We worked a solid year on this big group of independent grocers. They'd never used radio. A few weeks ago, they bought a half-hour show on WLEE. On the very first day, the switchboard at their warehouse was swamped with telephone calls. They had to transfer the calls to WLEE.

With WLEE's new 5000 watts power, fast results like this are more common than ever before. That new power means thousands of extra listeners for your message on WLEE in our bigger coverage area. It means a better signal in Richmond proper. It means more value for every dollar you spend on WLEE.

Just ask your Forjoe man for all the facts about WLEE—it's quite a story.
KENTUCKIANA'S FIRST TEAM in SPORTS coverage... WHAS assures QUALITY OF PROGRAMMING!

NO OTHER Kentuckiana station can match the experienced WHAS Sports Team... experts devoting their full time to serving Kentucky and Southern Indiana sports fans.

"SPORTS DOUBLEHEADER"
Sponsor: The Frank Fehr Brewing Co.
Each afternoon at 5:15, Monday through Friday, people all over Kentuckiana take time out to relax... hear Phil Sutterfield with the latest sports highlights... and enjoy the songs of Rosaland Marquis and Bill Pickett.

"ON-THE-SPOT COVERAGE"
Popular play-by-play football and basketball broadcasts follow Kentuckiana's favorite teams throughout the season. Other sports broadcasts include racing at Churchill Downs and Keeneland and the famous Kentucky Horse Show.

"KENTUCKIANA SPORTS"
Sponsor: The Shell Oil Co.
Each weekday evening at 10:15, right after the WHAS News, Sports Director Jimmy Finegan gives a complete rundown of all the sports events of the day.

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

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
LEADS ALL OTHER INDEPENDENT STATIONS

43 OUT OF 58 QUARTER HOURS*

* Detroit Conlan Report—April 15 Through 21, 1951

and... IN THE AFTERNOON...(12:00 N–6:00 P.M.)

WKMH IS

THE NUMBER THREE STATION

IN DETROIT

SHARE OF AUDIENCE*

Network “A” ............ 24.1
Network “B” ............ 20.9
WKMH ................. 13.6
Network “C” ............ 13.3
Network “D” ............ 11.9
Independent ............ 9.8
Non-Rated Independents (And other) .... 6.4

ASK HEADLEY-REED

BETTER BUY WKMH IN DETROIT
**Closed Circuit**

SECOND WAVE of rate increases being announced by major national magazines effective first of next year giving pause to many national advertisers, will probably be major topic of discussion at meeting of ANA Magazine Committee July 17. (Note: In keeping with ANA policy, committee will confine its discussions to “values” of magazine advertising in light of changing conditions, will not mention “rates,” word generally avoided by associations for anti-trust reasons.)

EXPLORATORY conference (second) between officials of Assn. of National Advertisers and leaders of special radio-wide Affiliates Committee (formed to protect radio rate structures) expected shortly, perhaps within fortnight. First conference, in mid-June, inspired hope for closer, mutually beneficial liaison between advertisers and stations.

ONE MILLION DOLLAR civil triple damage Anti-Trust suit against Lorain (Ohio) Journal, premised on Supreme Court decision holding Horwitz brothers guilty of Anti-Trust violations, shortly will be filed in Cleveland courts. WEOL Elyria-Lorain, Ohio, which won case, will be plaintiff.

RUBBER-CHECK and non-delivery tactics in mail-order business bringing renewal of demand for agency certification bureau. NARTB has tucked this function for years on legal grounds.

WILL FCC Vice Chairman Paul A. Walker pick up cudgels on educational television as chief advocate on FCC after Commr. Freda B. Hennock assumes her New York Federal District Judgeship? That’s guess around the FCC, particularly since veteran Oklahoman has always evinced great interest in education. Backing this up was trip last week to San Francisco for speech on education before National Education Assn. (story page 5).

FIELD TESTING today (Monday) of NBC compatible color in New York, expected to be forerunner of formal application to FCC, for experimental authorization. But it may be first of year before askers, considering approval of RCA or composite system incorporating RCA tri-color tube, on regular basis.

PEPSODENT DIVISION of Lever Brothers, expected to name McCann-Erickson, New York, as advertising agency on its $3.5 million account, now handled by Poote, Cone & Belding.

UNITED PRESS negotiations with 20th Century Fox Film Corp. for new TV film service, planned for long period, reportedly nearing completion. Service would be offered television stations for use on basis comparable to UP news service to newspapers.

SEN. ED JOHNSON understood taking wait-and-see attitude on current FCC hearing on legality of its TV allocation plan. That’s what

(Continued on page 90)

**Upcoming**


July 22-23: FCC City-City TV Allocation proceedings begins, Washington.

July 23: B&I Clinic, Seattle.

July 24: B&I Clinic, Portland.

July 25-26: McCann-Erickson, San Francisco.

July 27-29: Daytime TV News Directors Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

July 31: B&I Clinic, Los Angeles.

(Continued on page 42)

**Business Briefly**

SHAMPOO EXPANSION - Jené (shampoo permanent wave) will extend its spot schedules into 28 radio and TV markets in fall. Radio will be used in non-TV areas. Agency, Sherwin Robert Rogers & Assoc., Chicago.


**Mutual’s Billings FOR Half-Year Increase**

FOUR percent gain in gross billings for first half of 1960 compared to same period of 1959, reported by Mutual network Friday. Network estimated first six months’ billings at $8,850,000. Major advertisers buying MBS time this year, network reported, include P. Lorillard, Kraft Foods, B. T. Rabbitt, State Farm Mutual auto insurance, Pearson Pharmacal, Reynolds Tobacco, Personna Blades, VCA Labs, Toni Co., Joe Low Corp., Miles Labs, and Pal razor blades.

New MBS advertisers starting in July include American Tobacco and Blatz Brewing, with Kellogg Co. and Quaker Oats expanding, and Williamson Candy, Cudahy Packing, Johns-Manville, Noxzema Chemical and Beltone Hearing Aid Co. among renewals.

**Cecil & Presbrey V-P’s**

THREE executives of Cecil & Presbrey named vice presidents. They are John C. Legler, account executive on International Business Machines; J. Frank Gilday, director of television and account executive on Electric-Autolite and Archbald McTigue, account executive for Block Drug Co.

**Listening Gain Shown**

STUDY to be issued shortly by WOR New York Research Dept. will show that, despite almost 25% increase in TV homes in New York area, radio’s cost-per-thousand is still 46% lower, with radio listening in both TV and non-TV homes.

**Matthews Confirmed**

SENATE Friday confirmed nomination of Francis P. Matthews, Secretary of the Navy and head of group with leaseholds on WOW-AM-TV Omaha, as Ambassador to Ireland (see story page 27).

**Mars Fall Campaign**

MARS Inc., Chicago (candy), will sponsor Art Linkletter’s People Are Funny on CBS alternate weeks starting late September or early October, Tues., 9-10:30 p.m. (CDT) through Leo Burnett Agency, Chicago.

**Broadcasting**

**Telecasting**
Faith of our Fathers

Every Sunday evening at 6:30 P.M., WDEL-TV televises a half-hour religious service under the auspices of the Wilmington Council of Churches.

Representative clergymen and choral groups from the City's churches are invited to participate in this weekly service. The half-hour program of spiritual guidance and interpretation is under the direct supervision of the chairman of the Television and Radio Committee of the Church Council.

This program is one of many local features carried by this station in an endeavor to meet the public needs of the communities it serves.

WDEL-TV
WILMINGTON • DELAWARE
A STEINMAN STATION

Represented by
ROBERT MEEKER Associates • Chicago • San Francisco • New York • Los Angeles
CLUB 1300, WFBR's great daytime audience show, has the highest Hooper of any radio show in Baltimore one hour or more in length.*

This is it! The show that does everything, that always plays to a full house, that has broken records year after year, that attracts visitors in such droves that tickets are gone months in advance! This is the #1 radio buy in Baltimore — far and away the leader in its time bracket— or practically any other bracket! CLUB 1300 is a must in Baltimore!

Other WFBR-built shows are making history, too! Ask about Morning in Maryland, Shoppin' Fun, Melody Ballroom, Every Woman's Hour, and others!

*May, 1951, Hooper report.

FABULOUS RESULTS:

VEGETABLES
A spot advertiser on CLUB 1300 tried a coupon write-in offer. Three announcements brought 9,000 replies!

TICKETS
CLUB 1300's m.c. made one announcement that there were a few tickets available for Monday broadcasts. Three days later, he dug out from under requests for 125,000 tickets!

CANCER DRIVE
We took CLUB 1300 to a local theatre for one broadcast. Ticket holders — (no big donations) paid over $1600.00 to American Cancer Society to see the regular show! (No big names, either!)

FOOD SHOW
Biggest crowd in Baltimore Food Show history came to see one broadcast of CLUB 1300.

...and others too numerous to mention.
how to talk to

$250,000,000

WILLIAM WEINTRAUB
MORSE INTERNATIONAL
COMPTON ADVERTISING
FOOTE, CONE & BELDING
HARRY COHEN ADV.
KENYON & ECKHARDT
RUTHRAUFF
& RYAN, INC.

VICTOR
VAN DER LINDE
MARSCHALK & PRATT
CECIL & PRESBREY, INC.
WARWICK & LEGLER
BENTON & BOWLES
McCANN ERICKSON
J. WALTER THOMPSON
YOUNG & RUBICAM

JOSEPH KATZ CO.
BIOW COMPANY
D UANE JONES
WILLIAM ESTY
B.B.D. & O.
N. W. AYER
S.S.C.&B.
D-F-S
You can now talk directly to $250,000,000 through the pages of the...

**BROADCASTING MARKETBOOK**

OVER a quarter billion dollars of spot and network radio and TV is placed by the buyers of time who use the MARKETBOOK every day. The MARKETBOOK, with the Spot Rate Finder, is the book that the buyers want and need. It contains the information they have asked for... it is prepared with their advice and counsel. THESE decision-makers use the MARKETBOOK every day because it contains exclusive, copyrighted radio features found nowhere else. CHECK these major features and you will see why the MARKETBOOK is the daybook in the marketplace of radio.

**COUNTY-BY-COUNTY BREAKDOWN**

<table>
<thead>
<tr>
<th>County</th>
<th>1950 Population</th>
<th>1940 Population</th>
<th>1950 Families</th>
<th>1950 Radio-Families</th>
<th>1950 Retail Sales Est. ($00)</th>
<th>Total Farm Income</th>
<th>Employment Mid-March 1949</th>
<th>Taxable Pow-$1st Qtr. 1949 ($00)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams</td>
<td>22,295</td>
<td>21,254</td>
<td>6,255</td>
<td>6,048</td>
<td>96.7</td>
<td>15,425</td>
<td>000,000</td>
<td>3,212</td>
</tr>
<tr>
<td>Allen</td>
<td>182,859</td>
<td>135,064</td>
<td>51,077</td>
<td>50,208</td>
<td>98.3</td>
<td>185,315</td>
<td>000,000</td>
<td>70,062</td>
</tr>
<tr>
<td>Bartholomew</td>
<td>36,109</td>
<td>26,276</td>
<td>10,988</td>
<td>9,702</td>
<td>96.2</td>
<td>26,562</td>
<td>000,000</td>
<td>9,707</td>
</tr>
<tr>
<td>Benton</td>
<td>11,439</td>
<td>11,117</td>
<td>3,395</td>
<td>3,118</td>
<td>97.6</td>
<td>9,335</td>
<td>000,000</td>
<td>860</td>
</tr>
<tr>
<td>Blackford</td>
<td>13,988</td>
<td>13,173</td>
<td>3,707</td>
<td>3,793</td>
<td>97.1</td>
<td>8,974</td>
<td>000,000</td>
<td>2,907</td>
</tr>
<tr>
<td>Boone</td>
<td>22,950</td>
<td>22,081</td>
<td>6,480</td>
<td>6,501</td>
<td>97.2</td>
<td>17,229</td>
<td>000,000</td>
<td>2,769</td>
</tr>
</tbody>
</table>

The nation's 3,000 counties are broken down into nine categories including 1950 Population, 1950 Families, 1950 Radio Families, Per Cent Radio, 1950 Retail Sales, 1948 U. S. Retail Sales, and latest employment, payroll and business data from the Bureau of Census. Easy to read... easy to use.

**1950 CENSUS DATA**

The MARKETBOOK will include the latest official 1950 Census figures. Latest up-to-the-minute 1950 population figures, retail data, employment, payroll figures, and other Census computations never before combined in a single reference volume.

**MAPS**

New state and regional maps will graphically show locations of AM, FM and TV stations by city and county.

PLUS the new 1951 BROADCASTING map of the United States. This master county and city map of the U. S. measures 25 by 36. It is printed in two colors and will be mailed with the MARKETBOOK.
This copyrighted feature enables the buyer to compute in a matter of minutes a preliminary estimate of a spot campaign. The tables have been carefully prepared to save time. The day and night one-time rates of every station in the U. S. — AM, FM, and TV are listed in six basic time segments. A special table for computing frequency discounts is included. The Spot Rate Finder also lists audience studies available, the home county of each station, percentage of radio families, and number of radio families. No wonder time buyers say the Spot Rate Finder is what the Statistical Doctor ordered!

STATE STATISTICS

Factual data for each state is published in 19 categories. From these figures, the MARKETBOOK gives the economic picture of each state at a glance. Comparisons with previous years show the economic progress of each state as a whole.

MARKET INDICATORS FOR NEW YORK

CLASSIFICATIONS

<table>
<thead>
<tr>
<th>Population</th>
<th>14,743,210 '50</th>
<th>14,747,142 '49</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of U.S.</td>
<td>9.84% '50</td>
<td>10.42% '49</td>
</tr>
<tr>
<td>Families</td>
<td>4,118,215 '50</td>
<td>3,685,380 '49</td>
</tr>
<tr>
<td>Percent Radio</td>
<td>96.8% '49</td>
<td>97.6% '46</td>
</tr>
<tr>
<td>Radio Families</td>
<td>3,986,432 '50</td>
<td>3,667,000 '46</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$13,365,097,000 '50</td>
<td>$14,579,879,000 '46</td>
</tr>
</tbody>
</table>

TELEVISION CIRCULATION

ONLY COUNTY-BY-COUNTY LISTING EVER PUBLISHED OF TELEVISION SET CIRCULATION.

NETWORK RATE FINDER

The four nationwide networks are listed by affiliates with one-time day and night rates for each affiliate. Using the Network Rate Finder it is possible for national and regional buyers of time to readily estimate any network combination of stations.

REGIONAL & STATE NETWORK RATE FINDER

This section is designed to give time buyers ready rate information on regional and state networks and FM groups. The listing includes the names, addresses, and principal officers of each group, a list of all stations, and combination rates for the group.

FOREIGN LANGUAGE STATIONS MAJOR U.S. CITIES

The Foreign Language Section lists stations by states, indicates languages broadcast by each station, and foreign language population in each market.

Send in your reservation today for selected positions.

WHY THE 1951 MARKETBOOK IS IMPORTANT TO YOU:

Markets have changed so rapidly in the last few years that radio stations have an aggressive selling job to do based on the new market information.

The MARKETBOOK will sell your market.

Circulation is 17,000. Closing date is July 24. Publication date August 13. County-by-County section will carry 4 column halves and full pages. Other sections, 1/8 pages and up. Regular rates apply.
N. W. AYES
"Your 1951 lent 1950 Mess"

MORSE INTERNATIONAL
"The Marketbook is invaluable in the business."

COMPTON ADVERTISING
"A most valuable book and indispensable for me."

FOOTE, CONG & BELLING
"The new BROADCASTING Marketbook is most valuable. It's pure delight. It's a wonderful thing to have available."

D-F-S
"It's a masterfully written and informative volume which will be of great assistance to us in our work."

J. W. MUNN
"I have found the Marketbook a helpful tool in my work."

HARRY-CHAP ADV
"The Marketbook is the key to our important work for your company."

B.B.A.
"It's the missing piece of the puzzle."

S. T. C.
"Frank Silvey.

BROADCASTING TELECASTING
"The Marketbook is invaluable in the creative process of our work."

WILLIAM JESTY
"Richard Grahm: It's a time saver for arriving at a final product quickly."

MARCUSCHALK & FRATT
"It's a useful reference book."

COTT & PRESSKORN
"It's an indispensable and invaluable reference book."

BENTON & BOWLES
"Mary McKenna: It's a very useful tool and has a convenient assemblage of data."

McCANN-ERICKSON
"Bob Reuschle: BROADCASTING and its Marketbook is still my Bible."

JOSEPH KATZ CO.
"Elizabeth Black: For rapid estimating jobs, I find the Marketbook of invaluable assistance."

J. W. THOMPSON
"James Luce: Delighted that the Marketbook map will be distributed to all of our offices."

YOUNG & JOLLY
"Frank Coulter: An excellent tool and constantly referred to."

DUANE PETERS
"Richard Brennan: It's the finest book on the market."

WILLIAM ESTY
"Richard Grahm: It's a time saver for arriving at a final product quickly."

MARCUSCHALK & FRATT
"Clay Photos: It's a great help for arriving at a final product quickly."

CELT & PRESSKORN
"It's an indispensable tool."

KENTON & ECKHARDT
"Philip Kenny: It's a very useful reference book."

VICTOR VANDER LINDEN CO.
"Robert Wood: The Marketbook is invaluable in the creative process of our work."

WILLIAM H. WEINTRAUB
"Carlos Gonzalez: It's a very useful tool and has a convenient assemblage of data."
Spot

E. J. BRACH & SONS, Chicago, for its mint candy bar, will begin 13-week minimum test saturation campaign of radio and TV spots in nine Midwest cities Sept. 7. They are Chicago, Detroit, Cleveland, Minneapolis, St. Louis, Kansas City, Des Moines, Indianapolis and Milwaukee. Agency: Arthur Meyerhoff, Chicago.

BUNTE BROS., Chicago, will use TV spot through the summer to advertise three celebrities-bagged products, Butterscotch, Starlight Mint Kisses and Assorted Whirls, and the Home-Sweet-Home package with four different candies. Agency: Schoenfeld, Huber & Green.

ZENITH RADIO Corp., Chicago, has completed filming of four one-minute commercials for its new Trans-Atlantic portable radio. Spots have been released to 48 distributors in all TV markets for local sponsorship. Agency: MacFarland-Aveyard, Chicago.

MORTON SALT Co., Chicago, smoke salt division, plans to broadcast the transcribed quarter-hour Visitin' Time on some 100 AM stations through Kla-Van Pietersson-Dunlap Assoc., Milwaukee. Show is AM agency package.

MILLER BREWING Co., Milwaukee (Miller's High Life beer), is planning a national TV spot campaign through Mathisson & Assoc., same city.

LEVER BROS., Ltd., Toronto (Lifebuoy soap) starts either five-minute newscasts, quarter-hour local programs or spot announcements on about 65 Canadian stations. Agency: Ruthrauff & Ryan, Toronto.

MIRACLOTH Corp., Chicago, for Mira-Sham chamois substitute, will expand its TV spots from Chicago with distribution into New York, Cleveland and West Coast later this year. Agency: C. Wendel Muench, Chicago; W. O. Yocum is account executive.

HOBBER PAPER MILLS, Green Bay, Wis., is checking AM spot availabilities nationally through Cramer-Krasselt Agency, Milwaukee.

MICHIGAN BAKERIES, for Perfect bread, has added syndicated show Telly-Test on four stations, WBM Jackson, WKZO Kalamazoo, WBKA Muskegon, and WBCM Bay City, and is airing Tune-Test on WJEF Grand Rapids. Agency: Karl Behr Agency, Detroit.

ARVEY CLOTHING, Chicago, which operates a chain of men's and boys' clothing stores, to sponsor The Chimps, Bing Crosby Enterprises film, on WOW-TV Omaha starting early Aug. and plans to expand its video schedule if the Omaha test is successful.


ETTE SAFETY RAZOR Co. of Canada Ltd., Montreal (Toni hair-styles) starts thrice daily one minute spot announcements on Canadian stations. Agency: Spitzer & Mills, Toronto.

ok

E. EAR TIRE & RUBBER Co., Akron, will replace Paul Whittemore eight weeks with summer show, Goodyear Summertime Revue, baritone Earl Wrightson and songstress Maureen Cannon, 12 to 1 p.m. on ABC-TV. Agency: Young & Rubicam, N. Y.

AMERICA (Formogen David wine), will sponsor Malt-Rye on NBC-TV's cable network and non-cable 12 weeks through Weiss & Geller, Chicago. 11-11:30 p.m. local time.

vs Wednesday 7:30-8 p.m. CT Canada's Dominion Network 760.

WISH 1310 KHC

From 2 to 3 every weekday, Hoosier radios just naturally stay tuned to 1310—WISH—for Chuckles' OPEN HOUSE. Chuckles Chapman is by far Indianapolis' outstanding radio personality. He's made more personal appearances, more public talks, is probably better known and better liked than anyone else in Hoosier radio. In just a few short weeks this new show has taken over in the afternoon, in Indianapolis. Listeners' comments show it. Advertisers' sales results prove it.

"The Station that never out-promises—but always out-performs"
Plan Your Sales for an

**WFIL**

**INFLUENCE PHILADELPHIA...THE CITY**

Influence counts in Philadelphia...and WFIL has it! When you sway these customers you're tapping a city whose market index is 22 per cent above the national average...whose buying power is a staggering $3,682,770,000. You'll reach more of the market with WFIL...1,400,000 people in city radio families that regularly listen to WFIL. To cover four-fifths of the city, for top sales effectiveness...schedule WFIL.

**INFLUENCE THE 14-COUNTY MARKET**

The city's market quality is typical of entire 14-County Retail Trading Area above average. And WFIL's signal is strong outside city limits...in 147 "home"...where a majority of the zone's 4, people lives or shops...people with an buying income of nearly $3 billion. WFIL reaches also into a rich bonus of
14 Counties. Total cover...with a buying po-
Above-Average Market

...Where all roads to profit start!
How much do...  
50,000 WATTS WEIGH?

It depends on where you are. Here in oil and agriculture rich Oklahoma, KOMA's 50 kw weighs about 10½ thousand tons, reckoned in terms of gold bullion. 65 percent of Oklahoma's retail sales occur in the KOMA BMB daytime counties. That's 1-billion-137 million dollars worth. Gold is worth 35 dollars an ounce, hence the heavyweight figure. Your share of this market can be in direct proportion to the size of your next schedule on KOMA. For facts, figures and success stories, call your Avery-Knodel man or

J. J. Bernard  
VP and General Manager

ON ALL ACCOUNTS

TEXTBOOKS may lightly describe an advertising agency as a hothouse for sprouting ideas to stimulate sales, but Maurice Azrael, according to the record, is chief sprouter in his own hothouse at 1000 N. Charles St. in Baltimore, also known as Azrael Adv. Agency.

His most noteworthy recent hybrid is the origination and marketing of Lucky Social Security Numbers-a syndicated program carried by nearly 100 radio stations throughout the nation. He reports the program "has now been expanded and streamlined with entirely new features which give each listener as many as 500 chances to win on every single number broadcast."

Former standard prizes of $100 have been increased, he indicated, and he has paid out some $900,000 to date in cash prizes to winners throughout the U.S.

If you should ask him how he was able to develop this successful format, as well as the five other "original" radio and TV program ideas he is now putting on the market, Mr. Azrael will explain it's  

"simplifying in radio ideas..."

Mr. Azrael is convinced rad "will have a place in the community side by side with television. "Our agency uses both extensively," he said, "and we believe the old adage: 'if you can't lick 'em join them.'"

"For example," he stated, "we handle the advertising for the motion picture exhibitors of Maryland. Motion picture exhibitors throughout the nation claim that television is ruining the mov business. Instead, have bought television and radio time for the client on greatly increased scale, and the result has been that motion picture business has been stepped up tremendously for the association members."

Mr. Azrael, as advertising man evi makes a business of his hobby. About six months ago he launched the "Executives Dinner Club," in which he is both sole stockholder and advertising agent. The club issues identification cards to-

(Continued on page 78)
DONALD McDONALD, vice president Ruthrauff & Ryan, N. Y., appointed manager of Louisville operations for Griswold-Eshleman Co., Cleveland, Ohio.


Mr. McD
IT PAYS TO... WATCH

WORLD STATIONS ARE MAKING MONEY WITH THESE JINGLES NOW!

- Home Improvement Jingles Campaign
- Fur Storage Services Jingles
- Florist Year-Round Campaign
- Farm Products Signatures
- Apparel Lines Year-Round Campaign
- Beauty Shop Promotion Jingles
- Furniture Stores Jingles

More Money-Makers!

- Loan Companies Jingles
- Used Car Dealers Jingles
- Bakers Jingles
- Credit Clothiers (Men) Jingles
- Jewelers Jingles
- Safety Jingles Campaign
- Credit Clothiers (Women) Jingles

And More!

- World Musical Weather Jingles
- Furrriers Campaign
- Food Products Jingles Campaign
- Homemaking Jingles Campaign
- Baseball Signatures Campaign
- Sports Signatures Campaign
- Happy Birthday Jingles Campaign
- World Musical Time Signals
- Kiddie Products Signatures Campaign
- Football Signatures Campaign
- Basketball Signatures Campaign

World-Affiliates are making money with these sales-producing jingles!

7,385 advertisers are currently sponsoring these powerful WORLD jingle campaigns!

Making more money for more stations than any other library program service! Again! More timely, new money making releases for World Affiliates!
ONALD MCDONALD, vice president Ruthrauff & Ryan, N. Y., appointed manager of Louisville operations for Griswold- shilen Co., Cleveland, Ohio.


SEWARD (Bud) SPENCER, radio-television director Walter McCreery Inc., Beverly Hills, Calif., resigns.

OB SMITH, time buyer Buchanan & Co., N. Y., to Iennen & Mitchell, N. Y., in similar capacity.

RED GARDNER Co., N. Y., has moved to larger quarters at 244 Madison Ave. Telephone Murray Hill 8-7570.

A. W. SCHULENBURG, vice president and director of media and research Gardner Adv. Co., St. Louis, announced his retirement from active participation in business after 15 years with agency. Mr. Schulenburg will continue to serve as consultant for firm.

BIOW Co. has added four new members to its TV department. They are: ROBERT MCNEIL, formerly with Duane Jones Co.; JOHN SEEHOFF, previously with William Esty Co.; JOHN DEMOTT, formerly with CBS, who will work on the Philip Morris account, and JAMES BEECH, from BBDO, who will be associated with ROY WINSOR, head of department, on the Schulenburg Gunther Brewing account.

CROCKETT appointed radio and television director for Seattle at MacWilkins, Cole & Weber, Portland, Ore. He was assistant program director at KING-TV Seattle.

ARD G. GREGORY, president Willard G. Gregory & Co., L. A., elected president Southern Calif. Advertising Agencies Assn. Also elected were: HENRY WELSH, partner Welsh-Hollander Adv., first vice president; EDWARD ROSS, partner, Ross, Gardner & White Adv., second vice president; EARL TAGGART, partner Taggart & Young Adv., cory-atreasurer. New Board members elected to three-year term are: RALPH YAMBERT, president, Yambert, Prochnow, McHugh & acaulay, Inc.; Mr. Ross and Mr. Taggart. RAY GAGE, president B. Juneau Inc., is retiring president.


OUR more advertising agencies have joined the newly-formed National Association of Advertising Agencies, bringing total membership to 15. New members are The BLAINE Co., Attleboro, Mass.; CARY-HILL Inc., Minneapolis, Iowa; ROMAN ADV. Co., St. Louis; G. A. SAAS & Co., dianapolsi.


LANCESTEEL appointed art director Betteridge & Co., Detroit, was with Campbell-Ewald Co., Detroit, in same capacity.


LL HARDING, producer of NBC Dennis Day Show, Ted Bates Inc., A., resigns to become free lance television producer. He was with J. Walter Thompson Co., N. Y. He is currently producer of ABC-TV series Looks at Hollywood.
NOW! 3 GREAT NEW SPONSOR-SELLING JINGLES!

1. Back-to-School Campaign
   Now Ready for August and September
2. Dry Cleaners and Laundry Campaign
   for Year Round Use
3. Savings Bank and Building and Loan Association Campaign
   for Year Round Use.

FREE! TO WORLD-AFFILIATE STATIONS.
A WORLD PLUS AT NO CHARGE

AND HERE ARE MORE SALES PRODUCERS AVAILABLE EXCLUSIVELY AT WORLD STATIONS!
- Christmas Shopping Jingles
- Christmas Sales Jingles
- Food Products Christmas Campaign
- Toys and Christmas Gifts Campaign
- Christmas Decorations and Gifts Jingles
- And More Money-Makers!
- Valentine's Day Jingles
- Easter Gift Jingles
- Easter Apparel Promotion Jingles
- Mother's Day Jingles
- Graduation Day Jingles
- June Wedding Jingles
- Father's Day Jingles

Your WORLD-Affiliate station is your best for top-quality shows locally. Check your WORLD station for the new Robert Montgomery show, "Freedom Is Our Business," "Steamboat Jamboree," the "Dick Haymes Show," "Forward America" and the "Lyn Murray Show." WORLD Commercial Jingles, another WBS special feature, include time and weather attention-getters and all manner of arresting sponsor-identification for jewelers, furnishers, automobile dealers, furniture stores, apparel shops and many more.

WORLD STATIONS HAVE THE SHOWS, THE RATINGS, THE KNOW-HOW!
IOWA's largest department store, Ginsbergs, took the appliance buyer's strike in Des Moines by the horns, which were being pulled in by other merchants, and radio came out on top.


Mr. Strauss, who has handled the furniture store's account since 1929, resorted to the up-to-date method of selling — radio spot — when shoppers in Des Moines followed the anti-appliance purchasing trend plaguing other markets.

The two advertising men came up with what they believe is the largest retail spot saturation campaign in radio's recollection: 1,580 spots in a period of 35 consecutive days, that is, an average of over 43 spots daily.

Tabulating the amazing figures, S. H. McGovern, general manager, KSB Des Moines, ABC affiliate, was moved to tag the campaign "so colossal that KSB's programming had to be arranged to handle the gigantic schedule."

First barrage went over the station for Union Furniture Co., Ginsberg-owned, for Crosley refrigerators, May 17, with 54 chainbreaks per day from early morning until late at night. This continued for 11 days.

Ginsbergs then followed with 50 spots daily featuring the Free-Westinghouse sewing machine, May 28, 29 and June 7-8. On May 31 it was Arvin small appliances for 50 chainbreaks daily, running through June 6. The next two days were set aside for the Westinghouse campaign. June 10 ushered in a Remington Shaver promotion by Ginsbergs. It ran four days with 40 spots per day.

Picking up on June 14, the store (Continued on page 74)
we cotton to you...

Carolina farmers raise a $135,000,000 crop yearly and 463 Carolina cotton-textile mills process almost as much as the other 46 states combined.* Prosperous cotton farmers and textile workers are the basic fiber of WBT's audience of 3,000,000 listeners — the largest group of your prospects you can reach by any single advertising medium in the two Carolinas.

*39% of U. S. mills producing broad-woven cotton fabric and 55% of U. S. cotton yarn mills... value of annual production 2 billion dollars!
How to get any TV

TAKE ONE OF THESE
TV TRANSMITTERS...

500 watts, for VHF
Type Ti-500 A B
(All Air-Cooled)

1 kw, for UHF
Type TTU-1B
(All Air-Cooled)

2 kw, for VHF
Type TT-2AL/H
(All Air-Cooled)

10 kw, for VHF
Type TT-10AL/H
(All Air-Cooled)

10 kw, for UHF
Type TTU-10A

50 kw, for VHF
Type TTU-50AL/H

20 kw, for VHF
Type TT-20AL/H
(All Air-Cooled)
power up to 200 KW!*

...ADD ONE OF THESE TV ANTENNAS...

With RCA's complete line of transmitters (seven different models), you can get any ERP* up to 200 kw—on any channel from 2 to 83. And in most cases, you can get the power you want in several different ways!

If your requirements are best met with a low-power transmitter and a high-gain antenna, RCA has the combination! However, if your needs are better met with a higher-power transmitter and a lower-gain antenna, RCA has that combination too!

Ask your RCA Sales Representative to sit down and help you plan the most practical and economical equipment setup for your station. He has an intimate knowledge of station planning—knows TV equipment from A to Z. He can tell you exactly what you'll need to get "on the air"...with the power you want...at the lowest cost.

Call him today. Or write RCA Engineering Products Department, Camden, N. J.

*Effective radiated power.
One of America's First Stations!

A sixteen county market of 241,000 families with $971,136,000 to spend

The wealthy Greensboro — High Point Metropolitan market led all other markets in the Carolinas in 1950 General Merchandise Sales.

WBIG
"The Prestige Station of the Carolinas"

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

Judgment Day
EDITORS: ... Radio is here to stay. Radio can move goods. You know it. I know it. But can we prove it? Sure—if radio had the guts—if every radio station in the United States voluntarily and simultaneously closed up shop for a period of 24 hours. The jammed telephone exchanges—the headlined newspaper stories might even penetrate into the advertiser's ivory tower and prove to him once and for all: Radio sells. Radio lives! People listen!

Ken Goldblatt
MBS, New York

Back to the Farm
EDITORS: ... My work is as an independent writer/producer, not a package, but occasionally when a program on which I have worked becomes available, I endeavor to sell it on the basis that I either write or produce the show, if sold. Recently a known, established property on which I've worked for two years became available. In 24 hours its (I) approached a certain agency which shall be nameless ... one of the "top 20" and has separate radio and TV directors. My approach was to the radio director, of course. First I got his secretary on the phone and she told me "they couldn't sell any radio shows, so they weren't interested in looking at any." I then wrote to Mr. Radio Director himself. Following is a word-for-word quotation from his written answer:

"Sorry to say that we don't have any clients who are looking for radio shows. As you know, all the swing today is toward TV. As a result our radio operation is down to a minimum. Under these circumstances, I'm sure you recognize it would be useless for you to expose your show to me."

... Let's all give up the ghost and go back to the farm, because surer'n hell we're not going to get anywhere when the very people who should be beating their brains out trying to sell radio are taking the attitude that it is a lost cause.

Richard Marvin
New York

Local Interest
EDITORS: Radio had sunk enough money in surveys to build a "survey building." It's about time we of radio sell in the same manner as our competition does. Newspapers sell circulation—why not radio? ... The problem of eliminating the question of how many people listen to your station can be solved. We have accomplished it by a few simple rules. ... Our news staff was increased to supply us with more local news. The special events staff (which includes almost every member of the staff) covers events of local interest. ... When you get your listeners to a point where they are afraid to turn off their radio because they might miss something of local interest, a survey won't be necessary.

Pat O'Halloran
Sales Manager
KPQ Wenatchee, Wash.

Idea Swap Shop
EDITORS: ... Within the past month [WJVA South Bend, Ind., 250 w, daytime] has sold its programs to distributors without any dealer participation ... now has on the air four distributors who have purchased time outright. Tentative plans are now being worked out for the fifth distributor to go on the air in October. WJVA has worked out a selling formula that is clicking with distributors and is willing to pass on this formula to any station that is interested. It is hoped that selling ideas may be exchanged for the benefit of all concerned ... I think there should be more sales success ventures made known ... There is no reason why stations themselves cannot help one another. Come on, pavement beaters, let forget about rate reductions and lets help one another sell radio.

Charlie Sharpless
Commercial Manager
WJVA South Bend, Ind.

New Low
EDITORS: May I add a resounding "amen" to the letter written by Anna Collin, published in the June 18 issue ["Cheap Labor," OPEN MIKE]? Anna doesn't know how low the new low is. Not too many weeks ago a certain "executive" asked if I knew of a good man whom he could hire for $50 per week ... I inquired as to the qualifications and duties of the position open. This was his reply, verbatim: "I need a man who can do news and sports, do a good d.j. show and do some selling on the side. He'll need a car, of course, and I'd prefer that he be a family man, because family men are more dependable." Not had, for $50 a week ...

(Continued on page 79)
The mail KEX receives every day from listeners throughout the Pacific Northwest proves Westerners prefer KEX over any other Portland station.

