Defense Dept.—particularly the Army’s identification with MBS’ The Shadow—fell under the scrutiny of an economy-minded Senate last week.

The issue arose in connection with debate on a proposal to limit funds for military public information activities to $10,650,000 for the current fiscal year. The sum was recommended by the Senate Appropriations Committee in a move to curtail field information office activities of the Army, Navy, and Air Force.

Sen. George D. Aiken (R-Vt.) inquired whether the funds covered radio programs aired for the “entertainment of the armed services.” Sen. Joseph O’Mahoney (D-Wyo.) explained certain programs are arranged through Washington defense headquarters and would not be affected. The cut, he added, would apply to “radio services in the field,” but also includes $1,200,000 for the department’s Office of Public Information.

The budget estimate for 1951-52 calls for $16,022,903. The House allowed $12,300,000 and the Senate committee further pared it to $10 million plus.

“I wonder whether the armed services are putting too many radio programs. None of them seem to have any connection with military tactics,” Sen. Aiken observed. At this point the Senator revealed that he used to be an avid listener of The Shadow, which had carried recruiting announcements.

“Much to my amazement, one day I started to listen to (it) and I found that the former sponsor had given it up, and that the armed services had taken it over,” he explained, adding: “I have not listened lately to see whether that has continued.”

Sen. O’Mahoney said materials before him listed Time for Defense, the Air Force Hour on radio and TV, and Defense Report—but no Shadow.

He asked: “Did I correctly understand the Senator from Vermont to say that he likes The Shadow?”

Sen. Aiken shot back: “I like The Shadow better when it is not paid for by the taxpayer. Some of the programs are getting a little out of the taxpayers’ range.”

NABET Election

NATIONAL Assn. of Broadcast Engineers and Technicians (CIO) last week won the right to bargain collectively for engineers and production employees at WNBF-AM-TV, Binghamton, N. Y. In an NLRB election NABET got 20 votes out of 32 cast. A total of 34 employees is involved. On Aug. 16 NABET won an election at WKOP Binghamton, forming a bargaining unit of engineers, announcers, newscasters and salesmen.

IMN EXPANDS

Adds 12 New Affiliates

ADDITION of 12 new affiliates for the regional Intermountain Network and plans for continued expansion were announced last week by President George C. Hatch at network headquarters in Salt Lake City.

The new additions bring the total of Intermountain affiliates to 39 and will enable the network to cover “the huge upland area between the Rockies and the Sierras all the way from the Canadian to the Mexican borders,” Mr. Hatch stated. Wider regional coverage of news and sports, including Rocky Mountain football conference games, is planned.

New affiliates are:

KFEL Denver, KCJJ Pueblo, KOKO La Junta, all Col.; KREY El Paso, Tex.; KRTN Raton, KFUS Las Vegas, KVER Albuquerque, KTNM Tucumcari, KRLA Clovis, KGFL Bloomfield, KOB Las Cruces, all N. M. Previous 27 affiliates comprised stations in Utah, Idaho, Wyoming, Montana and Nevada.

According to estimates furnished by Lynn L. Meyer, vice president in charge of sales, the network will serve a population of 5,965,681 under current expansion. U. S. Bureau of the Census shows 1,017,750 radio homes compared to 50,000 TV sets in the coverage area. Total retail sales were $3,050,000 in 1950, according to census data.

WGBR POWER INCREASE

Goes From 250w to 1 kw

WGBR Goldsboro, N. C., boosted its power from 250 w to 1 kw last Tuesday. Vassie G. Balicum is general manager.

Scheduled to be added to local salutes were tributes to WPTF WRAI Raleigh, WELS Kinston, WIAM Williamston, WRRP Washington and WMFD Wilmington, all in North Carolina.

WNYC New York recently announced production plans for its Second Annual Art Festival scheduled for week of Oct. 14, when it will carry over 50 air time hours devoted to American art and artists.

A NEW TIME FOR FEATURE FOODS

Clear Channel Home of the National Barn Dance

Page 64 • September 17, 1951
EDM. I. Q.
Returns to Air as Minister

THE REV. James W. McClain, radio's Dr. I. Q. from 1940-1946 who gave up a large income as an NBC star to enter the ministry, returned to the air Sept. 9.

He is to be heard Sunday 4 p.m. for 52 weeks over the 19-station Texas State Network in a 15-minute program, "Philosophy in the News." The program originates at WRR, Dallas, a TSN affiliate.

As an Episcopal minister, Rev. McClain's main concern is serving God. He thinks that radio will help him reach that objective. In his present work, Rev. McClain reportedly earns a year what he formerly made each week when NBC carried his Dr. I. Q. program over 132 stations.

'VOICE' CHANGE
Now Emphasizes Values

ANSWERING criticism over its program content, the Voice of America has switched emphasis of its overseas broadcasts from American luxuries to the qualities which have made a strong nation.

This change in tune was reported last Monday by Thurman L. Bernard, general manager of the State Dept.'s information and educational exchange program. Mr. Bernard cited "jealousy and anger" among certain Europeans over reports of American living standards. Congress also has been sharply critical.

The Voice, Mr. Bernard reported, is now stressing values of character, spiritual qualities, ideals and cultural life among U. S. citizens rather than possession of automobiles, refrigerators and radio-TV sets.

SB&W ADDS
Two Jones' Accounts

THE NEWLY formed agency, Schedule B, Inc., & Werner, New York, with an approximate $6 million billing to start, has been named by two more accounts effective Sept. 30. These are the McIlhenney Co. (Tabasco) and Weston Oil and Snoddy Sales Co. (MFB Quick-blend and Tavol), both formerly handled by Duane Jones Co.

Other accounts already announced are Manhattan Soap Co. (Sweetheart toilet soap), Blue White Flaxes and Blue Barrel laundry soap; large food division of C. F. Hoeblein & Bro., Inc., Hartford, for A-1 sauce and A-1 mustard; the razor blade and firearms divisions of the Martin Firearms Co., New Haven, Conn.

GRID SCRIPTS
Standard's Weekly Service

A COMPLETE weekly football program script is being released to all subscribers of Standard Program Library service by Standard Radio Transcription Services Inc., starting today.

Air-mailed each Monday, the script is for use as a 15-minute program preceding local games carried on the station, according to Gerald King, president of Standard.

Roughly following the various football conferences, Standard has divided the country into five districts in its distribution of the scripts, Milt Blink, Standard's vice-president in Chicago, pointed out.

"Stations in each section of the country will receive scripts with particular emphasis on the football news of the locale," he said. "In this way we plan to make these shows of even greater interest to the local station and its audience."

Standard Program Library includes transcribed music of over 60 colleges and universities which will be used in this series. Standard is considering the continuation of the series into winter basketball season, it was said.

CAB BOARD
Inc., Plans Free Radio Drive

DECISIONS on a campaign by Canadian Assn. of Broadcasters for an independent regulatory body for Canadian broadcasting and freedom of information now denied by unenforced regulations of Canadian Broadcasting Corp., were made at a meeting of CAB directors at the Mount Royal Hotel, Montreal, Sept. 12-13.

A report was given to the directors by CAB board chairman Malcolm Neil, CFNB Fredericton, and Jim Allard, CAB general manager, on attitudes and viewpoints of CAB member stations and especially of French-language stations. Under discussion also was the request of Western Assn. of Broadcasters at Banff on Sept. 1, asking CAB to press for discontinuance of annual listener receiver license [Broadcasting • Telecasting, Sept. 10] and resolution of Windsor (Ont.) Chamber of Commerce recently that no TV receiver license should be levied where there is no Canadian TV transmitter, as in the case of Windsor.

CBC Board Meet

FINANCIAL PROBLEMS of Canadian stations will be heard at the 77th meeting of the board of governors of Canadian Broadcasting Corp. at Radio-Canada Bldg., Montreal, Sept. 27-29. Share transfers of a number of stations, recapitalization of CJAT Trail, B. C., CHEX Peterborough and CKWS Kingston, are on the agenda. License transfers are being requested by CKFI Fort Frances, Ont., and CFDA Victoriaville, Que.
NARTB Dist. 2
(Continued from page 44) — never in the history of advertising killed any other medium. Certainly TV, powerful as it is, is not going to put radio out of business."

First problem confronting timebuyers in purchasing TV, according to Mr. Reusche, is time clearance, whether network or spot. This TV seller’s market “is not good for television as a medium and it raises the buyer’s digestion,” he said. “Network orders have been cancelled and agencies have lost valuable clients due to unsatisfactory station clearance.”

“Not until several years after the ‘freeze’ will a buyer be able to really pick and choose stations and time to suit his client’s best needs. In the meantime, competition for time is keen and not always negotiated for according to the rules.”

Second problem concerning TV timebuyers is centered around ascending rates for both time and talent, according to Mr. Reusche. He said the declining cost-per-thousand for TV, from 94 cents in fall of 1949 to 48 cents in spring of 1951, has been reversed and latest figure is 51 cents. A large percentage of set sales, he continued, are based on trade-ins for larger screens.

Third problem of the buyer is lack of uniform station policies, he said. He referred to failure of some stations to respect network option time; double, triple and quadruple spotting, and clearance of time.

Mr. Reusche cited several TV success stories: Westinghouse sold 872 $70 fans, $60,000 worth, on a Studio One commercial in Chicago; American Safety Razor Corp. bought TV in the fall of 1950 with sales in the doldrums and in less than two months the factory was working full speed and unable to meet the demand; Clark’s Teaberry gum sales went up 45.2% in TV markets after a spot TV campaign in 13 medium-priced markets, with no sales increase in non-TV markets; Hood-Goodrich promoted canvas shoes for children on TV, with five out of six dealers saying youngsters insisted on the TV brand; Beverwyck Beer and Irish Cream Ale, sponsoring wrestling, a show in Schenec-
dady, pulled 102,776 contest entries in a 13-week period.

Registration at the Syracuse meeting included:

W. R. Alford Jr., WSYR Syracuse; Addison Amor, Lang-Worth Feature Programs, New York; Robert E. Anderson, WMSS Massena; A. N. Bender, WIRM Rochester; George W. Bingham, WKIP Depew; Robert H. Binkley, WEND Binghamton; Robert J. Burton, BMI, New York; Matthew E. Carney Jr., WELM Elmira; W. B. Carter Jr., WTRY Troy; John Casey, SESAC, New York; Harold W. Cassill, WOSC Oswego; Robert W. Gifford, WFCB Dunkirk; Larry Cervone, Gates Radio Co., New York; Joseph K. Cleve, WNYC Kings-
ton; Edward Codel, The Katz Agency, New York; Ken Conyers, SESAC, New York; Harold E. Fellow, NARTB, Washington; George Frey, Nick Thesaurus, New York; Robert W. Gifford, WFCB Dunkirk; Harry L. Goldman, WHOW Albany; Joseph Goldman, WAMC Albany; Kolin Rager, WEFV Plattsburg; Arvid Ilamir, Standard Rate & Data Service, New York; Michael R. Hanna, WHCU Ithaca; Jack Hardesty, NARTB, Washing-
ton; Ralph Hardy, NARTB, Washing-
ton; Jack Hart, BAB, New York; James W. Higgins, WNNY Watertown; Karl H. Hoffman, WBFO Buffalo; F. L. Horvath, WMBO Auburn; Earl R. Kelly, WNNY Watertown; Frank W. Kelly, WBEN Buffalo; James J. Kelly, WFFY Syracuse; Jan King, WEFV Plattsburg; John D. Langhals, Lang-Worth Feature Pro-
grams, New York; Nathaniel Marshall, Gold Pre- sentation Laboratory Platts-
iville; Cecil D. Mauin, WNNJ Bingham-
ton; Irving Mattock, WWSI Gloes Falls; Thomas R. McHugh, WMSS Massena; W. H. Noon, BMI, Jamestown; Robert B. Morgan, WMBO Auburn; Win Needles, World Broadcasting System, New York; Sol Paul, Broadcasting, Atlanta, New York; Robert M. Peetens, WNYK Kingston; L. L. Rogers, WBNF Bingham-
ton; W. V. Rothrum, WSYR Syra-
cuse; Stephen W. Ryder, WEND Endi-
cott; Joel H. Scheler, WBJK Plattsburg; Alexander Schmidt, WFCB Dunkirk; Alex Sherwood, Standard Program Library, New York; Kenneth Sparron, BMI New York; Elliott Stewart, WBK Utica; Robert Stone, SESAC, New York; Walter Valerus, WELM Elmira; Charles A. Wall, BMI, New York; R. W. Wel-
ham, SESAC, New York.

NY Radio Courses
TWO courses in international broadcasting and television will be conducted by Arno G. Huth at the New School for Social Research this fall. Specialists in radio and television, representing the United Nations, American networks and principal international broadcasting services will participate as guest speakers.

Good Morning... you bet!

Page 66 • September 17, 1951

KOWL BUSINESS
Negro, Spanish Spots Up
NATIONAL advertisers are growing more interested in specialized programs aimed at specific groups, according to Mr. S. W. Carter, manager of KOWL Los Angeles. He attributed this increase in national accounts to a general rise in the number of specialized stations along with recognition of their merit and impact on audiences and sales figures.

KOWL emphasizes Negro and Spanish programs, aiming at the combined 750,000 population of these two groups in the Los Angeles area. Mr. Croghan said that among advertisers buying in Spanish on KOWL were Old Gold Cigarettes, Carnation Milk, Sperry Flour, MB Coffee, Eastside Beer, Maier’s Brew 102, Gallo Wine and Dr. Pepper. On Joe Adams’ Negro disc-jockey show, advertisers include Old Golds, White King Soap, Manischewitz Wine, Royal Crown Hair Dressing and others.

FCC EMPLOYEES
Archibald, Johnson
FCC LOST two employees last week through death. Roland M. Archi-
bald, 52, of the Chief Engineer’s office, died of a heart attack follow-
ing his return from a month-long vacation. Frances C. Johnson, 44, was burned to death in a fire at her apartment. She was employed in the personnel division of the FCC.

Mr. Archibald joined FCC dur-
ing World War II as an supervisor of the FCC’s Radio Intelligence Division at San Juan, P. R. He was monitoring officer in the Gulf States area, Field Engineering & Monitoring Service, was stationed at Kingsville, Texas, before going to Washington headquarters in 1945.

WTFN
The Nation’s Richest Farm Market
Survey average of 33.5% tuned every hour to good listening.

March, April, May, 1951

Hooper in Chattanooga

Monday thru Friday

<table>
<thead>
<tr>
<th>Station</th>
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<th>WDEF</th>
<th>Station</th>
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<tr>
<td>B</td>
<td>C</td>
<td>D</td>
<td>E</td>
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<tr>
<td>7:30 to 8:00 A.M.</td>
<td>3.2</td>
<td>2.0</td>
<td>11.0</td>
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<td>8:00 to 8:15</td>
<td>2.8</td>
<td>2.3</td>
<td>13.0</td>
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<tr>
<td>8:15 to 9:00</td>
<td>2.1</td>
<td>1.4</td>
<td>11.0</td>
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</table>

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WTFN
The Nation’s Richest Farm Market
Survey average of 33.5% tuned every hour to good listening.
ECONOMIC THREAT

NETWORK infiltration into the national spot field is threatening the entire pattern of broadcasting and radio's basic economic structure.

This charge was leveled at the networks last Wednesday by Murray Grabhorn, managing director, National Assn. of Radio and Television Station Representatives.

Mr. Grabhorn spoke before Boston Radio Executives Club at Boston's Hotel Touraine. Presiding was Edmund J. Shea, club president, and media director of James Thomas Chirurg Co.

Mr. Grabhorn declared that last year "the total revenue for times sales to networks amounted to about $121 million. Of this they paid their affiliates approximately 30% or roughly $36 million."

"National spot advertisers, on the other hand, spent nearly as much, about $120 million, and the stations retained about 70% of the total or roughly $84 million."

Trading a network's 30-cent dollars for national spot's 70-cent dollars places in serious jeopardy a large portion of the revenue of the network's affiliates as well as that of a thousand other independent stations, Mr. Grabhorn warned.

Recourse for Revenue

Independents are vitally affected, he pointed out, because they have but two sources to draw upon from their 100% dollar revenue—local and national spot, where as affiliates also have network revenue.

The basic pattern of American broadcasting since its inception, Mr. Grabhorn added, entitles the station operator to expect revenue from these sources, which must be kept in balance if proper income is to be maintained.

Commenting on trade press reports that his association is "mad" because the station representative's commission is by-passed, he remarked, "Peculiar economics has been advanced in some cases to attempt to prove that the station actually netted just as much from a 15 or 30 minute broadcast, or pyramid plan, or whatever flag it sailed under, as if they received the same business on a national spot basis."

Doubts Networks Losing

"If such arithmetic were uniformly accurate for all stations," Mr. Grabhorn observed, "the network would be doing no more thancream even on the whole deal at best, and more likely, losing money."

That premise stretches my credulity of network altruism to a very, very fine line."

Station representatives do have a vital interest in the problem, he said, because "their job—for which the stations pay them a commission—is to secure as much national spot business for their represented stations as possible."

Since these stations represent all networks, the representative would have to make individual protests to each network and would be a single voice crying in the wilderness, Mr. Grabhorn declared.

It would be equally impractical,
California Pioneers

EDITOR: I certainly join with you in your editorial sentiments of the Aug. 27 issue, praising the initiative of the Detroit and Tulsa radio people in getting together to promote radio cooperatively.

As you know, our Southern California Broadcasters pio- neered this type of joint effort several years ago, even to the extent of hiring a full-time managing director. Later this month, we are expanding our local promotion of the medium to the national spot field by sending Bob McAndrews, the gentlemen referred to, to carry a basic presentation on Southern California Radio to time buyers in four key eastern cities.

All of us broadcasters out here join with you and Bill Ryan of BAB in hoping that the germ of local joint promotion will infest more and more additional areas.

W. J. Beaton
General Manager
KWKW-AM-FM Pasadena

Don't Throw That Shoe

EDITOR: Have you any information on "Be Kind to Announcers Week"?

M. Hawkins
Chicago

[EDITOR'S NOTE: Announcers we know don't crave kindness—just money...]

Right Baby, Wrong Pop

EDITOR: Read the latest edition of BROADCASTING [and] an Open Mike Editor's Note which credits World Broadcasting System with the origination of the phrase, "Wherever you go, there's radio." This is incorrect.

This phrase was originated by Art Glover, CKLW, of the United Detroit Radio Committee, July 15. It was adopted by United Detroit Radio Committee as official slogan Aug. 13. The United Detroit Radio Committee does not have the phrase copyrighted. It is open to use by anyone in the radio industry who cares to take advantage of it...

Leo Gutman requested permission to use the phrase in World publicity and promotion.

Hal Neal
WXYX Detroit
Chairman
United Detroit Radio Committee

FOOD DEALERS

WSAI Entertains Wives

WHEN you want to cement public relations with convention hosts, it's a good idea to play up to the little woman as well. WSAI Cincinnati has found it pays off in good will.

The station staged a fashion show in its studios for the wives of food retailers attending the Kentucky State Convention. The program was part of an effort to cooperate with the Northern Kentucky Independent Food Dealers Association, which is the convention hosts, in planning its entertainment program.

The fashion commentary was delivered by Peg Sherwood, star of the WSAI New Will Lenay Show. Refreshments were served by the station's advertisers and the studio was turned over to the visiting women for their own meeting. Fashions were supplied by McAlpin's department store and models by the Patricia Stevens School of Modeling.

WEMP Buys 45% Interest

IN A CORPORATE reorganization, 40.8% interest in WEMP Milwaukee has been sold for $148,500 to WTCN Minneapolis and Andrew Speer,eris, Milwaukee theatre owner. Control of WEMP remains in the hands of present owners, including ex-Sen. Robert M. La Follette and Glenn D. Roberts.

Two classes of stock are set up by the reorganization. The present owners acquire all the Class A holding, representing 60.5% interest. The Class B stock is acquired by the new owners, WTCN receiving 45% interest in WEMP and Mr. Speer,eris acquiring 4.5% interest. Class A stockholders will elect six directors, Class B three directors.

Since the reorganization involves no change in control, WEMP has asked FCC to approve the transaction without requiring the submission of a transfer application. WEMP is an applicant for TV in Milwaukee, and if it gets a TV grant, all stockholders agree to double their investment. If additional money is needed, WTCN has agreed to supply it—up to $200,000 according to unofficial reports.

WCTN Buys 45% Interest

WEMP operates with 250 w on 1340 kc. It went through the Milwaukee TV hearing in July and August 1948 when there were four applications for the four available channels. Upon the withdrawal of one applicant, the remainder petitioned FCC for immediate grants. But, before the Commission acted on the petition, the TV freeze was imposed.


Mr. Speer,eris owns the Towne Theatre in Milwaukee among other houses and recently won a treble-damage suit under the anti-trust laws against certain major producers.
HOW DO YOU WEIGH A TV SPOT?

The TV Division of the Petry Company has all available data on set saturation, mail pull, ratings, results, and the other factors which add up to the answer: "How hard will a certain TV show sell?"

Let us put these facts to work—to help you get the heaviest impact per SpoTV dollar in these twelve important markets.

WSB-TV ........ Atlanta
WBAL-TV ........ Baltimore
WFRA-TV ........ Dallas
KPRC-TV ........ Houston
KHJ-TV ........ Los Angeles
WHAS-TV ........ Louisville
KSTP-TV ......... M'p'tys-St. Paul
WSM-TV ........ Nashville
WTAR-TV ........ Norfolk
KPHO-TV ........ Phoenix
WOAI-TV ......... San Antonio
KOTV .............. Tulsa
TO SAVE YOUNG LIVES

To encourage safety among the young people of Lancaster and surrounding communities WGAL-TV presents a safety program every Saturday. The two featured programs, “Safety on the Highways” and “Meet Your Guardians of Safety” are scheduled on alternate Saturdays in cooperation with the Lancaster Automobile Club.

An incident that happened on the “Safety on the Highways” show indicates the large audience these programs enjoy. Recently, Sgt. Herman A. Reis of the Columbia, Pennsylvania sub-station of the Pennsylvania State Police began his program with a story about a little girl who had been seriously injured when she was struck by a truck a few days before. He mentioned that she was in a Sunbury, Pennsylvania hospital and was very much in need of cheering up. Within a few days, little Elizabeth Beatty had received more than twelve hundred cards from viewers throughout Eastern Pennsylvania who had heard her story.

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

WGAL-TV
LANCASTER, PENNSYLVANIA
A Steinman Station • Clair R. McCollough, President

Represented by ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles
TIME sales of TV stations and networks will run well ahead of last year, according to results of the TRENDS survey of national advertisers.

While many advertisers are loath to disclose their plans, enough returns were received to give general indications of the autumn-winter season.

No signs of disillusionment with TV's dual visual-audio appeal have appeared, contrary to frequent predictions made a year ago as the cost of TV campaigns pointed upward. TV advertisers, obviously, are getting results from the medium and is reflected in their video budgets for the autumn-winter season.

An interesting element in the upward trend found in the questionnaire analysis is centered in the extent of budget increases. In practically every case the TV budgets are increasing more than 20%, occasionally as much as 100% and 200%. Apparently when advertisers get their feet wet in the visual medium, they're in television to stay—and in a big way.

Only a tiny proportion of TV sponsors plan to reduce budgets during the season. Nearly half of those responding to the questionnaire plan to spend about the same amount in TV as they spent a year ago. A little over half plan to enlarge their budgets.

Largest increases naturally were found in advertisers spending more than $1 million in the electronic media. Of this group, only two advertisers said they planned to cut their TV expenditures compared to a year ago. Those increasing their budgets are drawing all or part of the increase from radio, in some cases, but many are bringing in new money for added TV costs or taking it from printed media budgets.

Television network and spot are sharing equally in the expanded budgets, the questionnaires show. Largest increases appear in the proprietary cosmetic, food and tobacco lines though these trends should not be considered conclusive since the questionnaire cross section may not be typical because of the relative size of the sample in the case of advertisers spending over $1 million a year in TV and radio.

Some of the new money going into television this season will be devoted to daytime network and spot schedules, which have been coming into their own since the first of the year.

The questionnaire returns confirm TRENDS' forecast that TV's upward trend will continue unbroken this year. The findings bear out the prediction that well under a majority of national advertisers would cut into their broadcast dollars to finance use of television media.

EIGHTY-THREE percent of advertising agencies placing television time will increase their billings this autumn in comparison with a year ago, according to the TRENDS fall forecast.

Based on questionnaires from agencies of all sizes in all parts of the nation, the TRENDS study shows that 6% of the agencies will spend the same amount as last year for television schedules and 11% will reduce their billings.

Strongest showing in the TV medium appears in the local field, with 84% of agencies reporting they would increase local billings. Sixteen percent reported they would hold the same mark. None of the returns showed intent to cut local buying this autumn.

Almost as firm was national spot. This fast-growing portion of the TV industry will continue its spectacular growth, judging by the replies. Eighty-one percent of agencies said they planned to spend more money on national TV spot this fall, the other 19% planning to toe the same mark. As in the case of local TV, there were no instances in which agencies planned to reduce spot expenditures.

This characteristic upward trend in television also appeared, though not to such a spectacular extent, in network buying. Of the responding agencies, 53% said they planned to increase TV network expenditures, 26% said they would maintain the 1950 pace and 21% said they would reduce network TV purchases. It was believed some of the billings lost to network TV would be moved to television spot or radio time.

By far the largest share of TV questionnaire respondents are located in New York City. The analysis shows also that the bulk of the agencies using video on a large scale are in the $5 million-$10 million bracket (total TV and radio billings).

Scanning of the questionnaire replies shows the increases in TV billings will be concentrated in the 20-100% bracket. In two instances the increases are 150%. On the other hand there are isolated cases where TV budgets will be sharply reduced, though some of this money remained within the medium through transfer from network to spot or vice versa.

Several heavy advances in billings appeared in the Far West, particularly among agencies billing less than $1 million in total TV-radio time. If any portion of the TV medium is starting to lose its effectiveness, the symptoms cannot be detected in the questionnaire returns. New York agencies continue to be highly TV-conscious but the survey shows inland and Pacific Coast timebuyers even more enthusiastic about the medium.

Some of the increase in network TV billings is traced to higher network and station card rates as well as to expansion of schedules with growth of AT&T's relay facilities.

Agency comparisons of television billings this fall compared to fall of 1950 (percentage of questionnaire replies):

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<th>Up</th>
<th>Down</th>
<th>Same</th>
<th>Total</th>
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<tbody>
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<td>Network</td>
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<td>21</td>
<td>26</td>
<td>100</td>
</tr>
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<td>National Spot</td>
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<td>84</td>
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<td></td>
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</tr>
<tr>
<td>All Television</td>
<td>83</td>
<td>11</td>
<td>5</td>
<td>100</td>
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September 17, 1951 • Page 71
TV STATIONS

BALLOT

BILLINGS, for the average television station, are up 39% this fall over those in the fall of 1950. Business is better in every category—network, national spot and local.

The revenue from local business shows surprising strength with the typical station getting a bigger share of income from that source than from either of the others.

These facts were among those gathered by a TRENDS survey conducted by BROADCASTING • TELECASTING among television station executives. Response to the telephone section of the overall Fall Business survey was of sufficient volume to insure an accurate sample.

While the average station showed an increase in overall billings this fall of 39% there were a few stations that did not fit into the national pattern. About 5% reported a small drop in billings over those last year. Most of these stations were located in the west and midwestern sections of the country.

Most stations in the east and southeast reported increases, with some ranging as high as 200%, although such isolated cases were not included in the TRENDS averages. Best business was reported by stations in the New York area where the average billings were up about 55% over those a year ago. Since New York is one of the long-established television markets these averages seem significant.

In the local business category all television managers reported business with retail stores as brisk. Average station reported billings up 41% over the fall of 1950.

Generally local business followed the same pattern as overall billings, with the east and southeast reporting better local business than those in the midwest and far west sections of the country.

A small number of stations (about 4%) reported decreases in the local category ranging as much as 5% while another 4% of stations reported local business about the same as last year. All of the stations reporting the same or decreased local business were in the midwest and far west areas.

Managers reported they expected increased business this fall from a diversified list of local advertisers. Most often mentioned were department stores, beer and beverage concerns, clothing stores and automobile firms. These were followed closely by appliances, auto accessories and food advertisers. There were indications that furniture and drug advertising would be better than 1950.

Some managers expected to see a decrease in jewelry and television receiver advertising. General feeling seemed to be, however, that all local retailers would advertise on television as much as they did last year with many increasing their television appropriations.

In the national spot field the average television station expected increases in billings of 38%.

Again in this category a difference in sectional business was noticeable with the east and midwest expecting better business than those in the midwest and far west. One New York station optimistically indicated 400% in national spot billings this fall and, while such excessive figures were not used in forecasting averages, other stations managers reported substantial increases.

There was considerable diversification of opinion among station executives on what classifications of national spot would show the most increase. Some managers answered this question with the broad statement "all," while classifications of national spot billings would increase.

Others indicated they felt the biggest increases would be in food and drugs, soaps, cosmetics and household goods classes.

The future course of national spot automobile advertising was argued pro and con with the predominance of executives feeling that this classification would show a decrease this fall due to higher prices and a reduction in the number of prospective customers.

Other managers argued that automobile advertising on a national spot scale would increase. In the local business category, mentioned above, the consensus seemed to be that local automobile dealers would use television extensively.

The network picture continued bright with the average station manager expecting an increase of 35% in network billings for fall.

Here again the sectional difference noted in the local and national spot divisions was noticeable with the most optimistic reports coming from the east and southeast.

General feeling seemed to be that the current network advertisers would continue using television and would increase their budgets partly due to higher rates and partly to expanding schedules. With coast-to-coast network television just coming into use no manager felt willing to predict what effect it would have on network billings generally.

Several interesting trends were noted in answers to a question asking managers to compare the division of gross revenue received from local, national spot and network for the past six months with that which they expect from the same three sources this fall.

The average manager felt that there would be a smaller percent.

(Continued on page 105)

TRENDs for FALL

AVERAGE BILLINGS UP 39%

TV REPRESENTATIVES

Page 72 • September 17, 1951

TV REPRESENTATIVES report business is booming on the stations they represent with most major market stations sold out in spite of recent rate increases.

An average for representatives across the nation shows billings up 50% over those a year ago. Several firms report increases of as much as 300% over a year ago and one firm reported a decrease.

Increased billings in television spots is almost universal among representatives.

These conclusions were reached from study of the TRENDS questionnaire that was sent by BROADCASTING • TELECASTING to a selected sample of television representatives.

One New York representative with substantial billings reported four of the TV stations he represents have 187 different national accounts on them while the average AM station has only five such advertisers.

Nearly every executive queried mentioned the shortage of suitable time and several mentioned constant inquiries for television spots that could not be satisfactorily filled.

Only exception to the general rule of "sold out" came from the smaller markets where choice time is still available in some areas.

Station managers, at increase in television purchases included tobacco, soap, drugs, food, jewelry and beer with tobacco leading the list.

Some tendency was noticed toward switching of cigarettes from radio to television although many representatives (see story page 29) had listed tobacco firms as spending more money for radio this fall than they did last year.

Categories buying less television time than they did at this season last year include automobile manufacturers and wine firms.

The interest in the time classification "one minute or less" was nearly universal. An average of all representatives reported a 64% increase in billings in this category this year as compared to last. Some reported increases of as high as 250%.

In the more than one minute but less than five minute category increases were reported by all but a very few representatives. Ninety-five per cent of the representatives reported increased billings in that category this fall, averaging about 30% ahead of last year.

Interest in programs running more than five minutes was good. About 80% of the representatives answering questionnaires reported an increase. The average increase in billings for this classification was 82% over billings for 1950 at this time. Only 8% of the representatives reported a decrease in this type of billings.

The increase in billings is due in some measure to rate boosts by the television stations during the past year and to additional time on the air. Many stations were "sold out" at this time last year but were operating on a much shorter schedule.

TRENDs for FALL

ONLY PROBLEM: FINDING ENOUGH TIME
SECOND GROUP of city-by-city TV allocation filings last week laid before the FCC the vexing proposals and counter-proposals affecting such cities as Pittsburgh, Wheeling, Erie, Logan, Wheeling, Cincinnati and Columbus.

The number of filings in the Commission's "paper" allocation proceeding from the initial Aug. 27 Allen B. Dulles-Ralph deLany proposals (BROADCASTING • TELECASTING, Sept. 3) reached a total of more than 350 — of which more than 100 came in last week.

Pittsburgh applicants asked the Commission to assign Channels 4 and 9 to that city — the latter from Wheeling.

Wheeling Opposition

Strenuous objections were filed to this plan by Wheeling interests, particularly Port Industry's WWVA. Objection to the move of Channel 4 to Pittsburgh was voiced by Crosley's Channel WWVA, which operates on Channel 3, but which the FCC proposes to move to Channel 4. It claimed Pittsburgh is only 162 miles from Columbus, thus being far less than the minimum 180 miles recommended by the FCC for co-channel operation.

The Pittsburgh situation grows out of the fact FCC proposals to assign only VHF Channels 2, 11 and 13 there, with Channel 13 reserved for education operation. Since Channel 2 is reserved for the existing DuMont station WDTV (TV), now operating on Channel 5, that would leave only a single VHF channel available for the present seven applicants.

Although FCC proposes two UHF channels to Pittsburgh, entrance was submitted to show UHF could not serve the area properly due to its hilly, rough terrain.

In Erie, the suggestion of WERC there that WICU (TV) be assigned to a UHF channel and its VHF Channel 12 be reserved for education, aroused the opposition of the Erie Dispatch station.

If the WERC recommendation is premised on the policy of not intermixing VHF and UHF in the same localities, the WICU brief asserted, the FCC will have to radically revise its allocation plan.

In 162 top U.S. markets, WICU pointed out, 115 have VHF and UHF channels intermixed under the FCC proposal. That is 71% of those top cities, it said.

Comparison of Louisville's piece of the TV spectrum and other cities similar in rank was used by WKLO there is a bid for an additional UHF assignment.

Ranking as the 25th city in U.S. sales and population, Louisville will only get two VHF and two UHF channels, WKLO explained. One of the UHF channels is reserved for educators, it was pointed out, thus leaving only a single UHF channel available. The two VHF channels are already occupied by WAVE, TV and WHAS-TV.

This compares, it said, with Dallas, ranking 24th, with three VHF and two UHF; Denver, 26th, with four VHF and two UHF; Birmingham, 27th, with three VHF and two UHF; Indianapolis, 28th, with three VHF and two UHF; San Diego, 29th, with three VHF and three UHF channels.

WKLO reported it was going to amend its present Channel 13 application to ask for UHF Channel 41, the channel it is asking be assigned to Louisville.

Reasons for objecting to the FCC-proposed change of its frequency from Channel 5 to Channel 13 in the WSAZ-TV Huntington. It would rather be shifted to Channel 3, it said.

There are more than 50,000 TV sets in its area, the station reported. All have low-band VHF antennas. If it must change to Channel 8, Huntington viewers will have to buy highband VHF antennas.

At an estimated $20 per installation, WSAZ-TV averred, that would cost the public $1 million.

Cost of shifting existing operation from Channel 5 to Channel 8 was estimated by the station at $56,540. It could shift to Channel 3 for $25,000, the station said — another reason for protesting the FCC proposal.

Community TV Effect

What the proposed shift to Channel 8 would do to the seven community-TV installations in the area could not be determined, WSAZ-TV reported. It listed the following such installations: Railene, Williamson, Montgomery, Logan, W. Va.; Prestonburg and Paintsville, Ky.

In a community-TV setup, local interests erect a TV antenna atop a nearby hill or mountain, pick up a TV signal from the nearest station or stations, feed it to paying subscribers via coaxial cable down the mountain side from the highly sensitive receiving antenna.

Both WHTN Huntington and WCMIC Ashland, Ky., filed objections to the Ohio State U. proposal to move Channel 13 from the Huntington-Ashland area to Columbus. Major Cleveland station boards together and asked the FCC to assign more UHF channels to that city.

Cincinnati stations asked that Channel 13 be moved from Indianapolis to the Ohio city, drew oppositions not only from Indianapolis interests but also from other cities affected by the plan.

ADVISORY COUNCIL

Is Formed by KING TV FORMATION of a television community council was announced last week by KING-TV Seattle. The council was formed at the request of KING to assist the station in its efforts to serve the educational and civic needs of the community.

Otto Brandt, vice president and general manager of KING, said: "Here is an example of voluntary action taken by a television station. Which illustrates the fact that legislation is not needed to have stations become an integral part of the community."

The council is headed by Mrs. Raymond B. Allen, civic leader and the wife of the president of the U. of Washington. Activities of the group have already gotten underway in connection with a weekly series of programs to be presented by KING-TV beginning Oct. 1.

In addition to Mrs. Allen, the group is composed of eight educational, civic and religious leaders.

Supports Hill TV

"THE PUBLIC has a legitimate interest in the activities of Congress. Therefore the televising of open sessions of our law-making bodies may not be legally barred," David M. Solinger, attorney and law clerk in New York U. Division of General Education, said last week. Mr. Solinger announced he will include a review of such contemporary problems in a special 15-week course at N. Y. U.

NEW TV BIDS

KFBC Files for Cheyenne

ONLY new TV application received by FCC up to Thursday last week was filed for Cheyenne, Wyo. by KFBC there.

KFBC requested Channel 13 with visual power of 2.56 kw, from 189-ft. antenna. Estimated construction cost is $171,217 and expected first year cost is $60,000.

New developments on the trend to higher power for TV stations [BROADCASTING • TELECASTING, Sept. 3] include the filing of an application by WPJM-TV Greensboro, N. C. request for 5 kw transmitter output power, increasing its effective radiated power tenfold from 1.6 kw to 16.9 kw.

WBEN-TV Buffalo was granted special temporary authority to increase its output from 85 w to 4.8 kw, adding maximum ERP of 50 kw (under current regulations), WTTV Bloomington, Ind. also received temporary authority to increase its output to 2 kw from 1 kw, consisting of a permanent ERP of 6.38 kw. Station will soon request another temporary grant to allow it to radiate 12.8 kw from its present 200 ft. antenna site.

Scranton Times application for a new TV station in Scranton, Pa. was amended last week, switching from VHF Channel 11 to UHF Channel 16. Times also wants to boost its ERP of 2.61 kw visual to 500 kw from 1,541-ft. antenna.

Cleveland television applicants have joined forces to present a new application. Four stations — Wgar WHK WJW and WERE Cleveland —are cooperating. Three VHF channels (WBKB, WEWS and WXEL) now serve the area. FCC has proposed only two new UHF channels. One of these outlets would be reserved for an educational station. Meeting of station managers and engineers also proposed a channel for education. Seated (1 to r) are engineers William Hutton,Format for insertion.

September 17, 1951 • Page 73
THEATRE TV PROBE

Held Possible in Senate

A PROBE into practices which conceivably could "monopolize the transmission of events of national importance" loomed in the Senate last week.

In a move opposing limited telecasting of sports, entertainment and "other events"—and particularly theatre telecasts of boxing matches—Sen. Robert C. Hendrickson (R-N.J.) called on FCC, Dept. of Justice and Federal Trade Commission to exercise present authority to cease such practices.

In his proposal (S Res 209), introduced last Wednesday and referred to the Senate Interstate & Foreign Commerce Committee, the senator did not request nor an outright investigation. But he asked the three government agencies to "advise" the upper chamber on additional legislation which would be needed to remedy the situation.

Specifically, he resolved that the government take action "to prevent repetition of this practice of limiting telecasting of events of national importance to those members of the public who can afford to pay...

Richfield Films

EXCLUSIVE distribution rights for all George Richfield film productions have been granted to the Sterling Television Co., New York, it was announced last week. Available films include 13 half hours of Enchanted Music, a 1951 production new to television which features the 104-piece Berlin symphony orchestra and European artists in classical selections. Also listed are 10 feature Westerns starring Bob Steele and Fred Scott, 13 half-hour puppet programs for children and a number of symphonic shorts.

CENSORSHIP and code problems were tackled by NARTB TV Board at Sept. 6-7 meeting, held at Cavalier Hotel, Virginia Beach [BROADCASTING * TELECASTING, Sept. 10]

Seated (1 to r): Clair R. McCollough, WGAL-TV Lans- caster, Pa.; Paul Raibourn, KTLA (TV) Los Angeles; Eugene S. Thomas, WOR-TV New York, chairman of TV board.

Justin Miller, NARTB board chairman-general counsel; Robert D. Swezy, WDSU-TV New Orleans; Harold E. Fowlers, NARTB president. Top row: C. E. Arney Jr., NARTB secretary-treasurer; Thad Brown, NARTB general counsel; W. D. Rogers Jr., KEYL (TV) San Antonio; Frank M. Russell, NBC.

STANDARDS

NARTB Code Work Continuing

WRITING of standards for TV programming and advertising moved forward last week as the NARTB resumed its committee meetings covering the code of practices for the video industry.

Provisions covering advertising at a Detroit meeting held by a subcommittee headed by Walter J. Damm, WTMJ-TV Milwaukee, Thad Brown, director of NARTB's TV organization, attended the meeting.

The committee handling education, culture, children's programs, acceptability and decency is scheduled to meet today (Monday) in New York. Chairman is Davidson Taylor, NBC. Arrangements were made for the meeting to be a缩写 of the important observance committee, headed by Paul Raibourn, KTLA-TV Los Angeles.

Work of these committees will be reviewed by the full standards committee at an Oct. 2 meeting in Washington. This group hopes to have the standards ready for a meeting of the full NARTB TV Board.
Last issue of Rorabaugh report shows KRON-TV leading the other two San Francisco TV stations in total number of sponsors (as during every month this year), also leading in number of local, national and network sponsors ...which again "goes to show" that...

...puts more eyes on spots

THEATRE TV CHANNELS

ALL SEGMENTS of the motion picture industry met for the first time last Monday to prepare their theatre TV case for the Nov. 26 FCC hearing.

Movements will ask for six channels, each 10-mc wide in the microwave frequencies, below 10,000 mc. This will permit the transmission of six different theatre-TV programs simultaneously in each area, according to theatre-TV engineers. Decision is considered to be a compromise between the recommendations of Paramount Pictures, Twentieth Century-Fox and the Society of Motion Picture and Television Engineers.

Possibility of color for theatre TV was the subject of a lengthy discussion. Although nothing definite was decided, it was apparent that movie people were taking a long, hard look at color as a means of stepping out ahead of home TV.

A major accomplishment of the four-hour meeting was establishment of a technical and engineering committee.

Under the chairmanship of S. H. Fabian, Fabian Theatres, it comprises: Washington consulting engineers Frank McIntosh and Andrew Inglis, representing Motion Picture Assn. of America; C. M. Jansky and Stuart L. Bailey, Theatre Owners of America; plus Earl Sponable, Twentieth Century-Fox; Paul Rainbourn, Paramount Pictures; Frank Cahill, Warner Brothers; Dana W. Atchley Sr., United Paramount Theatres.

Many Groups Present

Some 80 representatives of movie organizations were present at the meeting. In addition to those mentioned above, delegates represented National Exhibitors Television Committee and Allied States Assn. of Motion Picture Exhibitors, among others.

Meanwhile, the possibility of using Industrial Radio Services frequencies for theatre TV instead of setting up a separate service has been broached to the FCC.

In a petition filed a fortnight ago by Twentieth Century-Fox, the suggestion was made that the 4525-6575 mc band and the 6875-6875 mc band could be used for fixed and mobile theatre-TV stations.

Both bands now are assigned to the Motion Picture Radio Service on a shared and developmental basis only, under Part 11 of FCC's rules. They are used at present for movie communication "on location."

These frequencies, Twentieth Century-Fox, CBS COLOR television demonstration opened last Thursday in Paris and will continue until Tuesday, Sept. 18, under sponsorship of the French government through its Director General of Radio and Television, Waldimir Porche.