**DAY after DAY**
**WEEK after WEEK**
**MONTH after MONTH**

...KEX receives listener mail from every county in Western Oregon and Western Washington. And listeners regularly write from as far away as Southern California, British Columbia and Alaska. In the month of May, KEX received letters from 135 different towns in Northern California alone. That's because the KEX signal is dominant, interference free, with programs that appeal.

To sell the BIG Oregon Country, use KEX, Oregon's most powerful radio station...the only 50,000 watt station in Oregon.

In the BIG Oregon Country...think BIG...sell BIG...use KEX.

Contact Free and Peters or KEX now for availabilities.

**LEGEND:**
- Response per Radio Family more than 50% of home county (Multnomah).
- Response per Radio Family 25% to 50% of home county.
- Response per Radio Family under 25% of home county.

---

**Oregon's Only 50,000 Watt Station**

**ABC AFFILIATE IN PORTLAND**

**WESTINGHOUSE RADIO STATIONS INC.**

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

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

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*Bank deposits in the TWO BILLION DOLLAR Pacific Northwest market have increased 276% since 1941! (Federal Reserve District Office figures.)
PENNING 52-week pact for daily 15-min. portions of Johnny G Show on KOY Albuquerque is John McCormack, ex-radio man now using radio to sell John McCormack Inc., southwest home furnishing store. He’s former co-owner KTBS and mgr. KWKM, both Shreveport, and pres. KTHS Hot Springs. Watching are (l to r) Phil Hoffman, KOY mgr.; Johnny G (Griswold); Charles Teas, KOY a.c.; Phil Willmarth, a.c., Steven A. Box Adv.

LONG-TERM renewal for First Street Department Store sponsorship of daily KDAL Karnival on KDAL Du- luth, is set by A. Oreck (center), store pres. Looking on are Pat Scanlon (l), store adv. mgr., and KDAL Account Executive Res Hudson.

SIPPIN’ milk toast to two-year re- newal by West End Diary of Ziv’s Cisco Kid on WTMA Charleston, S. C., are (l to r) Douglass M. Broad- ham, gen. mgr. WTMA; Odell Haw- king, West End std. mgr., and Grange Cuthbert Jr., WTMA std. mgr.

THREE-YEAR pact for Ziv’s Boston Blackie on WSYR Syracuse for Super- ior Beverage Co. is made firm by Alfred K. Biel (seated l), Superior pres., with approval of E. R. Vade- bencouer (seated r), WSYR gen. mgr., and (standing, l to r) Wm. Margeson, agency rep.; Fred I. Geiger, WSYR.


In the Public Interest

Good Citizenship Efforts

KXYZ Houston series, My Best to You, a public service feature in the interest of good citizenship, has ended its 15-week run to the plaudits of the local police. L. D. Morrison, chief of police and several times a guest on the morning show, wrote Writer-Producer Robert H. Nolte when the program was "rendering a very valid community contribution..." citizens have become conscious of the existence of their police department, its duties, its limitations." He added that the program had "carefully planted the seed of community responsibility."

Backs Blood Drive

WCSC Charleston, S. C., assisted the Red Cross Bloodmobile in getting a record turnout in that island area. A loudspeaker-equipped car, manned by George Norwig, sports director, and Ken Klyce, disc jockey of WCSC, started out at 7 a.m. in a tour of all the surrounding islands, urging the blood contributions.

Cincinnati Safety Drive

WKRC Cincinnati and the Cincinn- nati Traffic Safety Council are now conducting what is described as the most extensive safety campaign in Queen City his- tory. Traffic phase is aimed at children, their parents and drivers as well. Plan has been widened to include all safety at play, from bicycle riding and swimming to play at home on a rainy day. Civic, school, automobile, recreation and court groups and many other asso- ciations are cooperating. All types of WKRC announcements and spot programs, including participation by News- caster Tom McCarthy, junkets to playgrounds by Chuckwagon Vic Moore, children’s character, with a Conestoga wagon. Contests and designation of certain weeks in particular fields of safety also are among the projects planned.

Traffic Series

TO FOSTER traffic safety, WMWR-TV Jacksonville, Fla. is producing For Us, The Living, in cooperation with the Jacksonville Safety Council, North Florida So- ciety of Safety Engineers, Mayor- Safety Commissioner of Jackson- ville, Florida State Highway Safety Commissioner and the National Safety Council. Telecast 10:15-10:30 p.m. each Monday, show’s first sec- tion portrays “Accident of the Week” in which key traffic officers discuss traffic destruction in the past week, illustrated with photos and a special magnetic board. Middle portion features “Guest of the Week.” Final part of show, “The Panel Speaks” comprising safety experts, discusses issues raised by the guest speaker.

Problems of Alcohol

KOIN Portland, Ore., has compiled 10 quarter-hour interviews on the problems of alcohol. Titled Alcohol Is Your Problem, the nightly series was produced by KOIN in cooperation with the Oregon Alco- hol Education Committee and the Portland Summer Session of the Oregon State System of Higher Education. In it, Ken Pierrier, di- rector of the Oregon School of Alcohol Studies, interviewed educators, scientists and church leaders on the magnitude of the problem, its effects and treatment, and other related subjects.

Ontario Pool

FOUR Ontario stations are pooling resources on local commu- nity safety, with each station enlisting the support of neighboring communities. CFOS Owen Sound, CKBB Barrie, CKNX Winnipeg, and CFFO Orillia, are recording on tape such events as ship launchings, community sports, farm tournaments, local fairs, school activities, etc., and sending them to other stations in group for airing. As an example a series of 11 half-hour programs of a local high school glee club have been recorded by CKNX and the tape sent to the other three stations for airing as a public service broad- cast, and a method of developing local talent.

Off the Gridle

COMMERCIAL that sang: "They're cooking with Cisco from New York to Frisco" has been changed to "They're cooking with Cisco from Maine to San Francisco." Copy rewrite by Cornerstone Adv. Agency came after the local Chamber of Commerce joined with KCBS San Fran- cisco’s program, This is San Francisco, both recipients of citizenry ire, to research and petition the question. According to Golden Gaters the term "Frisco" is resented by the locality "as a low or crude slang term and as a result [they] may be transferring their feelings to the commer- cial which makes use of it."

BROADCASTING • Telecasting
To a Time-Buyer's Secretary

With Vacation on Her Mind

IT'LL be rough without you for two weeks. Especially when The Man has to scratch around in the files. Tell him, when he needs some examples of radio's pulling power, to look under Iowa—WMT. Take the case of the Bowman Cattle Company. They considered cancelling their noon hour sale announcement on WMT. "Looky," said WMT. "Next time you have a sale, ask your buyers how many of them heard about it on WMT." Bowman did. 90% had. Bowman reconsidered.

Remind him about Tait Cummin's WMT Sports Contest last March to guess the championship team and score of the title game in the boys' state basketball tournament. Prizes were 3 one-week all-expense vacations to Midwest resorts. Results: 49,363 entries in ten days.

Tell him, when he needs some examples of radio coverage, to check BMB's Study No. 2 for WMT, where total weekly radio family listening is 338,480 (in 87 counties) daytime, 303,880 (in 71 counties) nights.

Incidentally, where are you going on your vacation? Iowa's Okobojis and Clear Lake and Spirit Lake are great spots for relaxing; Iowa's young men are real stem-winders—tall, sun-bronzed and ... interesting. The air is clear—the only pall on the horizon is a bit of smoke from traditional burning ceremonies for the few remaining mortgages, just paid off.

Have a nice time, honey. Everything will be okay. Just leave several blank schedules behind—with WMT filled in in the strategic places.

5000 WATTS
600 KC

BASIC COLUMBIA NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY
KWKH MAKES BUSINESS SWEET FOR SYRUP COMPANY!

IT'S EASY, WHEN YOU KNOW HOW!

SALES OF JOHNNIE FAIR SYRUP

<table>
<thead>
<tr>
<th>Quarter</th>
<th>1949 Increase Over 1948*</th>
<th>1950 Increase Over 1949*</th>
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<tbody>
<tr>
<td>1st Quarter</td>
<td>26.6%</td>
<td>35.1%</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>28.6%</td>
<td>54.1%</td>
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<tr>
<td>3rd Quarter</td>
<td>45.2%</td>
<td>90.6%</td>
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<tr>
<td>4th Quarter</td>
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<tr>
<td>Annual Total</td>
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<td>47.4%</td>
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*Percentages are in units of merchandise—not dollar volume.

TOTAL SALES FOR 1950—102.7% GREATER THAN 1948!

Late in 1948, Mr. J. R. Murphy of the Shreveport Syrup Company came to us for advice. Syrup sales, including those of his company's Johnnie Fair Syrup, had been going down steadily for years. Would radio help—or should he look for another product?

We believe in radio, and told him so. He decided to try a campaign on KWKH. The chart above shows the results. 1950 sales of Johnnie Fair Syrup were 102.7% greater than in 1948! Yet competitive brands continue to decline!

What kind of campaign did it take to do the job? During all of 1949, Johnnie Fair Syrup was advertised exclusively on KWKH—at first with a 15-minute, Class C strip on weekdays; and then, later, an additional 15-minute, Class B strip.

Today the company is also using several radio stations outside KWKH's territory. But these two programs on KWKH still represent over half of Shreveport Syrup's advertising budget!

What may we sweeten for you?

50,000 Watts · CBS ·

The Branham Company Representatives

Henry Clay, General Manager
KOREAN TRUCE IMPACT

CEASE-FIRE developments in Korea will have only slight effect on actual operation of radio and television stations in the coming weeks, judging by the views of key government and industry figures.

A policy of "no letdown" in the mobilization program prevailed among government officials at the weekend. President Truman and other Administration officials said out the word to maintain controls and keep the defense effort moving along without interruption.

With a truce near negotiation, however, Congress found itself in the middle. Pressure for relaxation of controls and easing of proposed tax increases had started to develop last week and there was fear among businessmen that retail sales would slow up and prices head downward.

Some Congressmen, both Republican and Democratic, openly called for a softening of production controls and efforts to prevent inflation.

Key to the situation was the attitude Congress would take after developments in Korea and public sentiment can be weighed in relation to the present mobilization and anti-inflation program. Belief that Congress would relax the program was noted in many Washington quarters despite the overwhelming belief that Russia would strike somewhere else and fighting end in Korea.

Bright Promise

Advertisers and media were encouraged Thursday by a promise that appropriate advertising budgets will continue to be legitimate deduction expenses in tax reporting. Secretary of the Treasury John W. Snyder made this promise to Kai Jorgensen, chairman of the Jorgensen Adv. Agency, Los Angeles, who called at the Treasury.

Free dissemination of news depends largely on the advertising that makes media operation profitable, Secretary Snyder was quoted as saying to Mr. Jorgensen. In addition, Secretary Snyder was said to have assured Mr. Jorgensen that normal and reasonable expenditures for advertising will remain deductible as a business cost.

National Production Authority relaxed its restrictions on new construction in the case of one broad-casting station, WEEU Reading, Pa. WEEU was given permission to construct a $50,000 plant after lengthy negotiation with NPA.

The WEEU grant, however, was an exception to the rule and was not considered an indication that NPA or other agencies will soften restrictions in the near future.

 Widening demands for easing of government controls over business and labor were expected. Already these demands are gaining strength and many Congressmen are opposed to the idea of spreading government controls.

No Employment Ease

There appeared no immediate hope of an easing in the broadcast employment picture as a result of truce developments. The armed forces and government agencies have been draining off trained personnel from radio and TV stations alike. Shortage of operators, especially combination men, is harassing small stations.

Attitude of Congress will determine if corporation taxes are to be increased to any marked degree.

Should there be cutbacks in the mobilization program broadcasters might be able to get such materials as steel for antennas and other construction but it is too early to find any definite pattern in the rapidly changing picture.

The truce situation was not expected to bring any letup in the civil defense program, one of the slower moving phases of mobilization.

Broadcasters will be active in the alert tactics to be used in case of air attack.

Industry observers could not foresee any major impact within the next fortnight on advertising budgets. Some lines of hard goods, including radios and TV sets as well as automobiles and refrigerators and similar items, continued to move slowly. This called for fuller use of advertising media. Aside from seasonal influences, the sluggish movement of hard goods was traced in part to "fear" buying last autumn and winter.

Buying Capacity

Maintenance of the industrial productive pace, geared to creation of mobilization machinery on top of the normal capacity, would mean that general employment levels will hold up and buying capacity will not be curtailed because of sudden unemployment.

Effect of Korean developments on the radio manufacturing industry

(Continued on page 34)

LAMB TO BUY WOW

At Reported $2.5 Million

AN OPTION to purchase WOW-AM-TV Omaha for a figure reportedly in excess of $2,500,000 has been acquired by Edward (Ted) Lamb, it was learned authoritatively last week.

Mr. Lamb, owner of two television stations (WTVN Columbus, Ohio, Channel 6, and WICU Erie, Pa., Channel 12) and of WTOD (AM) Toledo, is a well known figure in both newspaper and broadcasting circles. He also is the publisher of The Erie Dispatch.

Both Mr. Lamb and Francis P. Matthews, Secretary of the Navy and president of WOW Inc., flatly declined comment last week when queried by Broadcasting - Telecasting. But it had been ascertained that an agreement had been reached for sale of the station to unknown purchasers [CLOSSED CIRCUIT, July 2].

Last Friday it was learned that Mr. Lamb had acquired the purchase option and had deposited earnest money in the amount of $100,000. It is expected that the transaction will be consummated this week.

WOW, operating on 500 kw with 5 kw, is an NBC affiliate and has been on the air since 1923. Originally owned by the Woodmen of the World, the station was transferred to Radio Station WOW Inc. in 1942 in a unique proceeding which precipitated several years of litigation. The transaction, as finally evolved, covered leaseholds on the properties to the operating company, with the licensee corporation to return the physical properties to the Woodmen of the World Insurance Co. These leaseholds have 19 years to run.

On Air Since '49

WOW-TV, operating on Channel 6, is one of two TV stations in the Omaha market. It has been on the air since 1949.

While no official comment was forthcoming from any quarter as to the new transaction, it was thought that Secretary Matthews, who recently was appointed Ambassador to Ireland, will remain with the corporation as chairman of the board of the new operating company. Presumably Mr. Lamb would become president. The (Continued on page 35)

WASHINGTON, D.C., JULY 9, 1951

$7.00 A YEAR—25c A COPY
FOOTBALLCASTS

Five Schedules Announced

KFI-TV Los Angeles last week announced plans to telescast junior college football games and four broadcast contracts also were disclosed.

Games to be telescast by KFI-TV, 23 in all, will be carried twice weekly. Hoffman Radio & Television Corp., Los Angeles, will sponsor the telescasts.

Our Dame grid contests on a city exclusive contract basis have been signed by KXOK St. Louis and WCUE Akron.

In St. Louis, the Notre Dame games plus the Army-Northwestern games, will be sponsored by General Electric and General Electric Appliance Dealers in the greater St. Louis area.

Sponsorship of the schedule in Akron has not yet been announced.

WJKB Detroit, for the sixth consecutive year, will carry broadcasts of the complete schedule of the U. of Detroit. For the second straight year, the games will be sponsored by the Plymouth Dealers of greater Detroit. The Plymouth Dealers account is handled by the Powell-Grant Agency, Detroit.

KOAA Denver will broadcast all U. of Colorado games this fall, sponsored for the fifth consecutive season by the Standard Oil Co. of Indiana.

Mr. Kettler Mr. Rine

change managing director of WWVA Wheeling, W. Va., has been appointed district vice president of the Central District. J. Robert Kerns, managing director of WMMN Fairmont, will report to Mr. Rine.

The Southern District will be in charge of Stanton F. Kettler, managing director of WGBS Miami. James E. Bailey, managing director of WAGA-AM Atlanta, reports to Mr. Kettler, as does L. C. McAskill, publisher of...
NARTB-BAB DUES

By J. FRANK BEATTY

NARTB’s complicated dues structure is due for long-range revamping.

The present three-way system of assessing stations, employing separate rates of dues covering radio, television and Broadcast Advertising Bureau membership, is about to enter the Dues committee of this revamping process in the near future—possibly this week.

BAB, too, is working out a new dues setup making provision for station representative and network dues.

NARTB will issue a revised rate card for its radio members. The revision was approved last week by the NARTB board in a poll of radio directors. The card will list a scale of NARTB dues for new members, carrying rates 30% below existing rates. This is an interim schedule.

Membership Rates

Stations that were NARTB members prior to July 1, 1951, are entitled to get BAB service until next April 1 if they pay dues under the old NARTB rates. If they elect not to take BAB service they pay 30% less to NARTB.

Stations joining NARTB after July 1, 1951, are not eligible to get the joint NARTB-BAB rate. To join BAB they must pay a separate fee based on BAB’s rate card formula.

Starting next April 1 NARTB and BAB will be completely separate. Revision of the NARTB rate card now throws NARTB and BAB into competitive selling as both will now be on their own.

BAB is working on a new formula covering membership of station representatives. National Assn. of Radio-Television Station Reps. has worked out a BAB dues formula based on participation of NARTSR members and non-members alike. This would give BAB possibly $30,000 to $35,000 compared to the $60,000-$65,000 total BAB had originally planned.

Soon to be discussed with networks will be a new scale of dues for their participation in BAB. By the end of its first year, next April 1, BAB hopes to have an income of $225,000 of which about 70% would come from NARTB members’ dues.

As of that date BAB no longer will obtain income from NARTB’s receipts.

Here is the way the dues situation stands at this time:

1. NARTB members pay NARTB dues based on their income, starting with a minimum of $15 a month ($10.50 a month with out BAB for stations joining since July 1).

2. They can get a 30% discount if they elect not to take BAB.

3. New NARTB members since July 1 (except for prior commitments) who want BAB must pay the BAB-only station dues of half the highest hourly card rate per member.

4. NARTB television stations pay monthly NARTB dues based on the highest five-minute or half the highest quarter-hour rate, whichever is greater.

5. Combined radio-television stations can belong to NARTB-radio only, to NARTB only, or to both. If both, they pay the combined dues.

Demand for special NARTB radio-TV combination rates was made last spring by a number of station operators. The subject was considered at the joint board meeting during the April convention in Chicago but it was felt no action could be taken until a thorough analysis had been made.

Since then the NARTB Research Dept. has submitted exploratory rates to the board’s Finance Committee. It is now developing other formulas for submission to the board in November.

Some joint radio-TV operators contend they should be given a combination fee with an appreciable reduction. They point to the fact that the TV organizations pay the parent NARTB $50,000 a year for overhead. To belong to NARTB a joint radio-TV operation must pay the NARTB dues based on radio membership plus the TV dues based on five-minute or half-quarter-hour rate.

TV Belongs, Not AM

Incongruity of the rate structure is shown by the fact that such joint operations as WCAU-TV Philadelphia, WWJ-TV Detroit and WTMY-TV Milwaukee have NARTB television memberships but their AM outlets don’t belong to the association. Then there are the Westinghouse stations, which belong to BAB but not NARTB. The Westinghouse-NARTB stricture is of long standing. CBS O & O stations belong to BAB but not NARTB.

Upsetting element in the whole situation is the fact that the BAB-only rate is almost as much, even more, than the combined rate in some cases. In other words, some stations can belong to NARTB-BAB under the combination rate for less money than BAB-only. This situation will last until next April, when the joint NARTB-BAB arrangement comes to an end.

When the BAB separation plan was adopted last August it was felt BAB should become self-supporting. This could be done, it was believed, by charging for various types of service. A glance at BAB’s specific services shows that assessments are made for many of the sales and promotional aids offered to its members. NARTB seldom makes charges for its services.

The 1960 BAB separation plan envisioned a million-dollar sales promotion agency, free to hit hard and often without worrying whether a newspaper-owned station might resent aggressive radio selling and decide to pull out of NARTB.

THE ALLMAN CO.

New Detroit Agency Formed

L. C. ALLMAN, former executive vice-president of the Fruehauf Trailer Co., has announced the formation of a new advertising agency, The Allman Co., Inc., with offices in the new administration building of the new company will be that at Fruehauf, but other related accounts will be serviced, including the Trucking Industry National Defense Committee.

Norman Rowe, director of advertising for the trailer firm, will join the agency as vice president. All personnel of the advertising department will join the new firm.

Charles A. Wolcott

CHARLES A. WOLCOTT, 53, vice president in charge of radio and television sales and client service for A. C. Nielsen Co., died Monday after a brief illness. Before joining the Nielsen organization in 1944, Mr. Wolcott had been a research director of the Chicago office of Dancer-Fitzgerald-Sample, following previous affiliations with the Detroit News and The Wall Street Journal. He is survived by his widow and two daughters.

REVAMPING IS STARTED

RADIO VETERANS with 25 years or more of experience have met in Chicago to organize a club. Among them are (1 to r) Herbie Mints, pianist and TV personality at WNIB (NBC); Walter Preston, local salesman for WBKB (TV), and Harold Safford, program director of WLS, all Chicago.

Hudson Decides To Use Both

“We fully expected it would take many weeks on our program to fill the quota of coupons we wished to distribute,” Mr. Staelin commented. “We carefully cautioned our salesmen not to expect quick results on this promotion. Needless to say, we are overwhelmed and delighted with the results.”

Ralph Smith, executive vice president of Duane Jones Co., agency for Hudson, lauded WOR and the Gambling program for producing this interest and this level of less than a half-cent spiece. “Even in the old days of lower advertising costs that would have been amazing,” Mr. Smith said. “Today a cost-per-inquiry of less than a half-cent is sensational.”

Mr. Gambling made the Hudson announcement on his Thursday morning (7:15-8 a.m.) broadcast. The afternoon mail of that same day, WOR reported, brought 1,800 requests for the coupons. “Then came the deluge.”

July 9, 1951
AMOS 'N' ANDY, the radio classic, has suffered in translation to TV. In its new language, slapstick has been substituted for subtlety and rough-house action for imaginative dialogue. It is not bad television comedy, by present TV standards, but neither is it the fanciful and wonderful fun of Amos 'n' Andy on the radio.

Too much attention is given to the maxim that the television camera hates inaction, not enough to the equally valid rule that action for action's sake alone is no guarantee of sustained interest. Messrs. Godden and Correll would do well to remember that the Mack Sennett school did not survive after sound was introduced to movies.

The second episode of the new series (July 5) included a chase that ended with the Kingfish and Andy hiding in two ash cans, two bits in which outraged women beat helpless men over the head with umbrellas, another sequence in which the Kingfish prepared several bed-time snacks, was repeatedly distracted to other chores, such as putting out the cat, and each time returned to find the snacks missing (they had been taken by a boarider in his house). All of these incidents were stock situations in the earliest film comedies.

Transplanting Show

So far, Amos 'n' Andy on TV owes its ancestry more to archaic motion picture techniques than to radio. It may not be possible to transplant the program intact from radio, where each member of the audience creates his own picture of the characters and incidents, to television, where the screen supplies the listeners' imagination. But the transplantation could be more faithful than it is.

To this reviewer, the actors selected to play the various roles correspond remarkably to his own impression of how the radio people in Amos 'n' Andy would look. The clash between the flesh and fancy characters is caused by the material they are given.

The Kingfish, who on the radio has been one of the most lovable rogues of all time, becomes on television less roguish than stupid. His wife, Sapphire, remains the}

### IN REVIEW...

**Program:** Amos 'n' Andy on CBS-TV stations, Thursday, 8:30-9 p.m.

**Sponsor:** Blatz Brewing Co.

**Agency:** William H. Weintraub, New York.

**Co-producers:** Freeman Godden and Charles Correll.

**Associate Producer:** James Fonda.

**Director:** Charles Barton.

**Writers:** Joseph Connolly, Robert Mosker, Robert Reas.

**Cameraman:** Lucien Andrico.

**Cast:** Aviva Choiniere, Spencer Williams, Pat More, Ernestine Wadd, Andrew Mali, Johnny Lee, Horace Stewart, Jester Hairson.

Shrew but, at least in the July 5 program, is elevated to a prominence in the plot that the character does not deserve.

The characters of Amos and Andy, for this episode, were relegated to minor roles.

All the performers did better by the script than the script did by them. With improvements in the writing, there is no reason why the activities around the lodge hall of the Mystic Knights of the Sea cannot become as marvelously comical in television as they have been on radio since shortly after the invention of audion tube.

One note of social consciousness: The National Assn. for the Advancement of Colored People has threatened to boycott all Schenley products (a terrible demand on the membership if sponsorship of this program continues.

The NAACP has protested that the TV Amos 'n' Andy provides a "stereotyped attitude" toward the Negro community. This reviewer regards the protest as hypersensitive. Neither in the radio nor television version do the characters represent anything but a world of their own. Their behavior is a comic satire on the behavior of all kinds of people, no matter what their pigmentation.

**TOP PAPERS**

**KFI and KHJ Win Five Out of Seven Surveys**

Two Los Angeles stations, KFI and KHJ, produced better results than newspapers in five out of seven store surveys conducted by Advertising Research Bureau Inc.

Kevin Sweeney, general sales manager of KFI, told BROADCASTING, "Telecasting Thursday that radio superiority in five of seven tests in the Los Angeles market, where television has made unusually deep penetration, is of special significance "and should be a source of encouragement to broadcasters everywhere."

Six leading Los Angeles department stores and special shops were used in the surveys. Space was bought in all Los Angeles newspapers at various times during the tests.

**Technique Used**

Under the ARBI technique equal sums are spent for radio and newspaper advertising covering the same merchandise. Trained research specialists at the stores interview customers in considerable detail to find out why they came in to look at the merchandise. ARBI compiles reports showing why customers came in, whether they purchased, and how much they bought. The results were then compared with sales, and the superior radio and newspaper spots were determined.

**In Los Angeles radio won the following tests:**

Barker Bros.—Patio chair advertised. Store described as probably the largest furniture store in America.

Bullock's—Cotton dress and topcoat advertised for downtown store, which sells over $50 million in merchandise annually.

Harris & Frank—Men's $42 Orlon suit advertised by this chain clothier.

Owl Rexall Drug Co. — Sun glasses advertised.

Sears Roebuck—Coldspot refrigerators advertised. Sears has 12 large metropolitan stores in Los Angeles area.

Radio lost these tests:

Sears Roebuck—China cups and saucers.

Eastern Columbia — Children's outdoor gymnasium.

**AMOS 'N' ANDY**

**NAACP Denounces Show**

**TELECASTS of the new Amos 'n' Andy program, sponsored by Blatz Brewing Co. on CBS-TV through William Weintraub, New York, went ahead last week despite threat of boycott by the National Assn. for the Advancement of Colored People.**

The NAACP at its Atlanta convention last Tuesday had passed a resolution denouncing the program as depicting Negroes in a "stereotyped and derogatory manner," and condemned the practices of manufacturers, distributors, retailers or others who sponsored or promoted the program. All conferences and branches of the organization were urged to register protests with local stations and sponsors of the program and if necessary, to boycott the products of the sponsor.

In a letter to Lewis Rosenstiel, president, Schenley Industries (brewer of Blatz beer), Lindsey H. White, president of the New York branch of the NAACP, and James E. Allen, president of the New York state conference of NAACP, expressed their appreciation for the efforts of the agency and sponsor in behalf of Negro employment, but said:

As Negroes, we cannot subscribe to the methods of advertising used by your organization which perpetuates a stereotyped attitude regarding Negro life... We call upon you to cancel all future reproductions of this exhibition. There is already some opinion in many communities throughout the country calling for a nationwide boycott of Schenley products until this objectionable show is removed from the screen..."

The NAACP resolution, it was reported, was adopted before more than a relatively small group of the membership had seen the program which started June 28.
APPLICATIONS for FCC approval of the record $25-million merger of ABC and United Paramount Theatres, accompanied by the completion of the $6 million sale of UPT's WBKB (TV) Chicago to CBS, are slated for filing with the Commission this week.

While attorneys for the respective companies pushed toward completion of the papers on the complex transfers, a 88-page proxy statement distributed to 785 UPT stockholders explaining in detail the merger plan and prospects [Broadcasting • Telecasting, May 28].

Since the stockholders of both ABC and UPT must yet approve the action—both groups meet July 27—the FCC applications will be filed only upon clearance by the necessary two-thirds majority of the respective stockholders.

Sale of WBKB to CBS also is contingent upon FCC approving the ABC-UPT merger as a single company, to be known as American Broadcasting-Paramount Theatres Inc.

The proxy statement made clear that ABC's television position—five owned stations, the TV network—and "the bright prospects of future growth of television in this nation"—formed the main attraction for UPT merger.

TV Hits the Black

After losing money for three years, it was pointed out, ABC's television operations for the first three months of this year netted $7,012 before federal income taxes, and ABC's television position provides "an excellent foundation for growth. The network's TV losses in the past were listed as $1,757,665 in 1948; $4,544,540 in 1949, and $1,972,688 in 1950.

But the ABC-UPT management said it places faith also in the future of radio.

"The management of the resulting company (AB-PTI) intends to develop both radio and television broadcasting to the fullest extent possible. It believes that radio broadcasting, despite its present decline, will survive the growth and competition of television. Radio can reach certain segments and satisfy certain needs for relaxation and information far more effectively and economically than television, at least as the latter is now organized and conducted."

"It will be necessary to adapt radio operations to new conditions resulting from the growth of a new competitive medium, but the management believes that sound and aggressive operation will enable radio to continue to be a vital and useful public service and a profitable element of the entertainment medium."

The statement showed that during the first three months of 1951, ABC's overall net income totaled $221,858—as compared with $84,005 for all of 1950 and a $519,000 loss for 1949.

ABC's total net sales for the first quarter (after discounts and rebates) were placed at $14,560,345—consisting of $8,688,924 in network time sales; $2,765,281 in national spot and local time sales of owned stations; $2,180,911 in sales of package and cooperative programs, and $1,039,220 in miscellaneous sales.

These figures compare with total net sales of $45,879,660 last year, composed of $27,229,528 in network time, $9,286,068 in national spot and local, $6,972,016 from packages and co-op programs, and $2,302,105 miscellaneous.

United Paramount's net profit for 1950 was placed at $12,142,000 and for the first quarter of 1951 at $2,726,000. These figures included profits from UPT's WBKB and "small" losses by its WBKJ (FM) Chicago—which together resulted in $361,601 in profits after taxes in 1950 and $186,871 profits for the first quarter of 1951— but do not include earnings other than dividends of controlled partly-owned companies and companies in which UPT has less than 60% interest.

Created as of Jan. 1, 1950, under an antitrust consent decree providing for separation of Paramount Pictures' exhibition and production-distribution activities, UPT last May had 16 affiliated stations involving partial interests in 298 others. Under the consent decree its theatre holding must be reduced to about 650 wholly owned houses.

Officials decided to sell WBKB rather than ABC's WENR-TV Chicago, it was explained, "because the studio facilities of WBKB are not adequate for the origination of certain important programs which now originate in the studios of WENR-TV and are carried on the network."

WBKJ will be discontinued upon completion of the merger, the report showed. (ABC already owns an FM station in Chicago.)

To Vacate Space

The report also confirmed speculation that ABC will vacate New York, Chicago, Los Angeles and San Francisco quarters which it heretofore has leased from NBC. The leases expire next March, and the report said some of the operations and staff in New York will be moved to ABC's Television Center on W. 66th St. and that in Los Angeles the radio studios and offices of roughly 150,000 square feet are now under construction. New locations reportedly are yet to be chosen in Chicago and San Francisco.

On the subject of theatre television, the statement said:

"The future of large-scale theatre television appears promising from the philosophic viewpoint of a comprehensive system of national television and to operating income. We regard it as a legitimate supplement to broad broadcast television and to regular motion picture entertainment. It will not duplicate or replace either..."

"...but it is to be accomplished through an exchange of stock. For each ABC share now held, stockholders will receive $14.70 in new stock—$7.50 in common and $7.20 in preferred."

Leonard H. Goldenson, president of UPT, would head the new company, and Robert E. Kintner, ABC vice president, would head the radio and television division. Edward J. Noble, board chairman and principal stockholder (57%) of ABC, would be chairman of the finance committee of the new firm. Robert H. O'Brien, secretary, treasurer and a director of UPT, would become executive vice president of the new firm; and Robert Weitman, M. Weitman, a vice president of UPT, would become vice president in charge of program and talent development.

The new company's board of directors would have 18 members—the present 13 UPT directors and (Continued on page 49)
Northern Trust Co.'s 'Northerners'

A 20-Year Investment in Radio

IT IS NO news when a bank makes a heavy investment, but it is extraordinary when the fifth largest bank in the U.S. under one roof plunks a lot of money into an intangible.

That is what the Northern Trust Co. of Chicago has done for 20 years, and company officers are still uncertain about what the exact rewards have been—although they know the rewards are there.

In January of 1931—when banks were struggling to keep their doors open and donning an extra coat of conservatism—Solomon D. Smith, president of the Northern Trust Co., decided to gamble. The gamble, because of time and method, was about as adventurous as any professional indulgence could be for a banker. That gamble was purchase of radio time (the first for a Chicago bank) and origination of The Northerners musical broadcast. It now ranks as the city's oldest continuously sponsored program.

Mr. Smith, whose father pioneered in bank promotion in the 1880s (to the bewilderment of his associates), established a format of a chorus and soloists singing middle-of-the-road selections with a generalized appeal, while the commercials were paced to the movements of upper-middle-class families. The formula and the show stand the same today—20 years later.

Forty percent of the 62-year-old bank's advertising budget is appropriated for The Northerners, which has been broadcast on WGN Chicago since 1934.

Why has this big a slice of the promotion budget been allocated to an "intangible"? Bank officials are not quite sure, but they know—for example—that 75% of all persons opening new accounts are listeners, a fact mentioned during the initial interview with bank personnel.

They also know of the show's cumulative gathering of thousands of consistent listeners because of higher ratings, which is considered secondary, and first-hand reports from their field men, who solicit new business from industry and other banks throughout the greater Midwest area. Invariably, the opening conversational point is the success of The Northerners, and how listeners enjoy it. "It becomes a natural entree for our men, in city and country alike," one bank spokesman said.

Show 'Sells' With Soft-Pedaled Message

Northern Trust "sells" via its radio show in soft-pedaled, easy-going but convincing messages. The company—fifth largest in the country under one roof, third largest in Chicago when it comes to deposits ($650 million) and 22d in general size in the nation—is classed as a "financial department store" by its executives, although its only real product is service.

Located in the heart of Chicago's financial district, the bank houses in the basement such "merchandise" as vaults and commercial deposits, and on the first floor, the savings division and such collateral services as issuance of traveler's and cashier's checks and Series E savings bonds.

On the upper or banking floor, a customer finds commercial and personal accounts, and a regiment of men who sell the idea of opening checking accounts and borrowing money. The trust division, bond department and foreign department are "for sale" there also. All of these are stressed in the radio copy.

Musical Feature Uses Chorus and Sopranos

The weekly show is broadcast on Tuesday from 9:30 to 10 p.m. (CTD) with a male chorus and two sopranos, Adele Norman and June Brownie. Backing them is the octet of men, who also handle solo work, one of whom—Bass Willard Andelin—has sung with the show since it took the air. Earle Wilkie, baritone, and Robert Kessler, tenor, have been with The Northerners 16 years; John MacDonald, bass, 12. Others are Edward Stack, baritone, and Paul Nettinga, Wayne Van Dyne and Richard Paige, tenors. Glenn Welty, musical director since 1949, is an arranger and composer as well as conductor. Under his direction, the show is wrapped around such a palatable selection of compositions as—in one instance—"Swanee," "D'y Ken John Peek," "Serenade," "A Bushel and a Peck," "When Johnny Comes Marching Home," "Younger Than Springtime" and a medley of "I Love a Parade," "Sweet and Lovely" and "Love Is Sweeping the Country."

Norman Ross, Chicago radio veteran and TV personality, handles the announcing duties, under direction and production of Peter Cavallo Jr. of J. Walter Thompson Co. Mr. Ross also narrates special features, presented several times yearly, which mark some outstanding Chicago event. Among these have been observance of the Chicago Bar Assn.'s diamond jubilee, The International Livestock Exposition, salute to Northwestern U.'s centennial anniversary and the exhibition of Viennese paint-

(Continued on page 32)
POPULATION DENSITY

POPULATION density of 759 inhabitants per square mile in Rhode Island tops the 48 states, according to the 1960 U. S. Census. The state has 791,896 persons living on its 1,057 square miles of land area, about nines-tenths of an acre per inhabitant.