Parish held at the Ambassadeurs Cabaret on the Champs Elysées, the demonstration featured a variety show of five top European acts on opening night, to which celebrities from theatrical, literary, and diplomatic worlds were invited (Broadcasting • Telecasting, Sept. 10).

The variety show was repeated Friday and over the weekend designers Pierre Balmain and Jean Dessès presented fashion shows from their fall collections.

Radio Industrie, France's leading television equipment manufacturer, concurrently is showing its newest sets, designed to receive either black and white or color television as black and white pictures. The organization is negotiating with CBS Labs. Div. for license to produce CBS system color sets in France.

Smith, Kline & French Labs., Philadelphia pharmaceutical firm, has announced it has completed arrangements to direct and sponsor a five-day program of color televised surgical operations at the 14th Congress of the International Society of Surgeons in Paris, Sept. 24-28.

Century-Fox said, "are adequate in range, could be used effectively by a theatre television system, and could be assigned on a shared basis to the theatre television industry. "Such would effect a further economy in frequency allocation; would eliminate the problem of using frequencies already allocated to the fixed and mobile services, and others; and would in no way prejudice the other services now operating or proposing to operate in the frequency bands specified."
Special privileges—at no extra cost! That’s what Spot program television means to national advertisers. And the privileges are many, and important.

You choose the markets you want. Only the markets you want. With Spot program television, there are no “must” stations, no minimum station requirements. Your own sales plans dictate the size of your station line-up.

If it’s broad coverage you’re after, Spot program television multiplies your opportunities for station clearances. You’re not restricted to availabilities offered by any single network. You can use stations affiliated with any or no network. You can select the best period offered by any station in any market.

You receive whole-hearted cooperation from the stations... find stations clear time more readily. That’s because stations net more when a time period is sold for a Spot program than when it’s taken by a network show.

You enjoy the better picture quality of film programs which are generally superior to kinescope recordings network shows must use for delayed broadcasts, or broadcasts in non-interconnected markets.

All of these “à la carte” advantages—at no extra cost. Spot rates for facilities charges are generally lower than network rates for the same period... over the same stations. The savings are substantial. They’re more than enough to pay for the extra film prints required, their handling, and their distribution to the stations.

You should know the full story on Spot program advertising before you buy any TV coverage. You can get it from any Katz representative or, if you prefer, send to our New York office at 488 Madison Avenue for your copy of the booklet, “Straight Thinking On Television Costs.” You’ll see very clearly that in television...

you can do better with Spot. Much better.

THE KATZ AGENCY, INC. Station Representatives

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

Telecasting • BROADCASTING
SHOWINGS of RCA's compatible color television system were started last Monday with some 3,000 to 4,000 RCA TV dealers and distributors, and broadcast ers expected to witness the demonstrations before this week is out.

The showings, part of an extensive field-testing program preliminary to formal requests for FCC coverage, are designed to acquaint the public with the system, are slated to continue through all or most of this week and then, after a short hiatus, to resume in October with demonstrations open to the public.

The current three-a-day tests, like those earlier this summer, consist of special variety programs starring Broadway's Nanette Fabray. At least one added a special outdoors pickup of a precision drum and drill team at the U. S. Merchant Marine Academy at King Point, L. I., some dozen miles from the demonstration center at New York's Radio City.

Like the demonstrations earlier this year, last week's impressed observers with a greater stability of color, and truer color values, than were evident in the RCA demonstrations of last year. The colors were again stronger, or so it seemed at least to some viewers, than those reproduced via the CBS system. There was no noticeable "blooming" or colors—reflections of strong hues on nearby objects—which perhaps was most noticeable in the outdoor pickup when, at times, an American flag appeared to have blue stripes.

George Beers, assistant director in the store were reflected by the rounded face of the magnifier, interfering with viewing.

Much of the program was made-up from green, brown and red objects due to green walls and carpeting in the New York studio. An elderly actor had gray-green hair. Two viewers commented that the picture appeared to be set in the forties. Others observed frequently that the lower half of an actress' face turned maroon or black when she tilted her head forward.

Note Lack of Sponsor

The audience at a Wednesday demonstration at the Sears Bladensburg Rd. store in Washington was told: "Declarations in as black-and-white some years ago, with industry and business not sponsoring programs. Without sponsors, programming is at a minimum, it was stated.

Store officials said the color companion receiver was hand-made by Tele-tone. It was described as having a 10-inch tube magnified to 12. Diameter of the truncated picture appeared to be about 10 inches. The test pattern prior to the New York program was fuzzy, marred by flicker and rolled off to the right at the top of the frame. It was explained that a factory man was to adjust the companion set but he hadn't arrived. Lettering on the pattern could not be read.

The New York program was titled Mike & Buff. Detail was poor and did not match that of many CBS shows. A demonstration in Washington. Bright ceiling lights

and of engineering, RCA Victor Divi- 

sion, explained technical points of the demonstrations, noting that the showings are the beginnings of exhaustive tests of the system and that it is completely compatible with black-and-white.

This compatibility was evident in the demonstrations, which employed two black-and-white and one 21-inch and two 15-inch RCA-color tube sets. The sharpness and clarity of the black-and-white pickups from the color transmissions once again drew much favorable comment.

NTSC Cooperation

Mr. Beers also noted that RCA is cooperating with the National Television Systems Committee in its efforts to achieve a compatible, all-electronic color system. Since the last RCA demonstrations in Washington, he said, improvements have been made in both the RCA system and its equipment.

Welcome to the demonstrations was offered by Joseph B. Elliott, vice-president in charge of the home instruments dept., RCA Victor Division, who said RCA was never sure than now that an all-electronic, completely compatible system is the answer to the color question.

The demonstrations are being held at 10 a.m., 2:15 p.m., and 4 p.m., with the first broadcast via RCA-NBC's experimental station and the two others being carried by closed circuit using a miniature transmitter simultaneously. Actua l test conditions, RCA spokes men estimated that approximately 100 persons have been attending each of the three daily showings.

VIDEO PATENT

TWO PATENTS for developments pertinent to color television have been granted. New Rochelle, N. Y., President Michael L. Kaplan announced last week.

One patent is said to involve the processing of cathode ray tubes to permit true and intensified transla tion of all colors in the spectrum, and to do so evenly. Rights are reserved by the company over processes for filtering light, which can be used in television sets to increase contrast values in picture reception, Mr. Kaplan said. Reflections are eliminated by evaporating and depositing metal coats on a technique which can also be used for non-glare automobile windshields and home windows.

The patents granted after two years' research by the company, apply to any system of color television in which the signal is transmitted. Authorization was dated Sept. 11.

interest proves strong enough, the Du Matic may be provided as a standard equipment for future Du Mont receivers, which would then be increased by about $20 in list price. Speculations of the Du Matic verified that the adapter, attached to a set through 19 electrical connections, receives a bold picture from CBS color transmission. Although some detail was lost, the resulting picture seemed to observers to be as strong as the reception of standard black-and-white transmission on the neighboring sets.

The UHF converter, also introduced by Du Mont, offers continuous tuning and covers a range of 476-890 mc, the frequencies set aside for future UHF use.

"The converter has been designed in advance so that it will be available to the public well ahead of the first UHF programming," Mr. Stickel said.

Recent Du Mont sets have a special UHF tuning panel for the UHF attachments. Changed, tuned with the main tuning dial, the UHF plate will be circuit-wise in either channel 5 or 6—which ever is not occupied—so the set owner suffers no loss in VHF channel choice.

Although the Du Mont organization has some samples on hand now, Mr. Stickel said it is "very doubtful" the company would produce converters for receiving CBS color in color. Admitting final action would be the result of public demand, the company said it would manufacture such converters if manufactured—would cost from $250-$300. "And they would reduce picture size, assuming that the receiver is standard size with 17-inch or larger screens," he said.

Thousands View

Du Mont Announces Set Adaptors

ALLEN B. DU MONT Labs, public opponent of the CBS color system, announced Tuesday the production of a television adapter designed to give black-and-white pictures from CBS-system colorcasts.

Simultaneously, the company introduced a UHF converter, which will provide a white set with a black-and-white set to receive UHF telecasts when they are adopted for commercial use.

Called the Du Matic switch, the adapter is a small device measuring 4½ x 3 x ½ inches and can be installed by a serviceman in about an hour's time. Placed on the rear of a television receiver, it changes the regular 525-line reception to the 405 lines used in CBS color.

Production of the Du Matic will start immediately. It will be listed for $19.95 and will be available through Du Mont dealers within the next few weeks.

Designed essentially for Du Mont equipment, the mechanism can be attached to the back of any Du Mont television receiver manufactured for about the past year, Walter Stickel, national sales manager, explained. Unit is belted to the chassis at an outlet provided in the rear of the receiver.

"With adjustments, it will work on some other sets," Mr. Stickel added, although he declined to name the receivers which might accommodate the Du Matic. "It is our answer to two basic questions: How can we provide an adapter as possible and still maintain Du Mont standards?"

Du Mont is providing the adapters, which do not reduce picture size, to meet whatever needs the customers may have, Mr. Stickel said. They have some requests for the device, he added, but since company plans do not call for heavy promotion, no great demand is expected. If public

Du Mont model holds Du Matic color adapter.
Now it's

KHJ-TV

Channel 9

DON LEE TELEVISION

Hollywood, California

HUDson 2-2133
TIME allocated to television viewing is two-thirds greater than the combined average daily reading time for newspapers and magazines, according to a "Study of Summer Time Television" by Ad- vertest Research, New Brunswick, N.J.

Questioning was conducted in 767 TV homes Aug. 3-11. Controls provided a sampling of half men and half women.

A summary of major findings showed that in a television home the average individual is at home eight hours daily between 9 a.m. and midnight; spends 2½ hours on the television set; spends more than an hour daily listening to the radio; spends about an hour daily reading newspapers; spends 3½ hours reading magazines daily, and takes a 7½-day vacation away from home.

In addition, the Advertest survey showed that in a TV home on the average day, someone is at home in 70% of the homes between 9 a.m.-1 a.m.; someone is watching TV in 29% of the homes during those hours; hours of set usage decrease 15% from winter usage (% of an hour less per home), and that more than 80% of the sets are used daily.

An Advertest examination of three programs that continued through the summer, showed an average audience loss of 10%. An examination of three replacement programs, shows an average audience loss of 42% for that time period.

The three shows examined which continued through the summer were Toast of the Town, Garry Moore, and Kraft Theatre. Replacement shows examined were Strawhat Matinees (for Kate Smith); Westinghouse Summer Theatre (for Studio One), and Meet the Press and Juvenile Jury (for Texaco Star Theatre).

27% of Families Owned Sets in July
SAM BARTON, president of Indus- trial Surveys Co., Chicago, last week released results of a survey which shows that 27% of American families owned TV sets in July, 3% more than owned sets in January. The survey covered 4,200 families.

In the Northeast, 46% of families owned sets as against 45% in January, the survey showed. North central and Pacific states followed. Only 13% of families in the South have sets and only 10% in the mountain and southwestern states. The survey showed more than half of the families in cities over 500,000 have TV sets but among farm families the figure reached only 7%.

Weekend Television Summary—September 15, 1951—Teletesting Survey

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<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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<td>Total Markets on Air 63</td>
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Estimated Sets in Use 12,364,000

Editor’s Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
Yes, every day, Monday through Friday, WPTZ has a cooking good cooking show on the air.

Why? Because cooking is probably more important to the average woman at home than golf, hunting, or stock market is to you fellows at the office. Philadelphia housewives enjoy watching WPTZ's array of cooking specialists display the latest in culinary capers.

And what an array WPTZ presents!

Mondays, it's "Deadline For Dinner", a participating program with artist-host Pete Boyle and Albert Mathes, chef at the Gulph Mills Country Club.

Tuesdays, Wednesdays, and Thursdays, we feature "Now You're Cooking", "Television Kitchen" and "Television Matinee", sponsored by the Natural Gas Company, the Philadelphia Electric Company and the Philadelphia Gas Works, respectively.

Fridays, we have another participating show, "Pots, Pans and Personalities", starring Mary Wilson with "name guest" helpers and hints on how to make the most of last night's left-overs.

Yes, there's always something cooking on WPTZ at 2 P.M.

To reach the thousands and thousands of homemakers in this area, join the WPTZ cooking strip. There's still room for a participation in "Deadline For Dinner" on Mondays, and "Pots, Pans and Personalities" on Fridays.

For complete details give us a call here at WPTZ, Philadelphia, or see your nearest NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
Telephone LOCust 6-2264
UNION CHECK

AFL Film Council Plan

TO PROVIDE a check on television production firms as a protection to members of its unions and guilds, the AFL Film Council has set up a clearing house. Plan calls for all signed contracts or letter agreements held by any union or guild with any TV producer to be made available to all council affiliates.

The clearing house will provide a means for a co-ordinated campaign to see that all TV companies with contracts or letters of agreement with one affiliate of the council sign with all others affected, it was said.

Council has been asked by Elliott H. Kelly, labor counsel for the National Society of Television Producers, to appoint a committee to meet Sept. 26 with NSTP to study mutual problems. Others invited include Screen Writers Guild.

AFL Film Council has asked all TV producers to attend its Wednesday (Sept. 19) meeting. Representatives of newly-formed top producers group have not indicated whether they will accept [BROADCASTING • TELECASTING, Sept. 10].

CTI Transaction

ARRANGEMENT between Color Television Inc. and Tomlinson J. Mosesy, San Francisco electronics inventor [BROADCASTING • TELECASTING, Sept. 3], was a stock agreement whereby a 25% interest in CTI was exchanged for $4 million worth of manufacturing contracts, it has been made known by the principals. Mr. Mosesy received 1,000 shares of CTI stock and “other considerations” for the airborne radar equipment contracts he brought to CTI. CTI was one of the three contenders in the color TV hearings last year, competing along with the CBS and RCA systems.

Actor Payments

TVA, SAG Study Jointly

INFORMAL exploratory meetings were initiated last week between representatives of Screen Actors Guild and Television Authority to discuss methods of payment to actors for television film commercials. Meetings are expected to continue for next few weeks.

Jurisdiction over TV film is held by SAG but it was thought TVA could offer valuable advice and information because of experience in the film field. Latter has jurisdiction over actors in live TV.

Amicable discussion by the two unions, recently at war over jurisdiction of TV actors, came in accordance with an August resolution made by board of Associated Actors and Artists of America, to which both belong, requesting that both groups get together for discussions for benefit of all actors.

Representing TVA at last week’s meetings were George Heller, national executive secretary, New York; Ken Carpenter, chairman, West Coast division; Peter Prouse, East Coast executive; Claude McCue, executive secretary, AFRA; L. B. Kornblum, TVA attorney.

SAG representatives included Ronald Reagan, president; John Dales Jr., executive secretary; Ken Thomson, TV administrator; William Berger, attorney.

Guild negotiating committee meets today (Sept. 17) with the labor committee of Assn. of Motion Picture Producers for opening of negotiations for a new basic contract for actors. The association represents eight major film producers.

Among SAG demands are banning from television use all motion picture films produced after Aug. 1, 1948 and additional payment to actors for re-use of theatrical films on television [BROADCASTING • TELECASTING, Aug. 20].

Plagiarism Suit

NOTICE of a plagiarism suit was given to KTTV (TV) Los Angeles by attorneys for Morris Braun, MGM property man. Asking $150,000, Mr. Braun charges the station lifted a TV program idea. Also named in the suit was Bill Welsh, M. C. of the KTLA Better TV program, which is alleged to be patterned after the Braun Play Ball program. Script for the latter show was submitted to KTTV and later rejected, the suit charges [BROADCASTING • TELECASTING, Sept. 3, Aug. 27].

NBC Operacasts

SERIES OF eight television opera productions will be presented the first Thursday of each month beginning Oct. 4, 11-12 p.m. (EST) over NBC-TV. The operas, prepared for television, will be performed in English as in the past two seasons.

Survey Shows

21,2940 Radio Homes
31,072 TV Homes and Businesses IN TULSA TV AREA ... AT JULY 1951

PERCENT OF MARKET SATURATION

FAMILIES WITH BOTH TELEVISION AND RADIO SETS — AVERAGE PER DAY:

<table>
<thead>
<tr>
<th>CITY OF TULSA</th>
<th>TULSA TV AREA (EXCLUSIVE OF TULSA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>21.0%</td>
<td>11.3%</td>
</tr>
</tbody>
</table>

FAMILIES WITH RADIO SETS ONLY — AVERAGE PER DAY:

- 4.28 hours listening to radio
- 4.45 hours viewing television

$1,000 REWARD!

Associated Tulsa Broadcasters have posted $1,000, with the First National Bank and Trust Company of Tulsa to be given to the first person proving the Brooks survey is not within 5 per cent of accuracy, as of date made.

Raytheon Price Cuts

NEW RAYTHEON TV sets are now $50 to $120 less than the previous line and start with a 16-in. tabic set at $199.95. Highest of the 15-set line is a 20- in. radio-phonograph combination at $750. Company also introduced a $14.95 adapter to receiver colorcast in black and white. Company officials also announced a color unit is ready.

NOT "178,498 RADIO HOMES" NOT "OVER 83,000 TV HOMES"

as claimed by Tulsa's TV Station

In an independent survey by Leslie Brooks & Associates, Research Consultants of Tulsa, Oklahoma, it was found that the Tulsa TV area, defined as the 1 MV area of Tulsa's single television station, has 212,940 radio homes and 31,072 television homes and businesses as of July, 1951. This is in contrast to the Tulsa Television Station's claims in literature and in advertising of "178,498 radio homes" and "over 83,000 television sets" in the area. The survey was conducted in Tulsa and in 40 towns in the Tulsa TV area. A 3,416 interview sample was made, statistically valid within two percent.

A FLYER

Associated Tulsa Broadcasters

KAKC - KFMJ - KOME - KRMG - KTUL - KVOO

A copy of the survey may be obtained by writing any Tulsa radio station or from their National Representatives.
MAURER...
AT HOME ANYWHERE

The Maurer 16mm. camera is at home for every professional requirement—and little wonder since it’s the only “16” specifically designed for professional use. The Maurer has many unique features—its simplified operation, hair-line accuracy, and job after job dependability, all make it the favorite-choice of those who consider time and expense important—and a fine motion picture even more so.

For details on this and other Maurer equipment write:

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
850 South Robertson Blvd., Los Angeles 35, California
NAVY GAMES

Hunt Attacks Policy

PACT for theatre telecasts of three Naval Academy football games this fall drew the attention of Sen. Lester C. Hunt (D-Wyo.) last week.

Sen. Hunt, member of the now inactive Senate Crime Investigating Committee, noted Navy “has seen fit to enter into a contract with private industry instead of making the programs available to the public.” At the same time he inserted into the Sept. 11 issue of the Congressional Record copies of the protest filed by Attorney Jerome W. Marks for the Fair Television Practices Committee.

FTPC asked the Justice Dept.’s Anti-Trust Division to investigate the plan evolved by the National Collegiate Athletic Assn. for limited home telecasts this fall. The group suggested ordinance of “monopoly” by NCAA and claimed Westinghouse was being “forced” to pay “spectacularly” high fees for telecast rights to 10 NCAA contests [Broadcasting • Telecasting, Sept. 3].

Copies of Mr. Marks’ letter to the Naval Academy, chastising it for making arrangements with Theatre Network Television also were reprinted in the Record by Sen. Hunt.

TOA REPORT

Need for theatre owners to ally themselves more closely with television—both broadcast TV and theatre TV—will be stressed before the Theatre Owners of America at its 1951 convention and trade show in New York next week.

Mitchell Wolfson, TOA board chairman and head of the association’s Committee Planning TV and Theatre Integration as well as co-owner of the Wometco Theatre Chain and its WTVI (TV) in Miami, previewed the committee’s report at a news conference in New York last Tuesday. The report, he said, will emphasize:

1. Theatre TV’s importance to theatres. He predicted that, eventually, “every theatre that remains in business” will have some form of theatre television entertainment as an adjunct to its regular movie fare.

2. TV’s need for specially made films, coupled with a belief that the two industries can live side by side harmoniously and be mutually helpful.

3. Theatre men’s qualifications as TV broadcasters. He reiterated his view that as many of them as possible should apply for TV broadcast stations, apart from theatre TV activities.

Theatre TV exclusives, such as the fights which have been carried via Theatre Network Television in recent months, will not actually take “free fights” away from the public, Mr. Wolfson argued. Many events, he contended, would not be TV-broadcast anyway, owing to costs, limitations on intercity facilities, and for other reasons. His committee, he said, envisions theatre TV as a means of increasing the amount of available fare and of “bringing to Main Street” great programs which the general public would have no opportunity to see otherwise.

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DAWSON NAMED

Heads New CBS TV Div.

Creation of CBS Television Spot Sales with Thomas H. Dawson in charge as general sales manager was announced last week by Merle S. Jones, vice president in charge of stations and general services for CBS Television Network.

The new unit will handle Television Sales functions which were handled by Radio Sales prior to the divorce of a CBS Radio and CBS Television operations.

Mr. Dawson

Mr. Dawson, director of television for Edgar Petry & Co. but formerly with CBS for 12 years, will assume the general sales management of CBS Television Spot Sales next Monday. His appointment is effective immediately. For 12 years prior to 1949, he was succeeded with CBS as sales manager for CBS-owned WCCO Minneapolis-St. Paul, as Radio Sales account executive and as Radio Sales eastern sales manager in New York.

To Service TV Stations

CBS Television Spot Sales will service all TV stations formerly represented by CBS Radio in Chicago, including WCBS-TV New York, WCAU-TV Philadelphia, KTVL (TV) Los Angeles, WTOP-TV Washington, WDTV (TV) Charlotte, KSL-TV Salt Lake City, and WAFM-TV Birmingham. At present, spokesmen said, the new unit will operate from existing sales offices in New York, Chicago, Los Angeles, Detroit, San Francisco, and Memphis.

George R. Dunham Jr. will continue as eastern sales manager, and Sam Cook Diggles will remain in charge of CBS Television Spot Sales, Chicago.

NBC GETS THEATRE

WOR-TV Releases Property

NEW Amsterdam Roof Theatre at 214 West 42nd St. has been acquired by WOR-TV, New York, by NBC for use as a television broadcast studio.

NBC bought television equipment previously installed in the theatre by WOR-TV in addition to acquiring the balance of that station’s property lease. Having already taken possession of the premises, NBC will start operations from there late this month. It has been renamed the NBC Times Square Television theatre.

WOR-TV’s release of the property, spokesmen said, is in line with the station’s consolidation of facilities, preparatory to occupying its new million-dollar building “Television Square” in December (Broadcasting • Telecasting, Sept. 3).
MEMBERS of the armed forces overseas were assured programs of network caliber last week when Sylvester L. Weaver, NBC vice president for television, presented the first series of NBC kinescope films to the Armed Forces Film Recording Selection Group.

Efforts to arrange prints of TV shows for distribution to some 50 overseas points have been in progress for the past few months. Difficulties in distribution, the large number of prints required for prompt showings to all troops and the expense of extra film prints have proved major obstacles to the industry-sponsored plan.

Final compromises allowed for broader circulation of fewer prints, at-cost printing fees, elimination of commercials—except for opening and closing credit lines—and insertion of credit lines for unions involved.

A 16 mm. kinescope of the Aug. 4 NBC-TV Assignment Manhunt program was presented by the American Tobacco Co., was presented by Mr. Weaver to Lt. Lowell O. Orr, USN, to initiate actual delivery of films to the armed forces. The network promised to have a total of 50 prints of three separate Assignment Manhunt programs available for overseas distribution by last Friday.

Other NBC programs scheduled for delivery include Milton Berle's Texaco Star Theatre; The Mohawk Showroom; The Lucky Strike Hit Parade; the 9-9:30 p.m. (EDT) portion of Your Show of Shows, sponsored by the R. J. Reynolds Tobacco Co., and The Old Gold Original Amateur Hour.

After kinescope films are returned to the network by stations not on the interconnected network they are edited to delete commercials and to insert the credit lines. Then about 10 prints per program are made for overseas distribution.

The Armed Forces Selection Board, through which distribution has been arranged, reserves the right to accept or refuse programs offered by the network through the sponsor's agency.

First program to be submitted service group was the CBS-TV version of Amos 'n' Andy—sponsored by Blatz Beer—last June. Since then, 10 or more programs have been made of each program and sent overseas in packages of 15 shows at a time. Production of overseas versions has been dependent upon completion of sequences for national audiences, but the first 150 prints have already been dispatched, and are now tied up reportedly by union difficulties at a dock in San Francisco. Almost all the overseas Amos 'n' Andy films have been scheduled for distribution in Korea.

Other CBS Television programs, for which final and complete prints were submitted by the end of last week, include Man Against Crime, Faye Emerson's Wonderful Town, and Suspense.

SERVICE MARK

Is Sought for Puppet

WHETHER a puppet in a TV show can be registered as a service mark by the U. S. Patent Office will be argued Sept. 13 in Washington before the Commissioner of Patents.

The case involves the use of a puppet in the Fort Worth StarTelegram's WBAP-TV See-Saw Zoo, a weekly children's program, that began in September 1948. It is believed to be the first case of its kind in the TV field.

A trade mark is a distinctive mark affixed to a product. A service mark is a distinctive mark representing a service (NBC's chimes are registered as a service mark). Request for a service mark on a puppet character in See-Saw Zoo was made Oct. 12, 1949. It was denied by a Patent Office examiner March 16 of this year on the ground the mark was a 'cursory representation of a character in the show and therefore did not conform to the definition of a service mark under the Lanham Act.'

The examiner appeared to fear that service mark registration of the puppet character might unduly broaden the scope of the law.

Opposing the examiner's conclusions in last week's hearing was Harry P. Warner of the Washington law firm of Segal, Smith & Hennessey, representing WBAP-TV.

THE INS TELEVISION Department has expanded operations and increased personnel to provide the biggest and best service possible for its growing number of TV clients.

An important part of this expansion is the establishment of a new television wire service. Tied in with the INS Telenews Daily Newsreel, it provides the first complete, basic news service for television. This is in keeping with INS' position as the first and foremost news service for television.

The new teletype circuit, entirely separate from the regular INS newspaper-radio circuits, will transmit up-to-the-minute scripts for the daily newsreel—plus late news summaries, all timed and cued into the film footage. Together, the wire and newsreel film provide top quality newscasts ready to go on the air without special processing, handling or other costly, time-consuming production work by the station.

Also, INS has added several new films to its available services, including the daily 15-minute news-feature program, "Clete Roberts' World Report."

The INS Televison Department is especially equipped to offer the ideal television news package and service to TV stations. Whether you are an operating station, or have an application with the FCC for a license, your inquiry will be welcomed.

In television news
it's INS-TELENEWS
FIRST — And FOREMOST

- Complete basic daily news service by film and teletype
- Weekly newsreel
- Weekly sports reel
- INP spot news photos by wire or package delivery
- "World Report," with Clete Roberts
- All Nations Musical Symphonies

INTERNATIONAL NEWS SERVICE
TV Dept., 235 E. 45th St., New York 17, N. Y.
TRADITIONAL Swedish way of preparing for Christmas and celebrating the holiday season is the theme of Christmas in Sweden, as featured from FILMS OF THE NATIONS Inc., New York. A well-known Swedish photographer, Olof Comstedt, directs this simple record of an average family's observance of the holiday, from earlymorning cooking of special dishes to the Christmas service in an old Swedish church.

Name talent has been signed by EDDIE LEWIS Productions, Hollywood, for a series of half-hour film programs scheduled for opensend syndication. Among those signed are Teresa Wright, Ann Harding, Doris Karloff, Eddie Albert and Margaret Whiting.

Results "or else" is the sales arrangement offered by LOUIS WEISS & Co., Los Angeles, for its filmed mystery series, Craig Kennedy, Private Eye. If program ratings for first three weeks don't top that of any other mystery-detective show in same city at comparable time, the sponsor gets a second run free. ADRIAN WEISS Productions is filming the series for television.

A new TV film production firm, SCREEN TELEVIDEO Productions, is being set up in Hollywood by J. Groden, who recently resigned from Procter & Gamble Productions. Production on a contemplated series of 256 half-hour dramatic programs will get underway next month. New firm will have Bill Kozenko, story consultant, and Rudy Abel, production manager. Address is 328 South Beverly Dr., Beverly Hills, Calif.

More than $25,000 will be spent by DESILU Productions, Hollywood, to convert Stage 2 at General Service Studios into a 300-seat amphitheatre for its new TV film series, I Love Lucy, starring Lucille Ball [FILM REPORT, Sept. 10].

(Continued on page 101)

Feiner Named

CBS Executive Producer

BEN FEINER Jr. has been signed as executive television producer with CBS Television Network, effective Oct. 1, Hubbell Robinson Jr., vice president in charge of programs for CBS Television, announced Tuesday. Currently in New York, Mr. Feiner will leave for Los Angeles this month where he will organize and supervise television production with Harry Ackerman, CBS vice president in charge of network programs, Hollywood.

Owing and operating his own radio station in Kingston, N. Y., for two years, Mr. Feiner joined the international department of CBS in 1942, handling English-language programs for overseas transmission. In 1944, he became associated with producer-director Worthington Miner at CBS Television studios in Grand Central Station, where he directed more than 100 shows.

Mr. Feiner was a writer and associate producer at MGM from 1947 until April of this year, with

Inter-City Relay

Added Birmingham-Atlanta

SECOND inter-city TV circuit between Birmingham and Atlanta was previewed Wednesday to permit reception of a special American Red Cross program. Regular use of the new circuit, provided by addition of TV equipment to an existing coaxial cable from Memphis, will begin today (Monday).

Previous arrangement required stations in Birmingham and Atlanta to share use of single circuit which reached them via Charlotte, N. C., and Jacksonville, Fla. New hookup allows the stations to broadcast two different network programs at the same time.

Extension of TV service in the South will add Miami and New Orleans to the network late in 1952 [BROADCASTING TELECASTING, Sept. 10]. Miami will be reached through additional component to the existing coaxial running south from Jacksonville. New Orleans will be served by a cable now under construction south from Jackson, Miss.
High-Stepping Sales

TELEVISION has won its letter in Minneapolis-St. Paul. The local Arthur Murray Dance Studio there started a 28-minute TV variety show on WTCN-TV Minneapolis this summer. After eight weeks on the airwaves the studio reports a 210% increase of value of sales, compared to a similar period before the show. E. G. Ege, studio manager, in a letter to WTCN, pointed out that years of newspaper advertising had preceded the TV expenditure but that he was now spending approximately the same amount in TV that he previously has spent in local newspaper advertising.

as a palliative, if not the cure-all, of those ills. Some of these people are going to be disappointed."

Not all of Dr. Baker's speech was gloomy. By the end of 1955, he estimated, 35½ million families would be within range of a TV station and 90% of them would have a TV set.

Income of electronic parts and components distributors, not including set sales, he estimated as $2 billion in 1950, $4 billion in 1951, $1 billion in 1955.

TV'S A PROBLEM
Says IBC's Gibson

FREE television, not the International Boxing Club, is the villain in the current drama of folding fight clubs and represents one of the game's thorniest problems, televisioners of NBC-TV's American Forum of the Air were told Sept. 9.

The spokesman was Truman Gibson Jr., secretary of the IBC, who appeared on the TV panel, along with Jerry Joe Walcott, Sen. Herbert Cain (R-Wash.) and Communist Dick O'Brien of the Washington Times-Herald. Subject for discussion was Sen. Cain's request for a probe into IBC operations, including charges that the club wielded a monopolistic weapon in the fleshpin enterprise.

The IBC, Mr. Gibson said, welcomes competition because it needs young talented fighters to fulfill its television contracts. Mr. O'Brien noted, in turn, that the District of Columbia Boxing Commission has no control over IBC cards which are billed exclusively for theatre telecasting in Washington. In such cases, he also said, televisioners are denied home reception or so-called "free entertainment."

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS

HOLLYWOOD 9-3209

INDUSTRIAL FILMS
TV SPOTS... PROGRAMS

*Based on latest Memphis distribution figures
impact of TV only on radio audiences.

Would it be naive to keep hammering away at ANA that TV affects all leisure-time activities, especially the reading of newspapers and magazines? Perhaps I am re-ploughing old ground and doesn't it look like something like this:

1. Radio long ago unwittingly "made its bed" by fostering and financing the minute-by-minute radio research services (Hooper, Pulse, Nielsen, etc.) which pin-point radio listening to a single station and a specific program at any given minute. NO OTHER ADVERTISING MEDIUM GIVES COMPARABLE INFORMATION.

2. Newspapers and magazines offer "circulation" figures only. While some efforts have been made to study readership (or "noting"), of specific advertisements and other parts of the publications, nothing resembling radio's minute reports has been attempted by the publications. Nor has anything comparable been demanded by advertisers and agencies, the way they have demanded minute-by-minute radio listening data.

3. Advertisers and agencies are at fault, by not requiring comparable studies from all media. If minute-by-minute data on radio listening are essential, then inch-by-inch readership data are equally essential! Why has this not been demanded by advertisers and agencies, and why do they not begin now to require it?

4. Radio stations are at fault by continuing to supply such "restrictive" data, by continuing to support the research services that provide these data. Would it be in order for stations to discontinue their use of these services, and to urge the publications make comparable services available?

5. With the advent of television, these radio-fostered and financed services (Hooper, Pulse, Nielsen, etc.) immediately jumped into the arena, and began also to measure minute-by-minute television viewing. Because all their previous studies had been in the radio field, it was natural (and inevitable, perhaps) that their earliest comparisons of TV data would be made against radio listening, alone. Thus we went through a period of advertising hysteria, directed solely against radio. Publications remained strangely quiet, offering no data at all on whether readership was being maintained.

6. A few tentative studies disclosed that readership was affected by TV. The BBDO Consumer Panel survey, the Hofstra and Ruggers studies, etc., waved a very red flag indeed when they showed that time spent reading is reduced considerably in TV families. But these studies showed only that total reading time was reduced, and did not go into detail as to how much of this time was lost to the reading of advertising, or even more specifically, which ads suffered most. Perhaps the wife of the radio owner wife who formerly devoted an average of 40 minutes per day to the reading of the daily newspaper, might easily have devoted another 15 or minutes of those minutes to browsing through the ads—large ads and small. Then comes TV and she cuts her total newspaper-reading time to 20 minutes. Then adds it up that TV has robbed her of 60 minutes worth of reading. That's it! Or did all of this reading time come from the ads? If so, that's a 100% drop! More likely perhaps, she cut her reading time among the ads to 10 minutes, or even 5. That could mean a reduction of 60% to 75%, so far as the advertiser is concerned—and it seems to me to be very important to the advertiser to know just what it was! Further, in her reduced reading time, does she now have time to notice only the largest of the ads—the full-page or half-page ads? Is it possible that "noting" of full-page department store ads, for example, might be cut only a small percent, but that smaller ads (like most of the national ads) might be cut almost entirely? These are questions of the greatest importance to national advertisers and agencies. How can they be overlooked, when you consider the frenzied zeal of these same advertisers and agencies for minute-by-minute radio and TV data?

7. As I said, only a few tentative studies along these lines have been made, but the danger signals they show are enough to make it difficult to understand why they have not been followed up rigorously and thoroughly, first of all by the advertisers and agencies, and perhaps also by the radio industry, in the interests of discovering comparable data that might be our strongest weapon in focusing the spotlight on the true rating, cost of advertising where it belongs—on magazines and newspapers.

8. Admittedly, "circulation" figures have not dropped a great deal. But "circulation" figures alone mean nothing—certainly they mean no more than the gross "set-owner-ship" figures of radio and television, which advertisers and agencies have not let us use in selling radio for the past 10 years.

I admit that merely because a family buys a TV set, it does not cancel its subscription to its daily newspaper, but it is very clear that the family has less of its leisure-time to devote to them.

9. We know that "radio set ownership has degenerated with television; in fact, it has grown by leaps and bounds. But advertisers and agencies will not let us sell radio because our "potential circulation" is less than that of TV. On the contrary, despite this "greater circulation," their fanaticism in digging out minute-by-minute listening data on radio has forced radio to cut its rates. Why then, the inexplicable inconsistency in permitting publications to count for their "worth" in magazines, and still not furnish any inch-by-inch readership figures on advertising content?

Clearly, all of us are missing the boat of opportunity to let this fantastic situation continue.

The second news story in the trade papers this week is the announcement that Ken Baker is to head the new Standard Audit & Measurement Services, Inc. We all know that Ken is one of the finest research men in the advertising business; he has earned the respect of all segments of the advertising industry, radio and non-radio alike.

This might be the golden opportunity we have been awaiting to supply the missing links in the advertising-research field.

The news story said, however, that the new organization will mean radio-to-television audiences, somewhat like BMM did, with refinements. If we permit this to be the total effort of the organization, we will be digging radio's grave deeper than ever. We will be fostering and financing another of those research services which have put radio in the tight spot it is in present, and we will be doing nothing to undo the harm they have already done, or to supply the obvious deficiencies in comparable research among ad media.

Now is the time to act, before the new organization gets fully under way. Now is the time for the Affiliates Committee and others who are vitally concerned with this problem to organize a movement to persuade our new Baker organization to include in its set-up all the forms of advertising research that national advertisers and agencies should have, to reach intelligent...

Pellegrin
(Continued from page 52)

Big Schedule

EIGHT football games each weekend will be carried by KONY San Marcos, Tex., which Tom Fleet, general manager, believes may be the best, a 50% play-by-play football 'schedule' of any daytime station in the country. Four games will be local, the others from the NBC Telecasting System. Only play-by-play portions of local games will be recorded, cutting time of each game to about 10 minutes. Some games, played as far as 400 miles from San Marcos, will be recorded on tape, then flown to San Marcos. Although Mr. Fleet said there will be myriad production problems, the bright note is that all games are sold.

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and fair conclusions.

Perhaps, if this new organization will cooperate, this should be the channel for the diversion of some of the millions of dollars now spent by radio stations on the "limiting" research they are buying, to their detriment!

Although it is not necessary, let me state that I am not connected in any way with this new organization of Ken Baker's; I have not even talked to him about this; he does not know I am writing this; I am not trying in any way to stooge or shill for him or this new business; I have no axe to grind and no motive whatsoever except the good of radio. I have no idea what his reaction will be to this proposal; he might even oppose it, but knowing his research acumen and his general knowledge of the mess we are all in, I think he will recognize a golden opportunity to be of real service to all segments of advertising.

The details and techniques can be worked out by the experts, but now is the time to get started. While this new organization is toolling up to make its proposed studies of radio and television listening, it would be simpler for the stations to make arrangements to carry the research that vital step further, and also report inch-by-inch readership data on the reading of advertising in newspapers and magazines. Without this, the radio-television data are almost worthless in the present state of confusion and inter media bickering. With it, we will have comparable data that could be literally priceless to radio and television in the years to come, data that for the first time will enable national advertisers and agencies to evaluate all media on a fair and accurate basis. On that basis, we know we have nothing to fear.

Therefore, I would urge several steps:

1. An immediate blast by the Affiliates Committee against the biased ANA third report on radio, as being deficient, inaccurate and misleading.
2. An immediate challenge to publications to produce comparable inch-by-inch readership figures on advertising.
3. An immediate challenge to advertisers and agencies to DEMAND from publications (as they have from radio and television) the same pin-point types of readership data on an inch-by-inch basis, page-by-page, day-by-day, monthly-month.
4. An early conference with Dr. Ken Baker and his associates, to explore the ways and means of having his new organizations do what is so vitally needed, so deficient in present research, and so obviously desirable.
5. Sponsorship of a movement among stations to refuse to support another run-of-the-mill "limiting" research service, aimed at radio-television only, unless it does the total job of providing comparable data on all media.
6. Sponsorship of a movement among all subscribers to present "limiting" research services, to divert their support from these grave-digging services to one that will do a beneficial job for the entire advertising industry.

We have been suckers for 26 years. I think that's long enough. After all this bitter and costly experience, now is the time for radio and television to assert their independence, shake off these shackles that we have paid for with our own blood-money, tell the advertisers and agencies that if they won't do the job for themselves, we'll do it for them, and—by these methods—get back on top of this situation instead of remaining where we are, bloody and beaten at the bottom of a heap, victims of our own misguided dollars spent in the past for "limiting" research that has not just "bitten the hand" but has damn near cut our throats.


drain of confusion, shake and television experiences, tire among all their acumen, acumen such as being biased ANA Associates Committee, holding the radio advertising. Therefore, I evaluate all media, and his general proposal; these studies are being right for the radio and television audience. Baker and Morgan, KOMO commercial manager, Pictured Morgan, KOMO manager, Folger's, and its coming years, we'll probably paid from radio and television. The radio, television, and film, have raised the box office—should come down. For last week's theatre TV showing of the Robinson-Turpin fight, it was understood, the fight promoters increased their charge to the theatre group to 75 cents a seat, compared with about 40 cents for previous bouts.

It also was reported RCA expects to reach a production rate of some 30 theatre TV units a month within about 60 days, and to attain an even faster pace thereafter. At present, Mr. Wolfson said, orders for both theatre TV equipment and AT&T facilities outnumber the supply.

Mr. Wolfson cited the case of his own Wometco Theatre Chain in Florida and the Bahamas and their WTJY Miami as an example of mutually helpful cooperation between theatres and television. In this case, he said, cooperation includes exchange of both personnel and ideas.

He strongly recommended that theatres utilize television's sales power to advertise their movie wares. TV advertising, he said, contributed much to the fact that the theatre box office has held up better in the Florida area than in the nation generally, and that, in fact, five large new theatres have been constructed in that area in the past two years.

On the subject of motion picture film for home television, Mr. Wolfson said his committee feels, aside from the competitive problem, that theatre films are "not suitable" for broadcast television from the standpoint of photography, and at best are "bargains." Home television, he said, is especially made films. From the competitive standpoint, he did not believe producers should be required to make their films available for home television where to do so would cost them money.

The TOA convention, at which Mr. Wolfson's committee will make public its formal report, is scheduled Sept. 23-27 in New York.

Chief Says:

"My braces 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 • CLEVELAND'S Spectrum SIGNAL: WJW • CLEVELAND'S Chief STATION: WJW

WJW
Cleveland's Chief Station
5000 W. BASIC ABC CLEVELAND 13, OHIO
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

September 17, 1951 • Page 89
On the dotted line......

KLX-AM-FM Oakland signed largest daily bulk time contract in its 26-year history with Grudin's of California, Oakland men's store, to sponsor minimum of four hours daily of Japanese Peace Conference. Grudin's officers above are (l to r) Richard L. Grudin, Arnold Michaels, Clifford W. Grudin and Mark Gerstle, of KLX.

SPONSORSHIP of Touchdown Tips on KFSD San Diego during the coming season has been contracted for by Carlson & Simpson, auto service firm. At signing are Jack Peterson, radio- TV dir., Barnes-Chase Co.; Victor E. Westonfeld, pres., Carlson & Simpson Inc., and Thomas E. Sharp, KFSD pres.

FOLLOWING signing of "yellow oleo" bill in Pennsylvania Aug. 24, Jelke Good Luck Oleomargarine signed for sponsorship of 15-minute quiz show over WCAU Philadelphia, originating in supermarkets. (l to r) Joseph T. Connolly, v. p. in charge of WCAU radio; Hugh Ferguson, m.c. of program, Good Luck To You, and Harvey Howell, ad mgr. of Jelke Good Luck. Show is heard Mon.-Fri.

LOCAL Ford dealer, McCain-Richards, will sponsor all football games of Ouiitchita Parish High School, on KNOE Monroe, La. Signing are (seated, l to r) Elaine Fink, KNOE sales rep.; Vegge Rivers, McCain-Richards v. p., and Charles Nelms, McCain-Richards sales and prom. mgr.; (standing, l to r) Paul Goldman, KNOE gen. mgr., and Irv Zeidman, KNOE asst. mgr.-program dir.

V. H. GARABEDIAN, Western Union ad mgr., sends one of the first 15-minute word telegrams to Walter Johnson, seated at right, sales mgr., WTCI Hartford. Standing (l to r) are Joseph J. Weed, Weed & Co., station rep., and Bob Day, of Albert Frank-Guenther Law, Western Union agency.