Nebraska continues to be the most sparsely populated state, with 22 persons per square mile, or 190,083 persons living on 109,789 square miles.

Ranking second in density is New Jersey, with 933 persons for each of its 2,599 square miles, or 4,899,325 persons living on a 796 square miles.

New York Most Populous

The most populous state, New York, has 14,930,192 persons on 47,944 square miles, or 309 per square mile. Texas, largest state in area, has 7,711,194 persons on 263,515 square miles, or 29 persons per square mile. Fastest growing state, California, has 68 inhabitants per square mile, or 10,586,223 persons on 156,740 square miles.

The population of the continental United States is 50.7 persons per square mile, or 156,697,361 persons distributed over a land area of 9,267,725 square miles.

The District of Columbia has a density of 8,020,785 persons on 61 square miles.

New Census Data

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D.C. MEDIA WINDFALL

Transit Strike Brings Extra Advertising

A TRANSIT strike in the Nation's Capital early last week resulted in a windfall of several thousand dollars to Washington's radio and television stations.

Some 900,000 Washingtonians, normally dependent on bus and streetcar transportation, were forced to use automobiles or shoe leather. Those who ride in private conveyances received up to the minute developments through the Capital's estimated 151,000 automobile radio receivers.

During the strike, which lasted from July 1 (Sunday) to early last Wednesday, many retailers encouraged customers to shop by telephone.

WMAL-AM-FM-TV sold 24 extra hours of TV time to department stores which wanted to display their wares via video.

WWDC-AM-FM conducted a heavy "shop by telephone" commercial schedule and sold blocks of time to various retailers. A classified ad show, similar to newspaper classified columns, was sold out as soon as time was offered.

WWDC-FM, which has the Transit Radio franchise with Capital Transit Co., continued programming for its "loyal, in-the-home audience."

WTOP-AM-FM-TV sold 22 extra AM spots and station breaks.

STRIKE ROLE

Draws Praise From Traffic Dir.

WASHINGTON radio and television has drawn the praise of Capital Traffic Director George Keneipp for the role it played in easing conditions during the three-day transit strike last week. In a letter to all the stations, he particularly cited the orderly accomplishment of a prearranged public service plan of the broadcasters.

June 29, when the strike appeared inevitable, radio-TV planning was begun, with stations' program directors setting final plans the next day. Special transcriptions and announcements were prepared to apprise the citizenry of the strike, its progress, traffic conditions, parking regulations and other emergency notes.

The success of this particular effort, reported the Traffic Division, is reflected in many complimentary letters received from citizens advising how the radio-TV effort had aided them.

and one TV station break.

WOL sold Class A time to the transit workers' union to tell its side of the dispute. The station offered equal time to the company but it was declined.

WRC-AM-FM and its affiliate WNBV (TV) sold two TV spots and 22 radio spots.

Dept. Store Ads

Most of the extra advertising was done by three big department stores—Hecht Co., Woodward & Lothrop and Lansburgh & Bro.

Stations also rendered invaluable public service by carrying special programs, bulletins and frequent spot news announcements on the strike. All Washington area stations, both radio and television, were credited with helping to alleviate traffic and transportation problems resulting from the strike.

Several stations aired the names of motorists who had extra auto space and of other persons who needed rides.

BROADCASTING • Telecasting

July 9, 1951 • Page 33
Korean Truce Impact
(Continued from page 97)
try will depend on what Congress and executive agencies do, according
to James D. Secrest, general manager of Radio-Television Mfrs.
Assn.
If regulation W credit restrictions are eased the industry can sell more
radio and television sets, he said. Otherwise the present inventory problem
may remain serious for some time.
Should the scheduled realignment pace be maintained, the Kor-
orean situation will make little difference to manufacturers, he said, but if there are cutbacks
manufacturers will face possible layoffs until radio-TV set business
improves. Main effect of a cease fire order would be psychological, he
added.
Chances of eased credit restrictions might improve if deflationary
pressures develop, Mr. Secrest believes.
Move is developing on Capitol Hill to avoid tax increase by cuts in
government expenditures. Sen. Walter F. George (D-Ga.), chair-
man of the Finance Committee, pro-
poses a general excise tax to specific
taxes on such items as television
receivers. The House already has
voted against an increase in the TV
excise tax.
Defense Orders Low
Defense electronic orders are far
below expectations, according to
Mr. Secrest. Plants are slowing
down due to heavy TV inventories.
They had expected defense orders
to take up this slack. Factory
electronic employment if off about
$9,000 and some plants have shut
down for a month or more. The
result, of course, is loss of trained
employees to other industries.
The materials situation is not
too bad at this time, Mr. Secrest
said, because of production effi-
ciency, redesign of receivers and
failing off in production. A few
tight spots exist in such materials
as selenium and waterproof paper
and cloth but the shortages are not
critical in most cases.
The truce developments gave
broadcast and TV stations a chance
to keep the nation posted on hour-
by-hour developments in this im-
portant turn in world history.
Coverage started with extensive
broadcasting of a UN radio talk by
Jacob Malik, USSR delegate
(see story page 77). Gen. M. B.
Ridgway presented the UN cease
fire proposal and the excitement
was contagious. Broadcasters and
TV calmly and faithfully described
events as they happened.
Developments evolved rapidly in
Congress and around government
departments. For the call for continu-
ation of the mobilization program
was heard all over the nation,
countered by requests for softening
of production and price controls as
well as proposed tax measures.
The radio manufacturing in-
dustry, in the throes of a slow-
selling period plus summer shut-
downs, hoped it could avoid high-
er excise taxes on TV sets.
Two governmental agencies, the
Army and the Munitions Board,
drew sharp criticism Thursday for
failure to stockpile tungsten, a
metal used widely in war ma-
terials and radio tubes. Sen. Lyn-
don Johnson (D-Tex.), heading a
"watchdog" group, said the free
world "stands on the verge of
tungsten starvation" because of
"bureaucratic blindness" in these
two agencies.
TV production is now at the rate
of 75,000 a week compared to a
peak of 200,000 last year. This
is normally a slow season, how-
ever. Demand for TV sets has
picked up slightly but it is not a
sharp upturn, according to Mr.
Secrest. He indicated further im-
provement may develop in August.
Fewer new models than usual are
appearing this summer.
Wilson Warning
On three separate occasions last
week Defense Mobilizer Wilson
warned that any controls program
should not interfere with the
rearmament program. Mr. Wilson
testified Tuesday before the Senate
Finance Committee, considering
tax-increase legislation. He reite-
rated his views in a news confer-
ence Wednesday and in a quarterly
report to the President.
Keynoting his position was this
observation: "Whether the men of
the United Nations are engaged in
combat or are standing on a truce
line makes no fundamental change
in the need for building strength
for the defense of freedom through-
out the world."
On the legislative side Mr. Wilson
said Congress must raise taxes to
meet the mobilization. Alternatives
are curtailment of the program,
which he called "unthinkable," or
inflationary borrowing.
He said $42 billion in military
orders has been placed since Korean
fighting started and contracts are
now being awarded at a rate of
$3.5 to $4 billion a month. De-

divers and construction activity
have reached $1.5 billion a month,
said, and will rise to $4 billion
a month in a year. He ex-
pressed himself as dissatisfied with
progress in production and cited
steps being taken to increase out-
put.
W. Averell Harriman, adviser
to President Truman, told the
Senate committee the main pur-
pose of the greatly enlarged re-
armament program is not to fight
the Korean war but to develop
strength to prevent a world war
or to be prepared should it be
forced upon us.
President Truman said at his
news conference Thursday that the
controls law should be passed by
Congress with authority to roll
back prices.
In submitting the Wilson mes-
sage to Congress, President Tru-
man said: "The heaviest burdens,
the hardest part of the job lie
ahead. The full impact of our pro-
gram will begin to be felt next
year."

On August 15, Eric Johnston, Economic Stabili-
ization Director, said the economic
controls law now pending in Con-
gress likely would mean a $1-a-day
increase in living costs for every
American family. He said Presi-
dent Truman had agreed that all
Administration elements should
join a campaign of speeches, state-
ments and appeals to tell the public
about the hazards of inflation.
"We don't want an economic
Pearl Harbor or Dunkirk he said,
and we don't want a Munich of
appeasement."
If Congress passes a final
Defense Production Act written
along lines of the proposed 31-day
extension, he said, it could mean
price increases of 5% to 7% in
the next year, or a $12 to $14
billion increase in the cost of living
to consumers.
Mr. Johnston called for a $10
billion tax increase to help finance
the scheduled billion-a-week mobili-
zation program.
In typical fashion American con-
sumers entered the second half
of 1951 by ignoring warnings of short-
ages. These shortages had in-
spired big discounts for the rush of
the autumn and winter.
Secretary Snyder said the
defense program has been devoted
largely to tooling up for military
production. He said the second
phase will bring heavy delivery of
goods to military services, with
much higher government spending.
At mid-year the spending had reached an
average of about $20 billion
and this was slated to be almost
doubled in not too many weeks.

Future of Advertising
In his observations to Mr. Jor-
gen etsen, Secretary Snyder gave
this view on the future of advertising in
the defense economy: "You will
know that to prosperous business
must maintain advertising. I know you
deck your clients' names before the public if they are to keep their markets. There is no ques-
tion about that. I do not think it
possible for a going concern to
forget the fact that it has to keep
up its public contact and relations."
According to Mr. Jorgen sen, the
Secretary of Commerce's experience gained by the Bureau of Internal
Revenue would enable it to segre-
gate reasonable and unreasonable
advertising expenditures.
"I gained the impression," Mr.
Jorgen sen said, "that Secretary
Snyder was fully aware of the ne-
cessity for allowing taxpayers to
maintain, through advertising,
their trade names and the knowl-
dge of the quality of their prod-
ucts and goodwill built up over past
years."
Total employment was around
92 million persons in June, 500,000
over the same period last year.
Unemployment dropped from
5,400,000 a year ago to less than
2,000,000.
Personal income is about $245
million a year, 10% above one
year ago. Cost of living is around
9% above a year ago, with food
costs especially high.

NEW GE BUILDING
Planned at Springfield, N. J.
GENERAL ELECTRIC Co. last
week announced that it would build
a 29,000-square-foot manufacturing
building at Precision Labs in
Springfield, N. J. Precision is a
manufacturing unit of GE's Com-
ponents Division. The plant will
be completed in about four months.
Precision Labs makes small
metal parts for radio, television
and other electronic tubes pro-
duced by GE and other tube makers.
The plants are designed to help GE meet the increased de-
mand for parts needed for elec-
tronic tubes used in civilian and
military applications, according to
E. L. Hulse, manager of the Com-
ponents Division.
SECURITIES SALES STIMULUS
Wellington Experiments With Radio

RADIO offers a means of stimulating securities sales in the $2 billion mutual fund industry, despite sharp restrictions in use of advertising because of federal restrictions.

Wellington Fund, Philadelphia, described as a leader in this field, like other mutual funds of the type, has used radio advertising because of restrictions imposed by the Federal Securities Act. This act prescribes limits on language used in advertising regulated securities to the public.

A new idea for mutual fund advertising was conceived by E. Howard York, vice president of Doremus & Co., Philadelphia, and Chet Messervey of KYW Philadelphia.

Did it work? A. J. Wilkins, executive vice president of Wellington Fund, indicated the six-week program started on KYW brought in an average of 30 queriers a week. The number of sales made as a direct result of the broadcasts was "substantial," he said.

"The experiment was successful," Mr. Wilkins explained, "not only in securing leads but what is more important had considerable educational value as far as the general public was concerned.

"We feel that the inauguration of our investment plan for the purchase of Wellington shares has created thousands of potential purchasers whom we have not been reaching with our advertising and sales staff. We wanted an advertising vehicle that would reach these people. We think we may have found it with this program." When the idea was in its creative phase, Mr. Wilkins had doubted it was possible to write an entertaining minute-and-a-half commercial that complied with terms of the securities law.

JOSEPH JACOBS

Agency Executive Dies

FUNERAL services for Joseph Jacobs, 57, manager, Los Angeles office, Bosell & Jacobs Inc., advertising agency, who died of a heart ailment July 4 in Rochester, Minn., were held July 6 from Burket's Chapel, Oak Hill Burial followed in Omaha. Mr. Jacobs was manager of the Los Angeles office for the past seven years. Before that, he was with General Outdoor Advertising.

Besides his widow, Tillie, he leaves one son, Alan, vice president and manager, Chicago office, Bosell & Jacobs, and Messervey turned up with the idea of adapting commercials to the earthy style of Jack Pyle, disc jockey.

The Securities & Exchange Commission scanned four proposed scripts, suggesting minor revisions and advised they be used in transcribed form to prevent ad libbing.

The Wellington radio campaign was started simultaneously with inauguration of the Wellington Investment Plan for systematic purchase of shares on a monthly basis. Commercials were started the first week in May to run for six weeks on KYW, 7:45 a.m., three weekly. Cost was $750.

Disc Jockey Pyle handled the work "prospectus" in a light, informative fashion, remaining within the legal requirements. With his aide, Paul Taylor, he injected humor, copy and in advanceprechasing and preceding and following the transcribed commercials. He reminded that a prospectus could be obtained by writing the station. Last commercial was June 14.

COY TESTIFIES
On Government Ethics

CHAIRMAN WAYNE COY said Thursday he did not think the problem of "pressures" on the FCC from outside sources were great or serious. His opinion was given in testimony before the Senate Sub-committee on Ethic.

Chairman Coy said that as a rule it was not particularly difficult for staff or Commission members to resist any pressures should they be tempted to go that way.

On the subject of so-called job-jumping, that is, the leaving of a position within an agency to accept employment or association with a prospective firm, Chairman Coy said the practice was not prevalent in the FCC. He saw no objection to what job shifting has occurred in recent time.

According to Chairman Coy, job-jumping was not objectionable, provided the shift from government to industry does not involve the handling of the same subject matter the employee was concerned with while in the government.

Chairman Coy cautioned against too many regulations on government employees as he thought they would detract from the freedom of the public servant.

The subcommittee is currently engaged in hearing testimony on the general subject of ethics in government with an eye toward legislation for a Commission on Ethics, which would be set up within the government. Sen. J. W. Fulbright (D-Ark.) is sponsor of a measure (S Con Res 21) that would do this.

LAMB TO BUY WOW
(Continued from page 27)
organization otherwise, it was anticipated, would remain intact.

So far as is known, Mr. Lamb and his family would become the sole owners of the properties.

Under the original leasehold evolved in 1942, the late John J. Gillin, general manager of WOW, since 1925, had an employee of the station prior to that time, to have acquired substantial control. His holdings, about 25%, were left largely unchanged. Other stockholders include: Mr. Matthews and Guy C. Myers, West Coast and New York businessmen, with 25% each; Robert D. Smith, president of the Federal Securities Board of Omaha; J. J. Issacson, and M. M. Meyers, of Omaha, the latter three holding 25% among them.

Takes Leasehold

The leasehold finally expired in 1945, following the litigation, was for 25 years at an annual rental of $140,000 or $5,600,000. It is this leasehold lease to which Mr. Lamb, as the new owner, would take over.

Since the death of Mr. Gillin in July 1950, Secretary Matthews has headed the firm as president and has controlled policy.

Frank P. Fogarty, of Omaha, is general manager of the operations, and the station executive, is assistant general manager.

James Lawrence Flye, former FCC Chairman and the senior partner of Flye, Shuebruck, Blume, represents the Lamb properties.

He had also represented WOW in the litigation following the Woodmen of the World leasehold along with the firm's regular counsel, Segal, Smith and Hennessy.

Mr. Lamb, 49, is a native of Toledo. He is a 1924 graduate of Dartmouth, later receiving his A.B. at Harvard and LL.B. from Western Reserve.

He was admitted to the Ohio bar in 1927. After serving as director of the City of Toledo, Mr. Lamb went into private law practice in 1929. Since 1946, he has been the senior member of the law firm of Lamb, Goerlich & Mack which last week became Lamb & Mack (see page 47).

In 1953, he became owner and publisher of the Dispatch. With the advent of commercial television, Mr. Lamb founded both W2ON and WICU in 1949.

Mr. Lamb is a member of the American National Lawyers Guild, Ohio State, Toledo and Inter-American bar associations, as well as the American Newspaper Publishers Asso.
How is your sales-prospecting these days?

Over here on the Mutual range, some of the smartest oldtimers in the business are making new discoveries every day... more listeners... at lowest costs... all around the clock... all week long...

This simply confirms what Mister PLUS has
been saying right along: network radio [on Mutual, the one network concentrating 100% on radio] is second to none as an efficient, low-cost tool for mass sales.

And now Mutual morning time, one of the richest customer-deposits of all, is cinching the proof of these values, as sure as sunrise.

Alka-Seltzer, Bab-O, Kraft, Lucky Strike, Old Gold, Quaker Oats... this is the company of advertisers whose programs are now reaching bigger audiences than ever—in the forenoon on the PLUS Network.

The signpost below can point an immediate route to better sales prospects for you!
IN ORLANDO, WLOF'S
"SWEET MUSIC SHOW"

SUNDAY AFTERNOONS 12:30 TILL
4:00 PM HAS A HIGHER HOOPER
RATING(*) THAN CBS, NBC & ABC
STATIONS HERE.

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

SUNDAY - JUNE 2, 1951

SATISFACTION seemed to be the order of the day when these sponsor,
agency, network and talent representatives involved in the Columbia Pacific
Frank Goss newscasts met in Hollywood. Present were, standing (l to r) Fred
E. Johnson, Pacific Coast sales supervisor, American Safety Razor Corp.,
New York; which sponsors program Tuesday, Thursday, Saturday; Joseph
Ungor, sales promotion manager, ASRC, New York; Frank Goss; M. Leuen,
ASRC Los Angeles representative; Ed Buckalew, sales manager, Columbia
Pacific; and seated, George Bliss, McCann-Erickson Inc., New York, agency
representing the razor firm. Peter Paul Inc., New York, sponsors Monday,
Wednesday, Friday segments of the newscasts.

SET TAXES
Hill Studies New Excises

THE TAX SCUFFLE may be only
beginning for the radio and tele-
vision industry, it was indicated
last week.

There are increasing signs that
the Senate Finance Committee may
start almost from scratch in con-
sidering a new tax bill. It cur-
rently is conducting hearings on
revenue.

RTMA Seeks Hearing

Radio-Television Mfrs. Assn. has
asked for a hearing, but as yet no
date has been set. Robert T.
Sprague, RTMA's chairman of the
board, may testify. Emphasis
probably will be laid on Treasury
Secretary John Snyder's request
that the Senate committee increase
excise taxes on radio-TV sets from
10 to 25% on the manufacturing
level, an action that was dropped
by the House Ways & Means Com-
mittee (BROADCASTING • Telesc-
ing, July 2, May 28).

The All-Industry TV Broad-
casters Tax Committee, chaired
by George B. Storer, has applied
for hearing before the Senate
group. The broadcasters would
like to present individual hardship
cases within the industry where
the excess profits tax is taking a
toll.

It is understood that the Senate
committee, of which Sen. Walter
P. George (D-Ga.) is chairman, is
becoming increasingly aware of
demands for a rise in the excise
levy.

Such a request has been made by
Rosswell Magill, chairman of the
Committee on Federal Tax Policy.
Mr. Magill is a former Under-
secretary of the Treasury. He is
advocating an across-the-board
boost in the form of a general
manufacturer's excise tax. Mr.
Magill has been invited to testify
before Sen. George's committee
today (Monday).

NATIONAL Nielsen Ratings Top
Radio Programs
(Total U. S. Area, including Small-Town, Farm
and Urban Homes and Including Telephone
and Non-Telephone homes)

EXTRA-WEEK
May 27- June 2, 1951
EVENING, ONCE-A-WEEK
NIELSEN-RATING *

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lux Radio Theatre (CBS)</td>
<td>13.0</td>
</tr>
<tr>
<td>Jack Benny Show (CBS)</td>
<td>11.8</td>
</tr>
<tr>
<td>Charlie McCarthy Show (CBS)</td>
<td>11.3</td>
</tr>
<tr>
<td>Amos 'n' Andy (CBS)</td>
<td>11.2</td>
</tr>
<tr>
<td>Pabst Blue Ribbon News (CBS)</td>
<td>10.8</td>
</tr>
<tr>
<td>My Friend Irma (CBS)</td>
<td>10.0</td>
</tr>
<tr>
<td>Walter Winchell (ABC)</td>
<td>9.9</td>
</tr>
<tr>
<td>Red Skelton (CBS)</td>
<td>9.9</td>
</tr>
<tr>
<td>You Bet Your Life (NBC)</td>
<td>9.2</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>9.5</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by ap-
plying the "Nielsen-Rating" (%) to 41,903,-
000—i.e., the 1951 estimate of Total United
States Radio Homes.

(*) Home reached during all or any part of the
program, except for homes listening only 1 to 5 minutes.

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Page 38 • July 9, 1951
In Northern California

MORE PEOPLE LISTEN — more often — to KNBC
than to any other radio station

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

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

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

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

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

PLUS-Market Case History
Eureka-Humboldt County

- Population — 68,548, an increase of 49.6% from 1940-1950
- Effective Buying Income* — $96,950,000, an increase of 155.6%
- Retail Sales* — $76,770,000, up 215.5%
- KNBC Audience — Week after week, over half of the radio families listen regularly to KNBC

*Sales Management's 1951 Survey of Buying Power

KNBC
Northern California's NO. 1 Advertising Medium
50,000 Watts — 680 K.C. San Francisco Represented by NBC Spot Sales
CBC FINANCES
Deficit Seen for Fiscal '51
A DEFICIT OF $1,149,000 for the Canadian Broadcasting Corp., for the fiscal year ending March 31, 1951, was announced in the House of Commons at Ottawa last week.
Income from receiver and transmitter license fees totalled $5.5 million; from commercial programs $5.4 million and from miscellaneous sources $266,000, for a total of about $8.5 million. Expenditures of $9.2 million included $4 million for programs, $1.9 million for engineering, $1.1 million for networks, $540,000 for administration, $271,000 for press and information. News services cost $147,297, including $168,227 for Canadian Press, $85,000 to United Press and $4,000 to a French news agency.

In the present fiscal year, which started April 1, BBC estimates revenue from license fees at $5.7 million; from sponsored programs $2.5 million, and from miscellaneous sources $520,000, for a total of $8,880,000. Expenses are estimated at about $11 million. A government grant of $3 million has been promised.

ABC-UPJ Merger
(Continued from page 81)
five from the present ABC board. The ABC representation would consist of Messrs. Noble and Kintner, and Earl E. Anderson, Robert H. Hindley and Owen D. Young. If Mr. Young should cease to be a member of the board, the total membership would be reduced to 17.
The statement showed that UPT President Goldenson received $156,000 in salary (and $66,000 for expenses) plus options on 75,000 shares of stock in 1950. Messrs. O'Kane and Weitman and two other vice presidents, Walter W. Grosvenor and Edward L. Hyman, each received $44,350 in salary, $5,000 in bonus and options on 12,500 shares of stock.

Whiteman Top Salary
At ABC, top salary in 1950 ($37,000) was received by Vice President Paul Whiteman. Vice Chairman Mark Woods, who resigned a week ago, received $75,000 (and had an employment contract extending to the end of 1953, provisions for the termination of which were not disclosed); President Kintner received $58,333, and Vice President and Treasurer C. Nicholas Priaux received $27,500.

Messrs. Kintner, Priaux and Whiteman also had employment contracts with the network—Mr. Kintner's extending through 1957 with ABC having the option then to extend it for three more years; Mr. Whiteman's extending to April 1, 1956, and Mr. Priaux's to Dec. 31, 1953.

PEOPLES BCASTG.
Executives Realigned
SHIFT in the executive alignment of Peoples Broadcasting Corp., licensees of WPRF, Worthington, Ohio, and WOL Washington, was announced Friday.

Herbert E. Evans, vice president in charge of personnel of the Farm Bureau Insurance Co., of which Peoples is a wholly owned subsidiary, will take over the bureau's broadcasting operations as vice president and general manager in addition to his other duties. Mr. Evans, who succeeds James Moore, has been with the bureau nine years. He will be responsible to the board of directors and to the president of Peoples, Murray D. Lincoln. Mr. Moore has been assigned to other duties with the bureau.

J. D. Bradshaw, commercial manager of WPRF, becomes manager of the station. Ben E. Wilbur, assistant manager of WOL since last March, will manage WOL. Mr. Wilbur, formerly was associated with the ABC Network.

Fred A. Palmer, who has been radio consultant to Peoples and WOL acting general manager, continues his association with the firm by becoming consultant to Mr. Evans. Mr. Palmer for seven years has operated the Fred A. Palmer Co., radio consultants, with headquarters in Columbus. Both WOL and WPRF are affiliates of the Liberty Broadcasting System.

George Campbell, who has directed Liberty's Washington news operation, assumes the post of program director at WOL. Succeeding him is Richard T. Roll, formerly program and sports director at WLOK Lima, a Port Industry Co. station. Other changes will be forthcoming, it was said.

MANUFACTURING
Sales High, Profits Drop
DESpite an all-time sales peak of $53.1 billion reached in the first quarter of 1951, profits of U. S. manufacturing corporations fell 8% from 1950 fourth-quarter profits. This was disclosed in a joint report on quarterly estimates by the Federal Trade Commission and Securities & Exchange Commission.

After taxes, net profits in the 1951 first quarter amounted to $3.3 billion. These profits, however, were bettered only in the last two quarters of 1950 and were 36% above the 1950 first quarter. In making quarterly comparisons, the report points out that in the first quarter of 1950 was a period of "somewhat depressed" business activity, with the tempo increasing in the second quarter after the outbreak of hostilities in Korea.

WEVD-FM New York began operation on 106.1 mc and duplicating the AM programs of WEVD.
Graybar recommends the CONTINENTAL 5/10 KW AM TRANSMITTER

If you are now planning to replace your present equipment... or provide for emergency transmitting facilities, you'll find it profitable to investigate this new 5/10 transmitter. Manufactured by the Continental Electronics Corporation of Dallas, Texas and distributed by Graybar, this unit embodies many features never before available in AM transmitters — features developed through years of experience in the fields of high-power and high-frequency transmitter manufacture.

NEW!... Improved high-efficiency amplifier in output stage. For the first time in any commercial transmitter, this amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.

NEW!... Completely self-contained (exclusive of the automatic voltage regulator). No external transformers, chokes, or blowers are required. Installation is greatly simplified.

NEW!... "Transview" cabinet design and vertical chassis construction enhance this transmitter's appearance and provide an unobstructed view of the functional equipment.

There are other features you'll like, too. Features such as: forced-air ventilation of all components; use of vacuum-type capacitors in output stage to provide maximum stability of tuning; use of direct-operated relays to give a hum-free operation of control system; easy conversion from 5 to 10 kw operation by simple output tube change.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts about Continental transmitters. Or, if you prefer, send for a completely descriptive bulletin on this new Graybar-distributed equipment.

Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable item conveniently, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc., Executive offices: Graybar Building, New York 17, New York.
Radio Listening Still Climbing in Springfield Illinois

Evening—37.8 per cent up 2 per cent from '49-'50.

Morning—23.3 per cent up 4.3 per cent from '49-'50.

Afternoon—23 per cent up 4.7 per cent from '49-'50.

Listening percentages quoted (sets-in-use) are from Hooper Fall-Winter Reports '50-'51 and '49-'50. Perhaps there is a downward trend in some markets but NOT in Springfield, Illinois.

AND—may we remind you that the Hooper Report '50-'51 also shows that WTXA is FIRST MORNING AFTERNOON EVENING with more than DOUBLE the audience of any other station heard in Springfield afternoons (Monday thru Friday) and evenings (Sunday thru Saturday).

WTAX Columbia Broadcasting System Affiliate REPRESENTED BY WEADE & COMPANY

Page 42 • July 9, 1951

John D. Scheurer, Jr. (1), operations assistant to the general manager of The Philadelphia Inquirer stations (WFIL-AM-TV), accepts the National Safety Council’s Public Interest Award for 1950 from Ray M. Godwin, chairman of the board of governors of the Philadelphia Safety Council, as the stations were honored by the council for exceptional service to the cause of safety.

Northern Trust (Continued from page 32)nings at the Art Institute.

Musical comedy stars appearing locally often visit the program to sing their show’s hit tunes. An increasing number of top-flight name singers, such as Patrice Munsel of the Metropolitan Opera, have been signed for future dates. Television is being watched closely, but there are no plans now to “abandon radio, which has served us so well.”

First TV Test

The company’s first-and-only experiment in TV took place in October 1948, when The Northerners was simulcast. Shortly thereafter, an editorial feature in the company’s house organ noted “we are particularly interested in this television experiment because the medium gives us an opportunity to stress visually the warmth, humaneness and understanding which the bank, through its officers and employees, brings to the family problems involved in trusteeship.” The trust department had been advertised on the simulcast.

Commercials adhere to a policy set by Mr. Smith and his colleagues, who believe “friendship for a bank doesn’t just happen. It must be created. Banking has become a business of merchandising, and merchandising is selling. The Northern Trust Co., like every other bank, has only one type of merchandise to sell—and that is service. The bank that sells good, friendly service is a good place to bank.”

Most of the commercials are phrased in dialogue with a personal banking problem of an individual or family being considered. The convincing sincerity and humaneness of the commercials—and the comfortable entertainment of the programming—have been superimposed into the personality of the bank itself. It always has influenced people, but radio has helped it make many friends.

WOL’s Winner

Marcella Black, WOL Washington continuity writer, last week won the Miss U. S. Television contest staged by WTTG (TV) Washington. Miss Black also is entered in the Miss Washington contest conducted by WWDC Washington. The WWDC contest winner will be entered in the Atlantic City Miss America competition.

Radio Free Europe is now broadcasting daily 15-minute news program to Albania, using RFE’s shortwave transmitter in the Western German, Albania, RFE said, is the “Sixth prison state of the Kremlin” on RFE schedule, the others being Bulgaria, Czechoslovakia, Hungary, Poland and Rumania.

The Spirit of ‘51

The Spirit of ’76 was draped in language of 1951 in a patriotic pledge drawn up by KTUL Tulsa and distributed to congregations of nearly every Tulsa church July 1 (Sunday).

Some 100,000 copies of the pledge were distributed and Tulsa ministers were asked to make freedom the subject of their pulpit discussion on that day.

In addition, the pledge, entitled, “My Declaration of Independence —1951,” was aired over these Tulsa stations: KTUL KVKO KRMG KJCK (KJCK-TV). Reading of the “Declaration” was accompanied by tolling of church bells throughout the city.

The five paragraph pledge was sponsored by KTUL, the National Bank of Tulsa and the Scott Rice Printing Co. Headed by L. A. Blust, KTUL’s general sales manager, the Tulsa Advertising Federation helped distribute cards bearing the pledge in conjunction with its campaign to mark the 175th anniversary of independence truly significant.

John Esau’s Idea

Idea for the modern “Declaration of Independence” was conceived by John Esau, vice president-general manager of KTUL. It was written by Harry Ahlin, head of the KTUL continuity department, and Rudy Cohen, KTUL continuity writer.

The “Declaration” pledges “to work for Freedom as Freedom has worked for me…”

Broadcasting • Telecasting
Some of Wincharger's most interesting tower jobs are not always the biggest, tallest or most expensive. We have pioneered custom-made 2-way radio tower equipment for police, utilities, pipeline, taxi, R.E.A., railroads, airlines and government service as well as many other special jobs.

Long experience has proven that the cheapest power is a tall Wincharger Tower—now new improvements assure even greater strength, durability and versatility to best fit the specific requirements of each individual installation.

Wincharger Engineering Service

It takes more than steel guys, insulators and anchors to build an efficient short wave tower. Wincharger engineers are well qualified to advise you on your particular problems. A new booklet describing this versatile equipment in detail is yours for the asking. Our consultation service is also available without any obligation on your part.

Write
Wire
Phone
...Finds a Super Salesman

RADIO—Chuck Collins' seeing-eye is the major sales tool for King "Soopers," Denver, a major chain of independent grocery markets.

Mr. Collins, a blind entertainer, and the grocery chain go together in this respect: They both got their big push with radio—KOA Denver—and are as close to the broadcast business as doves in a love nest.

In the suburbs of Denver four years ago, a modest little grocery market, owned by Lloyd J. King, was providing food service to residents of Arvada. That was before it tackled the highly competitive grocery market in Arvada, later turning to big-time food marketing, grew to a formidable four-store supermarket enterprise in less than three years.

'Collins Show' Renewed Consistently

Much of the credit goes to Mr. King's experience in merchandising, but radio and Mr. Collins also helped tune up the cash register. The Collins Show has been renewed consistently by the King stores and still serves friendly fare for Denver folk.

Mr. Collins in the nearly two-year "Sooper" period has established himself as "King of Entertainers," as KOA bills him, and the "Sooper" salesman and personal goodwill ambassador for Mr. King and his enterprises.

The show is Mr. Collins' project. He writes the program, including all commercials which are integrated with the copy theme for the day. The copy may dabble in poetry and flirt with bits of philosophy, perhaps humorous anecdotes, appeals for worthy charities and what-have-yous. Only "must" is Mr. Collins' light-hearted touch.

He turns out two sets of scripts, one in Braille at a 60-word per minute clip, the other on a standard typewriter at 80-words per minute. Mr. Collins has the exemplary honor of being one of a few persons in the country who reads the language of the blind at about 250-words per minute and whose sensitive finger-tips scan one line ahead of his speaking voice.

Chuck Collins is indeed an unusual specimen. To add to his accomplishment in obtaining a political science degree at the U. of Idaho 20 years ago, he is a man who goes without a white cap, without seeing-eye dog, mows his lawn with little aid, works persistently on his huge library housed in the family garage.

The King "Soopers" have not been idle with this "Sooper" salesman and the broadcast medium, for which it allocates 40% of its ad budget to the Collins Show alone. Currently the firm is expanding into the retail drug field with "Sooper K Drugs," rushing to completion a modern city shopping center (housing a King "Sooper") to be known as the Mayfair Development and a similar suburban project, to be called Lakewood Development.

Radio Main Factor In Expansion

Mr. King looks to radio as the "principal factor enabling us to continually expand our operation. . . We are building for the future, and our radio program is doing an outstanding job of building goodwill and a steadily increasing business."

When Mr. Collins did a one-time pitch for a special price item—to help King "Soopers" dispose of an overload of fresh roses—six hours later the sponsor called to ask there be no further mention of the flower as the entire supply had been sold.

Mr. Collins doesn't think of himself as bearing up under a handicap. His ability, vision and enthusiasm is best explained in this anecdote. When visiting friends he was noticed as he paused at a door of a darkened room. Mr. Collins overheard the hostess remark: "Can he find the light?" To which, he answered quickly: "What for?"

Another Chuck Collins Show is in the works. Mr. Collins prepares his own scripts, including commercials, on both a braille and standard typewriter. He reads from braille at the rate of 250 words per minute while on the air.

Business of Broadcasting

One of a Series

Broadcasting • Telecasting

BROADCASTING • TELECASTING
MARSHALL WELLS, WJR'S Farm Editor, sells thousands of farmers in the Great Lakes area on the merits of RALSTON PURINA farm feeds. Wells conducts four shows tailored to the interest of his large farm audience.

Farmers listen — farmers buy!

THE GREAT VOICE of the GREAT LAKES

WJR DETROIT 50,000 WATTS CLEAR CHANNEL CBS

The best way to reach the prosperous farm market of the Great Lakes area is through the influential voice of its favorite farm reporter, WJR's Marshall Wells.

A major portion of the area's great farm audience—and thousands of city folks, too—are regular listeners.

Get greater coverage and greater sales throughout this rich, important market area.

Use WJR, the Great Voice of the Great Lakes.

Remember . . . First they listen . . . Then they buy!

*and city folks listen, too

Represented nationally by Edward Petry & Company

Radio—America's greatest advertising medium
ARThUR B. McBride and Daniel Sherby, his Cleveland business associates, have reluctantly and reluctantly and reluctantly determined to dispose of their interest in the WMIE Miami, Fla.

They have contracted with E. D. Rivers Sr., licensee of WGSV, St. Petersburg, to sell the minority stock holding for $1 for one cent on the dollar," plus assumption by Mr. Rivers of substantially all outstanding loans made by them to WMIE.