TRADE-INS

Reserve Board Cracks Down

THREATENED crackdown on dealers who offer "fictitious" trade-in allowances on radio-TV receivers and other household appliances with "no money down" advertisements materialized Sept. 7 as the Federal Reserve Board amended regulation governing installment purchases [BROADCASTING • Telecasting, Sept. 10].

The board issued new rules for judging so-called trade-in allowances, and asserted that violations will be punishable by fines not to exceed $5,000 and imprisonment up to one year.

The chief reservation placed on trade-in allowances is that they bear "a reasonable relationship to their real value, and that the 15% down payment on sets be computed at the same percentage of the article's "cash price . . . net of any rebate or sales discount."

Trade-in allowances, rebates or discounts would be permitted by dealers as long as they are "not used as a cloak to conceal evasions of the down-payment requirements.

Genesis of the new FRB ruling was a number of complaints that some dealers have been advertising "no money down" offers, particularly on TV sets. In many cases involving trade-in allowances, the board noted, dealers have "rigged prices and consumers actually have paid as much as they would for outright cash purchases. The board declared:

The provisions of the statute and regulation prohibit certain practices which attempt to use fictitious trade-in allowances to evade the down-payment requirements. This is true, even though the regulation does not necessarily require that trade-in allowances counted against down payments be limited to the actual market value of the trade-in or the amount for which the retailer expects to be able to sell it.

Credit controls also would be violated in instances where the dealer:

• Applies against the required down payment a trade-in allowance on items "having a value that was nominal or negligible or that bore no reasonable relationship" to the allowance.

• Fails to keep records showing the cash value for each trade-in, plus other data needed to prove the transaction was effected in good faith.

• Did not receive "delivery and possession" from the purchaser of the article on which the trade-in allowance was made.

'RED FRIDAY'

KFMC 'Freedom' Stunt

WHAT happens when a radio station is taken over by the Reds will be demonstrated dramatically Friday (Sept. 28) on KFMC Hollywood to focus public attention on the Crusade for Freedom drive.

To be called "Red Friday," the day of the Red radio domination will start during the early morning Ross Menhill program when mock communists "invade" KFMC and take over operations.

Throughout the rest of the broadcast day, until 8 p.m. news, the station's entire program structure will be "Red-dominated" with Soviet-slated news and features, "politically-approved" musical selections and special features, according to John Baird, station public affairs director.

Chef Milani, on his morning food program, is to feature an elaborate menu of ersatz Russian food. Climax of "Red Friday" will be a dramatic feature, The Year of Probability, which will describe what could happen if free speech in America were throttled by Soviet thought-control.

The event will be heralded by an extensive spot announcement campaign on KFMC on preceding days. KFMC advertisers, given advance notice of the unique "Endorse Freedom" event, have been invited to join in the spirit of the occasion with suitable commercials.

KBA Meeting

KENTUCKY Broadcasters Assn. will hold its annual fall meeting Oct. 4-5 at Hotel Beecher, Somerset, Ky. Those planning to attend are requested to write Mike Layman, WSBF Somerset, Ky.

BROADCASTING • Telecasting

KGW carries the weight in the Oregon Market

Day or Night

PORTLAND, OREGON

on the efficient 620 frequency

AFFILIATED WITH NBC

TOTAL BMM FAMILIES

From Top BMM Survey

<p>| | | | | |</p>
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<tr>
<td>Daytime</td>
<td>Evening</td>
<td>Night</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>389,016</td>
<td>298,676</td>
<td>182,398</td>
<td>869,090</td>
</tr>
<tr>
<td>B</td>
<td>337,844</td>
<td>247,671</td>
<td>129,398</td>
<td>715,913</td>
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<tr>
<td>C</td>
<td>341,973</td>
<td>250,676</td>
<td>129,398</td>
<td>721,947</td>
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<td>D</td>
<td>341,973</td>
<td>250,676</td>
<td>129,398</td>
<td>721,947</td>
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REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
RADIO COURSES
VA Policy Attacked

THE POSITION of the Veterans Administration in treating radio-TV training courses as "avocational or recreational" pursuits is branded as "indescribable" and an earlier ruling should be altered to conform to broadcasting's occupational status as an industry.

This is the conclusion drawn in a report being prepared by the House Veterans Select Investigating subcommittee which has been probing into certain VA irregularities. [BROADCASTING • TELECASTING, Aug. 6] The report will be issued formally later this month.

Under the so-called "avocational ruling" handed down by the agency's Washington headquarters and made a part of Public Law 446, veterans are prohibited from taking other than listed vocational courses unless they can "justify" their training before the Veterans Administration.

Notice Served

Last February the central office notified field authorities, without advance consultation with industry and other groups, that broadcasting courses were to be adjudged avocational or recreational. Broadcasting thus was lumped with the so-called "entertainment" group, depriving veterans of tuition, subsistence and other benefits.

The ruling drew a storm of protests from local stations and NARTB which, on behalf of the industry, testified in a hearing July 19. In the report data on 100% employment of radio-TV students through regional placements is cited by the Dallas regional office. Other objections were filed, pointing out that the courses contributed to the veteran's occupational advancement. Importance of skilled technicians in civil defense also is stressed.

In all, the subcommittee received hundreds of letters from broadcasters protesting the unfair discrimination, some of the stations citing detailed factors in the employment of combination men, according to the report.

The document also scores the VA for taking the action without consulting industry, regional VA managers, state laws or educational groups.

The ruling, said the report, does not give the veteran the full benefits of a "liberal" interpretation with respect to courses in radio and television.

ATAE AWARD
Honors NARTB, RTMA

NARTB and Radio - Television Mfrs. Assn. today (Monday) will be presented an award of merit by the American Trade Assn. Executives at the ATAEE's annual meeting at the Edgewater Beach Hotel, Chicago.

Robert K. Richards, NARTB public affairs director, and James D. Secret, secretary-general manager of RTMA, will accept the award from Wesley Hardenbergh, president of American Meat Institute and ATAEE past president.

The presentation will be made in recognition of the annual Voice of Democracy contest jointly operated by NARTB, RTMA and the U.S. Junior Chamber of Commerce. Mr. Richards is chairman of the Voice of Democracy Committee.

Awards selection committee was headed by Charles Sawyer, Secretary of Commerce. The committee annually picks award winners from its 1,100 trade association members.

Citation to NARTB-RTMA reads as follows:
For their excellent services to the industry and the public and especially for the annual "Voice of Democracy" contest for high school students. This project was developed to encourage and stimulate appreciation of the youth of America for the meaning of democracy and free speech, and a fuller appreciation of the challenges and responsibilities of free men. More than five million high school students have participated in the program during its brief, four-year period of existence.

Miller Tour
Truman Gets Report

REPORT on United States information services in Latin American nations was given President Truman twice Wednesday, taking part also in presentation of a cake by the National Citizens Committee for United Nations Day. He is chairman of the radio and TV subcommittee.

This week Judge Miller will attend meetings of the American Bar Assn. in New York. He is a member of a committee planning a field study of the effect of crime portrayal in mass media. In addition, he is member of a subcommittee on cooperation of laymen with lawyers and judges.

Report of a committee dealing with radio, TV and press responsibility for fair criminal trials will be submitted to the ABA's Criminal Law Section at 10 a.m. Wednesday. FCC Chairman Wayne Coy is a member of this committee. Another ABA section will take up pending copyright legislation.

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA

In "COVERED" WAGES
GREENVILLE $112,827,014
Columbia 52,217,401
Charleston 48,677,862
S. C. Emp. Sec. Com., 1950

MAKE IT YOURS WITH
WFBC 5000 WATTS
The News-Redwood Station, Greenville, S. C.

For the Greenville-Anderson- Spartanburg Markets
Represented by Avery-Knodl

HUNTING EQUIPMENT

WREN TOPEKA

ABC 5000 WATTS

WEED & CO. NATIONAL REPRESENTATIVES

September 17, 1951 • Page 91
FAIR PROGRAMS

WIBW Topeka airing two broadcasts daily from Kansas fairs. Dinner Hour Concert, 11:30 a.m. daily, and Kansas Round-up, 3:15 p.m. daily, broadcast from Kansas Free Fair in Topeka and Kansas State Fair at Hutchinson, 200 miles away. Station's farm director, Wes Seyler, also making tape recordings for daily broadcast from each fair site.

AIDS 'CRUSADE'

WAAM(TV) Baltimore Sept. 3 and 4 carried two special programs opening Maryland drive for Crusade for Freedom. Tee Vee Wasmob demonstrated famous "Freedom Balloons," with station using equipment especially brought to studios for inflation of balloons, which carried message to finder urging notification of WAAM where they were found. Maryland Governor Theodore McKeldin delivered his "Crusade for Freedom" proclamation over station the next night.

FOOTBALL SCHEDULES

WMLS Sylacauga, Ala., sending alumni of Alabama Polytechnic Institute (Auburn) letter announcing stations broadcast coverage of school games. Attached is schedule card of all football games being carried on station. Cards are being distributed to schools, drug stores, restaurants and sports location.

DAILY FILM NEWS

KPRC-TV Houston, started Sept. 3, Houston Today, Mon. through Fri., 6:16 p.m. TV newsmagazine, sponsored by Western Auto Stores. Film covering happenings in Houston and vicinity including sports and spot news, such as accidents, fires, police calls and other incidents. Film is processed, edited, written and scored for music each day it is carried. Southwest Film Productions Inc. gathers news for production.

SELL THEMSELVES

WCHS Charleston, W. Va., staff members and management heard so many spots and chainbreaks on their station urging people to donate blood to Red Cross that seven members of staff decided to give some of their own. Station owner Lewis Tierney said, "We've been preaching to others, so we decided to practice what we talk about." Others contributing blood were Manager Jack Gelder, Program Director Mort Cohn, Chief Engineer Bill Dixon, Auditor George KaIam, Disco Jockey Ned Skaff and Studio Engineer Johnny Barker.

BIG SWITCH

KCBS San Francisco following up recent switch to 60 kw with unique promotion. In four page layout (full eight column newspaper pages made up to simulate daily newspaper) station reprints news and magazine stories and pictures publicizing pending power increase prior to last Aug. 5 switch. Model paper is sent to trade with attached note from William Cullenward, KCBS director of press information, stating: "50,000 watts for KCBS was news, it seems." Clipping have continued to pour in, making this just part of the total coverage of KCBS's "Big Switch."

PARTICIPATION SHOW

KFOX San Francisco, Times at 10, Mon. through Fri. 10-11 a.m., participating musical program inviting Northern California housewives to tell station and its listeners "what I would do if I had a radio show of my own." Emcee Wally King selects winners from among program ideas submitted by mail. Winners appear on program to receive prize, discuss their ideas and see ideas tried on show.

FOLK SHOW

KGO-TV San Francisco, Folksville, Thurs. 10:45 p.m., sponsored by Ken's Motor Sales, S. F. Program stars Barbara Dane, singer and recent winner on KGO-TV's Miss U.S. (Television series, explaining in song and story background of America's folk music... "a unique heritage... a blend of all the tongues of the earth." Weekly guests on show present folk dances and lore. Agency is Byrne & Grill, S. F.

MORE PUBLIC SERVICE

WHUI Hemphstead, L. I., recently broadcast speeches by Arthur Godfrey and Harold R. Boyer, aircraft production chief of War Mobilization Board, at kick off dinner for Long Island industries campaign to raise funds for local hospitals. Station reports emphasis will be put on more public service this fall with station planning to tape after-hours events for broadcast following day, before afternoon papers reach stands.

SUCCESSFUL AUCTION

WMNB North Adams, Mass., Sept. 2 aired two-hour radio auction conducted by Sportscaster "Bucky" Bullett, raising money for Children's Cancer Research through auction of merchandise contributed by area's businessmen. Three-or-four hundred dollars had been goal, but radio auction brought in more than $2,000. Many persons drove to station to bid when they found busy telephone circuits prevented their calling in, while other bidders generously returned merchandise for a repeat sale.

YO-YO GIMMICK

KITE San Antonio sending out pencils with small yo-yo attached to envelope. Message on pencil says, "Relax! Play with your yo-yo, listen to the good music on KITE."

FOLK MUSIC

KGO-TV San Francisco, Folksville, Thurs. 10:45 p.m., sponsored by Ken's Motor Sales, S. F. Program stars Barbara Dane, singer and recent winner on KGO-TV's Miss U.S. (Television series, explaining in song and story background of America's folk music... "a unique heritage... a blend of all the tongues of the earth." Weekly guests on show present folk dances and lore. Agency is Byrne & Grill, S. F.

FOR THE BIRDS

WOW Omaha's Johnny Carson, disc jockey, tooled up to battle pigeons after Douglas County Courthouse officials decided to get rid of the birds following $50,000 cleaning job on building. Mr. Carson told listeners to "drop a card or phone the courthouse and let them know how you feel about it." He was surprised when courthouse received a thousand calls in hour following broadcast. Next day disc jockey and engineer did remote from courthouse roof, then interviewed county employees on building's steps. Climax to incident is contest to find best letter, poem or on pigeon question with winner getting squash-under-glass dinner at exclusive Omaha dining room.

BET DEBT PAID IN PAINT

WCAX Norfolk's Mark Scott made bet with local delicatessen sponsoring ball club on place Portsmouth Cubs baseball team would occupy in league standings. If Cubs landed in first place, Mr. Scott would have to re-paint sponsor's sign. They did, so sign got new paint job by Mr. Scott.

'AMERICA IS SOLD . . .'

ABC Radio ran advertisement in New York Times, Sept. 5, using slogan "America is sold on ABC." Ad has memo with question "What advertisers spend more money on ABC radio than in any other medium?" Answer is given below with list of advertisers.

Further ideas or samples of the promotion items noted on this page are available by writing to the individual companies.
Telestatus

(Continued from page 80) respectively, 25 each (no date). German outlets are in Riss and Hamburg.

Most all of the outlets, with the exception of those in France and the United Kingdom, were reportedly experimental outlets. Stations also were listed for Czechoslovakia (1), Sweden (1), Soviet Russia (Moscow and Leningrad) (2), Morocco (Casablanca — under construction) (1), and Uruguay (Buenos Aires — for fall) (1), and Spain (equipment ordered for Madrid and Barcelona) (2).

In the case of Mexico, the report also noted that a third outlet (XELD) is scheduled to open this month.

KPIX Card No. 4

Lists Higher Rates

KPIX San Francisco issues new Rate Card No. 4 with average increases of one-third in basic rates. New card also inaugurates new frequency discounts.

On the new card Class A hourly rate moves up from $450 to $500; Class B hours increase from $340 to $450; Class C from $225 to $300 and announcements of one minute or less jump from $75 to $120. Frequency discounts up to 20% for maximum frequency of 260 or more times will be granted.

'Toast of Town' Tops Telepulse List

FIRST among once-a-week TV

ORSON WELLES

Offered on L-W Series

AT LEAST 100 radio stations responded to an advance survey telegram sent to a selected 150 stations announcing the availability of the new Orson Welles transmitted radio series, The Lives of Harry Lime, the Third Man, according to Lang-Worth Features Programs Inc., New York.

"Not since 1931 have we witnessed so quick and warm a response from radio stations to an open-end transcription series as we've had to the return of Orson Welles," Cy Langtis, president of Lang-Worth, told Broadcasting & Telecasting.

Series is based on the film "The Third Man" and features the zither compositions of Anton Karas.

Lives of Harry Lime is being heard in Europe through RBC and is reportedly the first transmitted package to have been sold to the British radio organization. The program is broadcast simultaneously in four other languages. In Germany the programs are heard in the French, American and British zones. Radio Diffusion Francais broadcasts the programs in France. Series also is heard in Holland and Italy.

Drama and mystery shows lead the top 10 TV program types for the month of August. The Pulse Inc. also reported breakdown:

Program Average Rating

<table>
<thead>
<tr>
<th>Once A Week Shows</th>
<th>Aug.</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toast of the Town (CBS)</td>
<td>30.1</td>
<td>36.2</td>
</tr>
<tr>
<td>Fireside Theatre (NRC)</td>
<td>25.5</td>
<td>24.7</td>
</tr>
<tr>
<td>Phyllis TV Playhouse (NRC)</td>
<td>22.6</td>
<td>24.1</td>
</tr>
<tr>
<td>Kraft TV Theatre (NRC)</td>
<td>23.6</td>
<td>23.4</td>
</tr>
<tr>
<td>Lights Out (NBC)</td>
<td>21.6</td>
<td>21.0</td>
</tr>
<tr>
<td>Godfrey and His Friends (CBS)</td>
<td>25.0</td>
<td>22.8</td>
</tr>
<tr>
<td>Somerset Maugham Theatre (NRC)</td>
<td>19.4</td>
<td>21.8</td>
</tr>
<tr>
<td>Godfrey's Talent Scouts (CBS)</td>
<td>19.1</td>
<td>21.8</td>
</tr>
<tr>
<td>What's My Line (CBS)</td>
<td>16.8</td>
<td>21.1</td>
</tr>
</tbody>
</table>

Program Average Rating

<table>
<thead>
<tr>
<th>Multi-WEEK Shows</th>
<th>Avg.</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cactus Jim (NBC)</td>
<td>11.4</td>
<td>13.4</td>
</tr>
<tr>
<td>Howdy Doody (NBC)</td>
<td>11.4</td>
<td>12.1</td>
</tr>
<tr>
<td>Coast News Caravan (NBC)</td>
<td>10.2</td>
<td>11.3</td>
</tr>
<tr>
<td>Captain Video (Dial)</td>
<td>8.1</td>
<td>7.9</td>
</tr>
<tr>
<td>The Stork Club (CBS)</td>
<td>8.4</td>
<td>8.8</td>
</tr>
<tr>
<td>TV Top Tunes (CBS)</td>
<td>8.4</td>
<td>7.9</td>
</tr>
<tr>
<td>CBS-TV News (CBS)</td>
<td>7.8</td>
<td>8.3</td>
</tr>
<tr>
<td>Endo in Kavassland (NBC)</td>
<td>7.2</td>
<td>7.2</td>
</tr>
<tr>
<td>Space Cadet (ABC)</td>
<td>6.5</td>
<td>6.4</td>
</tr>
<tr>
<td>Broadway Open House (NBC)</td>
<td>6.2</td>
<td>5.3</td>
</tr>
</tbody>
</table>


Average ratings of all leading program types except feature films dropped slightly from their July levels as many leading programs took summer vacation.

EXTENSIVE eleven-week "Training in Industry" course at Raytheon Mfg. Co., in Waltham, Mass., was completed last week by five Armed Forces officers — two Air Force colonels, two Navy Commanders and one Marine Colonel.

Know your markets?

How many stations in the market?

Visualize markets with this big 25" x 35" outline map. Every radio — AM • FM • TV — station in the United States and Canada

Key tool for productive sales planning. Use it for presentations, to demonstrate coverage, plot network and spot campaigns. Takes ink like your letterhead.

Prices

5 copies — $4.50
10 copies — $8.50
25 copies — $20.00
50 copies — $37.50
100 copies — $70.00

BROADCASTING • TELECASTING

National Press Building
Washington 4, D. C.

Send prepaid. Please bill. I enclose. September 17, 1951

Page 93
upcoming

NARTB DISTRICT MEETINGS
Dales Dist. Hotel City
Sept. 17-18 9 Moraine-on- the-Lake Highland Park
23-24 11 Radisson Minneapolis
27-28 12 Broadview Chicago

OCT.
4-6 14 Utah Salt Lake City
11-12 15 Cull San Francisco
15-16 18 Beverly Hills Los Angeles
23-26 28 St. Charles New Orleans
30-31 33 Shamrock Houston

Nov.
1-2 5 Soreno St. Petersburg
9-10 7 Seidbach Louisville
12-13 3 William Penn Pittsburgh
15-16 1 Somerset Boston

Sept. 17: BMI Program Clinic, Augusta, Me.
Sept. 18: Institute of Radio Engineers Professional Group on Broadcast Transmission Systems, Report by Eight Ultralight Specialists, Franklin Institute, 10 a.m. to 6 p.m., Philadelphia.
Sept. 18: BMI Program Clinic, Boston.
Sept. 20: BMI Program Clinic, Rochester.
Sept. 24-25: Annual meeting Central Canadian Broadcasters Association, Royal York Hotel, Toronto.
Oct. 2-3: NARTB Television Program Standards Committee Meeting, NARTB HQs., Washington.
Oct. 19-19: North Carolina Assn. of Broadcasters, Fall Meeting, Battery Park Hotel, Asheville, N. C.
Oct. 22-25: AIEE Fall General Meeting, Chicago.
Nov. 2-3: Michigan Assn. of Broadcasters, Fort Hayes Hotel, Detroit.
June 22-26: Advertising Assn. of the West, Annual Convention, Seattle.
Date not set: National Television Film Council First Annual Trade Convention and Exhibition, New York.
Date not set: American Marketing Assn., Winter Conference, Hotel Kenmore, Boston.

SAMMY KAYE'S Sylvestra Sunday Seventenée yesterday became first network program to emanate its entirety from the new $4,000,000 War Memorial Auditorium in Syracuse. Weekly radio- motion picture features will also include appearances by Faye Emerson and Eleanor Steber.

RECEPTION given by Crosley Broadcasting Corp. for Gilbert W. Kingsbury, new administrative assistant to the Crosley president, drew some 200 government officials, newsmen and clients of WLW and WLWT (TV) Cincinnati. (L to r): Mr. Kingsbury chats with Robert E. Dunville, president of Crosley, and Rep. Brent Spence (D-Ky.), chairman of the House Banking & Currency Committee. Reception was held at the Gibson Hotel in Cincinnati Aug. 30.