The stock, representing an investment of $150,410, is to be sold for $1,541 and notes for loans totaling $227,350 are to be sold for $218,459.

The proposed sale was disclosed last week in a petition—printed in red ink—filed by WMC's Washington counsel, Paul M. Segal, 1933 to the FCC to give "immediate consideration and expedited action" to the case including approval of the transfer to Mr. Rivers.

Rita Delays

Attacking the lengthy delays in the WMIE transfer case now before the Commission—invoking a "pro-forma application" to assign the permittee of the station from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast—and stated the "applicant believes that there is joint action" on the part of three other Miami stations—WQAM, WIOD and WATF—"to prevent the placing of radio advertising on WMIE, to bring the station into disrepute, and to cause it to operate at a loss."

WMIE has made the application to FCC in an earlier pleading [Broadcasting • Telecasting, May 14].

The petition contended it was "because of the operating losses that Messrs. McBride and Sherby must dispose of their interest."

"Messrs. McBride and Sherby believe that the type of competition encountered by WMIE is basically responsible for the losses incurred by that station. They further believe that the type of competition and continued newspaper attacks upon WMIE will be unavoidable and incurable so long as Mr. McBride continues identified with WMIE," the petition alleged.

In mid-May FCC stayed, pending further review, the initial decision of Hearing Examiner Leo Fehlman recommending a grant of the pro-forma transfer and finding nothing to disqualify Mr. McBride as a radio station stockholder.

Rather, the examiner noted numerous witnesses testified highly of Mr. McBride's character and integrity. Similarly, Continental Press' news service, founded by Mr. McBride and now owned by his son, Edward J. McBride, was found to have violated no federal laws [Broadcasting • Telecasting, May 21, March 19].

Later, FCC records showed the Commission had asked authority of Treasury and Internal Revenue officials to re-examine the McBride's income tax returns in order to help resolve the "question of ownership" of Continental Press "inasmuch as it may have a direct bearing on the question of whether or not Sun Coast Broadcasting Corp. is qualified to be the licen-

"see of WMIE [Broadcasting • Telecasting, June 4]."

Examiner Reinsch's initial finding was protested by Sen. Estes Kefauver (D-Tenn.) and his Sen-

ate Crime Investigating Commit-
tee, which charged that Continental Press is linked with illegal gambling operations across the nation.

WMIE is assigned 10 kW day, 5 kW night on 1140 kc, directional fulltime.

Reviewing the history of the controversy proceeding, the WMIE petition said the application for WMIE was filed by Sun Coast Jan. 30, 1947. In conflict with another bid, the two requests were designated for comparative hearing on Feb. 27, but the applicants resolved their differences and on April 29 of that year filed papers for merger of their interests, the petition said. FCC was asked to approve Lincoln Operating Co. as trustee for Sun Coast with the understanding that as soon as possible an appropriate request for transfer of license would be filed.

Reviews Case

The petition indicated FCC granted the application July 10, 1947, "upon the terms indicated" and "the promised application for transfer," dated Oct. 27, was filed Dec. 3 of that year. WMIE's construction was completed July 10, 1948, the petition continued, and equipment tests begun.

Thereafter, the station being completed, the Commission designated for hearing the pro-forma application for transfer of construction permit which had lain before the Commission for seven months. The delay was "very unusual," the petition charged.

WMIE began program test Sept. 17, 1948, and has operated under the Commission authority since then, it was noted. Meanwhile, on Aug. 13, a petition to reconsider and grant the transfer had been filed.

"On May 16, 1949, nine months (Continued on page 84)"

CHARLES CRUTCHFIELD (center), vice president and general manager of Jefferson Standard Broadcasting Co. (WBT-AM-FM WBTW TV) Charlotte, N.C., is host guest at a dinner June 29 given by the Man's Fellowship Class of the Holy Trinity Greek Orthodox Church of Charlotte. Among those present were (I to L) James Paschal, Basil Whitten of Gastonia, solicitor of the local judicial district; George A. Trakas, Gastonia, and Very Reverend Chrys Popalambros, pastor of Holy Trinity. Mr. Crutchfield leaves soon as an advisor and consultant to Greek radio officials [Broadcasting • Telecasting, June 18].

HIGH DAWN LISTENING

AFTER midnight listeners constitute a sizable market in the New York Metropolitan area, with 23% of all families listening on a typical night and 38.4% of them listening at least once a week between midnight and 6 a.m., according to a survey conducted the first week in May by Pulse for WNEW New York. Survey showed that 3,285,900 persons in 1,160,000 New York area homes are after-midnight listeners.

Somewhat surprisingly, housewives make up the largest share of the midnight-to-morning audience, accounting for 25.6% of total, the Pulse interviewers found. Clerical and sales workers ranked second, 19.1% and manual workers third, 16%. Next were students, 13.3%, followed by professionals, managers, proprietors and executives, 12.3%; service workers, 10.4%; retired, 2.2% and unemployed 1.1%.

This latest survey proves conclusively that the post-midnight audience is not limited by any means to night-owls and such late-night workers as taxi drivers and short-order cooks," Claimire Him- mel, WNEW research director, commented. "In this densely popu-

lated area there are a lot of people on any given night who are returning home late from such or-

dinary activities as visiting or attending the theatre, ball games, club meetings—all of which makes for a very substantial amount of radio listening after midnight, both while driving home and at-home before retiring," the report said.

Another breakdown showed men to outnumber women listeners in the after-midnight hours by 58% to 42%. Median age of these late listeners was 38 years, with 6.8% aged 20-29; 44.5% 30-44 and 29.1% 45 years and over.

On an average night the post-midnight audience includes 68.5% listening at home, and 0.4% both; 13.1% away from home. On a full-

week basis the out-of-home audi-

ence decreases slightly to 11.2%, the at-home also drops a little to

Pulse Finds

83.9% while the percent listening both at home and away rises to 4.9%.

Listening in the Greater New York Area rises at midnight, Pulse discovered, the audience at mid-

night being 19.5% larger than it was at 11:45 p.m. While ratings of other stations changed slightly, in no case as much as 1%, WNEW registered a gain of 2.6 rating points, up from 1.3 at 11:45 p.m. to 4.1 at 12:00 a.m. WNEW's Marlene, on from 12 to 5 a.m. was the most popular program, tuned in by one out of three families on an average night, by more than half, (51.3%) of the listening families during the entire week.

There are 15 New York area stations on the air after midnight of which five sign off at 1 a.m., two at 1:15 a.m., three at 2 a.m. and three at 3 a.m. with only two stations—WNEW and WJZ remaining on through the night.

Page 46 • July 9, 1951

BROADCASTING • Telecasting
D AVID WILBURN, program director WKYW Louisville, appointed general manager WXOI Richmond, succeeding GRAEME ZIM- \n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n## LEE ESTATE

#### Hearing Set on Claims

OFFER by two adopted daughters of the late Don Lee, founder of Don Lee Broadcasting System, to take $160,000 each as compromise settlement on their claims against the $12,726,944 estate of his late son, Thomas S. Lee, is scheduled for hearing by Superior Court Judge Newcomb Condee in Los Angeles tomorrow (Tuesday).

Petition for authority to accept compromise claims filed by Mrs. Christine L. Rieber of Metuchen, N. J., and Mrs. Elizabeth L. Fry of West Los Angeles, was made by Public Administrator Ben H. Brown last month.

The sisters contended that all of Thomas S. Lee’s estate came from bequests made him by Don Lee. Mrs. Rieber and Mrs. Fry asserted that at the time of adoption by Don Lee he promised their natural father, the late Robert Boyd, they would receive equal treatment in all respects with his son. They were left but $1.00 each in the will of Don Lee. According to PLANS to become vice president and treasurer of Burns, they claimed a third of his estate.

Thomas Lee fell to his death from a Los Angeles building on Jan. 13, 1950. He will try his entire radio broadcasting and automobile distributing fortune to R. Dwight Merrill, Seattle lumberman, whose

late wife was a sister of Don Lee.

Mrs. Nora Patee, maternal aunt of Thomas Lee, also contested the will. Her contest was dismissed about a month before. Mrs. Patee reportedly also agreed on a settlement with the estate. Terms have not as yet been revealed.

## OPS Names Young

GEORGE L. YOUNG, advertising and sales promotion manager, bronze division of James H. Matthews & Co., Pittsburgh, is on leave of absence to serve as deputy director of the Radio-Television Film Division of the Office of Price Stabilization. Mr. Young will assume his new duties at once, OPS said. He is nationally known in the radio industry and has been in general advertising for the past three years. In 1947 he left WKBN Youngstown to aid in setting up WPCH Pittsburgh where he was general manager. Before World War II, Mr. Young was administrative assistant to J. Harold Ryan, vice president of the Fort Industry Co.

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## Personnel


LEONARD REED, ABC vice president in charge of radio programs, arrives in Hollywood July 19 for week’s conferences. . . GILBERT WELINGTON, national advertising manager Midnight Sun Broadcasting Co. (KFAR Fairbanks, and KENI Anchorage, Alaska), named volunteer radio-TV chairman for Seattle-King County Chapter, American Red Cross. . . LARRY SURLES, account executive WOR-TV New York, father of boy, June 24.

## Cleveland’s Chief Station

### WJW

**Chief Says:**

“Chief’s local business sure is booming. Let Cleveland merchants tell you why: Their spot campaigns send sales zooming; Chief Station’s shows sure make folks BUY!”

## Local Biz

Take your tip from local sponsors. They know Cleveland —they demand results. Since February, local business has tripled on WJW —Cleveland’s only network station with net-caliber daytime local programming.
Would You believe it!

J. J. Kearney, a sales consultant, reports a recent experiment in sales psychology. Mr. Kearney stood at a busy downtown intersection, offering dollar bills to everyone who passed by. For only 83 cents, he said.

In two hours only three people had bought the bargain dollar bills ... and those three were friends and neighbors of his. Kearney concluded that people didn't "buy" his "product" because they didn't know him, and thus were unable to trust the believability of his offer.
dollar bills for 83c
FIND THREE TAKERS IN TWO HOURS

This old stunt points up a most important moral to time-buyers.

Mr. Kearney was selling a high grade product at a real bargain price, and the public turned him down cold . . . except for three buyers who were his friends and neighbors.

The one thing lacking to make this sale a success was the public's confidence in the medium—Mr. Kearney. We would like to make this offer to Mr. Kearney . . . and to you. Advertise your product to the same public over any or all of the seven FORT INDUSTRY stations listed below and you will get action.

FORT INDUSTRY stations, you see, have built a steady, loyal, responsive audience that regards them as old friends and neighbors. FORT INDUSTRY stations, because of their consistent broadcasting in the public interest, are listened to, believed in, acted upon.

If your product is sold in a FORT INDUSTRY market, your sales message will get the highest results on a FORT INDUSTRY station.

THE FORT INDUSTRY COMPANY

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

National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455
What's Normal?

THE "back to normal" boys will begin whooping it up, now that the end of the shooting in Korea is in sight, and may succeed in modifying the U.S. rearmament program.

What will it mean to broadcasters if the pace of the armistice is arrested and the proportion of military production to civilian production reduced?

For one thing, essential metals for transmitter and receiver equipment will be in greater supply, thus enabling television to expand as soon as the FCC lets it.

For another, increased manufacture of consumer goods would require stepped-up advertising to sell them, and broadcasting would be called on to make its share of the sales.

We cannot, however, expect complete return to the pre-Korea economy. Much as some Congressmen may demand it (for political reasons) there will be no disarrangement of the drastic kind that followed World War II.

The fact is that in our generation we will never again know the two-year shift from armed action to armed truce, but the threat of violence will remain. At best a half-war, half-peace economy is our future lot.

The Small Picture

THE Injustice that radio has done itself in support of the National Broadcasting Company in its battle with the FCC to get the TV license which it has coveted for years had been fairly well explained many times in this column. The principle of the program rating was never more clearly shown than in the statistics released a fortnight ago by Hooper and Nielsen.

Both Hooper and Nielsen released figures on 10 leading radio programs to show how their ratings have gone to pot since the advent of television. As a means of measuring the true dimensions of radio, this examination of 10 evening shows is roughly comparable to an attempt to visualize the contours of a mountain range when they look at radio with no broader view?

The release of the then-and-now ratings on 10 programs by these two firms is deplorable on two counts: first, that neither has more professional competence than to announce such fragmentary findings, and, second, that the advertising industry will accept this grossly incomplete information as conclusive proof that TV has knocked off radio in the head.

You'd say that anyone who looked at Lana Turner with such a limited field of interest was nuts. Isn't it odd that no one questions the validity of this kind of field when they look at radio with no broader view?

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The fetishism attached to program ratings has led to disorderly competition, especially among networks, and driven talent prices into the troposphere. So intense was the networks' preoccupation with ratings that to a large extent they lost interest in more fundamental research and selling tools—such as cost-per-thousand comparisons with other media—until ratings began to tumble before the advance of TV.

The radio program rating has no counterpart in any other medium (except television, which is already preparing itself for a life of frustration by capitulating to the same services). Newspapers and magazines sell space on the basis of circulation—the circulation of the whole package, not just a page or a part of a page. Contrast this technique with that of radio. The ratings of some evening programs drop in TV markets, and suddenly the whole network rate structure goes down—despite the unquestioned fact that radio still delivers more audience per dollar than any other medium.

Bed-rock research is needed in radio, the kind of research that is comparable to the kind that is used by newspapers and magazines and accepted by their advertisers. Such research must be an industry-sponsored project, conducted either under the auspices of NAB, or if it cannot be gotten under the auspices of life, Broadcast Audience Measurement Inc. which has been a paper organization for a year or more.

Had radio sponsored such research in past years we would have its present dilemma—belatedly attempting the very great job of overcoming the devotion to program ratings that afflicts most advertisers.

Spectrum Speculation

WHENEVER trouble brews, there's always the quest for a whippin' boy. FM is a trouble area now in sharp focus—much more so than most FM-ers realize. Simply stated, the FCC is pondering what it should do about the vast expanse of spectrum space assigned to, but not being used by TV.

On June 11, we published in these columns our comments on the plight of FM, and suggested that consideration be given to possible divulsion of the lower part of the 88- to 93-mc band for TV. We knew it would excite some FM partisans to violence not far short of mayhem. Our Open Mike column of the past few issues proves we weren't in error.

In this issue we publish a letter to the editor from the father of FM, Dr. E. H. Armstrong. He resurrects the upstairs-downstairs battle with FCC. Whether he is right is now academic. It is allocations history.

We must view conditions as they exist. It's no longer a question of who is responsible for the woes of FM. It's a matter of what's to be done now, when the FCC must decide what it is to do with the unused spectrum space. Let's take another look at the spectrum chart. In the area 88 to 108 mc, there are 100 FM channels. These are adjacent to the lower end of the VHF TV band (54 to 88 mc) which allocates 64 VHF TV channels, each 6 mc in width. In this FM radio area are 685 licensed stations. It can accommodate several thousand FM stations. The demand does not exist. Will this vast spectrum space be permitted to go to waste, then? The answer is obvious. There are many common carrier and mobile services that want high frequency space. And there is TV, with its need for channels.

How good a case the common carrier services can make for these FM expanes, we do not profess to know. Safety-of-life arguments cannot bluntly be ignored. But these services are being accommodated elsewhere, and probably can expand in those areas which are not adaptable for video or audio transmission. It will require detailed studies to find out.

Major Armstrong and his disciples question the suggestion, based on "substantial engineering opinion," that the fewer than 700 FM stations might be compressed into a 2 mc band, with the remaining 18 mc assigned to three VHF TV channels. Maybe the answer might be in holding 8 mc for FM, leaving 2 mc to be diverted into two TV channels.

This is not a case of being for or against FM. No one questions the fidelity or quality of FM as the "finest broadcast service known to the art." It's a matter of realism. The problem exists. It is our duty to ferret out the facts and report them. The question is whether a valuable strip of ether domain earmarked for the broadcast services (whether audio or visual) should be given over to the

(Continued on page 86)

IRVIN GOODES ABELOFF

A FRIEND visiting Harvey Hudson, operations manager of WLEE Richmond, suddenly turned to him and said: "That Abellof must be a 'blanketly-blank' slave driver. This is the third time I've been here and each time the staff seems to be working like the dickens."

To which Mr. Hudson replied, "What can you do? He works harder than anyone else."

Industriousness, however, is only one ingredient of the success of Irvin Goodes Abellof, who currently is celebrating his 20th anniversary in radio.

Mr. Abellof is general and commercial manager of WLEE-AM-FM but it would be hard to delineate his duties. A member of his staff thought it over and replied, "In addition to being sales manager, he directs the entire station activities."

Although Mr. Abellof now has deep roots in Richmond, once the capital of the Confederacy, he was born a Yankee.

He was born Dec. 29, 1911, in Boston, Mass. Following his early schooling there, his father took the family to Richmond.

In 1929, he went to Augusta, Ga., and completed high school at the Academy of Richmond County in Augusta. He began college in Augusta but completed his formal schooling at the U. of Richmond. While in Augusta, he worked for United Leather Co., after school and traveled for the firm during summer vacations.

It was while attending the U. of Richmond that he lost his heart to radio. Brother George was playing in the orchestra at WRVA Richmond. One day while visiting George, he was invited to participate in dramatic programs. Two weeks later he joined the staff of WRVA. That was in June 1931.

Mr. Abellof would attend classes from 9 a.m. to 1 p.m. then work at WRVA from 2 p.m. until midnight. He progressed through writing, selling and producing at WRVA to the position of program service manager.

In 1945, he was approached by Tom Tinsley, president of WTH Baltimore, who was preparing to open WLEE in Richmond. Mr. Tinsley offered Mr. Abellof the post of WLEE general manager. Mr. Abellof took over that post in August, and was elected secretary of the Lee Broadcasting Corp.

Coming up through the ranks as he did, he knows well all branches of the broadcasting field. He is regarded as an authority on program planning and commercial copy writing.

Working so diligently at the station, one...
In Washington more people listen to WTOP than to any other station - 60% more than the second station.*

* May-June Pulse

WTOP CBS
THE WASHINGTON POST - CBS STATION
Represented by Radio Sales
URGES REVIEW
Wolverton Cites Color Rule
FCC should review its color TV decision now, Rep. Charles A. Wolverton, ranking member of the House Interstate Commerce Committee, said last week.

The New Jersey Republican said it was "unfortunate" that the FCC decision "has had the effect of denying to owners of television sets a system that could be utilized to receive broadcasts in color or plain black-and-white interchangeably."

Rep. Wolverton, chairman of the House committee when the GOP was the majority party in the 80th Congress, said the "advancement that has been made in this art now makes it possible to have a system that can be interchangeable."

He added:

"The sensible thing for the FCC to do under the circumstances would be to review the decision previously made to the end that the best possible system be made available to the public. Such action would be in the public interest."

The Congressman had printed in the Congressional Record an editorial of June 27 from the Washington Daily News entitled "Progress (!)." This editorial, citing the RCA color system and the NTSC proposed system which would offer compatibility [Broadcasting * Telecasting, June 4], concluded:

Since this [CBS opening commercials] broadcast was such an exciting occasion for Mr. Coy, imagine what an exciting day it will be for all television set owners, and all television set makers and merchants who have had their businesses very badly hurt by the FCC's decisions, when Mr. G. C. F. [Fleming, Toronto, Canada] finally catches up with scientific progress, officially recognize their "historical" status, and at least permit a fair choice to be made between the two systems by submitting both to the final arbiter which must pay for television, namely, the public.

Canadian TV Delays
SHORTAGES OF MATERIALS and labor are now being blamed by the Canadian government as the main reasons why Canadian Broadcasting Corp. is not hearing applications for TV station licenses. Revenue Minister J. J. McCann told Parliament June 29 that CBC had received 10 applications for TV stations from all parts of Canada except the Atlantic provinces. Opposition member Donald Fleming, Toronto, stated that shortages of materials were not a sufficient reason for withholding TV station licenses. Shortages were blamed by Mr. McCann for probable further delays in TV stations at Toronto and Montreal.
The Top Success Story of the Year!

Erie's only video outlet, WICU, and The Erie Dispatch cooperated to win the award of Colgate-Palmolive-Peet and NBC for the best merchandising promotion in connection with Colgate Comedy Hour.

It's not that we won over more than sixty other TV stations, it's what we did in showing how effective TV and newspaper tie-ins can move merchandise.

In the few days of the contest, more than 55,000 box tops were turned in by the 160,000 Erie people and the thousands of folks in the rich Tri-State area who watch the TV shows on WICU and subscribe to the famous Erie Dispatch.

For this one advertiser, WICU gave more than 600 promotional plugs, we ran more than 100 stories in The Erie Dispatch, we had a whole raft of merchandising tie-ins, we staged a civic parade and really showed what effective newspaper-TV cooperation can do.

Thanks for the award. We're going to win a lot more!

EDWARD LAMB, PRESIDENT

THE ERIE DISPATCH and WICU
how to

save money

in television...by watching

the ball games

Comes the baseball season, and some people in advertising suddenly discover there's more to television than network programs. What they "discover" is something as old as broadcasting: Spot program advertising.

For those ball games you see on your screen are Spot programs. So is that homemaker show your wife watched yesterday. And that Western that had your kids digging spurs in the sofa. And that half-hour mystery show, and that feature-length film, etc.

Yes, Spot programs cover practically every form of television entertainment. They may be live or film...day or night...long or short...directed to the entire family, or to one specific member. They can be all these things—and much more. Spot programs can be your highway into successful television advertising.

For Spot program advertising saves you money. Compared to network rates, it saves you up to 19% for the same period...over the same stations. Saves you more than enough to take care of the extra film prints involved and their distribution to stations.

Spot program advertising saves you money in another way. You're never saddled with "must" stations, or minimum station requirements.

And you get more for your money with Spot. You're a more profitable customer to the stations. So stations clear time more readily...coordinate wholeheartedly.

If you'd like to know more about Spot program television advertising, just call any Katz representative. You, too, may find 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
LEGALITY of its pre-determined television allocation plan by rulemaking procedure is expected to be sustained by FCC in an opinion to be issued early this week.

Such a decision, tentatively adopted by the Commission last week, was in preparation at staff level over the weekend and may be finally approved today (Monday).

The action will open the way for prompt consideration of further steps to expedite lifting of the three-year-old freeze on new station construction—steps which last week were still in the preliminary discussion stage and awaiting formal suggestion and support from the industry.

FCC a fortnight ago postponed until July 23 its scheduled hearing on city-by-city allocation proposals so the legality issue, argued before the Commission en banc June 28, might be finally resolved and ways to shorten further lengthy proceedings investigated [BROADCASTING • TELECASTING, July 2].

NARTB to File

Such a suggestion was to be filed with the Commission late Friday, or is to be filed today (Monday), by the television branch of NARTB, asking that the city-by-city list be confined to a "paper" presentation and that oral examination be waived except in hardship cases determined by FCC on a case-to-case basis. Acting upon the approval of its TV board, NARTB expects additional petitions may be filed with the Commission to endorse the shortcut proposal.

Meanwhile, a warning went out last week to educators that they must act quickly to put into use those channels proposed to be reserved for their noncommercial use—"if and when" the Commission should make final its reservation proposal.

The admonition was given by FCC Vice Chairman Paul A. Walker in an address Friday in San Francisco before the delegate assembly of the National Education Assn., said to represent "the interests of about 900,000 teachers and 30 million pupils and students."

While acknowledging the vast educational potential of television if utilized properly, Walker reminded his audience of educational leaders that "these channels cannot be reserved forever."

He explained:

The FCC is under a Congressional mandate to allocate frequencies and regulate their "use" in the public interest. The radio spectrum is public domain. Clearly, it would not be in the public interest to permit frequencies to remain idle indefinitely where there has been no real plans or effort on the part of educators to apply for and use them.

This would be especially true in those communities where there is an evident need and a part of other qualified applicants to provide television service where it is needed.

It is imperative therefore, that if and when the Commission makes final its proposed frequency allocations, educational organizations be ready to demonstrate by more than mere lip service their interest in establishing stations.

The fair and vigorous planning on national and local levels should begin promptly so that once the freeze is lifted educational television will be ready to move full speed ahead.

Ever since the Commission issued its third allocation proposal in March to provide for some 2,000 new VHF and UHF stations in more than 1,200 U.S. communities, including a 10% educational reservation [BROADCASTING • TELECASTING, March 26 et seq.], observers have noted an increasing trend toward finding a formula for an expeditious lifting of the TV freeze, first imposed Sept. 30, 1948. Public, Congressional and industry displeasure of the new-station bank already had long been felt.

The search for a shortcut has neared a climax during the past several weeks. The Federal Communications Bar Assn. and others who contested the lawfulness of the Commission's allocation plan during the oral argument June 28 pleaded for dismissal of the city-by-city hearing and commencement of hearings upon applications.

WRS Petition

Westinghouse Radio Stations Inc. in late June petitioned FCC to accept its further allocation testimony in written form in order to save time in the city-by-city hearing. WRS said its witnesses would be available for cross-examination, however, and asked the same privilege of other parties [BROADCASTING • TELECASTING, June 25].

Some felt this suggestion would key off additional support for cutting further legal procedure to the

FILM STUDIOS PREPARE

For Move to TV

Despite talk that the Hollywood film industry is not ready to get into television, there is hardly a studio that hasn't made a definite move in that direction, one way or another.

Major film studios, long time holdouts on selling their product directly to, or having any relationship with video, are gearing themselves for a fast move-in. Various affiliations or associations that tie-in with TV have been made within recent months and others are in the planning stages.

Republic Productions Inc. and Monogram Pictures have already leased some of their old features to television and each has signed the AFM standard 5% agreement. Republic has set up its own sales subsidiary, Hollywood Television Service Inc., and announced that a huge backlog of old Westerns and feature films is available to video on a license-rental basis. Monogram eventually will unbundle its sales department. Republic, in addition, is offering rental space to independent TV film producers [BROADCASTING • TELECASTING, June 25].

Universal-International Pictures' subsidiary, United World Films, besides making TV trailers for U-I motion pictures, also is negotiating with Ruthrauff & Ryan Inc. to film Mayor of the Town for video. UWF both produces and distributes for television.

Warner Bros. Action

Warner Bros., which helped in the development of RCA's big screen unit, and subsequently bowed out, is making some 500 story properties available to television as well as other motion picture production companies. Warner Bros. also is selling 30 acres adjoining its Burbank studios to NBC as part of the network's projected $25 million radio-TV center. The agreement with Warner Bros. assertedly involves a working agreement for use by NBC-TV of sound stages and other facilities of the film studio [BROADCASTING • TELECASTING, June 25].

Paramount Pictures Corp., tied with video in a variety of ways, reportedly already offers many of its old motion pictures for television showing.

This is the only film studio that has actually pioneered in the development of television. Besides a 29.5% stock interest in Allen B. DuMont Lab. Inc., Paramount owns and operates KAEO (TV) Hollywood through subsidiary Paramount Television Productions Inc. The station also produces and syndicates kinescope films daily to some 40 other TV outlets nationally through Paramount Television Network.

The film company entrenched itself still further recently by becoming a substantial stockholder in International Telemeter Corp. [BROADCASTING • TELECASTING, June 4]. Telemeter will manufacture a device whereby motion pictures and other entertainment can be projected on a screen using a CRT (Continued on page 88)
IN THE four-station Washington television market, WMAL-TV boasts that it is the only one of the quartet with its own specially designed studio-office quarters.

As the Washington Star-owned outlet approaches the end of its fourth year of telecasting, it is spreading out over a new 35,000-foot headquarters that has all the room and all the facilities that General Manager Kenneth H. Berkeley and his staff are likely to need—for the next several years, at least.

WMAL-TV is housed in what once was Chevy Chase Ice Palace, haven for thousands of Washington ice skaters. This uptown site, some four miles from the Capital's business center in the fashionable Connecticut Ave. apartment belt, is an engineer's fondest dream come true and a producer's delight.

General Manager Berkeley and his 100-plus employees like to talk about some of WMAL-TV's "firsts." These include: First station in the United States, not excepting networks, to announce a seven-night-a-week schedule; first station in the country to telescast on the upper band (Channels 7-13); first station in Washington to start daytime programming on a regular basis.

When WMAL-TV took the air Oct. 3, 1947 as the Capital's third TV outlet the station was wedged into the overcrowded offices of WMAL on the second floor of the Trans-Lux Bldg., where NBC's radio (WRC) and TV (WNBW) offices are housed. Executive, sales and engineering personnel served both radio and television, sitting in each others laps and threading among desks and gadgets snugly fitted into scant space.

IN Washington's crowded downtown, where a square foot is more precious than a pork chop, WMAL-TV snatched a small suite of the Commonwealth Bldg. for studio use. Films studio and master control operated at the transmitter, located several miles to the north-west on the campus of American U. Easing the space problem slightly was an arrangement by which NBC's Washington engineering staff handled some of WMAL's engineering under contract.

The Ice Palace site was picked after the whole area had been thoroughly scanned in an effort to meet the acute needs of a fast-growing TV operation. A 15-year lease was signed in July 1950. Construction was started immediately and by October a temporary studio had been set up at the new site though the downtown studios were still used because the station has a heavy list of local pickups, including shows back-to-back at frequent intervals.

TV production and office personnel moved into the new television center last February and all broadcast operations were concentrated there despite the clatter of construction gangs. The Commonwealth Bldg. studios were thereupon closed.

Completion of the construction phase of the operation is still a long ways off but WMAL-TV is getting along nicely, if somewhat frantically, during the downtown-uptown phase much to the delight of the Capital taxicab industry.

The new quarters are vast and efficient. Minus pillars, the ice rink gave architects and engineers wide open spaces and high ceiling space. Into this area they fitted two large television studios and an auditorium. The rink's balcony was utilized for control and sponsor viewing rooms. Studio B went into operation first. It is 30x50 feet and has a permanent set for Ruth Crane's Modern Woman program, including complete operating kitchen, living room and similar gear.

Studio A is much larger, 40x70

(Continued on page 81)
FORMAL applications for approval of General Tire and Rubber Co.'s $2,500,000 -- acquisition of KFI-TV Los Angeles from Earle C. Anthony Inc. was tendered for filing with the Federal Communications Commission, June 11.

Meanwhile, the contract for purchase of WVLV-TV Grand Rapids, Mich., by Harry M. Binner Sr. and associated, for $1,400,000 from Leonard A. Versluis was forwarded to Washington counsel last week for preparation of transfer papers following formalization by the principals [CLOSED CIRCUIT, MAY 14]. The Binner group owns WOOD Grand Rapids and WPFDF Flint as well as WFBM-AM-TV Indianapolis.

Transfers to Don Lee

The KFI-TV application requests approval for transfer of the TV outlet from the Earle C. Anthony interest to Thomas S. Lee Enterprises Inc. doing business as Don Lee Broadcasting System, now owned by General Tire and recently merged with General Tire's Yankee Network (BROADCASTING * TELECASTING, May 14, April 16). Mr. Anthony will retain KFI-AM, NBC outlet and 50 kw clear-channel station on 640 kc.

MARCH OF TIME

Movie Series To Be Ended

MARCH OF TIME: is ending the production of its theatrical "March of Time" movie series this fall with the completion of its 16th year. It will devote the major part of its creative facilities to TV productions, Roy E. Larson, president of Time Inc., announced Thursday. Rising costs made the move necessary, Mr. Larson said, despite increased sales of this year's "March of Time" releases.

In his announcement, Mr. Larson noted "our company has been increasingly active in recent years in developing and producing programs for television and the March of Time facilities are admirably suited for the new medium. In addition to the Crusade in Europe series, which won many awards, we've produced March of Time Through the Years. We are now producing Crusade in the Pacific, a companion series to Crusade in Europe, and have various other special projects in the investigative, planning or production stages."

Pet Milk Sponsorship

PET MILK Sales Corp. will be one of three sponsors of the new All Star Revue, Saturday, 8-9 p.m., on NBC-TV. The revue of current program which begins in the fall features Jimmy Durante, Ed Wynn, Danny Thomas and Jack Carson on a weekly rotating schedule. The agency for Pet Milk is Gardner Adv., Co., St. Louis.

KFI-TV, WLVATV

Sales Pacts Finalized

dent in charge of engineering. Other station executives given in the application included: George Whitney, general manager; Haan J. Tyler, manager; Kenneth C. Higgens, program manager; John Bradley, sales manager, and Charles E. Hamilton, director of public service. In addition to KJH Los Angeles, Don Lee owns and operates KFRC San Francisco and RGB San Diego. The Yankee Network division operates WNAC-AM-TV Boston, WEAN Providence, WICC Bridgeport, WONS Hartford and WGTN (FM) Worcester. KFI-TV is assigned Channel 9.

The transfer application disclosed the net income of the Yankee Network for the fiscal year ending Nov. 30, 1950, was $454,667.39, before taxes. A net operating deficit of $258,134.16 was reported for the previous year.

Don Lee net before taxes for the 1950 calendar year was reported as $1,041,153.26. Net for 1949, before taxes, was given at $888,908.87.

The KFI-TV transfer also includes property rights in Hollywood and Mount Wilson, the latter also subject to approval by the U. S. Federal Reserve Dept.

Includes Inter-City Relay

The WLVATV sale, in addition to several property rights, also includes the inter-city radio relay constructed by Mr. Versluis to Chicago to provide network service to Grand Rapids. The purchase price, $1,041,153.26, is to be paid at closing date in cash amount of $375,000 plus payment of certain equipment obligations, and notes for a total of $925,000 to run at 4% per annum through December 1963.

Gross billings of WLVATV for February, after deductions for agency commissions, rebates and freight, were reported to total not less than $41,000 with March reported not less than $51,000.

Mr. Versluis retains WLVATV, an ARC outlet on 1340 kc with 250 w fulltime.

EXAMINING a developmental TV tube at General Electric's cathode ray plant in Syracuse, N. Y., are (l to r) K. C. DeWalt, manager, cathode ray tube division; Gerard Swage, honorary GE president, and Dr. E. B. Baker, vice president and general manager of the electronics department.

VIDEO IN '55

How Big? What Will It Cost?

Mr. Erickson was assuming the staff of WLAV-AM, with $1,041,153.26.

Mr. Erickson was assumed to be made by the latter to be succeeded by Wal-
TELEVISION can leap upstairs into the UHF range without even breathing hard, according to enthusiastic comments made last week by industry and government leaders who have seen the demonstrations June 29 at Bridgeport and New Haven, Conn. [BROADCASTING • TELECASTING, July 2].

Eight manufacturers showed converters to enable present VHF sets to receive UHF transmissions. Some of the receivers were demonstrated at Bridgeport, slightly less than five miles from the transmitter of KC2XAK, the experimental UHF station that NBC has been operating, and observers pronounced the reception as good as and perhaps better than VHF reception.

Later four of the manufacturers demonstrated receivers with UHF converters at New Haven, some 18 miles from the station, and although the picture was said to have been inferior to that received at Bridgeport, it was regarded as completely satisfactory.

Low Power Cited

It was pointed out that KC2XAK was using only 15 kw radiated power, "a far cry," as one broadcaster put it, from the 200 kw maximum proposed by the FCC.

Similar demonstrations may be undertaken in other locations.

Glen McDaniel, president of the Radio-Television Mfrs. Assn., sponsor of the Bridgeport-New Haven showing, said last week he was canvassing the transmitter situation to find out whether adequate UHF facilities existed elsewhere.

He said that on the basis of as yet incomplete information he thought that in New York, Chicago and San Francisco there were UHF transmitters that could be used for demonstrations like that of June 29.

Though FCC members and staff men attending the Bridgeport demonstrations asked that newsmen be excluded from the showing because the official party was viewing, FCC Chairman Wayne Coy's open enthusiasm made it clear the Commission people liked what they had seen.

Mr. Coy not only voiced a hope that RTMA would make the UHF converter demonstration into a "road show," so that more prospective telecasters could see it, but said that to do so might shorten the road to lifting of the TV licensing freeze.

He said it was "quite clear that there's a good product available for the American people," and that the public can expect "here is a service that is excellent and in some ways superior to VHF."

Although they would not comment directly, others in the FCC party appeared to have been well impressed by the eight-company demonstrations.