WBS SALES UP
Thesmar Appointed
WORLD Broadcasting System, program and sales service firm, did 48% more business this summer than last, Herbert Gordon, vice president, announced last week.
Immediate result of the increase is a new budget uptapping talent expen- ditures next year by 40%. Plans call for signing at least two Holly- wood stars, a Broadway musical comedy star and a big-name orchestra.
Appointment of L. H. (Hack) Thesmar, for three years general manager of WDAR Savannah, Ga., as a World field representative was announced last week. Mr. Thesmar has been in radio since 1942, when he joined WSAV Savannah as salesman. He later became com- mercial manager of WSAV.
Serious music will receive greater emphasis from World Broadcasting with a 55-piece concert orchestra as well as a large mixed choral group to record at least 60 selections for affiliated stations. Salon music by top con- temporary artists also will be rele- ased.
Expansion requires additions to the World Broadcasting field force it was reported.

KAUMAN BOOK
Lists Best Dramas
EIGHT scripts selected from all network drama programs and eight articles by experts in the industry are included in the second volume of Best Television Plays of the Year (1950-51), edited by Wil- liam I. Kaufman, NBC television casting director. The book is scheduled for October publication by Merlin Press.

Dramas selected by Mr. Kaufman include: "The Rocking Horse" by Doris Halmay for Armstrong Circle Theatre, "Vineet Van Gogh," by Hoffman R. Hills for Philco Television Playhouses, "The Kathern Steffan Story" by Kathryn Steffan for the Big Story, "The Lottery" by Shirley Jackson for Cameo Theatre, "Pharmacist's Mate" by Bud Shulberg for Pulitzer Prize Playhouse, "The Night They Made a Sum Out of Helen Hayes" by Billy Rose for The Billy Rose Show, "Borderline of Fear" by Joanna Roos and Edward Mabrey for Danger, and "Rosie's Haircut" by Gertrude Berg for The Goldbergs.

GATES, QUINCY, ILLINOIS
Your ONE SOURCE Supply for All Broadcasting Equipment NEEDS

This OFFICE TO SERVE YOU

Gates CO., Waltham, Mass., recently announced regular quarterly dividend of 60 cents per share on $2.40 cumulative preferred stock. Payment will be made Oct. 1 to holders of record Sept. 15.

BROADCASTING • Telecasting
BROADCASTING  •  Teletcasting

AFCEC MEMBERS

Worried of Senate Bill

BROADCAST CONSULTING engineers are somewhat worried about the effects of a bill introduced by Sen. Guy M. Gillette (D-Iow), which might curtail their right to appear before the FCC and advise broadcast clients.

The bill (S1725) was introduced by Sen. Gillette last June and was referred to the Senate Judiciary Committee. No hearings have been scheduled on the measure, entitled, "A Bill to Protect the Public With Respect to the Practice of Law by Those Other Than Dudley Licensed Attorneys and Counsels-at-Law Before the United States Government Departments, Bureaus, Commissions and Agencies, and in the United States Tax Courts."

In a Sept. 6 letter to all members of the Assn. of Federal Communications Consulting Engineers, Dr. Frank G. Kear, secretary of AFCEC, wrote:

"We have been advised that the bill would prevent consulting engineers from participating in pre-hearing conferences, discussions with the engineering boards of the Commission, or appearing before the Commission in any manner except as a witness under oath on behalf of any of our clients or counters. With the present severance of its services, such appearances is $5,000 fine or one year jail, or both."

It also appears from this bill that we would be prevented from advising or counseling clients in engineering matters if they have an application pending before the Federal Communications Commission.

Advise Services

MRS. OVETA CULP HOBBY, executive vice president of the Houston Post (KPDC-AM-FM-TV), was scheduled to appear with Mrs. Anna Rosenburg, Assistant Secretary of Defense, and Mrs. Ogden Reid, president and publisher of the New York Herald Tribune, on DuMont TV Network's "Pentagon - Washington" yesterday (Sunday). Both Mrs. Hobby and Mrs. Reid are members of the new Advisory Committee on Women in Service comprising 48 women leaders in radio-TV, journalism, stage and other fields.

Farr Success

BEGINNING its fourth year in October is radio-TV dealer Mort Farr's Witu End, children's quiz show on WCAU-TV Philadelphia, 12:30-1 p.m. every Sunday. Show pulls over 2,000 questions for questions to be used each week. Two weeks ago Mr. Farr presented as much as did both the show and the commercials, found the response "highly gratifying." Previously he had appeared from time to time as a guest on the show or doing the commercials. He reports he finds himself recognized by the city's small fry as "Uncle Mort."

FLETCHER RESIGNS

NARTB FM Directorship

FRANK U. FLETCHER, former co-owner of WAKL-AM-FM Arlington, Va., last week submitted his resignation as a member of the NARTB board in parallel letters sent to President Harold E. Fellows and Chairman of the Board Justin Miller.

Mr. Fletcher wrote he was ineligible for the FM directorship-at-large since transfer of his half interest in WAKL-AM-FM had been approved by the FCC. He was serving his second term as an FM director. The term ends next April. Last winter he served as special adviser to NARTB in rewriting the by-laws to provide for admission of TV stations.

Nomination ballots for a successor will be mailed this week by C. E. Arney Jr., NARTB secretary, with final ballots to be mailed about Oct. 8. Election results will be announced about Oct. 22. Other FM directorship is held by Ben Strouse, WWDC-FM Washington, who also is chairman of NARTB's FM Committee.

Farr Success

LBS GETS CHISOX

Contract Is for Three Years

ENTIRE home and out of town schedule of the Chicago White Sox will be broadcast exclusively by Liberty Broadcasting System in 1952, 1953 and 1954. Contract was negotiated in Chicago Monday, at which time Liberty agreed to pay $375,000 for broadcast rights.

At the same time, Liberty's affiliation in Chicago went to the Chicago Federation of Labor station, WCFL, from WOPA an independent in suburban Oak Park. Effective date will be announced later.

WCFL will use the Sox schedule to stimulate its variation on the news-music-sports theme, according to Commercial Manager George Isaac. Its contract with Liberty is for two years. The station, following its variation pattern, has inaugurated an hourly news series from the city room of the Chicago Sun-Times five days weekly.

TALENT AGENTS

Cautioned on Contracts

WITH new production companies springing up in the Los Angeles area to make films for theatrical and television release, talent agencies have had a check on financial stability of each before doing business with them.

Caution came from Adrian McCallon, president of American and National Managers Guild, in a letter to member talent agencies.

He advised that before talent deals were made with new production units, agencies should first make certain the producers have signed basic contracts with the actors, directors and writers guilds.

Guilford also emphasized that the Guild had contracted first for clearance before any talent contracts are signed, he stressed.

PROBE REQUESTED

On MacArthur Changes

PROBE to discover whether Wash- ington has resented" changes" to be responsible for upsetting announced time for West Coast radio and TV re- broadcasts of Gen. Douglas Mac- Arthur's Cleveland speech was asked last week by Councilman Ed J. Davenport in a resolution before the Los Angeles city council.

He charged that broadcasts were "suddenly changed, depriving thousands of persons from hearing talks and that later announced re-telecasts also were switched."

"Could it be that pressure was exerted by bureaucrats on radio and television outlets to keep western listeners from hearing Gen. MacArthur until after the San Francisco peace conference is over," Mr. Davenport conjectured. His resolution was referred to a city council committee.

AFTER transcontinental microwave relay's completion, 95 of every 100 TV homes in the United States can be served by "live" telecasts, Hugh M. Bevillé Jr., NBC director of plans and research, announced.

Mr. Aubrey Williams

Fitzgerald Advertising Agency

New Orleans, La.

Dear Aubrey,

This is bominin in th' hometown of \ WCHS, an' they's agonna git even bet- ter. Carbine ain' Carbon already has millions in Millions'ves reated here in Charleston, West Virginia, an' I heard on the news that d a y t h e y're agonna put on a big 'operation program. They plans ter spend $15,000 or so millions buildin' a new synthetic plant up some spot or other, or' you know what that means! They's agonna be lots o' nowhere with money jinglin' in their pockets — an' 'cause it is Aubrey, that makes for a darned good market. Fel- ters like you what's bominin' fer places fer advertise out here and keep in mind 'long with th' fact that WCHS has a double spot share us th' audience even with five stations in town! Yar's
g

WCHS

Charleston, W. Va.

IN MONTREAL

it's

CF CF

Ask the man who knows best—the local advertiser on CFCF.

Best proof that he gets prompt action at the cash register is the fact that Over a 3-year period local advertising on CFCF has increased 260%.

National advertisers, too, can bank on CFCF. For Canada's FIRST station has the coverage, the listenerability, to do a real selling job in the rich Montreal market area.

U.S. Representative—Weed & Co.

September 17, 1951 • Page 95
CUE CHANNELS

Remote Pickups Allowed

USE OF remote pickup broadcast stations to permit studio-transmitter links (STLs) for cueing and order purposes was authorized by the FCC last week for AM as well as TV services.

In a revision of Sec. 4.422(e) of its rules, FCC approved the use of remote pickup stations for all services—AM-FM-TV. Heretofore, the authority was only permitted FM stations.

FCC took the action after issuing a proposed rule last February and receiving comments in April. No objections were filed.

The new rule specifies that such use of a remote pickup station will be permitted only if the station also uses a program STL.

Recommendation by Federal Telecommunication Labs, Nutley, N. J., IT&T subsidiary, that rules governing the use of TV pickup and intercity relay stations also be changed to permit their use as communication circuits to the transmitter was turned down by FCC. The Commission said present rules permit the use of these stations for "related communications" now, and there was no need to change the wording.

Essentially, the revision was put into effect because FM and TV station transmitters are usually located in remote areas not served properly with wire lines. If the regular STL is in use with program material there is no way for the studio to communicate orders to the transmitter crew.

Sec. 4.422(e) now reads:

Remote pickup broadcast stations will be licensed for the purpose of providing communication between the studio and the transmitter of broadcast stations. Stations licensed to broadcast STL stations for program transmission, provided that such operation shall not be conducted on frequencies other than those listed in Section 4.422(e) (3). The term "broadcast STL station" as used in this Section includes "FM broadcast STL," "standard broadcast STL," and "television STL" stations.

WDAF CENTER

Now Under Construction

CONSTRUCTION is underway on the radio-television center for WDAF-AM-TV Kansas City. The stations are owned by the Kansas City Star Co.

The new center is expected to be completed in time for radio operations there next summer or early spring.

A two-story structure, the center will treble the space now available. New reception and broadcast studios are ready to be completed. It is being built by the Winn-Senter Construction Co. Architects are Peterson & Hansen and Robert Cowling, associates.

Bill Bates, WDAF-TV manager, described the spacious video studio planned. It will be 60 feet long, 40 feet high, and 30 feet (two stories) high.

"We'll have enough room to set up almost any kind of entertainment program, drama or demonstration," he said.

Television studios and offices will take up most of the first floor. Radio studios and offices, now in the Kansas City Star building, will occupy the second floor.

KV GRIDCAST

Continue on No-Fee Basis

THROUGH efforts of a committee of western Kentucky broadcasters working with the Kentucky Broadcasters Assn., the Western Kentucky High School Athletic Conference has voted to permit broad- casting of football games to continue on a no-fee basis. Chairman of the committee was Sam Livington, business manager and sports director of WRYE Paris.

Last winter the conference was reported considering action to ban future broadcasting without payment of a fee. Mr. Livington's committee met with school officials at WHOP Hopkinsville, Ky. The meeting resulted in better mutual understanding it was reported. In some cities, stations are helping with high school season tickets to the games.

WEEKLY digest of comments of daily press, weekly and trade magazines on television is offered as service to advertisers, agencies and stations by Critical Digest, weekly theatrical newsletter.

FCC actions

September 7 through September 13

CP-construction permit
DA-Directorial antenna
ERP-effective radiated power
STL-studio-transmitter link
synch.-synchronous amplifier
STA-special temporary authorization
cond.-conditional
L楯n-mod.-conversion
transmitter

ant.-antenna
N-night
aur.-aural

September 7 Decisions . . .

BY THE COMMISSION EN BANC

To Remain Silent

WABY Albany, N. Y.—Granted request for authority to keep silent for 90 days pending financial reorganization.

Designated for Hearing

KFST Fort Stockton, Tex. and KFSC Big Spring, Tex.—Granted pick-up STL's for KFST, proceeding for revocation of CP of studio station because of consolidated hearing with application of KFCC for renewal of construction permit. Order is for current and place and time to be specified later, upon issuance of CP at 10:30 a.m. on Monday, March 14.

BY THE SECRETARY

WBEN-TV Buffalo, N. Y.—Granted STA for increase in trans. output power from 43 kw to 54 kw, and aur. from 43 kw to 3.4 kw.

September 7 Applications . . .

ACCEPTED FOR FILING

License for CP

KLYF Lafayette, La.—License for CP to change frequency, hours operation, install antenna, increase power.

WRBH-FM Burlington, N. C.—License for CP new FM station.

WSYR-TV Syracuse, N. Y.—License for CP new TV station.

Modification of CP

KMG-MF Cape Girardeau, Mo.—Mod. CP new FM station for extension of completion date.

KR-ON San Francisco, Calif.—Mod. CP for extension of completion date.

KWTV New York, N. Y.—Mod. CP authorizing changes in TV station for extension of completion date.

TV—Ch. 16

San Saba, Tex.—Scranton TV's application for license at San Saba, Tex. to remain pending.

APPLICATION RETURNED

KMCO Conroe, Tex.—RETURNED application for statement of license from partnership to Montgomery Counties Broadcasting Co, Inc.

KOLT Kootenai, Idaho.—RETURNED application for renewal of license.

September 10 Decisions . . .

BY THE SECRETARY

KFOX-AM Long Beach, Calif.—Granted license for FM station: Ch. 272, (102.5 mc) 1 kw, ant. 120 feet.

WIVL Georgetown, Del.—Granted license for AM station, and specify studio location: 900 kw 1 kw, WOOF Dothan, Ala.—Granted license for change of facilities, install new trans, and DA-9 and changes in trans. location; 1410 kw 1 kw, 5 kw-7.8 5 kw.

KINS Michigan City, Ind.—Granted mod. CP to change trans. location; cond.

K稳妥 West Yarmouth, Mass.—Granted mod. CP to change trans.

Following were granted mod. CP's under 

KBOE Puebla Falls Minn. to 3-3-59; cond.: WCRB Evansville, Ind. to 3-3-59; cond.: WELI-FM, New Haven, Conn. to 4-19-59.

WPBR-FM Parkersburg, W. Va.—Granted CP to increase in trans. output power; from 1 kw 2 kw.

ACTION OF MOTIONS

By Com. Robert P. Jones.

Waldo Hagberg Arizona, Calif.—Grandrev. Motion to grant petition for leave to amend his application to show reduced maximum expected operating value in the direction of Chiwas, Mex.

WKNR Pullaski, Tenn.—Dismissed as most petition of Richland Radio for increase in trans. output power, filed on Aug. 8.

Richland Radio, Pullaski, Tenn.—Dismissed at request of WCRK its petition for order to take deposits, filed on Aug. 17.

By Hearing Examiner Elizabeth C.

KJAY Topeka, Kans.—By memorandum, Los Angeles, Calif.—Grandrev. Motion to grant petition for leave to amend his application to show reduced maximum expected operating value in the direction of Chiwas, Mex.

September 10 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KHAD Delano, Calif.—Mod. CP new service phone

Commercial Radio Monitoring Company

no charge for member agreements

A service for over 10 years

P.O. Box 7637 Kansas City, Mo.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1239 Wisconsin Ave., N. W.
Washington, D. C.
ADAMS 2414
Member AFCCB*

JAMES C. McNARY
Consulting Engineer
National Press Building
Wash., 4, D. C.
Telephone District 1205
Member AFCCB*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BUILDING
REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCB*

There is no substitute for experience
GLENN D. GILLET AND ASSOCIATES
923 NATL PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCB*

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 9111
Washington 4, D. C.
Member AFCCB*

Gautney & Ray
CONSULTING RADIO ENGINEERS
1052 Warner Building
Washington 4, D. C.
National 7775

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 2118
WASHINGTON 4, D. C.
Member AFCCB*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCB*

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Republic 3984
WASHINGTON, D. C.
Member AFCCB*

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
4212 S. Buckner Blvd.
4742 W. Reflex
Member AFCCB*

William L. Foss, Inc.
Formerly Celten & Fess, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Electronics-Communications
1833 M St., N. W., Wash, 4, D. C.
Executive 4161—Executive 441
(Rights-holidays, Lockwood 1-1819)
Member AFCCB*

Guy C. Hutcheson
P. 0. Box 32
AR 4-2721
ARINGTON, TEXAS

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

Lynne C. Smoby
“Registered Professional Engineer”
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Member AFCCB*

CP to Replace CP
WFMZ (FM) Allentown, Pa.—CP to replace CP new FM station which expired 8/22-51.

September 12 Decisions . . .
BY THE COMMISSION EN BANC
Designated for Hearing
KTRB, Los Angeles, Cali.—Designated for hearing at Washington on Oct. 11 application of KTRB to increase power from 5 kw to 10 kw, change from DA-N to DA-DN and change type trans., operating on 880 kc in Band (BP-7447); made 5-OMO and KBOX, both modesto, parties to proceeding.

Night Power Decreased
WATS Charlotte, N. C.—Granted mod. CP to decrease N power (on 610 kc) from 5 kw to 1 kw using licensed DA, to specify trans. site now licensed, and modify DA-D pattern engineering cond.

Radiations Increased
KRES St. Joseph, Minn.—Granted mod. CP to increase allowable radiations specified therein in certain directions, engineering cond.

WATF Gaylord, Mich.—Mod. CP to increase allowable radiations specified therein in certain directions, engineering cond.

Order Vacated

AM station for extension of completion date to March 26, 1952.

WBGL Blackfoot, Idaho—Mod. CP new AM station for extension of completion date to Nov. 30.

License for CP
WGSM Huntington, N. Y.—License for CP new AM station.

WAGA-TV Atlanta, Ga.—License for CP for changes in facilities is existing station.

KEPH Ephraim, Utah—License for CP authorizing relitentatement of CP new non-commercial educational FM station.

License Renewal
Following stations request license renewal:

Member AFCCB*

AMENDED to change to 1460 kc 100 w unlimited.

September 12 Applications . . .
ACCEPTED FOR FILING
AM—1496 kc
Vero Beach, Fla.—CP new AM station on 1496 kc 250 w unlimited.

Modification of CP
WTGC-FM Savannah, Ga.—Mod. CP new FM station to change trans. location, type trans., antenna height, etc.

KRLV-TV Las Vegas, Nev.—Mod. CP new TV station for extension of completion date to 11-1-51.

License Renewal
Following stations request renewal of licenses:
WBRE Pittsburgh, Pa.; WVFT Cleveland, Ohio; KYZE Hampton, Va.; WAVU-FM Albertville, Ala.; KBEE (FM) modesto, Calif.

(Continued on page 108)
Help Wanted

Managerial

Manager-commercial manager. Unusual opportunity for advancement offered. Experienced manager of small market station interested. Write Box 896K, BROADCASTING.

West Texas 1000 watt independent daytime station wants all-round man. Must be strong on sales, promotion, good opportunity awaits the right man. Opportunity for development to be a manager. Write Box 896K, BROADCASTING.

Local sales manager for 1 Kw independent, salary plus commision. Transportation furnished KFHP, Rosenberg, Texas.

Salesman

Salesman, Male or female, for one of Connecticut's leading independents in major market. Excellent opportunity, expense account. Write to Box 814K, BROADCASTING.

Immediate opening with excellent combination of sales and technical work. Position requires sales experience as field representative for composing and selling local radio stations with program service. Expenses plus commission. Live in town, reported earnings exceed $1600. Applicant must be personal and outgoing with a natural gift for sales. No experience necessary secure to be free to travel. For New York City interested, write Box 814K, BROADCASTING.

Alert, aggressive, time salesman, who sells intelligently and ethically, wanted by large independent, Florida coast. Station in fastest growing major market. Outstanding opportunity for hard working man who wishes to participate in our expansion here and elsewhere in radio and TV. Wonderful living conditions. Prefer young man with about two years experience in direct and agency work. Must be familiar with principles of operation. Contact, Graham M. Sales Manager, KCBQ, San Diego.

I have requests for good salesmen from stations throughout the 7 S. If you have a good personal and sales record, please write me. I will send complete information and photo to interested parties. Address A. Palmer Co., Worthington, Ohio.

ANNOUNCERS

Opening in Minnesota station for sales-announcer-man. Must have car. Guaranteed salary. Box 896K, BROADCASTING.

Disc Jockey-two. With real voice selling ability for morning, afternoon, Top 40 show for out of town audience. Must have good record. Also outstanding hillbilly disc jockey with show experience. Excellent salary. Box 993K, BROADCASTING.

Active, progressive CBS affiliate in northern midwest will pay well for able, energetic announcer who wants to be successful. Willing to work. Send disc and quotation on work experience. Minimum requirements first letter. Box 984K, BROADCASTING.

Wanted-Announcer for W. Penna., 350 watt. Good voice, write and ad lip. Will consider experienced announcer minimum starting salary. Address Box 985K, BROADCASTING.

Announcer-announcer, Experienced. Salesman with good general knowledge. Address Box 985K, BROADCASTING.

Wanted, man to fill production needs. Good voice, good writer preferred. Must have good standing in community. Good opportunities. Address Box 984K, BROADCASTING.

Help Wanted

Help Wanted (Cont'd)

Engineer or combination for 250 watt station, New York. Box 985K, BROADCASTING.

Transmitter operator, mid-September opening. Must have first experience. Excellent opportunity for young man with amateur or servicing background. Box 896K, BROADCASTING.

Transmitter engineer needed for 1000 watt North Carolina daytime. Good working conditions; no experience necessary. Excellent car. Box 896K, BROADCASTING.

Need first class transmitter operator. No experience required. Virginia network station. Box 985K, BROADCASTING.

Chief engineer, Colorado local. Want experienced man who knows how to build and maintain a station. Must have practical experience. Start Box 986K, BROADCASTING.

Wanted combination announcer-engineer, first phone. Good voice required. Must be able to operate console immediately. Box 415K, BROADCASTING.

Wanted, engineer with some experience in broadcasting. Must be a good all- around man. Opportunity for a future in a 5 Kw ABC affiliate in Colorado. KRGB, Pueblo, Colorado.