Mr. McDaniel said last week he was sure that manufacturers would be eager to "tease out the road" if adequate UHF transmitting facilities could be found.

One broadcaster, now a VHF TV operator, said last week that the Connecticut demonstration convinces him that it was "probable UHF is the program service the majority will receive, if skeptics will take the gamble on UHF."

Eight Show Units

Although asking not to be named, this broadcaster said he believed that "for a cost of from $10 to $40 most TV sets can receive UHF at reasonable distances."

Eight manufacturers, Capehart-Farnsworth, Croy, General Electric, Hallicrafters, Philco, RCA Victor, Stromberg-Carlon and Zenith, showed converters. Estimates of retail prices of the devices ran from $10 to $50, with the price generally determined by the range of the UHF band covered.

During part of the Bridgeport demonstration, VHF sets that were receiving signals from New York developed severe interference which engineers reported was caused by diathermy machines. The UHF converted sets were not at all disturbed.

Engineers said at the time that UHF was less susceptible to man made interference than VHF, and they speculated that such a characteristic would be an advantage in cities, where much interference of that kind exists.

Idea Not New

The idea of a wider demonstration of UHF converters to broadcasters had been broached by RTMA even before Mr. Coy suggested a "road show." The proposal has been taken up with NARTB officials, looking toward a demonstration at an early broad casters' convention, it was learned.

The FCC group included, in addition to Chairman Coy and Comrs. Paul A. Walker, Rosel H. Hyde, George E. Sterling and E. M. Web ster, the following staff executives: Benedict P. Cottone, general counsel; Virgil Simpson, then acting chief engineer; William Boone, acting chief of the Technical Information Division; William Roberts of the Laboratory Division; Cyril Braum, chief of the Television Division, and Joe Brenner, FCC's Los Angeles regional attorney.

SPORTS COLORCAST

CBS Will Carry Horse Races

COLOR television will move into the sports field via the horse races, starting next Saturday, CBS announced last week.

The network said it would colorcast the fourth, fifth and sixth races at the Monmouth Park Jockey Club, Oceanport, N. J., on successive Saturday demonstrations by CBS, CBS-Columbia Inc. (set manufacturing division), and Columbia Records Inc. at the National Assn. of Music Mfrs. annual show. The demonstrations will be held July 16-19 in the auditorium of WBBM Chicago.

In New York three department stores are now carrying daily demonstrations of CBS color—Gilbert Bros., Abraham & Straus, and Kertz. It was estimated that 2,000 persons saw the first pickups at the three stores.

The CBS daily shows, 30 minutes each, are at 10:30 a.m. and 4:30 p.m. They are unsponsored.

To Seek UHF

WAVZ New Haven, Conn., will apply for a UHF television channel as soon as the construction freeze is lifted by FCC, according to an announcement by Victor Knauth and Daniel W. Kops, owners. The formal statement from WAVZ pointed out "it was inevitable that the men who have provided another source of news in a city dominated by newspapers under single ownership should see it that there would also be another source of television entertainment."

ATTRACTIVE Evelyn Miller of Syracuse is the General Electric's new UHF transistor which was shown to FCC officials, manufacturers and others June 29 in Bridgeport, Conn. [BROADCASTING • TELECASTING, July 2]. The unit, which GE says can be used with any TV set, provides continuous tuning, covering the UHF band from 475 to 890 mc.

CROSLEY'S color converter which was demonstrated to New York dealers and newsmen fortnight ago [BROADCASTING • TELECASTING, July 2]. The converter is tuned through the standard receiver, Crosley explains, but separate diodes on the right are used to control color brightness, focus hold and contrast. The unit uses a converter with a magnifier, which brings the color picture up to 1/2-inch size. Converters will be put into production when public demand and hours of color telecasting warrant the move, Crosley officials said.

CROSSLING'S color converter which was demonstrated to New York dealers and newsmen fortnight ago [BROADCASTING • TELECASTING, July 2]. The converter is tuned through the standard receiver, Crosley explains, but separate diodes on the right are used to control color brightness, focus hold and contrast. The unit uses a converter with a magnifier, which brings the color picture up to 1/2-inch size. Converters will be put into production when public demand and hours of color telecasting warrant the move, Crosley officials said.

Page 58 • July 9, 1951
IN SAN FRANCISCO TV-FOR 8 MONTHS... A SKYFUL OF PROOF!

KRON TV
SAN FRANCISCO CHRONICLE - NBC AFFILIATE
SELL MORE ON CHANNEL 4

PUTS MORE EYES ON SPOTS BECAUSE MORE ONCE-A-WEEK AND MULTI-WEEKLY PROGRAMS WITH LARGEST SHARE OF AUDIENCE ARE ON KRON-TV THAN ON THE OTHER TWO SAN FRANCISCO STATIONS COMBINED!

(as shown by PULSE reports for last 3 months of 1950 and first 5 months of 1951)

Represented nationally by FREE & PETERS, INC. . . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Sts., San Francisco
COMPETITION OF TV Papers Should Be 'Realistic'

NEWSPAPERS should be “realistic” — but not “panicky” — about the competition of television, according to Harold S. Barnes, director of the American Newspaper Publishers Assn.’s Bureau of Advertising.

Speaking before the summer meeting of the Newspaper Advertising Executives Assn. at Denver, Mr. Barnes conceded that TV “probably” is “the best alibi a salesman ever had.” But, he added, although “we don’t want to be complacent about [TV], at the same time we shouldn’t see things that aren’t there.”

He continued:

“I’m sure we’d all be better off if — in the next 12 months — we paraphrased the three Chinese monkeys and thought no TV . . . heard no TV . . . and spoke no TV. Especially the latter.

Sell on Merits

“We’d be better off to concentrate on selling the merits of our own medium.”

Answering contentions that newspapers’ days were numbered, Mr. Barnes noted that similar predictions were made for magazines and newspapers with the advent of radio. At the 1933 low point, he said, outdoor advertising, magazine and newspaper business were down $56 million, $100 million, and $135 million, respectively, as compared with 1929.

“That’s a total loss of $251 million,” he said. “All due — so we were told — to the invasion of radio.”

But radio’s gain for the same period was not an equivalent $251 million, but $13 million, he said. “The real villain was old man depression,” he asserted.

“So it will help us, I believe, to look a little bit deeper than the gains or losses of a particular medium,” Mr. Barnes continued. “We should examine those gains or losses in relation to the entire picture.

Let’s remember, for instance, that so far the phenomenal gains of TV have not been made at the expense of the other major media. We’re in an expanding economy. The total advertising expenditure is rising.

Volume Tripled

Last year television (network and spot combined) tripled its volume over 1949. It registered an increase of $26 million.

But at the same time newspapers gained $54 million — magazines $84 million — and even doomed AM radio increased $15 million.

Mr. Barnes said a report from “A medium-sized paper” indicated that (1) “just under half the national accounts that were in the paper in 1949 did not run in 1950”;

(2) “42% of the national accounts in the paper in 1950 did not run the preceding year”; (3) “The average schedule used by national advertisers in 1950 was 3,089 lines.”

The 3,089-line schedule, he said, represented an expenditure of $1.11 per thousand families per year. In contrast, he said without indicating the basis of his computations, a five-times-a-week daytime radio program cost about $1.50 per 1,000 families per broadcast, while “in TV a figure of $15 per 1,000 families — also per broadcast — is considered quite affordable.”

SALES BOOST

Stoptette Lauds Video

TELEVISION was a “wonderful break” for Stoptette, Earl Ludgin, president of the Chicago agency of the same name, said Monday in outlining the rapid growth of Jules Montenier Inc., which manufactures the spray deodorant. Mr. Ludgin, speaking to members of the newly-formed Advertising Club of Chicago, said TV has been a “good medium for the product because the major selling point — the spray action — could be demonstrated.

Move ‘On Faith’

Stoptette has sponsored What’s my Line on CBS-TV weekly since last fall, and was alternate-week sponsor with ABC networks months before that. The move to weekly sponsorship was made “on faith,” Mr. Ludgin said, because TV at that time “hadn’t shown itself to be a major advertising medium.”

He pointed out that the use of network television made it possible for the agency to concentrate on bigger markets.

A four-year-old product, Stopped was the first antiperspirant to make use of a spray and a pliable, plastic container. It also pioneered last year in continuing its advertising throughout the fall and winter months, despite industry precedent of advertising only during warm and hot months.

Mr. Ludgin said “the most important thing about the Stoppedette story is that it could happen — that a man with an idea and courage could build an enterprise in a highly competitive field and carve out an important part of that field for himself.”

Canadian Receiver Sales

SALES OF television receivers in Canada in the first five months of 1951 totalled 19,577, valued $1,000,000 or $759,979, according to the Radio Mfrs. Assn. of Canada. This brought total sales of TV receivers in Canada to $27,029,562 at the end of May 1951.
FCC UPHeld

In WJAX-TV Case

FCC’s refusal of additional time to the City of Jacksonville for the construction of WJAX-TV has been affirmed by the U. S. Court of Appeals for the District of Columbia. Case also involved a petition earlier this year in which the city sought to delay the FCC’s hearing on proposed city-by-city allocations, contending that if the proposals were made final the Channel 2 origination granted to WJAX-TV would no longer be available [BROADCASTING • TELECASTING, May 21]. The court at that time decided to withhold a ruling on the stay order petition and said it would decide the earlier appeal in time to obviate need for action on the petition.

The earlier appeal was the outgrowth of a Channel 2 construction permit granted Aug. 8, 1948, to the city, which also is licensee of WJAX. In May 1949 extension of the construction permit was denied and after subsequent hearing and oral argument, the FCC issued its final decision July 26, 1950, denying the extension.

SAG SELECTED

By Hollywood TV Actors

AN OVERWHELMING vote last week for the Screen Actors Guild jurisdiction over actors employed by six Hollywood television film production units, following an NLRB election. The vote to one vote brought a settlement of one phase of the bitter jurisdictional dispute over actors in television films that has been raging for approximately two years between that guild and Television Authority, starting even before TVA was officially formed.

The next phase of the two-way dispute will be settled after new NLRB elections at 10 New York film companies [BROADCASTING • TELECASTING, July 2].

The six Hollywood studios involved in the elections were Apex Films, Bing Crosby Enterprises, Cisco Kid Pictures, Hal Roach Studios, Jerry Fairbanks Inc., Flying A Pictures. Over 50% of the actors eligible to vote took part in the elections, conducted by mail under supervision of George Yager, NLRB officer.

SAG also proved victorious in three additional elections uncontested by TVA. These elections, deciding between SAG or “no union,” were among actors employed by three motion picture producers’ associations.

RCA Engineering Products Div., Camden, announces two new “Custom Standard” RCA Antenna systems are now available. The new systems are designed to meet master television antenna needs of small hotels, apartment house, store, school or office buildings.

MIAMI SCHOOL

Files Station Application

NEW non-commercial educational television station application was filed last Tuesday at the FCC. In it, the Lindsey Hopkins Vocational School of the Dade County Board of Public Instruction, Miami, Florida, revealed plans for construction at an estimated $201,000 cost.

Applicant, which also is licensee of WTHS, non-commercial FM outlet in Miami since 1949, is seeking TV Channel 2 with power of 16.32 kw visual and 8.16 kw aural. FCC already has proposed reservation of Channel 2 in that area.

The school, in filing comments on the proposed allocation plan last May 7, stated intention to make its facilities available to “all other recognized educational agencies within the area.” Applicant added that it would train school and educational personnel in the use of TV as well as training for vocational purposes and provide the industry with “a continuing source of well-trained and skilled personnel.”

Programs for formal class room use would be developed, it was said, along with programming for continuing adult education in the homes and other shows of benefit to the community.

The $201,000 estimated construction cost included $90,000 for transmitter, $68,000 for studio technical equipment, $18,000 for antenna system, $10,000 for monitors, $5,000 for buildings acquisitions, and $10,000 for contingencies. There is no cost for land.

Proposed transmitter location is 1410 N.E. Second Ave., Miami. A three-day General Electric antenna system would include 100-foot towers on the Lindsey Hopkins Vocational School Bldg.

Vernon Bronson, chairman of the radio committee for the applicant, would be station director of the TV outlet. Herbert Evans, to be consulting engineer on construction, would be the station’s chief engineer.

Personnel also would include two film operators, four remote operators, two program directors, one film director, and a librarian.

MORNING SHOW

NBC to Feature Vallee

RUDY VALLEE, NBC’s pioneer radio crooner, will be featured on NBC’s initial morning TV program, scheduled to start in the fall, Sylvester L. (Pat) Weaver, NBC vice president in charge of television, announced last week.

Mr. Vallee will head a list of musical, comedy and dramatic features on the one-hour variety program (11 a.m.-12 noon, Monday-Friday).

In announcing inauguration of morning network programming, Mr. Weaver said: “Just as Kate Smith revolutionized viewing habits for television in the afternoon, so do we expect that Rudy Vallee will completely change the face of morning viewing. We are planning a full hour of outstanding variety entertainment to support Rudy, and expect that he will become one of television’s truly great new stars.”

‘No Comment’

“NO COMMENT” was only comment both FCC Chairman Wayne Coy and RCA officials had to offer last week following Comr. Coy’s inspection of the tri-color tube developed by RCA at its Lancaster, Pa., plant. FCC was not present at RCA’s unveiling of the tube in Washington in early 1950.

THE TIME BUYER WITH THE LONG RIGHT ARM...

Once upon a time there was a time buyer who wanted to reach into a million-dollar dollar market and cash in on daytime sport participation shows. He found that when he used KOTV’s afternoon shows, Lookin’ at Cookin’, Glass Showcase, and Musical Jigsaw, his arm grew larger and he reached into 75,000 TV homes with no competition from other TV stations. That’s not all, his arm reached into the best daytime shows from four networks, NBC, ABC, CBS, and Dumont. Yes, this Time Buyer is proud of his long right arm.

Channel 6

FIRST IN TULSA

KOTV

CAMERON TELEVISION, INC.
332 South Frankford
Tulsa 3, Oklahoma

July 9, 1951 • Page 61
MAIN disadvantage to alternate week programming is the difficulty of viewers to follow the schedule, according to Advertest Research’s latest survey, “The Alternate Week TV Program.”

The survey is part of the firm’s study, The Television Audience of Today, and was compiled during the period June 4-15, employing personal interviews with 770 viewers in 97 homes throughout the New York area.

It set out to find viewers’ general opinions and reaction to current alternate week programs and get comparisons with weekly programs.

Advertest found only 42% could name one alternating week program, without getting aid; 40% knew in advance of a performance which alternate of a pair will be presented.

Newspapers were the best source material for viewers to put their finger on the program although 37% went without the program because they didn’t know it was being aired.

Some 41% saw advantages in alternate programming, many of them citing improved quality. The 52% who indicated disadvantage thought a lot of the problem of keeping up with the schedule. A large majority (68%) liked weekly programs because they could follow them easily.

Actual viewing ranged as high as 72% to a low of 6% for six pairs of current alternating programs surveyed by Advertest. The pattern of viewing preference was diversified, some pairs getting a high percentage of audience, others a small joint audience. The weaker of the two programs at times drew a larger audience because of the greater popularity of its companion, it was found.

More than one-third of respondents based their choice on alternative program pairs. But 64% watch at least one pair of alternate week programs.

Identification of sponsor also varied with a reported high of 87% to a low of 9%. Average for six pairs was 58%. Weekly program average varied with a viewing high of 74% to a 15% low with the average for 12 weekly programs 44%.

** **

**WTOP-TV Washington Sets New Rates**

WTOP-TV, Washington, Washington Post CBS station, has issued Rate Card No. 2, now in effect, which sets Class A time in the one-hour classification at $556. Class B rate is $307 and Class C, $275, the station announced, WTOP-TV said this was its first rate change since Aug. 1, 1950.

**Videodex Releases June Report**

**Weekly Television Summary—July 9, 1951, Telecasting Survey**

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**Alternate Week Programming Surveyed by Advertest** (Report 171)

**Programs Hours Up; Ratings Decline—Ross**

SIX New York TV stations in May telecast 516 hours, 45 minutes of video programs, a gain of 93 hours, 15 minutes from a May week in 1950, according to an analysis made by Ross Reports on television programming. Explanation for the increase, Ross found, lies in features films, which had over 50 hours a week more air time this year than last (114% hours to 82%) and in daytime women’s programming, which rose from 94 hours to 1174 hours a week in the season. Sports (Continued on page 68)
ATTENTION!

Desirable Availabilities

★ **Full-Length Western** 6:00 to 6:55 Monday through Friday. 20 second or 1 minute spots, $100; 8 second time signals, $40.

★ **Hollywood Guest Book** (Snader Telescriptions). Sundays 1:30 PM and 4:00 PM. 20 second or 1 minute spots, $100; 8 second time signals, $40.

★ **Adventure and Action Theatres** (Feature films). 11:00 PM Thursday and Friday evenings respectively. 20 second or 1 minute spots, $62.50; 8 second time signals, $25.

★ **6:55 to 7:00 Program Strip** (Weather forecast or Snader Telescriptions). Monday through Friday. 1 time rate, $130 and $20 talent fee. Frequency discounts allowed.

* Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO

**WMAR-TV**

CHANNEL 2 • BALTIMORE, MD.

* TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
WATV CONFERENCE
Education Council Formed
A TELEVISION Council of Higher Education was formed last month at a meeting called by Robert B. Macdougall, director of educational activities for WATV (TV) Newark. The conference was attended by 21, New Jersey colleges and universities.

The meeting had been called to explore possibilities of cooperative action leading to telecasting of educational programs. Members of an interim committee of the council, who, with Mr. Macdougall, will study and recommend programs for early fall presentation by WATV, are:

Committee Members
Edward Robert Isaac, assistant director of public relations, Rutgers U.; New Brunswick, N. J.; Edward C. Rappe Jr., director, audio arts, Montclair State Teachers College, Montclair, N. J.; Marion G. Hennion, director of public relations, College of St. Elizabeth, Convent Station, N. J.; and Joseph P. Davis, assistant director of admissions, Upsala College, East Orange, N. J.; Wesley D. Cahn, chairman of the social science, Monmouth Junior College, Long Branch, N. J.; Nicholas J. Rose, assistant dean, Stevens Institute of Technology, Hoboken, N. J., and Lewis E. Arnold Jr., assistant director communications arts, Seton Hall U., South Orange, N. J.

CUBAN VIDEO
Mestre Plans More Outlets
EXTENSIVE purchases of equipment to permit television coverage of all Cuba have been announced by Goar Mestre, director general of the network keyed from CMQ Havana. TV is off to a flying start in their network following its formal debut in March.

Mr. Mestre expects to have four more stations on the air within four to six months. Pending completion of relay facilities they will operate with kinescope recordings made on a new General Precision Lab video recorder.

Microwave relay facilities will be completed to Santa Clara early next year and on to Santiago in late 1962 or early 1963.

During a recent trip to New York Mr. Mestre completed purchase of four more TV transmitters. The list includes two 5 kw-low-channel air-cooled GE transmitters and two 500 w DuMont transmitters, one low and one high-channel. They will be operated in Manzanas, Santa Clara, Camaguey and Santiago on Channels 5, 6, 8 and 9, respectively.

The transmitters will be connected by a Philco TV microwave relay system. Expansion of the CMQ network involves an expenditure of another million-and-a-half dollars, according to Mr. Mestre.

CMQ's TV network operation is centered in the modern Radiocentro operated by Mr. Mestre and his two brothers, Abel and August. CMQ programs a daily two-hour afternoon schedule directed mainly at housewives along with nightly service from 6:50 to midnight or later. Sunday telecasting starting at noon, the station programs 50 to 60 hours weekly.

INFORMAL chat among advertiser, agency and network representatives heralded the debut of Nash-Kelvinator as new sponsor of Paul Whitman's "TV Teen Club" on ABC-TV. On stage at WFIL-TV Philadelphia, where program originates (l to r) are N. F. Lawler, advertising and sales promotion director of Nash Motors; Mr. Whitman, Jack Huntress, Nash advertising manager; Ted Long, radio-TV director, Geyer, Newell & Ganger, client's agency, and Edward Friendly, eastern TV sales manager for ABC-TV. The Whitman show features Nancy Lewis as co-emcee with Mr. Whitman and Junie Kaagen, 13-year-old singing discovery of the orchestra leader.

PROFESSIONAL LAB
ATW, NBC Start Series
AN ADVANCED professional laboratory in television has been inaugurated by the American Theatre Wing, using NBC staff members and facilities. Lab runs through Aug. 25.

Designed to cover "every phase of production" and to present over WNBT (TV) New York a 16-minute telecast each week, the laboratory is sponsored by Ted Cott, WNBT general manager; George Wallach, news and special events supervisor, and Ivan Reiner, program manager, all of WNBT–AM, FM and WNBT.

Programs for telecasting are produced by NBC staff members and technicians, with a student assigned to each of them. The student-assistants are rotated each week so that students will, in turn, participate in all phases of production.

With WNBT carrying the programs on a sustaining basis, actors are chosen so far as possible from among past and current Wing students and receive minimum-scale pay. Although scripts from all writing courses will be encouraged, the program is not limited to their use, the announcement said.

HELPS ZOO GATE
ATTENDANCE at Druid Hill Park Zoo has jumped a third since WAAM (TV) Baltimore started its weekly telecasts two years ago, according to Arthur Watson, zoo director. Attendance in 1949 was about 270,000 at the time he started the series, Mr. Watson said, and should pass the half-million mark this year, eventually leveling off around a million.

United TV Meet
Set for N. Y. Tomorrow
TOP EXECUTIVES of United TV Programs will meet in New York tomorrow (Tuesday) to discuss enlargement of facilities and marketing of new properties. Attending the session will be President Jerry King and Executive Vice President Dick Doro, who headquartered on the West Coast, and Secretary-Treasurer Milt Blink from Chicago. With them will be Edward Petry, head of the representative firm of the same name, and Edward Voynow, Petry's Chicago manager.

New properties acquired include the Suspenza series for CBS Enterprises; "Cry of the City," on which shooting will begin July 15; a half-hour puppet feature, "Sleepy Joe," which is being filmed now and will be ready for release within a month, and two programs tentatively titled "Justice in the Universe," a stop-action film, and "Kid's Quiz."
EDUCATIONAL COOPERATION

Johnson Forwards Student's Views to FCC

EDUCATIONAL institutions and commercial TV station operators can do the best educational job if they work together. If an institution operates fulltime and non-commercial it will get into financial and programming hot water.

That is the opinion of a young Syracuse U. graduate student, Sidney Dashefsky, who is working for his masters degree in television.

Sen. Ed. C. Johnson (D-Col), chairman of the Senate Interstate Commerce Committee, liked the student's letter so well when he received it, that he sent it along to the FCC last week as an appendix to additional comments he has filed on the TV allocations plan.

In his additional comments, Sen. Johnson had stated he went along "completely" with J. Webb Young, Ford Foundation, consultant, who would coordinate educators' plans with those of commercial TV operators. The Senate also asked the FCC "concerning educational programming and educational television channel allocation." In view of this, he said, he wanted to explain his school's plan of operation with WSYR-TV Syracuse.

The university, Mr. Dashefsky said, has its own TV studios and equipment, including 11 cameras, projection facilities and an audio set up. WSYR-TV's tower and transmitter are used, however. The station, in turn, makes use of the university's facilities on a rental basis for local live telecasts. Students operate the technical equipment for these programs "free of charge as part of our course," he said.

This combined operation permits students to "receive both the practical and commercial experience," Johnson writes. "If an institution should be forced out of the TV business by the FCC, it is to receive both the practical and commercial experience," the FCC should. "If an institution should be forced out of the TV business by the FCC, it is to receive both the practical and commercial experience," the student adds.

Mr. Dashefsky said: "We do 45 minutes of educational programming which consists of a children's show and a daily weather show. During the regular semester year we program approximately two hours a week for educational programs."

The student observed: "I cannot conceive of all the universities and other educational institutions who have asked for educational channels to be able to operate them on a fulltime non-commercial manner. It is unsound both program wise and economy wise."

Mr. Dashefsky said that "even" Western Reserve U., "which has been actively producing educational and student programs on WEXL (TV) Cleveland for the past four years, announced . . . that it did not want its own TV station and felt that the interests of education can be best served by cooperation with existing commercial TV stations."

Points underscored by Mr. Dashefsky for "ideal programming which is beneficial to all," are (1) educational institutions should purchase their own necessary studio equipment but not transmitting equipment, and (2) it should be "obligatory if not mandatory" for the local TV station in the area to set aside a portion of local programs specifically for the institutions' programming.

This type of programming "is being done here at Syracuse U.," he told Sen. Johnson, adding that its benefits have been shown . . . and I and 20 other students are living proof if any is needed."

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WXYZ FACILITIES

Expansion Plan Announced

PLANS for expansion of building and equipment facilities of WXYZ (TV) Cleveland, at a cost of approximately $500,000, have been announced by General Manager Frank Smidt.

Present transmitter-studio at Pleasant Valley and State Roads, Parma, Ohio, will be enlarged to 11,000 sq. ft. of space. It will include office facilities, control room, television personnel; a 45 x 60 ft. studio two stories high with overhead doors; an audition and conference room; visitors lounge with glass window showing main studio; construction and storage area for the program department; a music library; film library; dark room; news room; dressing room for talent, and the smaller studios already in the building. Sales offices and a small studio in downtown Cleveland also are planned.

New equipment includes six more camera chains, new film projection equipment and latest type of lighting. Complete master control facilities will be put in with Consulting Engineer Ben Adler doing the design and installation.

CONSTRUCTION PLANS for Sacred Heart Catholic High School, to be completed in time for Archdiocesan centennial ceremonies in August 1955, include special lighting and sound equipment for TV broadcasting.

Television * Broadcasting
WNBO (TV) Chicago News

Takes Position of Prime Importance

NEWS was a standard ingredient in programming at WNBQ (TV) Chicago long before the outbreak of hostilities in Korea. Since then, however, it has transcended the routine to a primary position.

Despite a basic antipathy evinced by many station men and advertisers to news on television, WNBQ, an NBC O & O outlet, was programmed with news and special events the day after it took the air two years ago. News and Special Events Chief Bill Ray, who has followed radio news trends since he entered the industry in 1933, predicted in 1948 that TV news would carry its own weight and also maintain and raise ratings on adjacent shows.

He started with radio’s timing for newscasts. Video newsmen first appeared before the cameras during the evening dinner hour. Programming subsequently stretched back to lunch, and will retreat to breakfast some time this year. In the meantime, following these broad outlines of scheduling, Mr. Ray implemented each of the two basic hours for TV news—dinner time and noon.

From dinner, he jumped across the highly-popular evening viewing periods to the time when the network goes down. From noon, he hopes to bring into the picture a mid-afternoon feature for housewives. Morning plans are still nebulous.

He believes news on TV is an established feature, equal to TV programming with less factual and more strictly entertaining contents. However, with network facilities and budgets, a large, capable staff working at Radio Writers’ Guild salaries, and a metropolitan location, he is able to “dress up” his operation. Principles, though, are the same which motivate a small station’s news chief working with less leeway and fewer appurtenances.

Primarily, the end results are “clean”—news is straight, factual, authoritative. Writers are trained thinkers and observers, and are logical. Commentators are selected for character and integrity as well as insight into such basics as human nature, politics and psychology.

The trimmings — for example, three cameras, stills, movies, slides, charts, graphs, gimmicks, expensive production aids, trick camera work, celebrated guests and special art work—are tertiary.

WNBQ programs from two to three times as much local news as any other station in the country. A late analysis shows 32 local live shows weekly, in addition to five network live programs. Local newscasts total 6 hours, 55 minutes, of which 4 hours, 35 minutes are sponsored. Several slots are in the “sale” stage now.

News Sells Wide Product Variety

TV news at NBC Chicago sells gas, lard, cigars, men’s slacks, 100-pound bags of flour, tons of coal and commuter rides. It’s just happenstance that most of the products now advertised tend slightly toward the upper-income consumer, Mr. Ray says.

The station has implemented its schedule of five five-a-week strips and a three-five-a-week feature with week-end programming, adding three Sunday evening shows and one on Saturday afternoon. Almost every kind of news available, from human interest to detailed analytical commentary, is covered by at least one of the programs. The ever-broadened video lineup is reversing the tradition of radio, where newsmen seldom, if ever, carried their own weight financially, Mr. Ray says. In television, news presentation is showing “a distinct tendency” to make money for the operator, because the impact warrants the expense borne by the advertiser.

The week-day schedule begins with WNBQ Newsroom, Monday, Wednesday and Friday from 12:15 to 12:30 p.m. This is followed by The Weatherman, 5:35 to 5:45: Clifton Utley and the News, 6:30 to 6 p.m.; The Weatherman, 10 to 10:10; Clifton Utley, 10:15 to 10:30, and Tom Duggan in Let’s Look at Sports, 10:30 to 10:45.

Each show can draw news from the wire services, staff reporters, local tipsters, and three NBC television film features, the Daily News Reel, the Weekly Sports Reel and the Weekly News Reel. The local operation also uses occasional Chicago-area films shot by a cameraman assigned to Camel News Caravan, which WNBQ carries nightly from the network.

The noon show, with a full line-up of commentators-writers, presents Network Commentators Clifton Utley and Alex Dreier, Reporter-at-Large Jim Hurlbut, starred on the Zoo Parade on NBC-TV, AM Newscaster Len O’Connor, News Announcers Louis Roen and Norman Barry, Newswriter Jack Angel and Network Local Announcer Hugh Downs. The WNBQ Newsroom, most informal on the slate, is handled by newscasters who can write their own copy, and writers who can deliver commentary.

Two late-evening features, Mr. Utley’s commentary and The Weatherman with Clint Youle, his wife, Jeanne, and brother, Bruce, are regulars which have been on the air as long as the station.

Wide Sponsorship

For Utley Commentaries

Mr. Utley has been bought since late last spring and his 5:50 to 6 p.m. show is sponsored on Tuesday and Thursday by Peabody Coal Co. The evening commentary is shared by Englander Mattresses, Tuesday, Thursday and Friday, and the Rock Island Railroad on Monday and Wednesday. His Saturday show from 6 to 6:30 is sponsored by the First National Bank, which picked up the show originally last July.

Mr. Youle, a former newswriter at the station, has been sponsored since September 1949. His 10 o’clock feature is paid for by Ceresota Flour three evenings weekly and by Commonwealth Edison Co. and the Public Service Co. two nights. The same show on Sunday has been picked up by the Santa Fe Railway.

Mr. Youle, with his wife and brother, join hands (and voices) to deliver an integrated commer-
FILM REPORT

THREE "three-reelers"—old-time melodramas loaded with buckets of sentiment and blood-curdling chills have acquired a new lease of life by SLEISER PRODUCTIONS, Los Angeles, for use in a series now in preparation, It Seems Only Yesterday. The three masterpiece episodes are centered around the legend: The Way of the Transgressor Is Hard; Nellie, the Beautiful Cloak Model; Jerry the Tramp.

Another purchaser of old films is Educational TV (TV), New York, which has acquired 15-minute programs for use on its weekly Movie Master series.

Prison life gets a going over in a projected series, tentatively titled In My Cage. HYPERION FILMS Inc., New York, is negotiating with John Kullas, independent producer, to make the 26-film series.

TV promotional activities at UNIVERSAL-INTERNATIONAL, New York, have been supplemented by a 20-minute weekly Star Album, featuring lives of screen stars. This new service was prompted by wide use made of Star Album, Universal's original promotion series.

Joel Chandler Harris' old South will live again—on TV—in a new marionette film series, Sleepy Joe. Produced by THE CARDINAL Co. and based on the "Uncle Remus" stories, the series will be distributed by United Television Programs. A transcribed radio series of the same name has been produced for five years and is currently being carried on 195 stations. Gerald King, UTP president, announced that contingent contracts have been signed by Sleepy Joe from TV stations in St. Louis, Chicago, San Francisco, New York and Kansas City.

Another new building for DUDLEY PICTURES Corp., Beverly Hills, color film specialists, is in the planning stage. It will be erected at Hollywood and Beverly Blvds., Los Angeles, if company's $70,000 bid is accepted. Building will contain nearly 6,000 square feet of studios, offices and sound stages.

An option to produce a TV situation comedy based on comic strip, "Mickey Finn," has been granted to Al B. Perelman and Paula Spitzer by McNaught Syndicate. New show will be written by Al and will star Guy Kibbee as "Uncle Phil."

An estimated 35 million readers follow Lank Leonard's daily cartoon feature.

In Production...

FILMCRAFT PRODUCTIONS, Los Angeles, starts a series of 32 two-minute commercials for Meyenberg Milk Products, San Francisco. They will be released this fall. J. Walter Thompson Co. arranged the purchase and Harpo Marx will be star salesman.

ROOSEVELT ENTERPRISES, New York, announced production plans for The Parade of Detectives, half-hour TV series based on the "Baker Street Irregulars," famed group of "Sherlock Holmes" addicts.

SUPERMAN Inc., Los Angeles, has signed Lee Bacon to direct new series of Superman, half-hour TV shows scheduled for production at RKO Pathe Studios.

WALKER Productions, Hollywood, has packaged I Want to Be Married and plans to produce 30-minute TV show live for viewer reaction before filming. Steve Fisher is put in charge, with Robert Reed as sales manager.

In the Diary:

GEORGE CARLON Productions, Hollywood, starts filming a half-hour TV drama-narration series, Tales of Miller, at Charles Chaplin Studios this week. Marvin Miller, announcer-actor, will be starred.

JERRY FAIRBANKS Productions, Hollywood, has completed a 15-minute documentary, The Mount Clemens Story, made especially for U.S. Air Force and tentatively titled for release to TV stations in August. Bigelow Theatre series has been resumed and will be telecast on 34 stations beginning in September.

Mike Simon joins Fairbanks as production assistant. He was formerly with Sol Lesser Productions and Universal-International.

CAMERON-FAIRBAIRN Productions, Hollywood, has been ordered to produce 72 15-minute episodes by Eastern Film buyer of KOTV (TV) Tulsa, Okla., and Russell Wade, producer-actor.

Headquartered on KTTV (TV) Los Angeles' studio lot, the new firm has started producing a quarter-hour series starring Pat O'Brien in role of story teller.

FREEPOINT Inc., Chicago, through Maxon agency, same city, will release soon a series of dealer film spots for TV, featuring electric kitchens and home laundries.

TELEVISION ASSOCIATED Productions, Hollywood, has started filming a comedy series titled Digest of the News starring Alan Mowbray.

FILMS FOR TELEVISION Inc., Beverly, Mass., announced the sale of its film series, The Thin Man, to Harry Mamas, former Warner Bros. cameraman. FFT will continue to produce, sell and distribute open-end shows and will shortly be ready to distribute Crime Clues—daily five-minute mysteries—quizzed By The Stars, sports quiz, through Harry S. Goodman Productions.

ADRIAN WEISS Productions, Hollywood, is shooting TV film series Craig Kennedy—Criminologist at Key-West Studios. Ten have been completed for NBC-TV. If a grand tour of Hollywood, will handle sales and distribution.

HOLLYWOOD NEWS SHEET, started originally for theatrical release in 1940, has been converted for TV showing and distribution to stations on a weekly 15-minute basis according to Erman Pessis, producer.

FILMCRAFT PRODUCTIONS, Los Angeles, has been re-signed by NBC-TV for filming of Grechoue Marx You Bet Your Life programs for 1951-1952 season. Program is sponsored by DeSoto - Plymouth Dealers through BBDO.

PRODUCTION FILM

BEING SHOWN BY KNBH

WITH "around 1 million TV sets in the area," Southern California as a market is graphically demonstrated by Alan Mowbray, producer, in his 15-minute sale-promotion film being shown to adver-tising agencies and clients by KNBH (TV) Hollywood.

The film, Rush Is Still On, film concentrates on population-industry growth of Southern California and its increasing purchasing power. Stressed throughout is the growing need for "a new design for selling." Only the last two minutes of the film are devoted to KNBH promotion.

Presenting statistics and credit ing various sources for figures, percentages and market calculations, the film's narrator, Eddie King, points out that Southern California has become the second largest TV market in the nation, whereas the area had only 45,600 sets in 1948.

Production film was produced at estimated cost of $7,000 by Arnold Marcus and overall production manager, Hollywood. Research data was made available by 21 sources.

MUNTZ TV Inc., Chicago, after its first year of operation, has reported net income of $748,002 or 74 cents per share on 1,013,994 shares of common stock outstanding. Net sales for the fiscal year ending March 31 were $27,147,846, and during the final three months amounted to more than $3 million million, representing a net profit revenue. Income amounted to $1,781,250 or 71 cents per share before taxes of $1,631,500.

President W. A. Muntz said his company "will definitely be in the van-guard of color TV manufacturers," reporting construction of three models so far.

TELECASTING, INC.

COMPLETE FILM PRODUCTION

FOR TV SPOTS-PROGRAMS

All Production Steps

In One Organization


Hollywood 4-7200

July 9, 1951 • Page 67
Telestatus

(Continued from page 68)

programming meanwhile dropped more than 11 hours a week from 104.4 hours last year to 93 hours this year.

The rise in program hours has been accompanied by a decline in program ratings, Ross noted. Comparison of figures for the first six months of this year with the same period of 1950 showed an increase of 56.3% in program time, but a decline of 43.3% in the combined average Pulse ratings for the programs, which dropped from 7.69 in the first half of 1950 to 5.37 in the first half of 1951.

Analysis by program types showed the average rating for every class of video program, without exception, to be lower this year than last. Although the amount of time devoted to baseball telecasts nearly doubled, the average rating for baseball was down from 18.2 last year to 10.4 this year. Average ratings of comedy-variety programs dropped from 21.1 last year, when this was the most popular type, to 12.8 this year, while dramas and mystery programs, which headed this year's list with 15.4, rated 19.3 in 1950.

DuMont Surveys Set Increases

TV SETS-IN-USE in seven cities during daytime have increased 54% within the last year, according to a survey released by DuMont Television Network's Planning & Research Dept. Percentage increases range from 117% in Chicago to 66% in Washington, 65 in New York, 50 in Baltimore, 41 in Los Angeles, 34 in New York, 34 in Los Angeles, 31 in Philadelphia.

Nielsen Reports Berle Tops in Latest Report

PRE-SUMMER hiatus, the Texaco Star Theatre, starring Milton Berle, continued on top of the Nielsen television ratings by reaching 46.2% of homes in program station areas in the two weeks ending June 9.

Close second was provided by Philco TV Playhouse which reached 42.3% of homes and Colgate Comedy Hour, which compiled a like percentage rating. The Nielsen summary of the top 10 follows:

HOMES REACHED IN TOTAL U. S.

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Texaco Star</td>
<td>5,272</td>
</tr>
<tr>
<td>2</td>
<td>Philco TV Playhouse</td>
<td>5,042</td>
</tr>
<tr>
<td>3</td>
<td>Philo TV Playhouse</td>
<td>4,890</td>
</tr>
<tr>
<td>4</td>
<td>Colgate Comedy Hour</td>
<td>4,490</td>
</tr>
<tr>
<td>5</td>
<td>Mercury Amusement</td>
<td>4,356</td>
</tr>
<tr>
<td>6</td>
<td>Mercury Amusement</td>
<td>4,356</td>
</tr>
<tr>
<td>7</td>
<td>Your Show of Shows</td>
<td>4,202</td>
</tr>
<tr>
<td>8</td>
<td>Your Show of Shows</td>
<td>4,062</td>
</tr>
<tr>
<td>9</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>3,857</td>
</tr>
<tr>
<td>10</td>
<td>Studio One</td>
<td>3,855</td>
</tr>
</tbody>
</table>

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
<td>46.2</td>
</tr>
<tr>
<td>2</td>
<td>Philco TV Playhouse</td>
<td>45.2</td>
</tr>
<tr>
<td>3</td>
<td>Colgate Comedy Hour</td>
<td>43.0</td>
</tr>
<tr>
<td>4</td>
<td>Philo TV Playhouse</td>
<td>41.7</td>
</tr>
<tr>
<td>5</td>
<td>Mercury Amusement</td>
<td>40.9</td>
</tr>
<tr>
<td>6</td>
<td>Robert Silverstein</td>
<td>37.4</td>
</tr>
<tr>
<td>7</td>
<td>Golden Cavalcade</td>
<td>37.2</td>
</tr>
<tr>
<td>8</td>
<td>Martin Kane, Private Eye</td>
<td>36.4</td>
</tr>
<tr>
<td>9</td>
<td>Your Show of Shows (Participating)</td>
<td>36.3</td>
</tr>
<tr>
<td>10</td>
<td>Alan Young Show (Ess)</td>
<td>35.5</td>
</tr>
</tbody>
</table>

Copyright 1951 by A. C. Nielsen Co.

New York Hoopering Lead by 'Star Theatre'

TEXACO STAR THEATRE, with Milton Berle, registered a 47 rating to head the 10 TV programs in the June, New York TV Hooperings Pocketbook of C. E. Hooper Inc.

First programs were:

TV HOMES Hooperings

1. Texaco Star Theatre—Berle 47.0
2. Comedy Hour—Martin-Lewis 43.6
3. Arthur Godfrey's Talent Scouts 39.9
4. Fireside Theatre 38.1
5. Mome 30.9
6. Philco TV Playhouse 29.6
7. Comedy Hour—Jackie Gleason 26.3
8. Studio One 26.1
9. How to Beat Crime 26.0
10. Kraft TV Theatre 23.0

Special Event 43.8

President Truman

WTCN Surveys Sets In Average 'TV Town'

PHENOMENAL growth in the ownership of television receivers in an average 'TV Town'—New Richmond, Wis.—has been reported by WTCN-TV Minneapolis—St. Paul, whose transmitter is located some 45 miles from the study area.

The station's survey, embracing a series of findings ending last February, covered 100% of the homes in "TV Town," reporting an increase of 383% in TV set ownership. An even larger gain was recorded for families in farm homes within the WTCN-TV coverage area, with the amount jumping 590%.

Studying 785 homes among an estimated 3,000-plus population of New Richmond, WTCN-TV found that 40.6% have TV receivers compared to 21.8% for all farm homes. While farmers generally lagged behind urban dwellers in purchasing sets at the outset, they bought them at a faster rate, the station claims, after its study of so-called primary (urban) and secondary (farm) areas.

PUBLICATION of technical bulletin, Multistation Antenna System, which describes a "New multiple antenna system ... practical for fringe area installations as well as for small locations," and "suitable for large or small installations, including community antenna systems," was announced by Industrial Television Inc., 389 Lexington Ave., Clifton, N. J.

THROUGH television, the Detroit Edison Co. has been able to hold personnel meeting for 12,000 employees. Executives discussed company plans and policies on a special half-hour program, Open Meeting, over WXYZ-TV Detroit. Shown checking last minute plans are (l to r) Reginald Caray, Detroit radio & television director for Campbell-Ewald agency, James W. Parker, president, Detroit Edison Co., and John Pival, program director, WXYZ-TV. The show, featuring Mr. Parker and Prantiss M. Brown, board chairman, was directed specifically at Edison workers and their families, 70% of whom own TV sets. There was, however, much of interest to stockholders and the general public. The program included a film summary of company activities, with commentary, and plans for future expansion.

SEEKS TV POWERS

N. Y. State 'Authority' BILL to create a New York state television authority similar to the State Liquor Authority, and with comparable powers over the industry, is being drafted by State Sen. Arthur Wachtel, the legislator told an open meeting of the Television Dealers Assn. in New York. Sen. Wachtel was invited to speak to the group of about 400 metropolitan New York dealers, who recently began a campaign for state control of the industry to compel ethical practices among retailers, require TV service firms to fulfill their contracts, demand truthful advertising and pricing of merchandise and to suppress unfair business practices.

The legislator said he was working on a bill which he believed would stabilize conditions in the industry through state control, and that he already had received broad support in discussions with other members of the legislature.
PLANS for a cooperative venture in educational television were announced last week by WPIX (TV) New York and the New York City Board of Education, with a continuing series of programs for students confined to their homes scheduled to begin about Oct. 16, under the name The Living Blackboard. G. Bennett Larson, WPIX vice president and general manager, and William Jansen, superintendent of schools, said preliminary planning for the three-week series had been in progress since WPIX offered air time and facilities to the city's schools last December.

Stasheff Named
The programs will be planned and produced through the city's WNYE (FM), where staffman Edward Stasheff, who also has had experience as a commercial TV program director and producer, has been assigned to TV on a fulltime basis. Covering the fields of science, liberal arts and vocational guidance and home industries for the handicapped, the series at the outset will be aimed primarily at older students who receive home instruction but eventually will be directed at classroom viewers, spokesmen reported.

They said a survey showed 80% of "homebound pupils"—those confined to their homes by illness or other physical conditions—have television sets. The TV programs will supplement regular instruction these children now receive from visiting teachers and from WNYE, and also will instruct hospitalized veterans who are completing their high school education as well as other homebound adults.

Cites WPIX Offer
Supt. Jansen voiced appreciation for WPIX's offer of time and facilities, saying "television makes it possible for us to expand our educational services not only to those children regularly reached by visiting teachers...but also to adults whose interest in continuing their education has been hampered by physical limitations."

Mr. Larson said WPIX is "happy to cooperate" and feels the arrangement "is another step in working out an educational pattern that can be adapted to the New York City Board of Education schedules."

IN MONTREAL
it's

CF-CF
Canada's FIRST station—wise in the ways of PROGRAMMING, PROMOTION and MERCHANDISING...gives you the coverage and the listenership needed to do a real selling job in this rich market area.

U. S. Representative—Wend & Co.

EDUCATION FOR HANDICAPPED
WPIX and Board of Education Plan Video Series

EDUCATION of the New Era Television Co., a new organization for national sale of custom-built television radio-phonograph units "with consoles designed in the finest glass and mirror combined with wood, fabrics and bamboo," has been announced by George H. Mildwoff, president and founder, in New York. Included in the cabinets will be the RCA-licensed 630 chassis with 20-inch picture tube.

A Better FM Power Triode*

Designed particularly for FM broadcast service, this "metal-header" triode features a very efficient plate radiator requiring less than half the airflow usually needed for a tube having the same power-handling capability. With its cooler operating temperature, the RCA-5762 offers substantial operating economy.

This is another example of the way RCA engineering leadership continues to give broadcasters more tube hours of service per dollar!

Your RCA Tube Distributor can handle your order in minimum time. Call him. He's as near as your phone!

*The RCA-5762 can be used, with FCC approval, as a direct replacement for the older type 7G24 in RCA transmitters BTF-1G, BTF-3B, and BTF-10B (as explained in the June issue of Tube Tips).
STUDY of "the long list of civil liberties problems posed by the televising of Congressional inquiries" has been undertaken by the American Civil Liberties Union, Patrick Murphy Malin, executive director, told House and Senate leaders in letters supporting a congressional inquiry into the problems of committee hearing telecasts [BROADCASTING ¦ TELECASTING, June 11].

To Study Closely

"We are most concerned over these problems," Mr. Malin said, "and are giving them careful study in an effort to suggest solutions that will preserve the rights of Congress, the public and the witnesses. When this study has reached a conclusion, we should appreciate an opportunity to appear before any legislative committee which may undertake an inquiry."

As "more and more publicity media cover the events," he continued, the need for procedural fairness grows, and ACLU also feels that "differences between the media may be great enough to justify separate sets of rules to govern the conduct of each."

Among possible safeguards being considered, he said, are "complete and accurate testimony and full information about witnesses," and "preservation of the rights of privacy—at least to the extent common in other types of publicity."

Some questions ACLU will look into.
- Should press cameras (with flash bulbs), television, newsmen's cameras (with klieg lights) and radio microphones be excluded from the hearing room?
- Is there a chance they will distract witnesses from giving complete and accurate testimony?
- Should body conducting hearings decide what media are to be barred? Or should the witness?
- Should there be a requirement that any material adverse to a witness carried by newsmen, television or broadcast must be accompanied by adequate rebuttal?
- Does heightened publicity require changes in libel or slander law?

**DETROIT STRIKE**

**Video Covers Mediation**

TELEVISION enabled the citizens of Detroit to sit right in on negotiations during a transportation strike that had halted all public transportation for 59 days. Conferences between city officials and strikers had been showing little progress, but the opening of television, which was telecast by WWJ-TV and WJBK-TV Detroit, was credited with helping to end the strike two days later.

A Detroit News story said:

Referring to last Saturday's televised hearing, the mayor (Albert E. Cobo) said they were helpful because they permitted the public and the operators to hear the truth.

Mobile units from both stations were set up at City Hall where a public hearing was being held before the Common Council. The telecast covered over three hours, and audience interest was compared to that generated by the Kefauver hearings in the Motor City.

**CANADIAN UNION**

Capitol Film Gets Studio ACQUISITION of Sovereign Studios by Capitol Film Productions is seen in Canadian circles as the "first union of radio and motion pictures to serve Canadian television needs."

As reported by The Canadian Film Weekly, Toronto, the formation of Capitol Film by Edward L. Harris, former general manager, Gaumont-Kalco, and Johnny Wayne and Frank Schreiber, Canadian writing—acting—production team, puts Canada in a position where it can quickly join the broadcast-film arts for television. In the future, Capitol Film, which took over studio facilities July 1, the scene of experimental production for Canadian television during the last few months.
WKBK NEW HOME
Swings Into Operation

WKBK Youngstown, Ohio, began broadcasting from "Radio Youngstown," its new, modern structure, yesterday (Sunday). The new home, housing AM and FM and which was three years in the building, is located in the south outskirts of the city.

The CBS affiliate's building embodies the latest technical advances in radio with modern principles of construction and modern office furnishings. WKBK was located previously in the downtown area.

While final details in its construction are not yet complete, offices and studios were ready for occupancy at yesterday's broadcast opening.

Workmen will continue at the building through the summer with public inspection slated for the fall.

The building is on a 60-acre tract of rolling lawn, and contains transmitting equipment in addition to offices and studios. There are five broadcast studios, one two-story studio planned for eventual television. The building, planned for this occasion is a 500-ft. tower which has been constructed in addition to an array of four WKBK radio towers.

Grand opening is planned to coincide with station's 25th anniversary. It operates with 800 w on 570 kc.

WHYN-FM Grant

WHYN-FM Holyoke, Mass., has been granted special experimental authority by FCC to operate by remote control from the transmitter of its sister station, WHYN, without a licensed operator in attendance at the FM transmitter. The FCC in making the authorization until Dec. 20, 1961, said that it had some doubts as to how successful such control might be, particularly as to length of time that might be required for minor or major repairs. A full report on the operation was requested by Nov. 1, 1961.

KPRO FILES SUIT

Cites Anti-Trust Violation

VIOLATION of the Sherman Anti-Trust Act is charged in a half million dollar triple damage suit filed in U. S. District Court at Los Angeles by Broadcasting Corp. of America, operator of KPRO Riverside, against San Bernardino (Calif.) Broadcasting Corp., former licensee of KITO San Bernardino and former owner Carl E. Haymond of Tacoma, Wash.

Named as also defendants is his son, Carl Dexter, Haymond, George Lindemann, former KITO manager, and Robert S. Conlan & Assoc., Inc., Kansas City, Mo., radio audience survey organization.

Suit cites that the defendants during 1947 and 1948 continuously conspired to injure KPRO's business and restrain its trade in interstate commerce by unfair competition and false representation in violation of the anti-trust laws.

The charge is made that KITO's management induced ABC to shift affiliation from KPRO to the San Bernardino station "by exhibiting certain fraudulent and false audience survey material."

Use of this alleged fraudulent survey material was made in raising advertising accounts of KPRO and the diversion of prospective advertisers from the Riverside station also is included in charges. Although KPRO allegedly suffered actual damages of $171,000, triple that amount is being asked for under Section 7 of the Sherman Act. Defendants also are asked to pay Broadcasting Corp. of America attorneys' fees (which amount to $61,300) under a provision of Section 7.

Carl Haymond is owner of KMO Tacoma and KIT Yakima.

NEWS COMMITTEE

NARND Sets Up Study Arm

MITCHELL V. CHARLEY, U. of Minnesota journalism professor, will serve as co-chairman of the National Assn. of Radio News Directors' wire services committee with Jim Bormann, WCCO Minneapolis news director, according to Ben Chatfield, NARND president. Mr. Chatfield also announced the committee study will begin at once with the U. of Minnesota cooperating with the radio news group. The report, which will study wire services with the aim of improving their radio news coverage, will be made in November at the annual NARND convention, Hotel Sherman, Chicago.

Other members of the committee are Johnny Murphy, WCKY Cincinnati; Orrin Melton, Sioux Falls; Bob Lyle, WLS Chicago; William Jenson, WHAS Louisville and U. of Minnesota; Rex Loring, CFCF Montreal; E. L. Heywood, Calgary, Alberta; John Beek, KNX Hollywood, Calif.; John Thompson, KNBC San Francisco.

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On All Accounts
(Continued from page 14)

sponsible businessmen so they can
merely sign dinner tabs at res-
ra, hotels and night clubs throughout the U. S. instead of
paying cash. Once a month the club
issues a convenient, consolidated
bill for all dining and entertain-
ment expenditures—"an ideal rec-
ord for tax purposes and business
needs," Mr. Azrael points out.

Aside from radio, Azrael Adv.
enjoys identification as specialist
in the field of mail order advertis-
ing.

Mr. Azrael also claims associate
careers of a "Sunday painter" and
"a good many civic, club and asso-
ciation activities" as well as a
"small vegetable garden." His son,
16, and daughter, 13, keep things
lively, he says, by their "all-em-
bracing wisdom" and "keep him off
balance consistently."

CRAIG PRESIDENT
Succeeds Wilson at AT&T

CLEO F. CRAIG, acting president of AT&T, was elected president last
Monday, succeeding Leroy A. Wil-
son, who died June 28 [Broadcast-
ing • Telecasting, July 2]. He
had been named acting president
the preceding week, shortly be-
fore Mr. Wilson's death after a
brief illness.

A vice president of the company
since 1940 and vice president in
charge of finance since November
1949, Mr. Craig at various times
also has been in charge of the
Long Lines Dept., personnel rela-
tions, operations and engineering,
revenue requirements and finance.
Now 58, he is a native of Rich
Hill, Mo., and joined AT&T at
St. Louis upon graduation from the
U. of Missouri in 1913.

ADVERTISING Federation of Amer-
ica has announced the creation of an
advertising internship for college pro-
fessors. The first internship was
awarded to Frederick T. Bryan, chair-
man of the Dept. of Marketing at
Boston College's School of Business
Administration.

Deane Replaces Baker

Buddy Deane, WITH Baltimore
emcee, has been named to replace
Phil Baker on the station's 2-4
p.m. program. Mr. Baker had re-
quested his release from the show
due to his heavy schedule of net-
work radio and television programs
and because "there just aren't
enough hours in the day to do
justice to everything." Tom Tin-
ley, WITH president, expressed his
regret at Mr. Baker's departure.

In announcing the shift he said:
"Buddy Deane has already created
a sensation in Baltimore with his
popular morning show Wake Up
Baltimore. I feel sure he'll do even
better with his additional time from
2-4 each weekday afternoon."

TWO semi-automatic machines for
printing electronic circuits, one for
flat surfaces and other for cylindrical
surfaces, have been developed by Na-
tional Bureau of Standards. Printers
are products of continuing program
of printed circuit development spon-
sored by Navy Bureau of Aeronautics,
NWC said.
ALL OUT PROMOTION
WWL New Orleans went all out in promotion of Mario Lanza Show, summer replacement sponsored by Coca-Cola Co. Three-way tie-up with station, local RCA Victor record distributor and managers of local variety stores, used advertising and promotion campaign to push products. Dashboard cards were used on buses and streetcars during month of June. Floor displays, window display featuring life size cut out of Mr. Lanza standing before WWL mike, counter displays and 1,500 postcards were sent out and posters were used. WWL prepared two special five-minute records introducing "this great RCA Victor recording artist as sponsored by Coca-Cola over WWL-CBS" with record closing with song by Mr. Lanza.

TV PACKS IN CUSTOMERS
AMERICAN National Video Production Inc., Chicago, Parade, 10:15-11 Monday, sponsored by National Clothing Co., Chicago. Firm happily reports selling power of TV demonstrated during four-hour sale at clothing company held 8-12 p.m. when more than 6,000 persons jammed Loop area streets, greatly taxed efforts of Chicago Police Dept. to allow traffic moving, swamped clerks. Announcement of sale carried on Parade just once (night before sale scheduled)—no other announcements made, no other results used. Results so amazing, response so good, store manager reports more than a third of potential customers had to be turned away, said 70 more clerks would have to be hired to handle customers at next sale advertised on program.

DOPE DRAMAS
WMAQ Chicago, The Black Mark, series of three drama documentaries on teen-age dope addiction in Chicago. First show featured addicted youth in recorded interviews conducted by Leonard O'Conner, station newman, who has worked on problem for five months. Names of show taken from "black marks" left on heroin addicts arm from needle injections. Final show, July 21, will outline measures which should be taken to halt spread of narcotic addiction. Station reports that data will be made available to the Senate Crime Committee.

PERSONALITY CONTEST
TWO-AND-ONE-HALF weeks of on-air promotion netted KAYL Storm Lake, Iowa, 262 entries from 35 towns in its third annual child personality contest. Youngsters of 6 years and less were entered in the competition, which was tied-in with local photo studio. Tex Ritter served as judge of photographs in two groups, children up to 3 years and from 3 through 6. Response came from 17 counties in KAYL's listening area. Station used two spots and one program daily, and no newspaper or other outside promotion.

NEWS BEAT SCORED
WPTR Albany, June 24, aired first bulletins and televised interviews with State Police, after apprehension of suspect sought in connection with the murder of State trooper. News Editor Ed Graham's first of bulletins 15-minutes after the suspect was taken into custody, following with more complete story in 45-minutes. Mr. Graham, June 6, brought first bulletin, 90-minutes, following the death of the trooper. He followed that up with interview with newspaperman covering story. Chief Inspector Francis McGarvey, who helped in breaking the case, praised radio and television for their coverage and keeping the case before public.

BROADCASTING

Mailing Piece
WSJS Winston-Salem, N. C., sending trade and advertisers mailing piece citing listener coverage. Cover has picture of rooster crowing and back says "In Winston-Salem the station most people listen to most is WSJS!" Inside gives facts on listening in the morning, afternoon and evening.

KOREAN REQUESTS
KLK Parsons, Kans., Request Time, 4:15-6 p.m. Monday through Saturday. Jay Pratt, program's announcer, gets requests from area's servicemen serving in Korea, calls family to make sure they are home, plays requested tune for family.

BILLBOARD PROMOTION
MBS sending trade and advertisers large tear sheet with picture of billboard, saying "More radio homes than ever before." Note attached reports "... these six words state one of the most significant differences between Mutual and all other networks today... so we've taken these six words off our sky-high signboard and placed them on your desk for close-up scrutiny." Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

73

Immediate revenue produced with regional promotion campaigns
23 years of service to the broadcasting industry

HOWARD J. MCCOLLISTER COMPANY

66 ACACIA DRIVE
AHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. MCCOLLISTER, General Manager

BROADCASTING • Telecasting

July 9, 1951 • Page 73
TORNADO COVERAGE
WRVA, WCCO, KGNC Perform Emergency Service

TORNADOS which ripped through Texas, Virginia and Minnesota drew on-the-spot radio coverage, with KGNC Amarillo, WRVA Richmond and WCCO Minneapolis reporting their activities to BROADCASTING • TELECASTING.

Two technicians of KGNC were officially commended by the U. S. Weather Bureau's local office for their role in giving a tornado warning.

Bill Curbow and Marvin Armstrong, on duty at the transmitter, saw the tornado cloud forming near the KGNC towers. The regular observation system had not revealed the storm. The KGNC technicians notified the Weather Bureau and followed up with information on the storm's movement. In all they saw eight storm funnels.

Commenting on the warnings, Meterologist H. C. Winburn, of the bureau, wrote Bob Watson, the assistant manager: "Their report allowed warnings to be broadcast to residents of the northeastern Panhandle. Both Amarillo papers mentioned residents of White Deer had heard radio warnings in the storm in their area and this allowed them to warn their neighbors and to take shelter from the storm. The fact that no lives were lost in the vast destruction at White Deer attests that they had been forewarned."

KGNC has a storm cellar at the transmitter, complete equipped with a speaker system so the station can be monitored from underground.

Richmond Storm

Richmond's twister struck June 13 just before the peak of home- and vacation traffic. Many were trapped in their autos by falling trees, 600 buildings were damaged, power was cut off in hundreds of homes, phone lines were down—for a while, even the police radio was out.

WRVA sent out the first bulletin just three minutes after the tornado hit. Emergency announcements recalling police and firemen were aired every 10 minutes. George Passage, WRVA news editor, and John Tansey, assistant program director, were among the first to spot the twister. Going into action, they were able to present a half-hour program combining news, emergency instructions, and tape recordings of victims only an hour after the tornado first struck. Another half-hour program at 12:30 a.m. on the evening gave early developments.

WRVA won praise from city officials for its invaluable liaison work between the public and emergency crews.

Three tornados in Minnesota left

in their wake one dead, more than 25 injured, and countless buildings leveled. It also blew WCCO into action and resulted in coverage of WASHINGTON FM
University Outlet Set

FCC-APPROVED FM station for the U. of Washington, at Seattle, will go on the air about Oct. 15. BROADCASTING • TELECASTING was informed last week by Prof. Edwin H. Adams, executive officer of the university's Dept. of Radio Education. Operating on 90.5 mc, with a 1 kw transmitter and a new Western Electric control board, the station will be able to utilize existing studio and control facilities, which were developed for the university's radio-training courses and its statewide transcription service. Studios will remain in Radio Hall, on the university campus, and the transmitter will be atop the Administration Bldg.

Prof. Adams, who will serve as station manager, also announced the staff positions, as follows:

Bruce Calhoun, program director; Ken Kager, production manager; Al Roberts, chief engineer. The station will be largely student-staffed, Mr. Adams said, because of the recent budget cut imposed on all university operations by the state legislature.

Women Broadcasters

ALICE KEITH, president National Academy of Broadcasting, Washington, struck a blow for employing more women in the broadcasting field fortight ago while a d r e s s i n g representatives of church groups in Koinonia House near Baltimore. "Since women, as a whole, are the chief purchasers of advertised products and since they are keenly aware of the needs in the home, their active cooperation is called for, not only as listeners, but as participants and employees," Miss Keith declared.

which the station is justifiably proud.

DeMert Sueker, control room engineer, phoned WCCO from his home and gave an eye-witness account of the damage. The newscast used a tape-recording telephone hook-up to get eye-witness accounts from another area. Larry Haeg, WCCO farm service director, who lived near a different damaged area, gave a telephonic eye-witness account. All were used on the Cedric Adams News show.

WHBU AID
Power Failure Emergency

EMERGENCY instructions for Anderson, Ind., following local power plant explosion in mid-afternoon June 18 were aired by WHBU there in public service effort.

Relying on emergency power equipment to return to the air, WHBU told citizens to conserve depleted water supply and stay off streets to ease traffic lightless congestion. Station also repeated bulletins from police, fire and water departments throughout the night. Return of power to some areas, plus auto and battery radios, were credited by WHBU as enabling it to keep public informed.

Godfrey to Paris

ARTHUR GODFREY, CBS radio and TV star, left on a flight to Paris July 5 at the request of Bernard Baruch, U. S. elder statesman. While in Paris, Mr. Godfrey will confer with Mr. Baruch and Gen. Dwight D. Eisenhower. Substituting for Mr. Godfrey until his return, July 15, will be: Robert Q. Lewis, 10-11:30 a.m.; Mon.-Fri., CBS; Herb Shriner, CBS-TV and radio Talent Scouts, Mon., 8:30-9 p.m., and Frank Parker for Godfrey and His Friends, CBS-TV, 8-9 p.m.

WFRP Joins Liberty

WFRP Savannah, Ga., has signed a contract for affiliation with Liberty Broadcasting System, effective yesterday (Sunday). WFRP, operating on 1230 kc with 250 w, is licensed to Georgia Broadcasting Co. John F. Pidcock is president; James M. Wilder, secretary, and John G. Williams, treasurer.

Time Buyers, NOTE!
NO TV Stations within
60 miles of
YOUNGSTOWN, 0.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC
Station Serving
This Market

5000
All programs duplicated on WFMJ-FM
50,000 Watts on 105.1 Meg.
WATTSCALL
Headley-Reed Co.,
National Representatives
TRADE CODE

FTC Plans Second Meeting

A SECOND session devoted to discussions on trade practices of the radio and television industry is tentatively scheduled for late September, the Federal Trade Commission announced last Monday.

First meeting was held in Washington June 21 [BROADCASTING* TELECASTING, June 25]. At that session, convened at the request of Radio-Television Mrs. Asm. and other groups to blueprint new rules for television practices, color TV emerged as a bitter issue.

FTC in its announcement last week said those attending the meeting agreed a second conference was necessary. They also recommended, FTC said, that "a staff draft of suggested trade practice rules should be prepared by the Division of Trade Practice Conferences of the Bureau of Industry Cooperation."

This draft will be distributed among members of the industry for study in advance of the second conference, the commission said. The staff's draft rules on all the subjects suggested by the various associations and members of the industry will be a basis for further talks, FTC added.

Canadian Radio Rules

OPPOSITION PARTY leaders in the House of Commons at Ottawa June 29 urged the Canadian government to appoint a committee in the fall to study the radio section of the Massey Report, of which the minority report recommended establishment of a separate regulatory body for broadcasting in Canada. Subject came up during a discussion of money matters prior to adjournment of the session, with the government asking for $1.5 million interim advance to Canadian Broadcasting Corp. to tide it over current deficits. Should the government implement the Massey Report majority recommendations, CBS would receive an annual grant of $5 million, Revenue Minister J. J. McCann told Parliament. There has been no Parliamentary Radio Committee since last year.

J. CARROLL NASH signed for CBS Life With Luigi for third consecutive season, resuming August 28.

HELY GROSS, announcer WPHL Philadelphia, father of boy

TED SCHNEIDER, operations manager WMGM New York, father of daughter, Lynn, born June 18.

JEAN HERSHOLT, former Dr. Christian character, elected director of Hollywood Chamber of Commerce.

DANNY O'NEIL, Chicago TV singer and recording star, was injured July 1 when car he was driving skidded and rolled over four times near Almo, Minn. He was on fishing trip with friend, and is reported in normal condition now.

Capt. WALTER KAGI, special deputy chief of information U. S. Navy, to NBC-U. S. Navy television project, as Navy technical advisor.

JAMES PAVIZED, supervisor of music CBS, visiting Holland as guest of Holland Festival Committee and Radioland Nederland.

FOUR ABC Hollywood staff members have been honored with "Nurse of Mercy" awards from City of Hope, Duarte, Calif. for their recent efforts on behalf of hospital's campaign for funds towards its projected cancer hospital. The men, FRANK LA TOURETTE, director of news and special events, ABC Western Div., HANK WEAVER, ABC news and sports commentator; MARK JORDAN and BILL DAVISON, network announcers, conducted 15 hour marathon on KECA-TV, local ABC outlet that netted the hospital over $750,000 [BROADCASTING* TELECASTING, June 25].

WLIB New York adding 8% hours weekly to its Negro broadcasting schedule, bringing total time devoted to such programs to more than 38 hours a week.

WCHS Charleston, W. Va.

BOB FERRIS, news and special events director KJST Seattle, to news staff KPFW Hollywood, Mr. Ferris wrote a dozen news reports and daily newscasts on station.

CHARLES T. WADE, news director WCBS Bristol, Va., appointed director of news and special events WCHS Portland, Ore.

JOE ANDRUS, editor Barrow Herald, Cartersville, Ga., appointed to news staff WMAZ Macon.

STUART NOVINS, associate director of public affairs CBS New York, has received NBC West Coast League from National Vocational Guidance Assn. for "outstanding job" while he was CBS Hollywood public service director.


BERTRAM LEBAHR III, sportscaster on WMGM New York under name Bert Lee Jr., on June 23 married Dorothy Joyce Cohn. Mr. Lebahr is son of BERTRAM LEBAHR JR., director of WMGM and Metro-Goldwyn-Mayer Radio Attractions.

GEORGE MILLER, sports director WPTV Albany, registered a holowone on the Western Turnpike golf course, June 27.

ELECT TEICH

Heads Iowa Tall Corn

W. J. TEICH, KROS Clinton, has succeeded Ben Sanders, KICD Spencer, as president of the Iowa Tall Corn Network. It was announced following the regional group's June 14-16 annual meeting at the Okoboji. Other officers appointed were Hugh R. Norman, KSTT Davenport, and Dietrich Dirks, RCOM Sioux City, vice president; and William P. White, KFJB Marshall-town, secretary-treasurer. During the meeting, KCIM Carroll was welcomed as the Iowa group's 19th addition.

Mr. Phil Archer
Knoe Reeves Adv., Inc.
Minneapolis, Minn.

Dear Phil:

You fellows ain't troubled with infan-

ty...for you...you bug them...WJ.

Napier, West Virginia's Number One
Station vous...plus more mon-

ey...then yer...yam...or...your...a-

ny...shok...it...at...WJ...Phil...even

with...few...stations...in...town...I

wonder show that 26-3.8!!!

BERTRAM LEBAHR III, sportscaster on WMGM New York under name Bert Lee Jr., on June 23 married Dorothy Joyce Cohn. Mr. Lebahr is son of BERTRAM LEBAHR JR., director of WMGM and Metro-Goldwyn-Mayer Radio Attractions.

Mr. Parsons

The Railroad Hour, now appearing in stage presentation of Detective Story at Ivar Theatre, Hollywood.

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Provo Joiners

THREE prominent civic organizations in Provo, Utah, are now headed by KVOO station Manager Arch L. Madsen and Sales Manager L. H. (Curt) Curtis, respectively. Provo Twenty-Thirty Club is headed by Salesman Harold Toldboe.

WJWL GEORGETOWN

New Del. AM Daytimer

NEW DAYTIME AM station in Georgetown, Del., WJWL, began operation June 27 with 1 kw on 990 kc. Outlet is owned by the Rollins Broadcasting Inc., which also owns WRAD Radford, Va., and WFAI Fayetteville, N. C.

Frank Knutti, former manager of WLSI Pikeville, Ky., is WJWL general manager. Other staff members include: Norman Glenn, commercial manager and publicity head, formerly manager of remote studio for WBOC Salisbury, Md.; Bill Jaeger, former WBOC announcer, program director; Chief Engineer Edward Marzoa, former chief engineer at WFAI; Muriel Meade, continuity and traffic; Frank Delle, announcer, and Jo Lee Downing, receptionist.

Welcome the Largest

Head, Meade, Engineer Edward Bill Studios General Manager. Other Staff of WLSI Pikeville, also owns WRAD Operation WJWL Three Prominent (Curt) Flawless Downing, Jaeger, Exclusive in Distributorship Combined Effects and Pressings, Continuity and Traffic; Presided Michelson, WBOC to July Faced 9, -0695 Faithful R.p.m. Each New 107 Marzoa, -0695 -Half of new AM Roof Station, to handle Thirty, annual Miller, City, to handle JEWEL Featuring Contract Prophylactic Toothbrushes), only.

Agency Appointments • •

JEWEL MATTRESS Co., Detroit, appoints Ruse & Urban Inc., same city, to handle advertising. Radio and TV will be used.

TILEPHONE Co., Chicago (shower cabinets), names Casler, Hempstead & Hansen, same city, to handle advertising. Charles O. Fuffer is account executive. Radio may be used later.

DICTOGRAPH PRODUCTS Inc., Acousticon Div., N.Y., appoints Walter McCready Inc., Beverly Hills, Calif., to handle advertising. Network and local radio and television will be used. Robert Silverman is account executive.

British Ford Dealers of Northern and Central California appoint Richard N. Meltzer Adv. Inc., S. F., to handle advertising. Fall television show is planned.

Columbia Tobacco Co., N.Y. (duMaurier filter-tip cigarettes), appoints Anderson & Cairns, N. Y., as agency. Firm probably will use nation-wide radio spots.

Grove Laboratories Inc., St. Louis (Fitch hair preparations), appoints Vickers & Benson Ltd., Toronto, to handle Canadian advertising. Agency already handles number of other Grove Labs products.

Adpeople • •

KENNETH B. BONHAM, former president of Emerson Drug Co., to American Home Products Corp., as assistant to WALTER F. SILBER-SACK, president.

REESE H. TAYLOR, president Union Oil Co., Los Angeles, elected alumnus trustee Cornell University, Ithaca, N. Y.

New Business

(Continued from page 11)

from July 25 for 52 weeks through Needham, Louis & Broby, also Chicago. The Falcon is heard during that time period now, and will be replaced with the Great Gildersleeve in the fall.

RCA Victor Div. of RCA renews The Phil Harris-Alice Faye Show, Sun. over NBC, effective Sept. 30. New time period for program is 8-8:30 p.m., with The Big Show, NBC, Sundays, moving up to the 6:30-8 p.m. spot. Agency for RCA Victor: J. Walter Thompson Corp., N. Y.


U. S. Army Air Force to sponsor Sports Newsreel, starring Bill Sterne, on NBC, Fri. 10:30 to 10:45 p.m., starting Nov. 30, for 26 weeks. Agency: Grant Adv., Chicago.

KELLOGG Co., Battle Creek, in early fall moves two programs, Mark Trail, multi-weekly adventure series, and Victor Borger Show, five minute multi-weekly music and comedy program, from MBS to 260 ABC stations, 6:30-6.55 p.m. for Mark Trail and 5:55-6 p.m. for Victor Borger Show [CLOSED CIRCUIT, June 11]. Agency: Kenyon & Eckhardt, N. Y.

CORY CORP., Chicago (household appliances) to sponsor Tues.-Thurs., 12:45-1 p.m. segment of new Frances Langford-Don Ameche program (Mon.-Fri., 12 noon to 1 p.m.) over ABC-TV.

General Foods (Sanka Div.), N.Y., replacing summer show, Who's Whose, after one performance with another panel show, It's News to Me, John Daly moderating, Mon., 9:30-10 p.m. (EDT) on CBS-TV, Agency: Young & Rubican, N. Y.

R. J. REYNOLDS, (Camels) to sponsor Your Show of Shows, NBC-TV, Sat., 9-9:30 p.m. Firm has sponsored Jack Carter Show, Sat. Croyle which sponsors that half-hour of Your Show of Shows, undecided about fall. Camel agency: William Esty & Co., N. Y.

APPLY VALLEY INN, Apply Valley, Calif. (resort) to sponsor July 14 only, 5-6:30 p.m. (PDT) $100,000 Gold Cup Handicap Race at Hollywood Park, Inglewood, Calif., on CBS Western and Hawaii stations. Agency: Swafford & Co., L. A.

LAMBERT PHARMACAL Co., St. Louis (Listerine Toothpaste and Prophylactic Toothbrushes), to sponsor So You Want To Lead a Band, featuring Sammy Kaye, over CBS-TV, Sat., 7-7:30 p.m. beginning July 28. Contract is for three years in 26-week segments. Agency: Lambert & Feasley, N. Y.

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B. L. West ( ), first vice-president of Cussins & Fearn, and WHKC Sales Manager Harry Hosely, watch Mr. Wunderlich complete the plant contract.

Radio Impact

Chain Stresses News on WHKC

Following a check of its radio advertising's impact, Cussins & Fearn, Columbus, Ohio chain of 40 stores, has signed for a total of one and one-half hours daily in newscasts on WHKC Columbus, Ohio.

Billy wonderlich, firm's president and general merchandise manager, explained that the huge block is broken down into 10 daily programs, ranging from five to 15 minutes. First show goes on with WHKC's 6 a.m. sign on and the final newscast is during the 6:30 p.m. dinner hour. Contract started July 6.

Cussins & Fearn's radio with WHKC during the past several years has been checked, Mr. Wunderlich said. "Quotas for the 1951 anniversary sale were set beyond our actual expectations, yet the repetition theme in our radio advertising brought results that far exceeded our pre-set goals." He pointed out the company's slogan is "Repetition is Reputition in Business."

WHKC covers all Cussins & Fearn's Ohio markets and reaches "five million present and potential customers," Mr. Wunderlich offered as the reason for choosing WHKC to carry the bulk of the company's advertising.

GE Tube Plant

GENERAL ELECTRIC expects to have its new $5 million receiving tube plant built at Anniston, Ala., by early 1952, according to J. M. Meltzer, president of GE's tube divisions. The plant is part of GE's expanding activity in the manufacture of "high-reliability" tubes for military purposes. Firm plans to employ 2,000 persons in the new plant's 160,000 square feet of floor space.
PEACE BY RADIO

Media's Diplomacy Role Outstanding

THE HIGH STRATA of diplomacy is taking to radio like the duck to water, it can be seen by the radio by-play that drew the U. S. and the Korean-Chinese Communists closer to the negotiating table.

The first use was by the UN Radio talk of Jacob Malik, the USSR delegate, June 3. This was followed by Gen. M. B. Ridgway's communication to the Communists, also via radio, presenting the UN proposal for a cease-fire. Peiping Radio accepted, and its terms specifying a delay of talks also were broadcast.

State Dept.'s International Information Program (Voice of America) relayed the Ridgway offer in four Chinese dialects—Mandarin, Cantonese, Amoy and Swatow. The statement was carried in 45 languages in all by Voice, with heaviest emphasis on its output to Korea and China.

The Malik broadcast, recorded as the 13th in a series of 14 weekly programs, was prepared and distributed by UN Radio as part of its On The Record series (formerly called Memo From Lake Success).

UN Radio spokesmen said that while the program was carried week-

TRUTH CAMPAIGN
Ad Council Asks Help


Volunteer coordinator of the Ad Council project is Allan Brown, vice president of the Bakellite Co. and former chairman of the Assn. of National Advertisers. Hewitt, Ogilvy, Benson & Mather, New York, is the volunteer agency.

LATIN AMERICA
New Facilities Announced

TWO new Latin American stations and three changes in existing stations were reported by FCC following notification from the Dominican Republic and Mexico under provisions of the 1941 North American Regional Broadcasting Agreement. Changes reported (probable commencement date in parentheses) are:

XERF Tezuitlan, Puebla, Mexico, new Class II station, 1 kw fulltime on 660 kc (July 30).

XEAW Monterrey, N. L., Mexico, increases day power from 1 kw to 2 kw, retaining 500 kw night, on 1280 kc. Class III-B. (Sept 1.)

XERAS Nuevo Laredo, Tamaulipas, Mexico, increases day power from 250 kw to 1 kw, retaining 150 kw night, on 1410 kc. Class IV. (Sept 1.)

XELC La Paz, Michoacan, Mexico, increases day power from 1 kw to 5 kw, retaining 1 kw night, on 1600 kc. Class III-A. (Sept 1.)

CABC Actions

CKVD Val d'Or, Que., has been given permission to increase power from 100 kw to 250 kw on 1220 kc to improve service in its area, by the board of governors of Canadian Broadcasting Corp., at Ottawa, June 21-22. Emergency transmitter licenses were recommended by the CBC board for CFRN Edmonton, CJAY Guelph, CJOR Vancouver and CHSJ St. John, N.B. Broadcast pick-up licenses were recommended for CFCF Montreal and VOCM St. John's, Nfld. Share transfers were recommended for a number of stations; CFBW Summerside, CHLP Montreal, CJOY Ottawa, CKCK Regina, CFAB Windsor and CKEN Kentville, N. S., CFBQ North Bay, CJKL Kirkland Lake and CKGB Timmins, Ont.

BROADCASTING • Telecasting

Copyright, 1951, United States Brewers Foundation
Strictly Business
(Continued from page 18)

In Springfield, Mo., June 12, 1917, Mr. Rogers' ties with radio date back to the twenties when he started as a cub announcer at KKYX Houston.

To get his start in the advertising field, Mr. Rogers expended vitality in a versatile array of positions in radio including selling, writing, commercial and station memberships.

From this indoctrination, Mr. Rogers had a close look at the printing media, working on the display staff of a few Texas dailies and knocked on the door of the advertising world by becoming account executive at Houston's Rogers-Gano Adv. Agency.

Heads Agency

There, Mr. Rogers busied himself in the position of radio director, and when his father died, he became the agency's president.

With World War II, Mr. Rogers exchanged civies for the forest-green of the Marine Corps. The war's end brought dissolution of the agency and the anonymous letter to Mid-Continent.

For Mr. Rogers, the advertiser's basic philosophy boils down to this: Strong advertiser-agency and media relations and more truth in advertising.

His professional affiliations include membership in various Assn. of National Advertisers' committees, lieutenant governor of the 10th District, Advertising Federation of America; Tulsa Press Club, immediate past president of Tulsa Country Club and Phi Kappa Psi fraternity.

Mr. Rogers' wife is the former Ruth Bellows of Houston. They have two children, Lee, 10, and Carolyn, 5.

When not engaged in the advertising-sales momentum of Mid-Continent, Mr. Rogers engages in his hobby, "all sports." He particularly likes golf, hunting and football.

Book Reviews


ED BRENNEN presents a panoramic view of the major forms of advertising media and the effective methods of buying and selling.

Although the book is somewhat elementary in its approach, Mr. Brennen said he wrote it specifically for buyers and sellers of advertising.

For the inexperienced student of advertising, it offers a primary understanding of the functioning of each form of media. For the professional it reviews some of the most practical current-day techniques.

Mr. Brennen hopes that his book will be both explanatory and inspirational. By its primary approach, he hopes that it may lead the student to proceed further in his exploration of advertising and that it may lead experienced advertising men down new avenues of thought.


READIED for the book mark in September, this volume, which correlates the writing, direction and production of a television program, is designed to be "a complete, practical introduction" in these spheres of endeavor. The book is illustrated with charts, diagrams and photographs, reproduces scripts—with marginal notes and camera cues. Photographs are enlarged from film transcription of programs, demonstrating director's planned key shots.

WTAG Worcester, Mass., is putting the bee on where the shopper shops for a bee.

It's just completed survey finds a strong trend among shoppers to live away from the busy city but an equal motivation for them to come to the city for things to buy.

The survey, directed by Prof. Eugene J. Kelley, assistant professor of economics and business administration, with cooperation of Ed Quinn, station's research director, was conducted by Clark U. students. They looked at the buying habits of 600,000 residents in the Worcester market area, covered by Worcester County.

For clothing, men's, women's and children's, the percentage runs to about 50% of shoppers who go to the heart of the city's store front.

Other categories of things to buy in the city get a dwindling percentage of buyers respective to their essentiality and their availability in smaller or rural areas, the survey discovered.

A 20% return was received on a random list mailing to over 5,000 residents in 22 towns scattered through Worcester County. Some of the questionnaires went to Worcester city residents.

To qualify accuracy and also information on the beamed circulation of WTAG, the station asked radio set ownership and station preference. Answers were checked with data coincident with such data as that of Pulse. According to WTAG, 59% of the respondents indicated that station as the one to which they listen most often. The survey, comparing to Pulse figures giving the station about 55% of the audience for the same period.

In order to assure retailers and other business firms of getting full use of the data, WTAG is putting together the results and will turn them over to the Worcester Chamber of Commerce for market distribution.

WSOY Staff Changes

MILTON H. STUCKWISH, technical director of WSOY-AM-FM Decatur, III., has been named station supervisor, a new post. Charles F. Bruce continues as commercial manager with both reporting to Merrill Lindsay, general manager of the stations. Jay Giles, announcer, becomes program director, succeeding Bernie Johnson, who joins the CBS Housewives Protective League.

Highlights Radio-TV

ELECTRONICS industry, riding on the growth of television to add to radio which was its big product in 1940, now is a $2.5 billion operation, by next year it may go as high as $5 billion, according to June 29 issue of Fortune magazine. An article, "The Electronics Era" by Lawrence P. Lessing, with accompanying illustrations, traces this growth and highlights radio and television as an important part of the industry.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorials, Speeches, Newspapers, Ad Libs, Financial Comment, Mystery Plots, Gooney Announcements, Man-on-the-Street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION Insurance Exchange Bldg. — Kansas City, Mo.
Open Mike

(Continued from page 28)

Perhaps radio should do as it tells the sponsor to do. Spend a proper amount of money on sufficient help to get the job done right . . .

Mei Haines

KBBW Hutchinson, Kan.

P.S. “Visit to the Land of Perhaps” [a fabule about the Double-Beasted Broadcaster and the Fuzzy-Crested Oracle, [BROADCASTING * TELECASTING, June 18] was oh-so-good. More! More!

Up The River

EDITOR:

Would it be at all possible for you to spare us your material entitled “Map of Broadcasting of the United States and Canada”?

We are anxious to obtain this material for our own reference, as well as for display purposes to our orientation classes—on which are held for all newly admitted men to our institution . . .

Herman K. Spector
Senior Librarian
San Quentin Prison, Calif.

No End to This

EDITOR:

The editorial entitled “FM's Aches, TV’s Balm?” of June 11 appears to have been properly apop- plised in the letters from your readers, particularly that of Mr. George Hamilton. However, one point has been overlooked.

What is the source of the “substantial engineering opinion” in favor of compressing the 700 FM stations now operating into 2 mc of the band? Is it some more of the crackpot . . . variety which in- sisted that FM is unadulterated. FM must be moved upward be- cause of “intolerable” skywave inter- ference and which now sits al- lently by while the key TV stations of the country are being set up per- manently on exactly the wave lengths where these former repre- sentatives of the Commission said FM couldn’t work? . . .

It is now clear for all the world to see that a former FCC made one of the colossal engineering blunders of the century. The three- year TV freeze is sufficient proof of that. Apparently what the editor wants to do is to compound that blunder by cramping the opera- tion of the one radio service which is really working without inter- ference. Taking all of FM’s space would not begin to solve TV’s troubles—nor will they be solved until operation is transferred to the UHF bands.

Perhaps, however, the editor is not interested in engineering. Perhaps he is interested in the setting up of a monopoly to exploit the shortage of channels in the VHF range to create the clear channel situation of AM broad- casting. And what an adroit opera- tion it would be to simultaneously again cripple the only possible competitor to that service. If so, the editorial begins to make sense, although I doubt if another radio station that could now be success- fully put across.

While we are about it, we might settle a further question raised in the Editor’s Note to the letter of Mr. K. H. Armstrong: “FM’s yardstick of the value of a public service to be measured by the editor’s statement, “FM . . . has not been spectacularly pro- mise” but the fact, never admit- ted by BROADCASTING, but quite indubitable, that it is “the finest aural broadcast service known to the public.”

I am sure your readers will await the answers to these questions with great interest.

Edwin H. Armstrong
Columbia U.
New York

EDITOR’S NOTE: Quotations from BROADCASTING * TELECASTING editorials are always in Edwin H. Arm- strong’s questions.

Just a note to tell you that I think the article you did on our Feature Foods and Feature Drug plans in your June 25 issue is super—a very clear, understand- able statement of what many seem to make very complicated.

Pete Weld
President
Feature Radio Inc.
Chicago

WRFD’s ‘Radio Farm’

To House Studios, Other Scenic Buildings

WRFD Worthington, Ohio, soon will be wearing its blue jeans around its new showplace home, “Radio Farm, a central meeting place for all rural Ohio,” as Manager Fred A. Palmer puts it.

The new farm, which will house WRFD’s broadcasting studios, is being constructed on 260 acres five miles north of Worthington at the intersection of U. S. Route No. 23 and Powell Rd.

It will be built with the colonial- type architecture that makes Williamsburg, Va., one of the nation’s early American showplaces. More than 100 acres of the WRFD new location will be used to recreate this early-American village.

While including the new broad- cast facilities for Ohio’s “Rural Radio” station, the buildings also will consist of a blacksmith shop, town hall, general store, Grange Hall, a “Theatre Barn,” a church and a restaurant.

The other 160 acres, which lie north of Powell Road, will be used to house the station’s staff and other radio personnel.

Mr. Palmer says the new studios, which will be the first building in the series to be constructed, will “compare with the very finest stu- dios in the country.” A centrally located main studio is to be flanked by four smaller studios and office spaces for all executive personnel.

WRFD hopes to have the stu- dios completed by September in order that staff and equipment can be moved from Worthington where temporary quarters have been maintained since the station took the air, Sept. 28, 1947.

It’s About Time

RICHARD (Cactus) PRY- OR, a hillbilly singer on KTBC Austin, Tex., whose tastes run to ballads like “Dad Give My Hog Away” and “I Married the Thing,” announced last week that he was turning a new leaf. Be- ginning Aug. 1 he starts voice lessons under instruc- tion of Chas Baromeo, one- time Metropolitan Opera singer. In addition to his vocal performances, Mr. Pry- or is program director at KTBC.

BMI Clinics

July, August Schedule Set

SCHEDULE of BMI clinics to be held during July and August, through the cooperation of state broadcasting associations, was an- nounced last week. In addition to an Atlanta meeting last Monday, sponsored by the Georgia Assn. of Broadcasters, headed by Bob Wil- liams, the schedule includes ses- sions sponsored by state associa- tions as follows:


ASCAP Commemoration

PIQUE commemorating a meet- ing of Victor Herbert and eight associates at Luchow’s Restaurant in New York in February 1914, at which the plans for ASCAP were drafted, has been presented to the restaurant by ASCAP dur- ing a dinner there June 27. John M. Glaser, who celebrated his 77th birthday that day, and Raymond Hubbell, 78, only surviving ASCAP founders, were guests of honor at the dinner. NBC broadcast part of the ceremonies.

Kaltenborn Scholarship

AN ANNUAL radio scholarship amounting to about $500 per year is available for the next school year at Wisconsin U. Supported by a $15,000 trust fund set up by H. V. Kaltenborn, radio commentator, the scholarship is established to help deserving students study and train for some phase of broadcast- ing with particular emphasis on news presentation and analysis. Any student or junior standing or above is eligible. Inquiries should be sent to Prof. H. L. Ewbank, Wisconsin U., Madison 6, Wis.

Kokomo market is rich!

Distribution of Listening Homes among stations . . .

WIOU . . . 67.0% Latest Census Figures . . .
NEW DAY TIMER

WLGY Starts Operations

WLGY Williamsport, Pa., went on the air last month with greetings from Vice President Alben Bark ley, Gov. John S. Fine, Sen. Edward Martin (R-Pa.), Sen. James H. Duff (R-Pa.), Mayor Williams on of Williamsport and other local dignitaries. First day’s programming, June 10, was opened with a description by Mel Allen of the New York Yankees-Chicago Cubs doubleheader.

WLGY is licensed to Lycoming Broadcasting Co. and operates daytime on 1060 kc with 1 kw. Dick Bower is manager of WLGY which features sports, music, news and farm programs.

AM Grant Delayed

INITIAL decision to grant a construction permit to Robert Heck sher for a new AM station at Fort Myers, Fla., on 1400 kc with 250 w fulltime have been stayed by FCC pending further review of alleged interference to a Cuban station under terms of the new North American Regional Broadcasting Agreement which is awaiting Senate action. FCC said the Fort Myers outlet "would impose an interfering signal at the boundary of Cuba within the 0.5 mv/m contour" of CMG Matanzas "in excess of that provided in said agreement."

FLC actions

JUNE 29 THROUGH JULY 5

CP-construction permit
DA-directional antennas
ERF-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
via.-visual
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 29 Applications...

ACCEPTED FOR FILING
License for CP
WKAP Allentown, Pa.—License for CP, at mod., authorizing switch in facilities to 1320 kc etc.
WGPS-PM Martinez, Calif.—License for CP, at mod...

Modification of CP
WTVI Christiansted, V. I.—Mod. CP

WPMZ (FM) Allentown, Pa.—Mod.
CP new FM station to change ERP from 6.9 kw to 50 kw, ant. from 745 ft. to 190 ft.
WPMZ (FM) Allentown, Pa.—Mod.
CP new FM station to change ERP from 6.9 kw to 50 kw, ant. from 745 ft. to 190 ft.

Renewal of License
Following stations request license renewal:

APPLICATIONS RETURNED
WPIF Pittsburgh, Pa.—RETURNED application for mod. license change from D to unil.
WBAK-Smyrna Beach, Fla.—RETURNED application for assignment of CP.

July 2 Applications...

ACCEPTED FOR FILING
AM—430 kw

Monterey, Calif.—S. A. Cliser’s CP

AM—430 kw

Monterey, Calif.—S. A. Cliser’s CP

AM—430 kw

Monterey, Calif.—S. A. Cliser’s CP

APPLICATIONS DISMISSED

License Renewal
WLBR-FM Lebanon, Pa.—Request renewal of license

APPLICATION DISMISSED

License Renewal
WLBR-FM Lebanon, Pa.—Request renewal of license

APPLICATION DISMISSED

License Renewal

APPLICATION DISMISSED

License Renewal

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COMMERCIAL RADIO EQUIP. CO.
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Member AFCCE*

WATV 9 P.M. EDT, -9 PM, BRISTOL, CONN.
Following were granted mod. CPs for extension of completion dates as shown:
KA-576 Lewistown, Tenn. to 9-9-51; WPMZ Allentown, Pa. to 8-22-51; WTTW Bloomington, Ind. to 1-1-52; KOB-TV Albuquerque, N. M. to 9-1-51; WATV Newark, N. J. to 10-9-51.
KPFL-FM Denver, Colorado—Granted license for FM station on Ch. 247 (97.3 mc) 23.5 kw, 60 ft. ant.
WMIN-FM St. Paul, Minn.—Granted license for FM station on Ch. 238 (99.5 mc) 50 kw, 360 ft. ant.
WLB-FM Ogdensburg, New York—Granted license for FM station on Ch. 291 (106.1 mc) 13.7 kw, 320 ft. ant.

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26 Years Experience in Radio Engineering
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Member AFCCE*

WATT-PAC 9918
Craven, Kan., O. C.
2921-9-51; 11-51
Formerly Colton 15th St., Newark, N. J.
2921-9-51; 11-51

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Washington, D. C.
Rep. 3984
Member AFCCE*

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Dallas, Texas Seattle, Wash.
4212 S. Bucdner Blvd. 4742 W. Ruffner
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A. Earl Cullum, Jr.
CONSULTING RADIO ENGINEERS
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Member AFCCE*

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1302 18TH ST., N. W. HUDSON 9000
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p.m. EDT, from May 1 through Aug.
31.
Following were granted mod. CPs for extension of completion dates as shown:
KA-576 Lewistown, Tenn. to 9-9-51; WPMZ Allentown, Pa. to 8-22-51; WTTW Bloomington, Ind. to 1-1-52; KOB-TV Albuquerque, N. M. to 9-1-51; WATV Newark, N. J. to 10-9-51.
KPFL-FM Denver, Colorado—Granted license for FM station on Ch. 247 (97.3 mc) 23.5 kw, 60 ft. ant.
WMIN-FM St. Paul, Minn.—Granted license for FM station on Ch. 238 (99.5 mc) 50 kw, 360 ft. ant.
WLB-FM Ogdensburg, New York—Granted license for FM station on Ch. 291 (106.1 mc) 13.7 kw, 320 ft. ant.

Member AFCCE*

WNCM-FM Boston, Mass.—Granted license for FM station on Ch. 253 (98.5 mc) 20 kw 460 ft. ant.
WCVY Cherry Valley, N. Y.—Granted license covering changes in existing FM station: Ch. 270 (101.9 mc) 0.4 kw 1080 ft. ant.
WVNF Westerfield Township, N. Y.—Granted license covering changes in existing FM station: Ch. 299 (107.7 mc) 0.4 kw 460 ft. ant.
WFMD-FM Frederick, Md.—Granted license covering changes in existing FM station: 90.9 mc 2 kw 1150 ft. ant.
WFBC Greenville, S. C.—Granted CP to install new trans.
KGKB Tyler, Tex.—Granted CP to install new trans.; cond.

KPSZ Oklahoma City, Okla.—Granted mod. CP for new non-commercial educational FM station to make changes in ant. system.
KOSY Texarkana, Ark.—Granted mod. CP to change type trans.
WEKZ Monroe, Wis.—Granted CP for approval of ant. trans., and studio location.
Following were granted mod. CPs for extension of completion dates as shown:

July 3 Applications... ACCEPTED FOR FILING
License for CP
KRLW Walnut Ridge, Ark.—License for CP new AM station.

WJWI, Georgetown, Del.—License for CP new AM station ect.
AM—1510 kc
KOCF Ontario, Calif.—RESUBMITTED application for CP to change from D to uni. with 250 w DA-N.
Modification of CP
WDUS-FM New Orleans, La.—Mod. CP authorizing changes in FM station for extension of completion date.
KOMA-FM Oklahoma City—Mod. CP new FM station for extension of completion date.

License Renewal
WKBR-FM Manchester, N. H.—Request renewal of license.
WFOW (FM) Madison, Wis.—Same.
APPplication Returned
WTWT Coral Gables, Fla.—RETURNED application for involuntary assignment of license etc.
KDFB Albuquerque, N. M.—RETURNED application for mod. CP new AM station for approval of ant. & trans. locations.
(Continued on page 87)

July 9, 1951 • Page 81
CLASSIFIED ADVERTISEMENTS

In +able and advance. Checks and money orders only.

Situations Wanted, 10¢ per word—$1.00 minimum • Help Wanted, 20¢ per word—$2.00 minimum

All other classifications 25¢ per word—$4.00 minimum • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to BROADCASTING, 870 National Press Bldg., Washington, D. C.

Help Wanted

Salesmen

Head salesman wanted—New England firm, medium-size network affiliate, opportunity for growth. Reply Box 176K, BROADCASTING.

Have opening in California for experienced salesman to open new station. Good good draw you can earn $800.00 to $1,000.00 per month plus bonus. Please write Box 273K, BROADCASTING.


Have opening for salesman who wants to do some announcing. ABC affiliate, 3 oil refineries of major companies located here. Send disc, snapshot, letter air mail to KYV, Caper, Wyo.

Announcer needed—Announce city's first football game Sunday afternoon. Box 901K, BROADCASTING.

ANNouncer-engineer. 1 year's experience in competitive metropolitan market with top network affiliate. Excellent opportunity with small network station. Salary, commission plus expenses. Box 343K, BROADCASTING.

ANNouncer-wanted—dependable, conscientious man. No play-by-play experience. Must have at least one year's experience in radio. Box 58K, BROADCASTING.

Technical

Local South Carolina network station needs first class operator. Experience preferred. Send complete details first letter. Box 157K, BROADCASTING.

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Wanted. Two engineers. Experience first class. Apply to Star Radio, KDKA, Pittsburgh, Pa. Write or contact Vernon Townsend, Radio Station KZAI, Victoria, Texas.

Engineer with announcing capabilities, not necessarily experienced, needed immediately by CIBS affiliate. Contact Jim Duncan, KSL, Silver City, N. M.

Transmitter operator needed for 1000 watt station. Experience unnecessary. KTAE, Inc., Taylor, Texas.


Trummet engineer, Permanent, Car- rington. Contact Chief Engineer, WEOL, Elyria, Ohio.

Engineers and operators see our adver- tisement on page 83. Howard S. FANN.

Production—Programming, Others

Writer—with ideas, showmanship, im- mediate capability. Prefer AM or western time zone. Box 254K, BROAD- CASTING.

Combination engineer—Announcer, first class ticket. Virginia daytime independent. Experience desired but not necessary. Call Warsaw, Virginia 600 for discussion and further information.

Announcer-engineer. Starting salary $70.00 week, with increases to follow. Good working conditions. Apply Box 263K, BROADCASTING. Salary also needed. Radio station KLH, Monroe, La. Phone 3-617.

Wanted: Announcer-engineer, emphasis on announcing. Good working conditions but not necessary. Rush disc, full particulars in let. WDEK, Athens, Georgia.

Announcer, first phone, minimum in local 250 watt station, must have good air-conditioned plant. Air mail full voice disc Box 551, New Bern, N. C.

Situations Wanted

Announcer—Immediate opening for experienced announcer. Must have 1 year's experience. Send complete details first letter. Box 197K, BROADCASTING.

ANNouncer—drops $25.00 to $50.00 per month plus expenses. Box 84K, BROADCASTING.

Manager—salesman-research, recognized top sales executive. From 3 years experience in competitive metropolitan market with 3 networks. Must have at least one year's experience. Free-lance opportunity with small network station. Excellent opportunity with top network station. Salary, commission plus expenses. Box 233K, BROADCASTING.

Manager—salesman, recognized top sales executive. Must have at least one year's experience in competitive metropolitan market with 3 network stations. Must have at least one year's experience in announcing position. Have completely successfully background in selling and sales management. Presently employed in major network. Has been successful in training and recruiting talent.

Manager—commercial manager with proven sales record. Experienced all phases of sales promotion and civic minded. Has handled all phases of organization, sales, advertising, promotion and civic matters.

Manager—program director. Topflight experience. Presently employed, 14 years as program director in a major network.

Wanted, 1st. New transmission line to be added to existing AM operation. Removes good day, evening, night, Saturday, Sunday. Box 35K, BROADCASTING.

Manager who can produce more profits. Seventeen-year experienced, broadcast in- cluding ownership, management, program- ming, announcing, engineering. Presently managing small city network station. Box 85K, BROADCASTING.

Manager-program director. Topflight experience. Presently employed, 14 years as program director in a major network. Inexperienced in all phases of selling and sales management, but has handled all aspects of sales in major network. Box 149K, BROADCASTING.

Manager—sales manager. Highly qualified salesman. Worked 5 years as top salesman. Presently employed at large network, top salesman with proven sales record. Excellent references. Box 91K, BROADCASTING.

Manager—7 years experience. 10 years in radio. Presently employed at a- or b- network as advertising manager. Prefer small city or city station. Box 178K, BROADCASTING.

University degree in radio; extensive practical experience in all phases of broadcasting. Want management opportunity small network. Box 223K, BROADCASTING.

Manager—efficiency, promotion and sales. Small network. Box 216K, BROADCASTING.

Wanted: Small network, commercial experience. Must have ability to relocate in slightly larger city. Box 580K, BROADCASTING.

Salesmen


Wanted: Experienced announcer, newscaster. Box 145K, BROADCASTING.

Situations Wanted (Cont'd)

College graduate radio speech wants first break, interested all phases, single, 26, experienced announcer. Personal interview if good opportunity. Box 280K, BROADCASTING.

Experienced announcer, newscaster. Placed in city of 90,000, located in the southwest, near Chicago. Available September 1. Box 306K, BROAD- CASTING.

Is there a station in New England or midwest that wants a talented announcer at reasonable salary? Contact this young, sober, married announcer, well liked, with good personality. Particularly helpful in play-by-play work, play-by-play. Writer, coach, sportswriter. Box 291K, BROADCASTING.

Experienced announcer. A recent veteran of the service. Experience emphasized on play-by-play and newscasting. Small network. If you prefer the south. Box 256K, BROAD- CASTING.

New York station; announcer 7 years, salary 1/2, family. Box 271K, BROADCASTING.

Announcer, 25, single veteran, employed at an eastern network. Prefer southeast. Four years experience as announcer and program director. Few openings. Box 251K, BROADCASTING.

Wanted: Young married veteran in search of break in radio. Thor- oughly trained in all phases of broadcasting, including control board operations. Box 275K, BROADCASTING.

Manager—sales manager. Needs two experienced men in sales department. High salary, possible. Prefer Atlantic area in city of 200,000. Box 212K, BROADCASTING.


Wanted. Salesman of medium experience, especially in sales. Box 254K, BROAD- CASTING.

Manager—salesman. Experienced in the field. Preferred sales department job. Box 285K, BROADCASTING.

Manager—salesman. Experienced, knowledge of the monthly magazine business and national magazines. Box 293K, BROADCASTING.

Manager—salesman. Has experience in advertising and sales. Box 293K, BROADCASTING.

Manager—salesman. Experienced in the field. Preferred sales department job. Box 285K, BROADCASTING.

Manager—salesman. Has experience in advertising and sales. Box 293K, BROADCASTING.

Manager—salesman. Experienced in the field. Preferred sales department job. Box 285K, BROADCASTING.

Manager—salesman. Has experience in advertising and sales. Box 293K, BROADCASTING.

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Manager—salesman. Experienced in the field. Preferred sales department job. Box 285K, BROADCASTING.

Manager—salesman. Has experience in advertising and sales. Box 293K, BROADCASTING.
For Sale

Stations

Local station (250 watts) in progressive community of 15,000 on east coast. Good buy. Principal owners have other interests demanding their attention. Must be able to swing $50,000 cash deal. Job only, no brokers. Box 214K, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Truscon H-30 925 foot tower GE 2 bay FM antenna. 1 kw GE FM transmitter, limiter, Magnecorders, 1 c and 4 channel Collins–WE remote amplifiers model C-3000. FM transcription cabinets with W. E. armatures. Freamps. Best offer takes any or all. Location northern Illinois. Box 881, BROADCASTING.

Towers 150' insulated base A-3 lighting Winchower BL two years of available for immediate shipment. Box 187K, BROADCASTING.

RCA, 1 kw antenna tuning unit, with remote temperature kit, less thermocouple and meter. GE photo cell, handle single tower. Voltage limiting, lighting control, weather proof housing mounts on tower. Crystal eyed unit, 4,000 watts capacity. West directional on higher power, must sell, asking for $353. KORK, Keokuk, Iowa.

Five Western Electric 9-A heads (sapphire stylus). Make offer. KOWL, Santa Monica, California.

Western Electric type 304-A 1 kw transmitter with complete set of turntables, $2,000 f. o. b Lawrence, Mass. WCCM, Lawrence, Mass.

Gates 30-A deluxe console complete in plastic finished, 300 watts, cash or bond. WDSF, Dudley, S. C.

One 250-watt-C1 Gates transmitter with excellent and two crystals $400. C. R. $6,000 cash or bond. Address W. S. Weatherly, c/o WSPC, Anniston, Alabama.

One used Gates model BC-1E trans- mitter with complete set of auxiliaries, $750. WWNS, West Palm Beach, Florida.

Aid to CBC

ACTING on recommendations of the Royal Commission on Arts, Letters & Sciences, Prime Minister Louis St. Laurent, in Parliament at Ottawa has announced the government will provide the Canadian Broadcasting Corp. interim financial assistance. He did not say the sum to be given, but the Royal Commission had stated CBC would require about $3 million a year in addition to its present revenue from commercial programs and listener license fees.

For reasons of health, he immediately disposed of a very successful, firmly established daytime independent in one of the nation's major markets (Midwest). This station will show earnings this year of over $35,000 after owners salaries of $22,000. Will dispose of 100% of stock to immediate buyer for $115,000 plus net current assets. Qualified principals only. Box 230K, BROADCASTING.
Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

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Sterling 4341-T Delaware 1-2255-6 Exeter 2-5872

To Sell WMIE
(Continued from page 46)

after the filing of a perfectly routine petition for reconsideration, the WMIE petition said, "the Commission finally came around to denying it." The petition continued: "A full month later than this and a total of 13½ months after the Commission had designated the application for hearing, the Commission amended the issues of the hearing and for the first time interjected the question of the character of Arthur B. McBride as a stockholder of Sun Coast Broadcasting Corp.

"A complaint to the Commission about Mr. McBride had been made prior to the 15 months, was filed by all complainants against WMIE to substantiate their accusations.

"Not only was no accusation substantiated, but none was even revealed by competent evidence," the petition argued.

On July 14, 1949, WMIE again filed for reconsideration but "this motion was permitted to lie before the Commission until Jan. 18, 1950, ... after which it was denied out-of-hand. At the same time the Commission announced that further hearing would reconvene in Miami."

Further hearing was held in Miami April 11-12 and in Washington June 5-6, 1950, WMIE filing its request for findings of fact and conclusions of law on Aug. 21, 1950, accompanied by "a complete printed digest of all evidence which had been taken."

Noting nine months elapsed before an initial decision was issued on March 8, 1951, WMIE pointed out "this long delay was not due to any fault of the hearing officer" since the Commission by "special order" had designated him to "lay down his work and devote his time "to give priority to the expeditious preparation of an initial decision" in the case of Garfield Medical Apparatus Co.

WMIE observed it did not object to the Commission counsel's asking for his first extension of time to file opposition to the initial ruling, but did object to the second request and was upheld by Motions Comr. George E. Sterling, "who promptly denied it and in so doing suggested that it was high time some disposition be made of this long-drawn-out case."

"Standstill"

"Notwithstanding the foregoing action of Comr. Sterling," the petition observed, "and without reference to any pleadings, the Commission en banc on May 16th, without argument, extended indefinitely the running time within which the Initial Decision was to become effective. As a result of this action of the Commission, there is no way of knowing at what remote point in time action may be had upon the present application, whether or not the record will be re-opened, whether or not other parties will be admitted, whether or not the petition will be granted and whether the Commission will entertain the application in the first instance or in any subsequent proceeding.

"What is more, WMIE has not had the benefits of any review at all, either in formal rehearing before the Commission or in appellate proceedings before the Commission of Appeals. Ordinarily, a decision or refusal to decide a case is susceptible to review by the Commission of Appeals.

"In the hearing before the Commission, WMIE was represented by counsel and the party seeking the Commission's approval of the WMIE decision also had counsel present. WMIE therefore has had all the advantages which it might have expected from full representation, and it was not even granted the right to be heard."

"WMIE has thus been brought to a complete standstill. The Commission estimated further legal procedures will keep the case in litigation until 1955."

"So long as the Commission withholds from WMIE the license to which it is entitled, the station is bound to lose money in its operations and it would inevitably be destroyed within a very few more months," the petition contended.

Mr. McBride initially made a capital investment of $79,550 and Mr. Sherby $74,850 in WMIE, the petition noted. At the time of hearing Mr. McBride had loaned the station $117,050 and Mr. Sherby had loaned $64,000, "primarily for operating expenses," it said.

Since the hearing Mr. McBride has loaned WMIE an additional $46,000, making the "gross stake" of the two stockholders $381,850 and the station is continuing to lose money, FCC was told.

"The petition contended that "if this case is further delayed and if WMIE does, as it must, continue to sustain its present losses, it will not be possible to operate the station. WMIE will have been destroyed without recourse to the courts. To put it bluntly, the Commission will have accomplished for certain of the competitors of WMIE exactly what they want and it will have been accomplished ultra-legally, if not illegally."

Telefile
(Continued from page 56)

feet. The auditorium accommodates some 200 guests and has a fully lighted stage 30x24 feet. Each studio has a large property room. Control rooms are located on mezzanine floors, along with client's viewing room, master control, engineering maintenance shop, rack room, projection room and announcer's booth.

Office facilities and radio studios are not yet complete and won't be until next year but the production-engineering end of the operation is efficiently housed. Already at least a half-million dollars has gone into the project.

The staff works on both AM and TV, including sales, news, engineering, management, music, promotion and publicity. However AM and TV stations have separate operating units.

Peering into the future, Vice President Berkeley surveyed the vast corridors and cavernous studios in the new plant and observed: "Evening Star Broadcasting Co. now affords the advertiser complete production tools and engineering facilities with which to produce under one roof any type of show. "We have the space, facilities and personnel to build the simplest or the most elaborate live originations. WMAL-TV is already producing the greatest number of local live half and quarter-hour sponsored studio features in the city, We have plans to continue to increase our program and production schedules and have provided ample room for this expansion at the TV center."

"Next year all WMAL radio operations will be transferred to studios now in the construction process at the center. At that time our entire radio and television operation will be located on one floor of a conveniently situated, easily accessible modern building."

Call Letters
Adopted in 1925

Call letters of WMAL, founded in 1925, came from the name of the first owner, M. A. Leese, operating an optical business in Washington. The 15 w outlet thrived and soon had become a full-time regional with an NBC Blue affiliation. The Evening Star bought WMAL in 1939. A lease arrangement by which NBC operated the station was terminated in 1942, when the Star took over with S. H. Kauff- man as president and Mr. Berke- ley as vice president and general manager. When NBC sold the Blue to Edward J. Noble, WMAL became ABC Washington outlet. The station operates on 630 kc with 5000 w.

Mr. Berkeley entered Washing- ton radio in 1928 and was with NBC from that network's beginning. He was general manager of the NBC O&O station, WRC, until he became general manager of

FLORIDA WEST COAST

$60,000

Only station in a fast growing market. Excellently equipped. Will gross approximately $60,000 a year. Reasonable operation. Owner willing to sell because of family reasons. Financing arranged. Write Box 242K, BROADCASTING.
WMAL when the Star took over its operation.

And how's business at this busy video operation? Good—very good judging by a glance at the station's log. Indeed, WMAL-TV has several times exceeded the highest income of the AM outlet from the same sources.

Like its aural brother, WMAL-TV is an affiliate of ABC network. The Katz Agency was named in mid-June as national representative, succeeding ABC Spot Sales. This arrangement covers both the AM and TV outlets.

The new studio setup has some gimmicks that tickle the producers and technicians. Each studio's video and audio output is available for monitoring and switching in any one of the control rooms. Shading and video adjustment are handled in master control. Camera switching is done in individual studio control rooms, where film may be integrated with live programming. Projector start and stop controls are available in each control room. Increased operating efficiency and flexibility are claimed by separation of such functions as shading into individual units.

Seven unit types of lighting have been installed by Kliegl Brothers, with elaborate means to move and adjust lighting from patch panels and dimmers.

Video equipment includes four image orthicon camera chains. With these cameras are two pedestals as well as Fearless and Sanner dollies. Motion picture, slide, strip film and clock balopticon origination are multiplexed into three iconoscope camera chains. Projection equipment includes two RCA 16 mm projectors, 2 Kodaslide 2x2 projectors, 2 SVE AAB 35 mm pulldown strip film projectors and custom balopticon for clocks.

Adds Rear Projection Screens

Newest addition is a pair of Trans-Lux rear projection screens, equipped to provide any desired background at low cost and eliminating much of the job of preparing special scenery.

A mobile unit is seeing heavy service. Other equipment includes Zoonar lens, Raytheon high-power microwave link, RCA microwave link and 7.5 kw gasoline generator mounted in a trailer. The tower at American U., on one of Washington's highest hills, puts out 22.4 kw video and 11.2 kw audio signals on Channel 14.

The last time card, No. 4, effective Oct. 1, 1950, calls for a one-time Class A hourly rate of $500, scaling down to $90 for announcements.

Ben B. Baylor Jr., veteran Washington radio executive, is assistant general manager and sales director. Frank Harvey is chief engineer. Charles Lee Kelly is director of programs for AM-FM and TV. Harry Hospinson is TV operations manager.

Ownership of WMAL-TV by the parent Evening Star doesn't get the TV station any sort of break in the newspaper's columns. A close look at the Star's radio page gives no obvious indication that WMAL-TV lives under the same corporate tent other than a half-inch box about news flashes. Moreover, the station gets minimum recognition in the program review column.

Local Programming

Station's Pride

The WMAL-TV executives like to talk about their extensive local programming. Back in 1947 a complete musical comedy, the Prime Triangle Club show, was telecast. Another time a TV camera was hitched to the Naval Observatory's telescope and Washington viewers got a close-up of the heavens. WMAL-TV made arrangements for the first TV pick-ups of House and Senate hearings.

In the spring of 1949 WMAL-TV picked up the famed Winchester (Va.) Apple Blossom Festival, described as the longest single portable microwave relay of a special event (at that time, at least). The picture was beamed to a nearby ridge and relayed from the top of a fire observation tower some 70 miles to a pickup antenna at the American U. transmitter site.

One of Washington's more popular local programs is the Tail Wagging Spot show, where anything can happen, and it's usually funny. Bryson Rash, generally cast in his more serious role as ABC White House reporter and now commentator, is master of this human interest series, aided by Marnie Arnold and sponsored by Arcade Pontiac.

Then there's the brand new TV version of the Quiz of Two Cities, a Washington-Baltimore radio feud of 11 years standing. Gunther beer is sponsoring the TV version, too. The program is a nightmare for producers and technicians, switching back and forth between the cities at frequent intervals. Baltimore station in the hookup is WAAAM (TV).

Off-the-air pickups between Washington and Baltimore stations are not at all unusual, especially in the sports field. Every weekday afternoon WMAL-TV catches the Bailey Goss sports round-up from WMAR (TV), Baltimore station on Channel 2.

CBS launching six-week documentary crime series, The Nation's Nightmare, on July 19, utilizing tape recordings of crime figures, officials and victims. Series to be heard Thurs., 8:30-9 p.m.

PARTICIPATING in a second anniversary celebration for Shopping Yvas on WNAC-TV Boston June 27 are (1 to r) Jack Lawlor, cameraman; Spuddy Stone, engineer supervisor; Louise Morgan, emcee of the show; Andy Hotz and Tom O'Keefe, cameramen. The show is seen Monday through Friday, 12-12:30 p.m., and reportedly was Boston's first regularly scheduled daytime TV origination.

DONALD J. MERCER (on ladder), NBC stations relations department, hangs a bronze plaque at KFYR Bismarck, N. D. Plaque was presented to F. E. Fitzsimonds (1), station manager, in honor of the station's 20 years of NBC affiliation. Everett Mitchell (r), of the National Farm and Home Hour, assistant in the ceremonies.

BROADCASTING • Telecasting

When BMI's 60 Years

Another BMI "Pin Up" Hit—Published by Duchess

COME ON-A MY HOUSE

On Records: Rosemary Clooney — Col. 39467; Richard Hayes—Mer. 5671; Kay Armes—King 14001; Louis Prima—Robin Hood 111; Ella Fitzgerald—Decca 27680; Kay Starr—Capitol 1710; Bert Keyes—Savoy 793.

BROADCAST MUSIC INC. 565 FIFTH AVENUE NEW YORK 17, N. Y.

July 9, 1951 • Page 87
More Ideas Wanted
IDEAS to be submitted in the war of truth against Soviet Russia have been requested of the American people by Crusade for Freedom’s Chairman, Gen. Lucius Clay. In a letter to 3,000 U.S. Chambers of Commerce, Gen. Clay urged the local group to form action committees which could submit outstanding ideas to Crusade for Freedom for use on the Radio Free Europe broadcasts “behind the Iron Curtain.”

AFRA Disc Code
PROPOSED code between AFRA and five phonograph record firms covering singers, actors, and announcers making records is to be submitted to Los Angeles AFRA members at the regular membership meeting tomorrow (July 10), following the lead of New York and Chicago locals. The code was arrived at over fortnight ago following approximately two years of negotiations between the union and record firms—RCA, Columbia, Capitol, Decca, and MGM.

NEW YORK Herald Tribune is now airing its 4-minute hourly newscast, 17 hours daily, over WINS New York. Newspaper formerly aired its newscasts over WMCA New York.

Our Respects to
(Continued from page 50)
would hardly imagine that Mr. Abeloff has time for much of anything else. But that would not be reconciling with his seemingly limitless energy.

Golf gets him out in the sunshine once in a while and he shoots in the low 80’s. About his only other hobby is participating in civic projects.

He hardly ever turns down an invitation to serve on a committee which would serve a worthwhile civic purpose. In 1944 he was designated Richmond’s “Man of the Year” and received the Distinguished Service Award of the U.S. Junior Chamber of Commerce as the “Richmonder under 35 years of age who has contributed most to the welfare of his city in the past year.”

Club Memberships
Mr. Abeloff is a member of the Jefferson-Lakeside Country Club, the Harvard Club, and the New York Athletic Club. He is a member of the New York Athletic Club, the Metropolitan Club, the Century Club, the Century Association, the University Club, and the Granite Club.

Our Respects to
(Continued from page 50)

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Broadcasting • Telescastin

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FCC Actions (Continued from page 81)

APPLICATIONS DISMISSED

Applications for revival of WABF-AM, 1320 kc, New York, N.Y., and for new calls WYAF, 1400 kc, New York, N.Y. Applications dismissed.

Neenah, Calif.—DISMISSED application for new WDMX-AM, 1400 kc, or new calls WDZS, Neenah, Wis. and application for call changes on new WYAF-AM, 1400 kc, New York, N.Y.

BROADCASTING New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH JULY 6

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* On the air

Docket Actions

FINAL DECISION

KFGT Fremont, Neb.—Announced final decision denying application of Newspapers Inc. for an increase in power from 100 w to 250 w, operating on 136.0 kc, fully effective. Decision June 29.

Non-Docket Actions

AM GRANTS


WJY-AM -FM Springfield, Mass.—Grant of construction permit for Class B station. Granted June 29.

WGUY-FM Bangor, Me.—Granted extension of temporary authority to operate within the area defined by the U. S. Court of Appeals for District of Columbia, whichever is shorter, for permit to cover 200 w and 100 kc D. In event said appeal is not subsequently terminated by Sept. 30, petitioner may apply for further extension of temporary authority.

German's U.S.

THREE German radio announcers arrived in the United States last Tuesday for a month-long inspection tour under the State Dept. exchange-of-persons program. Itinerary was arranged by Oscar Elder, assistant to Robert K. Richards, NAB director of personnel. The three Germans—Carl Haensel, Eberhard Beckmann and Albert K. Posniker—will cover New York, Washington, Miami, Boston, New Orleans and Camden, N.J., during their tour. They will leave New York about Aug. 1 or 2 for Germany.

BROADCASTING • Telecasting

July 5 Applications • ACCEPTED FOR FILING

AM-810 kc

KIKI Honolulu, Hawaii.—CP to change from 800 kc to 1400 kc and change type of trans. and ant. etc. Granted.

AM-1220 kc

WFXA Tallahassee, Fla.—CP to increase power from 250 w to 500 w. Granted.

TV-CH 5

KING-TV Seattle, Wash.—CP to change ERP from 19.5 kw to 10 kw aur. to 10.5 kw. Granted.

54759

July 5 Decisions • BY THE COMMISSION

Designated for Hearing

WEBK Tampa, Fla.—Designated for hearing application by Mr. Ince in behalf of Mr. Ince vs. the FCC for change of condition from D to U, licensed power 650 w on 1310 kc. Granted.

WKRK Pullaski, Tenn. and Richland Radio, Pulaski, Tenn.—Designated for hearing as a result of an experiment in Washington on Aug. 14 re application of WKRK to change frequencies to 1410 kc. Granted.

WSSR Goldsboro, N.C.—Designated for hearing in Washington on Aug. 15 re application of WSSR to change power from 150 w to 1000 w and change type of trans. and ant. etc. Granted.

KIKI-AM, Bellingham, Wash.—Designated for hearing, Washington on Aug. 15 re application of WSSR to change power from 150 w to 1000 w and change type of trans. and ant. etc. Granted.

By the authority

KRMV Monterey, Calif.—Granted assisted transfer of license from E. B. Bassett Co. to The Monterey Radio Co., owner of KRMV, for 50% stock interest, three third owners are President Kenyon Brown, part owner and treasurer; Richard K. Hunt, part owner and general manager; and William B. Stock, director and secretary. Granted June 29.

KIMX Bakersfield, Calif.—Granted extension of temporary authority to operate within the area defined by the U. S. Court of Appeals for District of Columbia, whichever is shorter, for permit to cover 200 w and 100 kc D. In event said appeal is not subsequently terminated by Sept. 30, petitioner may apply for further extension of temporary authority.

Deletions

TOTAL deletions to date since Jan. 1: 197. See chart on page 57. Effective dates and results follow:

WNDI Montevallo, Ala.—Shelby County, Ala., extension permit, June 25. Economic.

WCHF New Orleans, La.—Louisiana Broadcasting Co., construction permit, July 2. Failure to file for extension of completion date.
Film Studios Prepare
(Continued from page 55)

be viewed on home TV receivers and paid for through a coin slot attachment to the set.

Paul Rainbourn, Paramount vice president, is board chairman of Telenector. Other motion picture interests also are in the firm. David Loew serves as president. He is the son of the Loew theater chain founder. Carl Lessner, former United Artists sales vice president, is TC vice president and Eugene Zukor, who has moved to the company, is a Paramount talent department executive and son of Adolph Zukor, film company founder.

Twentieth Century-Fox also is committed to TV in various ways. Primary interest is in theatre television, having early this year acquired American rights to the Eidephone television system developed by Swiss Institute of Technology.

Spyros Skouros, president of 20th Century-Fox, at the time declared, "We plan many new applications of television, using the new system," indicating it would eventually be utilized for home as well as theatre video. He predicted that it will take from 18 to 24 months to overcome technical and manufacturing difficulties before production gets into full swing.

Twentieth Century-Fox also is going into the business of distribution of old motion pictures to television.

Columbia Projects

Columbia Pictures, through subsidiary Screen Gems, now is engaged in video production. Besides two pilot films for DuPont's Constable of America, Screen Gems sold a series of disc jockey TV films, and has other production plans in the works.

Of the five major producers, MGM and RKO Radio Pictures apparently are the only ones that continue their watch-and-wait attitude, but reports circulated in Hollywood indicate that much is going on behind closed doors at those studios that will link them with video in the near future.

Although Red Skelton, under contract to MGM, has a clause in his agreement which permits TV as well as radio performing, that film studio is firm in its stand against contract players making video appearances.

Although very little is said about it, RKO is making its RKO Pathe Studios in Culver City available to independent TV production units. In 1952, RKO made a strong push for a new product, a Century video service, which is now being considered only in the light of that. RKO also is taking more and more advantage of TV plugs for its products, even to the extent of making available contract players for interview programs.

United Artists moved more strongly into video several months ago by incorporating that department into a wholly owned subsidiary with John Mitchell as vice president and general manager.

United Artists-TV doesn't plan to finance production of TV films, nor will it sell old movies for distribution to the new medium, it was said. Product to be sold will be filmed especially for video.

Wait Disney Productions, through subsidiary Hurrell Productions Inc., is making TV commercial spots and doing "behind closed doors" experimental work.

Lippert Pictures Inc. has already leased a block of old feature movies to television stations and currently is producing a series of 58-minute TV films at Hal Roach Studios.

Such studios as Samuel Goldwyn, Eagle-Lion, and Hal Roach are renting most of their space and facilities to independent TV production units. Motion Picture TV Company, a General Service Studios and KTTV Studio lot also house many independent TV film units.

There are at least 60 independent TV film units currently in production in and around Hollywood, with new ones being added to the list weekly. Turning out pictures for TV are also such firms as Jerry Fairbanks Productions, Sna- pshots Television Productions, Hal Roach Studios Inc., Bing Crosby Enterprises, Flying A Productions, Frank Wise Productions, Williams Productions, Frederic W. Ziv Co., Dudley Pictures, Heavy producers of commercials are Five Star Productions and Telefilm Inc.

FURTHER opposition to the proposed assignment of license of WSB-TV Atlanta to WCON-WTV Jr., licensee of WEAS Decatur, Ga. Sale of the Channel 8 facilities already is being contested by WGST Atlanta [Broadcasting • Telecasting, June 25].

Under the proposed assignment, Atlanta Newspapers Inc., licensee of the Atlanta Journal (licensee of Channel 8 WSB-TV and the Atlanta Constitution (permittee of Channel 2 WCON-TV), would shift the WSB-TV call letters to Channel 2 when WCON-TV was completely constructed. The Channel 8 facility would be sold to Broadcasting Inc., a local radio station.

Mr. Rivers joined WGST in its allegations set forth in the latter's June 21 petition. Further, the Rivers opposition declared that granting of the assignment and adoption of the FCC'soplease commission's location for the city of Atlanta could mean that there would be no more channels available in Atlanta for TV.

Action Delayed

"Mr. Rivers in good faith filed his application for television facilities with the Commission and it was granted last Thursday, more than one-half years ago," it was pointed out, and "no action could be taken on that application on account of the television freeze."

Petitioner then contested the opportunity to file a comparative hearing that "he is best qualified to utilize TV facilities in the Atlanta and Decatur areas."

The opposition cited Commission records that the WCON-TV construction permit was granted Jan. 8, 1948, and that since that time WCON-TV has received six extensions of its completion construction, the last until Aug. 15, 1951. Two modifications of CP already have been granted and a third such application is in the pending file, according to the petitioner.

The Rivers document traced the history of correspondence between the FCC and the Atlanta newspapers, pointing out that on March 21, 1949, WCON-TV had advised the Commission construction would be completed and tests started approximately eight months from the time FCC granted the last extension.

Petition next said that two more subsequent extensions were granted and that in February 1950 the Commission indicated clearly that it would not consider any further applications for additional time. Further extensions and authorizations after that date were listed in the Rivers document.

FCC had advised Atlanta Newspapers Inc. that it did not want to choose which facility it wished to retain, petition declared.

Instead of complying with the directive of the Commission, WCON's attorneys, in a letter dated Sept. 5, 1950, advised the company and that the decision was wrong in its opinion that Atlanta Newspapers Inc. could not retain the WTV of the FCC and that the duopoly regulation applied only when two operating stations were involved in the same market. The arguments set forth in the letter of Sept. 8, 1950, certainly are not in accord with the promises made on June 7, 1950.

The petition of Rivers is urged: Ever since March 28, 1950, and certainly long before that time, when negotiations were going on, Atlanta Newspapers Inc. knew that the WSB-TV license had to be deleted or that the construction permit for WCON-TV had to be turned in for cancellation.

In spite of this fact, as this petition shows, Atlanta Newspapers Inc. continued to operate WSB-TV and N. Y. Rivers has had no choice but to apply to hold on to the construction permit for WCON-TV. It is clear that the construction permit's correspondence with Atlanta Newspapers Inc. has been there any suggestion that Atlanta Newspapers Inc. could continue to operate WSB-TV by sale. The Commission, from the time of the merger, has insisted that making available to one that was having decided on the station to be continued in operation, the other station had to be deleted and its license surrendered.

There was certainly no misunderstanding on the part of Atlanta Newspapers Inc., as shown in its letter of June 7, 1950. The letter speaks of deletion of one of the station's, not speaks of dismantling the equipment.

In summation the petition requested: (1) the assignment application be dismissed, or (2) application be placed in pending file under termination of allocations proceedings and thereafter designated for comparative hearing with application of E. D. Rivers Jr. and other applicants for Atlanta, or (3) the assignment application be designated for hearing and that E. D. Rivers Jr. be made a party to such hearing.

No Eulogy

BEFORE eulogizing radio's so-called demise, WPTF Al- bany, N. Y., would like to get in a word about station sales which are alive and kicking. WPTF reports its billing for the second quarter of the year to be ahead by 99.5% over the first half of last year, and 140% over June 1950. This is in the way of saying "nullifying the profits of doom on radio's demise... to these jinxes we say stop boys you ain't seen muthin yet," according to H. W. Maschmier, director of sales. Promotion of the 50 kw independent that celebrates its third birthday Aug. 6.
hearing ranged from two to nine months.

There is still possibility the Commission may compromise, some feel, by calling for a part paper and part oral hearing on the city-by-city proposals. Still byers speculate there may be a chance the Commission might go ahead on its own to order its allocation plan finalized on a guide basis without the city-by-city hearing and swing into application hearings.

NARTB's proposal calls for a period of 30 days in which parties may file further direct evidence in writing and another 30 day period for filing of rebuttal statements. Oral hearing would be afforded only in hardship cases at FCC's discretion.

One FCC representative has informally "guaranteed" that if a valid short-cut plan is worked out, the freeze may be lifted by the end of the year.

A "pre-trial" conference of Washington attorneys is expected to be called by FCC, probably next week, to discuss details of the city-by-city hearing regarding of what form it may take. Other pertinent procedure for more quickly lifting the freeze may be included in the discussions.

Notes UHF Success

In his talk before the NEA, Comr. Walker related success of the UHF equipment demonstration in Bridgeport on June 29 and told educators they "should not underestimate the potential of the UHF assignments for worthwhile, high definition broadcasting."

Observing "the great majority of television stations will continue to be commercial operations," Comr. Walker told the NEA delegates, "Here is a rich opportunity which educators should take full advantage of." He outlined examples of past and present present programming cooperation between commercial stations and educators across the country.

Noting current comments that "television is so expensive that schools cannot afford it," Comr. Walker observed, "On the contrary, the need for education is so great today and television such an effective educational tool that education cannot afford to be without it. . . . Million of dollars are spent each year for construction and upkeep of athletic stadiums and union buildings. . . . If a university or board of education can afford these huge expenditures, principally for entertainment and recreation, is it expecting too much of one or several schools in an area to raise $250,000 or more for the construction of a television station? The cost of a television station is small compared to the annual budgets of our major universities and city boards of education.

Believing the financial burden will be easier if schools pool their resources, Comr. Walker also commented, "I can think of no better way for a foundation to spend money in the public interest than by providing funds which support educational broadcasting."

Meanwhile, the executive committee of the Governor's Committee on Children and Youth, formed by Gov. John S. Fine of Pennsylvania, has asked FCC to make available a TV channel for an educational institution or a group of cooperating schools in Philadelphia, Pittsburgh, State College and Erie.

Geoffrey S. Smith of Philadelphia, committee chairman, declared television is a "medium of communication that should not be the exclusive province of commercial stations."

**CAMERA TRICK**

Mixes Live and Film

THROUGH the use of a gimmick known as "Camera 6," KFI-TV Los Angeles has developed a new technique which allows the director to bring a "live" person into the scene of a motion picture. Wayne Johnson, KFI-TV staff engineer, invented the camera technique, with production and direction worked out by William Rapp, producer.

How it is done, station management will not reveal, but the film can be kept rolling or stopped on a particular frame, while the announcer or "outsider" actually appears and mixes with the actors in the movie. The "live" person who is brought into the film furnishes all the acting and dialogue as part of the actual scene itself.

The technique is used only on one program, Frigidaire Theatre.

**BOOTH'S GIRL**

TV Made Her Famous

TELEVISION impact is unpredictable. Of that, Booth Bottling Co. and Harry Feigenbaum Adv. Agency both Philadelphia, are convinced.

Booth carries as its trademark the likeness of the Feigenbaum-created "Booth's Beverage Girl." She shyly smiles from posters and other display advertising, but finds her real popularity on all three Philadelphia TV stations—WCAU-TV, WFIL-TV, WPTZ—reaching over 850,000 television homes.

That is where the "Beverage Girl," a drawing of a Jamaican, whose fancy hand-dress merchandising each year, got her start. Commissioned to work out an identifying trademark for Booth to spur merchandising potential and appeal, Feigenbaum, two years ago placed the project as long-range. But with the advent of TV the Jamaican girl drawing, used to highlight the phrase, "Taste that imported Jamaica ginger flavor," caught the eye of televiewers. Now Booth has a stellar attraction for its TV outdoor and point-of-advertising as well as a new label design.

**WLWT FINALS**

Wrestling July 14

WLWT (TV) Cincinnati not only has aired weekly wrestling exhibitions since December 1950, but is mapping plans for the finals of its own championship grappling tournament for both men and women July 14.

WLWT and the other two TV outlets of Crosley Broadcasting Corp.—WLWD (TV) Dayton and WLCW (TV) Columbus—will televise the finals from the U. of Dayton (Ohio) for which some 7,000 tickets are now being placed on sale.

Station will pit Champion Mildred Burke against its own tournament winner for the women's championship title after holding a series of elimination matches to select a contestant for the men's July 14 finale. Winner of the men's clash will receive a special WLTV Wrestling Championship belt and a $5,000 purse. Eliminations will be announced July 7. Highlight of the July 14 matches will be a half-hour of entertainment by WLWT stars.

Both tournaments have included a host of well-known wrestling entries from both groups and are the outgrowth of studio matches inaugurated in Dayton in February 1950, on a regular television basis.

**CBC Building**

CONTRACT has been let for a Canadian Broadcasting Corp. TV transmitter building on Mount Royal, Montreal. The 141,000 building will be one story, 76 by 65 feet, of reinforced concrete frame with natural stone walls. Work is to start soon.

* * *

**BOOTH'S GIRL**

Here "The Booth Beverage Girl" wears candy canes in her head dress on the company's Christmas posters.
JOINS NEW YORK AGENCY

NARTB-TV URGES WRITTEN TESTIMONY IN TV HEARING

PREDICTING oral hearing scheduled to begin July 23 on city-by-city TV allocation proposals would run between 8 to 15 months and further delay two-year-old freeze, NARTB-TV Friday petitioned FCC to permit filing of testimony in written form (see early story 55). Filed by Thad H. Brown, manager of NARTB TV operations, petition said further hearing in "paper" form is permitted by Communications Act and Administrative Procedure Act and held that "exercise of this discretion in this instance would serve public necessity, and promote public convenience and interest."

NARTB-TV petition is not intended to apply to show cause orders FCC issued to 31 existing stations for changes in their assignments to reduce interference and also indicated oral hearing could be allowed others if good cause were shown in special petition.

AFRA ANNOUNCES STRIKE AT WMAL-AM-FM-TV

MEMBERS of Washington chapter of AFRA prepared to go on strike Saturday after breakdown in negotiations with WMAL Washington. Strike was to include WMAL-TV though video scale was not involved in negotiations.

General Manager Kenneth H. Berkeley said Friday he was available for resumption of negotiations at any time. Union asking $80, $90 and $100 per week with station offering $60-$85, which is scale for other large Washington stations under contracts negotiated within last two months. Supervisory personnel prepared to carry on station operations.

BOYCOTT THREAT

LINDSEY WHITE, president of New York branch of National Assn. for Advancement of Colored People, said Friday that meetings among Harlem liquor stores and bar owners for discussion of possible boycott against Schenley Industries, whose Blatz Beer sponsors Amos 'n Andy on CBS-TV (see story page 30) will be scheduled shortly. Spokesmen for representative groups, Metropolitan Package Store Assn. and United Restaurant Liquor Dealers of Manhattan, disclaimed knowledge of such plans.

TV TUBE SALES DOWN

MAY sales of TV picture tubes to factories drop sharply from April, according to Radio-Television Mfrs. Assn. Monthly summary showed 229,250 tubes valued at $5,120,553 sold in May compared to 278,655 valued at $5,668,181 in April. Of May sales, 80% were in 16-17-inch bracket and 7.79% 18 inches and over.

WU NET INCOME UP

WESTERN UNION'S net income in May was $678,407 after provision of $464,000 for federal income taxes, WU reported Friday. This compares with $997,835 in May 1950 with no provision for income taxes.

...at deadline

Closed Circuit

(Continued from page 1)

RCA TO DEMONSTRATE COLOR TV SYSTEM

COLORCASTS by RCA's compatible system, which means owners of black-and-white TV receivers can get color programs on their sets in monochrome, start at 10 a.m. today (Monday) in New York area, with half-hour daily color telecast scheduled at that hour through week.

Initial color broadcast, plus closed circuit demonstrations at 2:30 and 4 p.m., will be received on RCA color sets in company's Johnnny Victor Theatre, New York, with news- men as viewers. During rest of week, repre-sentatives of radio and television industry will make up audience at theatre. Public color demonstrations will be held later at date still to be announced.

JOHN M. WILKOFF NAMED TO BAB POSITION

JOHN M. WILKOFF, promotion and merchandising manager of WOCB Boston, named to BAB New York headquarters staff Friday by BAB President William B. Ryan, who said Mr. Wilkoff will work in general sales promotion with emphasis on development of individual station and spot sales material.

Two other major changes in BAB personnel also understood to be in offering.

In radio for 10 years Mr. Wilkoff spent last three with WOCB and formerly in similar post at WCAE Pittsburgh. He also has been program manager of WWSW Pittsburgh and in radio department of Walker & Downing Agency, Pittsburgh.

SEN. McFARLAND DOUBTS CONTROLS WILL BE EASED

RELAXATION of material controls by Congress due to Korean truce developments would be unfortunate for country, Sen. Ernest W. McFarland (D-Ariz.) said Friday (see early story page 19). Sen. McFarland said he personally doubts if it will happen, particularly in connection with material allocations.

CHICAGO TV STRIKE

CHICAGO members of Radio-Television Directors Guild may issue strike call against WBKB (CBS affiliate), WNBQ (NBC) and WENR-TV (ABC) if one final negotiation meeting with each station is not resolved to their satisfaction this week. Money is major block in each instance. President Alan Fishburn and Attorney Sanford Wolff have been instructed by Guild to return to members only with contract they approve personally. TV directors, not heretofore organized, ask recognition of union initially, then authority to go with responsibility of their job.

JOINS NEW YORK AGENCY

MRS. CHRISTINE LEVATHES, Geyer, Newell & Ganger, New York to Kenyon & Eckhardt, New York, in copy department.

WASHINGTON state, daddy of Communications Act. Sen. Johnson says at least Sen. Dill's letter, asking end of freeze, went to proper place (to FCC), stating position "better than I could."

DREW PEARSON and Robert S. Allen's Public Service Radio Corp. to file appeal with FCC for rehearing on its new station denial and simultaneous license renewal to WBAL Baltimore [BROADCASTING ● TELECASTING, June 18] Friday deadline today (Monday).

AIR FORCE understood close to Senate Inter-scan Commerce Committee staff thinking on electro-magnetic radiation control legislation. New Air Force request to amend Sec. 606 (c) of Communications Act, expected in hands of Senate Committee soon. Modifications seen as meeting most of broadcasters' initial objections to initial punitive "radio silence" measure.

IT'S AN OPEN SECRET that almost all of independently owned TV stations are being romanced about possible acquisition by number of groups already in field and which seek to build up ownership to maximum of five permitted under regulations. Fewer and fewer, however, are on block.

IN WAGE Stabilization Board Washington quarters they're privately calling statement by Salary Stabilization Board Head Joseph D. Cooper that the SSB intends to control salaries of radio-TV talent, unless government decides to unfreeze wage control for broadcast industry, "ill-advised" and "hasty." If WRTV officials were to call in radio-TV, officials could add word, "unnecessary."

PRACTICE of setting up separate organizations to do specific trade association jobs causing mounting resentment. One prominent southern station has quit BAB because of trend toward multiple organizations headed by high-salaried executives.

WASHINGTON city officials still talking about perfect combinations of broadcasters' joint public service plan during Capital's three-day transit strike (story, page 33). "Best thing ever done," District Commissioner John Russell Young remarked, Concensus at post-strike meeting was broadcasting should be called in immediately, wherever such public emergencies loom.

CLORETTE'S PARTICIPATIONS

AMERICAN CHILCHE Co. (Clorettes), under ABC's pyramid plan is purchasing participations in Stop the Music (Sun., 8-9 p.m.), The Fat Man (Wed., 8:30-9 p.m.) and The Sheriff (Fri., 9:30-10 p.m.), effective yesterday (Sunday) for eight weeks. Agency, Dancer-Fitzgerald-Sample, New York.

PABST SEEKS FIGHT RIGHTS

WARWICK & LEGLER, New York, for Pabst beer, still negotiating late Friday for TV film rights to Robert Aldrich's film Turpin fight tomorrow in London. Pabst also eying proposed Robinson fight with Rocky Graziano in September.

W. E. LONG RETIRES

W. E. LONG, founder of W. E. Long Agency, Chicago, retires as board chairman and from active participation in the company. He sold his interest in 1949 to six persons who helped him build organization.
Consumers in the Heart of America buy wisely – but certainly WHOLEHEARTEDLY!

Evidence of this statement is the fact that, while the greater Kansas City Metropolitan Area is now 17th in the nation in population, it ranks 15th in retail sales! And – KANSAS CITY MAKES A BETTER SHOWING IN RETAIL SALES BASED ON POPULATION THAN ANY OTHER CITY IN THE NATION'S "TOP TWENTY!"*

The analysis is simple enough. The powerful and popular voice of The KMBC-KFRM Team is doing a wholehearted job in the great Kansas City Area for its advertisers. The Team "has the audience" by a margin of almost 3 to 2 over all other broadcasters, according to the latest audience surveys.

In the city – on farms, now more than ever before, consumers are responding to the sales messages heard on KMBC-KFRM. Get the benefit of the most powerful selling force in the rich Heart of America. Write, wire or phone KMBC-KFRM or your nearest Free & Peters Colonel.

*1951 Sales Management Survey of Buying Power.

To sell the whole Heart of America, Wholeheartedly, use ...
One way to make America stronger is to give our Armed Forces more and better weapons—built without wasting the nation's defense dollars. An example is seen in our vital guided missiles program.

Using an electronic calculator—an analogue computer developed by RCA Laboratories for the U. S. Navy—the designs of guided missiles can now be tested in the drawing board stage. Information representing the rocket's design is fed into RCA's calculator. Other information represents flight conditions, and the two are then combined to show how the rocket performs... at any split second.

Millions of defense dollars—thousands of hours—are saved by these mathematical "test flights." And RCA's calculator will test any man-made device that flies or swims... planes, ships, bullets, shells, rockets, submarines.

* * *

See the latest in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.