Engineer-announcer; do not have to stand transmitter watch on announcing shift. KWWI, Altus, Okla.

Immediate opening for straight engineer or announcer with first class ticket, no engineering experience necessary. WBJY, Lexington, N. C.

Wanted-Engineer with first class license. Must be well rounded at new station. KWCX, Belchertown, Mass.

Immediate opening for sales representative. Have first phone. $1.25 per hour. Ideal man will be employed at a profit making station. WCED, Dubuque, Iowa.

First class engineer-operator needed immediately. Fulltime station. WFAH, Alliance, Oh.

Wanted—Transmitter engineer for 5 kw station. Must have car. Advice expected. $15.00 to $25.00 per week. Excellent opportunity. WOAC, Augusta, Ga.

Wanted: Engineer with first class ticket, NBC station, WGRM, Green Bay, Wis.


Wanted: Engineer-announcer at once. Station WJTL, WHRN, Harlan, Kentucky.

Have immediate opening for transmission man at WJBF, Augusta, Ga.

Engineer with first class ticket. Excellent opportunity. WJPF, WJLF, West Palm Beach, Fla.

Save money, call me. Box 989K, BROADCASTING.

Station—Sales manager available immediately: Thoroughly capable, long experience, well known in the radio business. Excellent opportunity. Suitable for anyone in any location where hard work, loyalty will be rewarded. Current sales manager will take 500 watt network affiliation. If seeking employment, write Box 989K, BROADCASTING.

Let me manage your radio station. Good price. Good price. Male or female. Whatever I do, it is far from a cinch. I manage stations, I can manage yours. I can sell the city at $3000 or under. Box 984K, BROADCASTING.

Available October First. Experienced sales manager. Now employed sales manager of a prominent station. Acquainted sales, promotion, copy, etc., details. Would like to get into a job with a little bit of an increase in salary, and some change in location. College graduate, 25 years experience, in all phases of sales management, public relations and community relations. Box 989K, BROADCASTING.

Just sold my station at profit. Seeking management position with best west coast. Extensive radio experience. Box 987K, BROADCASTING.

$500 $500 $500 $500 $500 $500 $500 $500 If anyone out there knows someone who is looking for a job in advertising, please get in touch with me. Male or female. I will recognize. Current leading manager of a station. Write Box 989K, BROADCASTING.

Commercial manager, twelve years in radio sales and management. Excellent sales, good program management. Has handled increased in present position. Desires opportunity in any part of the country. Box 989K, BROADCASTING.

Salesmen

Fifteen years NBC sales, local, spot network, excellent record, best references. Lives Cleveland, resides New York City. Box 744K, BROADCASTING.

Fully experienced man who knows all phases of station operation wants to locate. Wants equal opportunity. Box 989K, BROADCASTING.

Eleven years: Prefer Missisippi Valley. Presently employed. Will consider Georgia, Box 986K, BROADCASTING.

Help Wanted (Cont'd)

Writer-announcer for Colorado local. Copy, air work, scheduling positions. Position immediately available. Must be hard, long, cheerful worker, $500 minimum start. Box 896K, BROADCASTING.


Situations Wanted

Managerial

General or sales manager, excellent opportunity. Now seeking a capable sales manager network affiliate. Mature, dynamic, clean-cut executive, with experience in radio operation. Now earning $5,000 per year—salary-commission basis. With ABC or network experience, no references. Available October 1st. Write Box 989K, BROADCASTING.

Aggressive manager available within thirty days. Experienced in all phases of radio with seven years in the business including establishment of a new station. Hard working salesman sober with the best references deserving a location in the middle west. Box 990K, BROADCASTING.

Manager-program director-commercial manager. Thoroughly capable, experienced manager. Excellent record of achievement in management, good programming, strong sales and publication relations. Mature, dynamic, clean-cut executive. Will work with you on your own personal and good showmanship, with the necessary and proper sales management. Reasonable salary and percent sales commission. Box 991K, BROADCASTING.

Manager-commercial manager. 15 years background newspaper, radio fields. Aggressive, experienced, sales copy, programming, personnel, management. Prefer midwest location. Married, one child. Must have extensive knowledge of radio where hard work, loyalty will be rewarded. Current sales manager will take 500 watt network affiliation. Box 989K, BROADCASTING.

Station-Sales manager available immediately! Thoroughly capable, long experience, in all phases of radio sales. Excellent opportunity in location where hard work, loyalty will be rewarded. Current sales manager will take 500 watt network affiliation. Box 989K, BROADCASTING.

Get into advertising. Male or female. Whatever I do, it is far from a cinch. I manage stations, I can manage yours. I can sell the city at $3000 or under. Box 984K, BROADCASTING.

If anyone out there knows someone who is looking for a job in advertising, please get in touch with me. Male or female. I will recognize. Current leading manager of a station. Write Box 989K, BROADCASTING.

Commercial manager, twelve years in radio sales and management. Excellent sales, good program management. Has handled increased in present position. College graduate, 25 years experience, in all phases of sales management, public relations and community relations. Box 989K, BROADCASTING.

Fifteen years NBC sales, local, spot network, excellent record, best references. Lives Cleveland, resides New York City. Box 744K, BROADCASTING.

Fully experienced man who knows all phases of station operation wants to locate. Wants equal opportunity. Box 989K, BROADCASTING.

Eleven years: Prefer Missisippi Valley. Presently employed. Will consider Georgia, Box 986K, BROADCASTING.
Situation Wanted (Cont'd)

Salesman, excellent sales record; draft exempt; can announce and write copy; good narrator. Box 961K, BROADCASTING.

Announcers

Talented novice football broadcaster desires pre or college play-by-play sports. Prefer play-by-play on stations with capacity to give large audience. Box 971K, BROADCASTING.

Staff announcer: 3 yrs experience all phases except play-by-play sports. 28 yrs old. Married. draft exempt. Guarantees smooth board work and operation. Interested in better paying job with chance for advancement with well established station. Details and tape on request. Box 980K, BROADCASTING.

Announcer: 3 years experience, all phases. Single, veteran, 23. Desire permanent position in Midwest. Tape and references on request. Box 990K, BROADCASTING.

Announcer-engineer, emphasis on announcing, one year experience. Desires position with friendly up to date station. Single, veteran, 24. Draft exempt, sober, ambitious, new car - go anywhere. $75 minimum. Available two weeks after making deal. Please send announcer or assistance photo, request. Box 949K, BROADCASTING.

Announcer-operator, 1st phone: radio school graduate. Experienced on board will consider all offers. Experienced. Box 989K, BROADCASTING.

Announcer, had own western band on radio. Experienced on multiple stations. Will consider all offers. Experienced. Box 971K, BROADCASTING.

Announcer: Experienced, good voice, single, twenty-four, veteran, college degree, controls. Disc, photo on request. Will withdraw any picture unless asked to. Box 988K, BROADCASTING.


Veteran, draft proof, 4 years staff announcer. 1 year 1st phone combo. Experienced all phases. Presently employed, easy going, plans are to move into more progressive station for personal freedom. Also interested in Oregon. But all replies answered. Box 971K, BROADCASTING.

May be the announcer you are looking for. Nine years experience—all phases of radio. Performance record proves excellent delivery. Experienced in 50 kw operation. Expected starting salary, $125.00 per week. Available one month's notice. Audition disc or tape on request. Prefer east. Box 996K, BROADCASTING.

Combo man. Three years experience. Strong on commercials, DJ personality, sports. Experienced. Presently employed. Minimum $75.00. Box 981K, BROADCASTING.

FULL TIME INDEPENDENT

$45,000
Balance in 5 years

Station Operating At A Profit

Located in Major Southern Market

AM FM and Mobile Unit

Reply Box 968K, BROADCASTING

Situations Wanted (Cont'd)

Competent announcer-copywriter, married, veteran, 23. Strong on commercial voice, capable of any board operation. Prefer moderate or southern location with independence. Permanent prime factor. Resume, photo, available. Box 968K, BROADCASTING.

Announcer, 24, 4 years experience. Versatile with show business background. No southern stations. State salary, $250, draft exempt. Box 921K, BROADCASTING.

Announcer, first phone, anywhere. Single, draft exempt, 30, three months. Short break in desirable, pleasant, strong voice. Partial, available. Box 922K, BROADCASTING.

Hooper slipping? My disc shows ripping. Crises occur. Don’t panic. Really super. Rate your Hooper. Box 921K, BROADCASTING.

Experienced announcer having worked in large metropolitan city. I can prove the value of a name announcer. Will send on request, that I would be a valuable addition to your staff. Photo, references on request. Box 928K, BROADCASTING.

Announcer—general staff man available immediately. Married, veteran, Family man. College Box 931K, BROADCASTING.

Announcer presently employed, experienced, draft exempt, good morning man. Experienced in play-dy-direct program schedule, also play-by-play sports. Available trial period. No split shifts. Base pay $70 forty hours. Box 984K, BROADCASTING.


Announcing; newscasting disc jockey. Craves constant change in routine. Ambitious, married. Seeking opportunites in West Coast stations. Box 911K, BROADCASTING.

Attention all eastern and northern stations: I would like to become associated with a progressive progressive, professional type of station. I am single, veteran and 27. Two years of college. N. Y. U. I am a graduate of one of N. Y. 's leading broadcasting schools and I am interested in doing all types of radio work. I will send disc upon request. Will travel at moments notice. Salary is of no importance to me. Will you please give me a break? Remember, someone gave you a start. Box 941K, BROADCASTING.

Experienced, capable young lady, DJ, board work, women's voices can act as administrative assistant, prepare memos, etc. Box 942K, BROADCASTING.

Announcer-engineer wants permanent position. Married to go anywhere, night light, sports, quiz, talent show. Experienced. All personal interview preferred Disc sent on request. Box 943K, BROADCASTING.

Announcer, dual control, emphasis on sports. Draft available for travel. Box 944K, BROADCASTING.

Able announcer, dependable, experienced, married, good board man, selling voice and personality. Prefer New England, comfortable location. Box sent. BROADCASTING.

Signature, licensed all phases. Sales staff. DJ. Top references. Family man. Tape. Box 951K, BROADCASTING.

Thoroughly seasoned staff announcer for permanent position on TV. Married, impressively abled exceeded only by ardent ambition. Radio workshop, write script.已有 advance draft, play-play sports available. Currently with Liberty affiliate but available after December 1. Need many references Anywhere. All offers. Box 956K, BROADCASTING.

Newscaster: 10 years experience at $50.00. Currently station manager. Will go anywhere at right salary. Available for disc work. Have disc available. Box 954K, BROADCASTING.

Announcer-newscaster-program director. Two years experience in radio and TV, Hall of Fame, all phases. Currently announcer-program director. Major West Coast stations. Will consider all offers. Box 955K, BROADCASTING.

Announcer: Ph.D., prefers large metropolitan area. Experienced, capable young lady. Will act as ..salesman, actor, disc jockey, etc. Box 936K, BROADCASTING.


Ten years experience at $50.00. Presently on station located in large metropolitan area. Will go anywhere at right salary. Box 953K, BROADCASTING.

Announcer-engineer. Presently stationed in New England. Will go anywhere at right salary or else return to Cleveland. Disc available. Box 954K, BROADCASTING.

Announcer-engineer-program director. Two years experience in radio and TV, Hall of Fame, all phases. Currently announcer-program director. Major West Coast stations. Will consider all offers. Box 955K, BROADCASTING.


Situations Wanted (Cont'd)

Technical

Engineer/announcer ten years experience seeking change to station financial and technical situation. Draft exempt. Currently employed but too many details. I'll gladly give all details in reply. Must send full details in your reply. Box 910K, BROADCASTING.

Wanted: Chief engineer's job, AM, FM, TV. Presently employed in radar. Have experience in construction of BROADCASTING.

Chief engineer. Four years experience in construction, operation, and maintenance of transmitter and associated broadcast equipment, including 240 kw, 963K, 955K, 927K. Currently employing more than 15 years, but desire a change. I am not a drifter and must have a good salary to justify change. Age 37. Box 925K, BROADCASTING.

Engineer, two years experience. AM, FM, TV staff. Training. Prefer southwest stations. Have experience. Box 970K, BROADCASTING.

Good voice quality, first phone, strong on commercials, minimum $90 weekly. Box 303, McCook, Nebraska.

1st class operator. 4 years experience, familiar with new and associated broadcast equipment. Could go to WV-963K, 956K, 927K, any west connection. Prefer stations in midwest, west, south or north. Could also work CW, station in west. Write Post Office Box 314, Ebensburg, Penna.

First class ticket with 4 years announcer experience. Open to offers. Prefer large metropolitan area. Box 934K, BROADCASTING.


Chief engineer now desires to return to coast. Has 5 years experience in construction. Best of references. Frank Berry, 210 Brown Apts., Hopewell, Va.


Present chief engineer desires to move to larger station or considering engineer of large station. 18 years in radio, J. A. Noonan, 308 Washington, Paintville, Ky.

Mississippi, chief engineer, announcer, copywriter. Two years experience. Presently one year with Chicago station, then Chicago, Illinois. Best of references. Box 997K.

Production-Programming, Others

Experienced girl continuity writer also microphone. Any experience, Upper Midwest preferred. Box 841K, BROADCASTING.

Experienced radio copywriter wants permanent position. Box 959K, BROADCASTING.

Ambitious 24 desires job as production, writing, programming, news, etc. Experienced. Will be employed as secretary to executive in TV station. Advertising and sales production experience. Box 966K, BROADCASTING.

WANTED

SALES MANAGER

CAPABLE OF BECOMING GENERAL MANAGER

$75.00 draw. 20% commissions. Can earn $700-$800 a month. We are building a new station in Cheyenne, Wyoming and will need additional executives.

RIVER

ALBUQUERQUE, NEW MEXICO

William T. Kemp
NEED AN ANNNOUNCER?

- looking for a job
- equipment for sale
- need an engineer
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in Broadcasting • Telecasting... where all the men who make the decisions meet every Monday morning.

California Network Station
$35,000.00

Fulltime network station located in a rich and beautiful California market with a trading area in excess of fifty thousand. This property is making reasonably good profits and business is increasing nicely. Due to favorable operating costs one or two capable owners who will devote their fulltime can produce a very high return on their investment.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY

Radio Station and Newspaper Brokers
WASHINGTON, D.C.
James W. Blackburn
Washington Bldg.
235 Montgomery St.
Exrkite 5-676

CHICAGO
Chicago Tribune Tower
S. Newbury 3-1256

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SAN FRANCISCO
Radio Station and Newspaper Brokers
WASHINGTON, D. C.
UN-AMERICAN

Quiz Opens on Coast Today

WITH some 60 subpoenas reportedly having been served to motion picture, radio and television personalities for "personal appearances," House Committee on Un-American Activities public hearing on alleged communist activities in Hollywood was to start in Los Angeles' Federal Bldg. this morning (Sept. 17).

Expected to last at least two weeks, the sessions will be held in the "Kefauver room" with little or no prospects they will be televised. These stations (KECA-TV, KFTR TV, KTSA) had made pitch to telecast the hearings, but Rep. John Wood (D-Ga.), chairman of House Un-American Activities Committee, gave no encouragement.

Closed sessions were held early last week at Hollywood's Roosevelt Hotel with several witnesses interviewed by Rep. Donald L. Jackson (R-Calif.) of that committee and William A. Wheeler, staff investigator.

Most talkative of witnesses after leaving the closed session chamber was Rouben Shipp, identified as writer on The Life of Riley radio show. He was accompanied to closed hearing by two attorneys, former California Attorney General Robert W. Kenny and Ben Marzoglia.

After a five minute session with Rep. Jackson and Mr. Wheeler, Mr. Shipp emerged to accuse committee of having a "policy of blackmail and smear by association."

He said, "I believe I was called to this closed session today because of the committee's policy of publicly naming and smearing members of the motion picture and radio industry and to intimidate me into co-operating with this policy of blackmailing and smear by association."

"I refused, and will continue to refuse to cooperate with the committee in this respect."

Although he did not mention names, Attorney Kenny said he will represent "15 or 20" witnesses subpoenaed.

HUGH B. TERRY (I), general manager, KLZ Denver, interviews Allen Hicks, guest of the U. S. State Department, representing the Ministry of Education of Great Britain, on KLZ's Let's Talk It Over. Mr. Hicks is on a nation-wide tour of the U. S.

Film Report (Continued from page 88)

will be known as the Desilu Playhouse. Phillip Morris will sponsor on CBS-TV starting Oct. 5. An audience will witness the weekly film shooting.

Some relatively new movies were purchased by KLAC-TV Los Angeles from Motion Pictures for Television. Most of them were produced during or after 1947. They include a group of Joe Palooka and Charlie Chan films and several Monogram features.

Contract is different in that it gives the station exclusive rights to the film for twelve months after date of telecast instead of from contract date. A 5% royalty will be paid to the American Federation of Musicians.

Sales & Production . . .


REYNOLDS Productions announces nine stations have purchased quarter-hour football forecast film, Tomorrow's Game Today, for 12 weeks starting TV commercials Sept. 24.

CORNELL FILM Co., New York, has issued 1951 catalog of 16 mm motion pictures, ranging from civil defense pictures to religious, cultural and educational films. Juvenile series, Wonderladis Tales, also is offered.

JERRY FAIRBANKS Productions will film commercials this month for Levy, Simonis, National Biscuit Co., Bigelow-Sanford Carpet Co., and American Home Products.

SNADER TELEVISIONS Corp. has completed second series of five telecasts featuring Gale Storm, singer-actress.

FIVE STAR Productions, Hollywood, has completed TV commercials for eight firms, including Stokely-Van Camp Inc., Bauer & Black (Curada), Mayrose Meats, Tappan Gas Range, Jerseymaid Milk, Tea Council, and Knapp-Monarch Appliances.

SPORTSVISION Inc. moves its headquarters from Oakland to 1161 N. Highland Ave., Hollywood. Firm produces intercollegiate football films for TV.

Buckley Test

W. K. BUCKLEY Inc, Buffalo (Jack and Jill cough syrup for children), launching fall test campaign in two midwest radio markets, starting date pending. One-minute spots and participations will be used. Length of tests will depend on results, with expansion contemplated if tests are successful. Agency: Victor Van De Linde Co., N. Y.

BGA Victor Div has taken over Musak studio on 46th St. in New York and has purchased some special recording and studio equipment from Musak Corp., which has discontinued its studio and pressing operations for outside commercial customers. Move in no way affects Associated Program Service or Musak's wired music operation. Musak retains its pressing plant at Elizabethtown, Ky. With equipment acquired from Musak, RCA can now fill orders for vertical as well as lateral recordings.
SNADER MOVES

Head Office to Coast

SEEKING to expand its sales activities and bring about a closer liaison between production and distribution, Snader Telecription Sales moves its headquarters Nov. 1 from Chicago to Hollywood.

The Chicago office on that date becomes a branch office. Reuben Kaufman, president of the sales organization, working out of Chicago, will divide his time between the East and West.

Other personnel affected by the move are Monroe Mendelson, head of the sales service and production departments, who transfers to the West Coast with the production, bookkeeping, promotion and exploitation and other service departments which he will continue to head; and E. Johnny Graf, sales manager at Chicago, who moves to New York office.

DETAILS of fall specialized regional marketing program were presented to regional sales managers of receiver sales division for Allen B. Dumont Labs at a recent quarterly sales meeting at Dumont's East Paterson, N. J., plant.

"The new program is keyed to significant television industry trends and rapidly changing market conditions, has been developed specially for selling period covering September until Christmas," Walter L. Stickel, national sales manager of Dumont, reported.

SEVENTEENTH anniversary of the Morris B. Sachs' Amateur Hour—and the 884th consecutive broadcast — was signal for a studio celebration. Standing behind anniversary cake are (l to r) Roy McGoughlin, sales manager for WNBC-TV Chicago, on which show is aired; Mr. Sachs, owner of retail clothing stores, and Ed Lynch, WNBC sales manager.

COLOR IN RADIO SEMINAR

Set for Toronto Meet

COLOR TV seminar will highlight this year's radio fall meeting at Toronto Oct. 29-31. The gathering is sponsored by RTMA's engineering department, the Institute of Radio Engineers and the RTMA of Canada.

IRE's Professional Group on Broadcast and Television Receivers will sponsor the seminar, scheduled for the morning of Oct. 30. Speakers will include A. V. Loughren, Hazelton Corp., on "The Video Color Signal"; F. E. Dorn, General Electric, on "The Color Synchronizing System"; F. J. Bingley, Philco Corp., on "Colorimetry in Color Television"; and H. B. Law, RCA, on "A Three-Gun Shadow Mask Kinescope." General discussion will follow talks.

Bill Harris

BILL HARRIS, 24, staff announcer at WABB Mobile, Ala., died Sept. 11 following injuries received in an auto-train accident. Mr. Harris was en route to WABB's studio-transmitter when his car rammed into the side of a freight engine. Interment was in Anniston, Ala. He is survived by his wife and small daughter.

WTVN (TV) Columbus, Ohio, has been presented the first "Television Award" ever given in the National Board of Fire Underwriters annual Gold Medal competition. Edward Lamb, owner and president WTVN, accepted the large engraved certificate on behalf of station's prize winning program Camera on Prevention. Program, running for two years, presents lessons on fire prevention, using demonstrations, interviews and official Fire Dept. pictures of fires run the week before.

STORY OF ADVERTISING

To Be Told on LBS Series

INTERPRETING various aspects of the advertising business to the public and answering listener questions weekly, a forum program series titled Advertising in Action will be broadcast over the Liberty Broadcasting System by the Holly- wood Advertising Club for the next 13 weeks starting Sunday night (Sept. 23) 7:30-8 p.m. (PDST), originating from KMPC Holly- wood. The station will release the program locally on the following evening at that station.

John Baird, KMPC director of public affairs, will be moderator, with Benton Paschall, Liberty vice president and an ad club director, handling production.

Initial broadcast, titled "Why Advertising?" will have as participants ad club officers. They include: Bob Coleson, treasurer, managing director, Southern California Broadcasters Assn., and ad club president; James Morgan, vice president in charge of radio-TV, Raymond R. Morgan Co., and the club's first vice president; Harold Palmer Jr., assistant publisher and managing editor, Hollywood Chi- vey and the club's second vice president; J. Neil Reagan, Holly- wood manager of McCann-Erickson, and President of the Advertising Assoc. of the West.

"How Advertising Works" will be the title of second forum broad- cast on Oct. 7. Besides Messrs. Morgan and Palmer, participants include Martha Jeffers, executive secretary, Southern California Ad- vertising Agencies Assoc., and Robert Coleson, West Coast represent- tive, The Advertising Coun- cil. Miss Jeffers is ad club secre- tary. The program will be heard.

Set for Oct. 14 broadcast are C. Burt Oliver, vice president and Hollywood manager, Fote, Cone & Belding, and ad club past presi- dent; John Kemp, promotion man- ager, Hollywood Citizen-News and vice president AAW. Other par- ticipants include Miss Jeffers and Mr. Coleson. Topic is titled "Advertising Protects You."

TEACHING DENTISTRY

By KGO-TV at U. of Calif.

POTENTIAL of television as an educational medium was demonstrated in a closed-circuit telecast by KGO-TV San Francisco last week at the Second Western Con- ference on Dental Teaching at the U. of California.

Conference members from dental schools throughout the West watched technique in diagnosis and dental surgery of all types dis- played on the TV screen and were unanimously enthusiastic in their response.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Lois

I'M WAITING JUST FOR YOU

On Records: Rosemary Clooney—Col. 39535;
Bob Crosby—Cap. 1595; Hawkshaw Hawkins—Federal 969; Cass Daley-Haagy Carmicheal—Dec. 27743; Ken Marvin—MGM 6533; Lucky Millinder—King 4453; Melissa Monroe—Col. 20686.
FM ACTION

**KWEM Assignment to Application for Assignment of New WQDI**

**KXIT Dalhart, Tex. — RETURNED application for assignment of license.**

**KDAS-Radio Station Application for Assignment of CP Malvern, Boc.**

**September 13 Decisions**

**By the COMMISSION EN BANC**

**Authorized for Hearing**

**WMIE Miami, Fla.; WACO, Waco, Texas, and KWEN West Memphis, Ark. — Authorized for hearing on Oct. 22, applications for transfer of control of WMI from AM to FM which request conditions on to E. D. Rivers, Sr., and of WAC to J. S. Rivers and which request assignment of license of KWEN to KRWE and assignment of license of KRWE to KREI. E. D. Rivers, Sr., is president and principal stockholder.**

**By the SECRETARY**

**PWMP-TV Greensboro, N. C. — Grant application for construction permit for WDBT, output power of TV station from vis. 550 w to 5 kw and aur. 150 w to 2.5 kw.**

**ACTION on MOTIONS**

By Hearing Examiner Leo Resnick, Newton Z. Wolpert, St. Paul, Minn. — Granted petition for indefinite continuance of hearing in proceeding No. 1400, Docket No. 234, for action on Oct. 19, proceeding re its apacification.**

By Hearing Examiner Elizabeth C. Smith

**KJAY Topeka, Kan. — Granted petition for leave to amend application by substituting revised figure 3 and record was closed.**

**WVOP Vidalia, Ga. — Granted petition for indefinite continuance of hearing in proceeding No. 1, Docket No. 40, for action on Oct. 19, proceeding re its apacification.**

By Hearing Examiner Hugh B. Hutchinson

**Chief, Broadcast Bureau — Granted for indefinite continuance of hearing in proceeding No. 1, Docket No. 40, for action on Oct. 19, proceeding re its apacification.**

By Hearing Examiner James D. Cunningham

Don H. Martin, Salem, Ind. — Granted petition to reopen record in proceeding re his application for purpose of reopening "Exhibit No. 10" and record was closed.

By Hearing Examiner Basil P. Cooper

**Chief, Broadcast Bureau — Granted for indefinite continuance of hearing in proceeding No. 1, Docket No. 40, for action on Oct. 19, proceeding re its apacification.**

By Hearing Examiner James D. Cunningham

Don H. Martin, Salem, Ind. — Granted petition for corrections in various re...

**RCA INSTITUTES, INC.**

**One of the leading and oldest schools of Radio Technology in the world focuses its trained Radio and Televsion techs—plus management and advertising talent—on one subject: Broadcasting.**

**Address Inquiries to Placement Director, RCA INSTITUTES, INC.**

**A Service of Radio Corporation of America**

180 W. 46th St., New York 18, N. Y.
racial discrimination by theatres showing TV programs for which admission was charged was disclosed to Broadcasting • Telecasting late Thursday by Rep. William B. Widnall (R-N.J.). He charged Negroes were forbidden entrance in Washington, indicating such policy in the national makes fine communist propaganda abroad. His bill, to amend the Communications Act, was to be introduced in the House on Friday. It would fine violators treble the total admission income at the event involved.

ROBINSON-TURPIN

Bout Brings Problems

THEATRE television's biggest moment, that Wednesday Robinson-Turpin fight, was marred slightly by the appearance of a city tax threat.

In Philadelphia, Councilman James G. Clark announced he would introduce an ordinance in the next session of city council requiring a $1,500 license fee from establishments showing piped-in TV sportscasts for profit.

Councilman Clark, referring to the theatre monopoly of the Robinson-Turpin event, said it was "an outrage that people having television sets in their homes are deprived of an opportunity to see such shows."

The National Boxing Assn. voted last week to ask payment by promoters of theatre fight telecasts of "fair and equitable" shares of receipts to state boxing groups. Chairman Joe Triner of the Illinois State Athletic Commission said any such levy would result in double state taxation of the theatre productions.

In cities where the Wednesday fight was telecast, those large crowds tried to see the show. Chicagoans broke through glass doors of the State-Lake theatre. A Balaban & Katz spokesman said

the theatre offered refunds or standing room to ticket holders whose seats were taken by the mob. Two other Chicago theatres reported sellouts for the fight.

Keith's theatre in Washington sold out its 1,800-seat capacity by noon Wednesday.

Associated Press estimated 35,000 saw the fight telecast in 14 theatres located in 11 cities. No broadcasts, radio or TV, were permitted by the promoters. Ticket prices were at least doubled by most theatres.

Drop UHF Bids

TEXAS applications for UHF stations in Dallas, Houston and San Antonio, filed two weeks ago by ollin H. Wheeler, W. L. Pickens and H. H. Coffield [Broadcasting • Telecasting, Sept. 10], were withdrawn last week. Although reasons for withdrawal were not given, it is known that a forbearance clause in the contract for the sale of their KEYL (TV) San Antonio to Fort Industry Co. [Broadcasting • Telecasting, Aug. 6] forbids the trio from entering TV in such city in 10 years.

Industrial TV

"CAN Industry Use Television?" is asked and answered affirmatively in the September issue of Fortune magazine. Six-page feature, edited and illustrated in the usual Fortune manner, emphasizes non-entertainment uses of the medium by government agencies and concerns itself as well in paper, industrial plants, hospitals, and research centers.

AS PART OF its welcoming party for Charles McCuen, who joined WTCN-AM-FM as general manager, the news editor, station dispatched Lyn De- laney, "Miss WTCN," to guide the newcomer through its studios. Mr. McCuen formerly was news editor at KRNT Des Moines and now is heard and seen on WTCN radio-TV news programs in addition to other duties. He also is past president of the Iowa Radio News Assn. and Des Moines Press and Radio Club and was publicity chairman for National Assn. of Radio News Directors. Station is expanding its news coverage.

TUBE TROUBLE

Nickel Shortage Grows

INDUSTRY authorities last week called on the government to save precious nickel from the abyss of production and employment dislocation.

The storm flag was raised by the Radio-Television Mfrs. Assn. in a special meeting of the National Production Authority. The move followed a special meeting of the RTMA Tube Division on Tuesday.

"Unless relief from present nickel allocation policies is granted immediately . . . the industry will be forced to start cutting production about Oct. 15 and by Dec. 1 will be operating at as low as 50% of its present rate of production," Glen McDaniel, RTMA president, informed Edmund T. Morris, director of NPA's Electronics Products Division.

Between 15,000 and 18,000, may be laid off by Dec. 1, many of them unavailable for return, Mr. McDaniel said. He recommended the procedure for allocating nickel at a rate originally suggested but never adopted by the NPA division.

Government electronics officials concede the situation is very critical and indicated they would try to meet the emergency. Mr. Morris, who also heads the Electronics Production Board, told Broadcasting • Telecasting:

"We are doing all we can to alleviate the shortage but it takes time."

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TELEVISION "sunk to new depths" this summer and found a lost British submarine, it was learned last week. According to the Admiralty, the submarine A'fra', with 76 men on board, failed to surface after a training dive last April. After the A'fra's disappearance, a team of four members of the Royal Scientific Service worked to mount a portable television camera, similar to that used for regular broadcasting, in a welded watertight container and to design and install various remote controls.

Upon completion, the equipment was tested from the salvage ship Redaim and the first results proved so satisfactory an immediate search was begun. Early in June, viewers in the captain's cabin of the Redaim saw various parts of the A'fra's wreckage coming into view on the television screen. "The climax was when they read the name A'fra' on the screen," the Admiralty said.

TV Stations
(Continued from page 72)
age of the total business for his station from local sources a larger percentage from national spot and network classifications.

East coast stations, where network facilities are most easily available, expected a much greater percentage of network revenue than midwest and far west stations. After western managers expected an increasing percentage of their revenue to come from network sources this fall the percentage of this increase was smaller than the percentage of increase expected by eastern stations.

On the other hand, western managers felt that there would be only a slight reduction in the percentage of their total revenue coming from local business this fall. Eastern stations predicted the position of local business in their overall revenue picture would be considerably diminished.

Western managers felt that the position of national spot as related to total revenue would be virtually unchanged while managers in the east and southeast expected a substantial increase in national spot advertising which would make it a more important part of their total.

Viewed as a whole, the TREND survey of television indicated a healthy optimism on the part of managers throughout the country that the fall would bring substantial growth this fall and winter. While many stations were near saturation point on several types of business even 12 months ago, the rate increases which have been announced during the past year make total billings foreseen for this fall higher.

TELEVISION is being used in reaching elementary school children in the Milwaukee area who because of the prevalence of polio have been instructed to remain at home.

The schools were scheduled to open Sept. 5 but the opening was delayed for the first six grades.

WTMJ-TV Milwaukee is cooperating with the Milwaukee public schools by presenting a special program, Science and Every Day Living, for a half-hour each school day. School teachers appear on TV and give elementary science demonstrations.

Also due to polio, children were asked to remain away from the Labor Day parade in downtown Milwaukee. When this restriction was announced, WTMJ-TV telecast the parade.

Church Pickups
REGULAR schedule of religious services to be telecast direct from churches and temples of all faiths in metropolitan New York was to have started yesterday with annual Red Mass at St. Patrick's Cathedral, carried by WPIX-TV New York, Sunday, 10-11 a.m. Said to be the first such schedule to be regularly telecast in New York, the series has active cooperation of the Protestant Council of the City of New York; American Jewish Committee, and Roman Catholic Church, New York Archdiocese.

WITH latest RCA equipment installed, including field and film cameras, Dom Martin School of Radio-Television Arts & Sciences, Hollywood, has opened its new TV theatre at 6700 Sunset Blvd. Equipment represents an investment of $8,000. Theatre has a seating capacity of 175, with stage 40 by 60 feet. School has taken over exclusive theatre on a long term lease. Some 36 graduates of school are employed on seven Los Angeles TV stations.

ECLIPSE
Shown Via New Lens
NEW 80-inch reflector lens, developed during the latter part of World War II for tracking projectiles, made its television debut Sept. 1 when WOR-TV New York cameramen brought the eclipse of the sun to the station's TV audience from 6:45-7:30 a.m.

The reflector lens, devised by Dr. Francis G. Back, inventor of the Zoomar focal lens, is based on the same principle as an astronomical telescope since it employs precision-ground, light-weight mirrors which bring 80 inches of focal length into a lens tube merely 20 inches long.

Results of the eclipse telecast were "almost too good," WOR-TV cameramen said, reporting several telephone calls from viewers who called the session "a fake." The eclipse covered three-quarters of the TV screen, whereas without the lens, only a speck in the screen's center would have been visible.

CONTROVERSIAL Sen. Joseph McCarthy (R-Wis.) was interviewed via tape recording for WSAZ Huntington during a visit to West Virginia of the Senator Sept. 10. (L to r) Lawrence H. Rogers II, WSAZ general manager; Sen. McCarthy, and Ted Elland, WSAZ program director. Sen. McCarthy also described his fight against communism over WSAZ-TV.

TV TEACHES
As Polio Delays School

TEEN PANEL
WICI (TV) Airs Problems

TEEN-AGERS have a panel discussion program on WICI (TV) Erie, Pa., which helps them help themselves. Design for Youth is devoted to giving boys and girls an opportunity to help each other resolve problems and crises arising in the serious business of growing up.

Many children have made use of the program, which returned to the air Aug. 27 after a summer hiatus. The letters received by the panel from other teen-agers reveal that problems arise when parents expect too much or too little from their children. Dorothy Laurence, originator of Design, hopes the show will help teen-agers and parents "bridge the unhappy moments that come with growing pains through better understanding."

Tubes, Circuit Studies
METHODS of improving reliability of tubes and circuits will be reviewed Oct. 29 at the annual fall radio meeting to be held in Toronto, Canada, Oct. 29-31, by Radio-Television Manufacturers Association (Can.) and Canadian RTMA. The symposium is sponsored by the Institute of Radio Engineers group dealing with quality control. J. R. Steen, Sylvania Electric Products, is organizer of the session.

In Green Bay, Radio Is More Than "Just Entertainment"

THERE are moms and dads for the "first and the mast." It's "PG" for sports—in one of America's most sports minded cities. It's "PG" for tunable music in the RADIe SERVICE OF THE GREEN BAY PRESS GAZETTE.
HOUSE SPORTS PROBE URGED, INCLUDING THEATRE TV

FIRST step toward House probe of sports and specifically limited theatre telecasts of boxing taken Friday by House Rules Committee under Chairman Adolph Sabath (D-Ill.). Members sharply criticized home TV blackout on Robinson-Turpin fight Wednesday and will vote Tuesday on course of action.

Chairman Sabath said committee sentiment surrounded "favored" probe of all sports, particularly boxing, to determine "whether or not the people of the United States are being denied the view of boxing matches on television as unreasonable restraint." Group to vote on earlier proposal (H Res 367) by Rep. L. Gary Clemente (D-N.Y.), who scored restrictions of theatre TV (Broadcasting * Telecasting, Aug. 13). Committee action two or similar move in Senate by Sen. Robert Hendrickson (R-N.J.). (See early story page 74.)

Closed circuit fight telecast Wednesday protested by Reps. Ray J. Madden (D-Ind.) and John R. Kline Jr. (D-Tex.), who termed them "pretty unreasonable." Conversely, Rep. Clarence J. Brown (R-Ohio) noted complaints that free television had "killed the gate" and said fight promoters were entitled to get something out of it.

Complaint about home blackout of fight made to FCC by State Senator Summer G. Whitter, Boston Republican. In Cleveland, TV Owners & Viewers League said members would boycott local theatre that had shown match.

IRE MEDAL OF HONOR AWARDED W. R. G. BAKER

MEDAL of Honor of Institute of Radio Engineers, considered one of nation's highest professional awards, was voted for 1962 to Dr. W. R. G. Baker, vice president of General Electric Co. and general manager of its Electronics Division at Syracuse.

Presentation of medal and accompanying citation will be made March 5 at IRE annual convention in New York.

TWO NEW AM GRANTS

GRANT of new AM stations in Ionia, Mich., and Fostoria, Ohio, made Friday in initial decision by hearing Examiner Elizabeth C. Smith. Ionia Broadcasting Co. got grant on 1430 kc with 500 w daytime only at Ionia and Seneca Radio Corp. got same frequency using directional antenna with 1 kw fulltime in Fostoria. Examiner noted two or similar stations 152 miles apart would not result in prohibitive interference.

FURTHER WSB-TV STAY

FURTHER stay to Sept. 21 of its order approving the sale of WSB-TV Atlanta to Broadcasters Inc. [Broadcasting * Telecasting, Sept. 3, Aug. 27, 29] was ordered by the FCC Friday. This is second stay order issued by FCC, first being to Sept. 14. Both have been on grounds that Commission has to study hidden ownership and other charges made by WGST Atlanta and E. D. Rivers Jr.

BENTON URGES 'FREE TIME' TO EASE CAMPAIGN COSTS

LIMITED amount of free radio and TV time provided for responsible candidates for federal office, as means of easing campaign costs, in testimony Tuesday by Sen. William Benton (D-Conn.). He testified before Senate Special Elections Subcommittee.

Sen. Benton cited suggestion that "the FCC," in allocating television licenses, give some weight in favor of those applicants who offer to provide the modest amount of free time. He urged radio time formula for primaries and nominating conventions, dispersing burden among local AM-FM-TV stations without committing substantial public funds.

Sen. Benton said campaign costs in Connecticut had quadrupled in 25 years and are still going up with advent of television. He suggested minority parties be entitled to free time if they secured or "are willing to put up 25% of the 25% of the vote" in ensuing elections. Failing that, they would pay full commercial rates to networks and stations. National and state committees would administer major party funds.

Sen. Benton, chairman of Democratic National Committee, suggested time also be made available on future authorized educational TV stations.

PRIVATE GROUPS TO SEE CBS GRID COLORCASTS

CBS COLORCASTS of nine Saturday afternoon football games will be close-circuited to special audiences by WTOP-TV Washington and WMAR-TV Baltimore. Both stations to telecast local Washington - Baltimore area Army, Navy, Air Force and Marine Corps service-sponsored games in black-and-white to home audience.

WTOP-TV will beam its network feeds beginning Sept. 29 to recreation hall owned by local Christian Heurich Brewing Co. (Old Dominion College of College Park). Ap- parteniciating, and guests, will be invited to view games on two color monitors to be supplied by WTOP-TV, quaff beer and munch pretzels.

In Baltimore, Baltimore Sun's WMAR-TV plans same thing, but arrangements have not been set.

Queried about closed circuit arrangements in Washington and Baltimore, CBS New York said network is telecasting in color "on open air" to nine-game Football All-Star Series to following stations: WCBS-TV New York, WMAR-TV, WMCN-TV Washington, WCAU-TV Philadelphia, WTOP-TV, WBKB (TV) Chicago, WABC-TV Cincinnati, WINS-TV Colum- bus, WJW-AM Columbus, WHIO-TV Dayton, WJHK-TV Detroit.

CBS college football colorcasts, which network hopes to have sponsored, began at 1:30 p.m. each Saturday, except last two which begin at 1 p.m.


Lots of correspondence on NABRO, pro and con.

LOOK for Sen. Pat McCarran (D-Nev.) to set time and date for long-delayed hearings on FCC Commissioner Frieda Hennecks' judging nomina- tion. Full committee, of which he is chair- man, is expected to meet at regular calendar meeting today (Monday). It's specu- lated hearings may be held momentarily in view of approaching Senate recess.

CBS is experiencing some difficulty in clearance of colorcasts by certain of its TV affiliates. Audience complaints reportedly caused one station to cancel forenoon transmissions, with sug- gestion that, until color receivers are available in its market, network should adopt "test mar- ket" procedure in areas like New York or Los Angeles where service would be available from six other TV outlets and public complaint on adequate choice of black-and-white service would not become factor. Some affiliates have suggested that CBS should supply black-and- white network service during local colorcast periods until color set distribution reaches salable proportions.

PORTER CHIDES NARTB, FELLOWS RESPONDS

NARTB labeling of Benton legislation as potential censorship and inference it was au- thored by Attorney Paul A. Porter, drew heated denial from attorney in letter to NARTB President Harold E. Fellows. Copies of letter sent NARTB board members and key figures in Senate.

Ex-CGC Chairman Porter chides NARTB for statements in weekly member newsletter allegedly impugning personal financial motives to Sen. Benton "unrelated to fundamental is- sues involved." He contends legislation was based on Sen. Benton's "personal conclusion" and not "mine or Mr. Plylotkin's." (Harry Plylot- kin, his law associate.)

In replying Friday, President Fellows said NARTB board sees legislation as threat to free radio and entering wedge for censorship. "Governments should seek to control even by indirectness what America people should read or hear," he said, adding NARTB will use "every legitimate means" to combat measures seeking to strip constitutional rights of members. NARTB's proposed own TV code is "more wholesome" than government review technique, he wrote.

Mr. Porter called NARTB comments "ill-conceived efforts to smear those who are deeply concerned about the use of this great media in our daily lives. The interests of men like Senators Benton, Bricker, Saltonstall and Hunt in these problems is a reflection of the widespread concern of the people of this coun- try on this subject.

He contented "serious proposals by respon- sible people should not be met by slick in- nuendos or vilification." If government really undertook censorship, he said, these four Sen- ators would resist "with all possible vigor."

UNESCO GROUP URGES TV

PERMANENT panel for National Com- mittee of UNESCO recommended at meeting in Geneva last week, UNESCO Executive Council urged UNESCO to telecast major part of its program for next two years. Results of meeting to be presented to Third National UNESCO Conference, to be held Jan. 27-31 at Hunter College, New York.

BROADCASTING * Telecasting

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Closed Circuit
(Continued from page 4A)
JOHN MARSHALL: pioneer in law for free men

It was no oddity that the man who built the framework of American jurisprudence was reared and lived his life out in Richmond.

For John Marshall breathed the air of freedom in the city of Patrick Henry and Robert E. Lee.

Before he was Chief Justice of the Supreme Court he was General Marshall in the Revolutionary War forces under General Washington. The years have sped, but the course of free men burns as fervently in the Richmond of 1951 as it did then. The First Stations of Virginia, WMBG, WCOD(FM), and WTVR(TV) are Richmond's chief mediums of expression. They are proud to be numbered as guardians of this heritage.

WMBG AM WCOD FM WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

Pioneer NBC outlets for Virginia's first market.

Représenté nationally by John Blair & Company
WEEED
RADIO AND TELEVISION STATION REPRESENTATIVES
AND COMPANY

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD