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  Page 23
- Top Advertisers Change Agencies
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TELECASTING Begins on Page 51

WOR-tv 9 channel 9 new york

sold $3,000 worth of watches
for one client
as the result of one
WOR-tv announcement.

We can do the same—or more—for you
at an extremely low cost.

our address is WOR-tv, channel 9
at 1440 Broadway, in New York

20th The Newsweekly of Radio and Television.
year

$7.00 Annually
25 cents weekly
Radio's Ever Magic Touch reaches into the kitchens of thousands of Midwest homes...and onto the shelves of thriving Midwest grocery outlets...thru the services of WLS FEATURE FOODS. For more than 16 successful years, FEATURE FOODS, a daily half-hour participating homemaker program, has helped leading manufacturers of kitchen used products to increase sales in this great market...in which over 10% of the nation's food sales are made. The program combines the talents of Martha and Helen (the Midwest's most popular homemaker team) with an extensive merchandising service that keeps manufacturers constantly advised of what is happening in retail outlets...to theirs and competitive products.

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

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

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

Here's the plan that sells the Midwest market!

WLS FEATURE FOODS

a radio program and merchandising service

featuring

MARThA CRANE and HELEN JOYCE

Radio's Ever Magic Touch reaches into the kitchens of thousands of Midwest homes...and onto the shelves of thriving Midwest grocery outlets...thru the services of WLS FEATURE FOODS. For more than 16 successful years, FEATURE FOODS, a daily half-hour participating homemaker program, has helped leading manufacturers of kitchen used products to increase sales in this great market...in which over 10% of the nation's food sales are made. The program combines the talents of Martha and Helen (the Midwest's most popular homemaker team) with an extensive merchandising service that keeps manufacturers constantly advised of what is happening in retail outlets...to theirs and competitive products.

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Further, advertisers receive regular reports showing exactly what happens from month to month at the retail level.
"I spoke up at town meeting"

"This picture shows how I didn't look when I got home. Actually, nobody laid a finger on me.

"But I did speak up at Town Meeting that night. Something I didn't like about the way town funds were being spent. I'm not much of a guy for making speeches, understand. I just work in a steel mill. And both we and Republic have a big stake in this town.

"But nobody beat me up! Now, you might say, what's so unusual about me not getting beat up for speaking out against the local government?

"That's just my point... it isn't unusual! Not in this country. Here we all have free speech. It's part of our Constitution, even if we hardly think about it twice. But just think of folks in other countries who'd give their right eye to be American citizens and talk out at town meetings. And not get slugged.

"Ever stop to think that while all these people are trying to get into America, nobody here is trying to get out? That's because we like it here. No, not just because we've got autos and phones and bathtubs and all that. The real reason is... we've got Freedom! Seven days a week. We're free to follow our own religions. We're free to choose our own jobs in any industry we like... or go into business for ourselves, if we prefer. We can vote as we please... or not vote if we want. Though I personally think anyone who doesn't has a 14-carat dope.

"And here, like I said, you can talk up at Town Meeting. No black eye. No bloody nose. Though, if you don't know what you're talking about, you'll be in for a lot of kidding later.

"Now this is no Town Meeting, of course... it's an ad. But, in this ad, I am speaking up... for Freedom. Corny? Maybe... but I happen to believe in it. And 10 to 1 you do, too!"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America whose many mighty industries have set history's highest standard of living for her people. And it is through these ever-growing industries that Republic serves America. FOR EXAMPLE: our great Automotive Industry which depends so heavily on steel... carbon, alloy and stainless... the kind of fine steel produced by Republic to help make America the No. 1 nation on wheels.

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or use, call, write Dept. M, Republic Steel, Cleveland 1, Ohio.
NEGOTIATIONS nearing completion whereby Senator of Commerce Charles Sawyer and family will purchase WCOL-AM-FM Columbus, Ohio, from Lloyd Pixley for $100,000 plus 10-year lease on studio facilities in Pixley Bldg, at $20,000 per year. Contract may be finalized this week. Mr. Pixley purchased WLOK Lima, Ohio, last March, retains 51% of WLOK after re-selling 49% to local citizens. Sawyer interests control WING Dayton and WIZE Springfield, Ohio.

Despite silence on status of sale of WOW-AM-TV Omaha, report persists transaction will be closed shortly—prior to departure of Navy Secretary. Mr. WOW president, who is designated Bush's new post as ambassador to Ireland. Besides Edward Lamb, owner of WTVN (TV) Columbus, WICU (TV) Erie and WTOD Toledo, who reportedly has purchase agreement (Secretary Matthews denies he has option), it's now indicated that several others are interested, including Meredith Publishing Co., which owns WHEN (TV) Syracuse and Lincoln (Neb.) Journal, which owns KFAB Omaha.

DON'T HOLD your breath waiting for that report on FCC's horizon questionnaires. Still "nearly completed," it languishes on desks reshuffled in recent reorganization, pending disposition of "more pressing business." Report said to show some 80 outlets have had format comparable to that which flipped WFTUX Wilmington, Del., into Commission frying pan.

SPECULATION on department head appointments running in all directions at CBS Friday following announcement of split-up in radio and TV operations (story, page 23). Department heads for unintegrated divisions due to be completed by next week, when there finished picking top assistants. Names frequently mentioned: Louis Hausman, now v.p. for sales promotion and advertising, to head radio sales promotion; Al Lutkin, assistant to V.P. Billy Evans, to head public relations, publicity, research. His counterpart in TV, Oscar Katz or John P. Cowden. V. P. Kelly Smith to head owned and operated stations with Radio Sales-represented stations; Merle Jones, from KNX-KTSL Los Angeles to TV job in New York opposite Mr. Smith; John Karol, to head radio sales department; Dave Sutton, TV sales. George Candel, to head press for radio; Michael Foster, to head press for TV.

TOP-LEVEL local and national promotion post at B. A. F. due to be filled shortly. Top candidates: Kevin Sweeney, general sales manager of KFI-AM-TV Los Angeles, where B. A. F. president William B. Ryan formerly was general manager. Mr. Sweeney's also former general manager of Housewives Protective League and West Coast promotion manager of ABC.

UPTON CLOSE, controversial commentator, again circulating radio executives and others for contributions to Broadcasts Inc. In interest of "publishing" his record of "treachery in our government," he reports, are only one-third those received in 1890. Con-

(Continued on page 88)
Six stations important in your selling. Each is outstanding in the market it serves. Each is a regular habit with its listeners—exerts a powerful influence on their daily living and buying. This strong pulling power sells for you when you tell about your product on these stations. The many national and local advertisers now using them are proof of the responsiveness of their audience—proof of the profits. For availabilities and rates, write direct or contact

ROBERT MEEKER Associates
New York  Los Angeles  Chicago  San Francisco

STEIENMAN STATIONS  Clair R. McCollough, Gen. Mgr.
An Amazing Vote of Confidence in WOW!

Here's the Story

WOW's "Fourth Annual Farm Study Tour" was announced on June 1 on the "Farm Service Reporter" Program, (6:30 to 7 a.m. weekdays).*

Farm Director Mal Hansen simply said that the tour would be to the East Coast; would last 15 days, and would cost about $500.00 per person.

On that information ALONE, within one week 125 farmers responded—WITH CASH! 206 others in the same period wrote for information and application blanks.

Reservations made in one week represent a $72,500 vote of confidence in WOW's service to farmers.

So large and instant a response PROVES that the great WOW-LAND farm market is solidly behind WOW—and WOW's farm listeners are today the WORLD'S FINEST CUSTOMERS for any goods or services.

For availabilities call the nearest John Blair Office.

CO-SUPPORTED BY:

Garst & Thomas, Coon Rapids, Iowa, Pioneer Hybrid Corn; Handled by the Compton Agency; and the Walnut Grove Products Company of Atlantic, Iowa; Allen & Reynolds Agency.

WOW's "Farm Service Reporter" observed its 5th Birthday June 19th on the air.

Radio Station WOW
590 KC
5000 WATTS

Frank P. Fogarty, General Manager • John Blair & Company, Representatives

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WASHINGTON HEADQUARTERS

SOL TAIHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty; Fred Fitzgerald, Associate Editors; Jo Hailey, Make-up Editor; Tyler Nourse, Copy Editor; Dave Belton, Assignment Editor. STAFF: Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Gibson, Allen Riley; EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Pat Kowalski, Darre Linda, Joan D. Blake, Keith Trantow, Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MATRY LONGBUSINESS MANAGER; W. R. LEVY, Assistant Advertising Manager; George L. Daft, Adv. Production Manager; Harry Stevens Classification Marketing Manager; Russell Schad, Doris Orme; B. T. Taihoffer, Treasurer; Irving C. Miller, Auditor and Office Manager; Dulcie Weston, Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOEEN P. COSGROVE, Manager; Doris J. Boshell, Janeth Giltinis, Grace Schorm.

NEW YORK BUREAU

400 Madison Ave., Zone 22, PLaza 2-1505; EDITORIAL: Rufus Craner, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Greta Groff, Liz Trantow.

Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU

369 N. Michigan Ave., Zone 1, COMmunications, William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU

369 N. Michigan Ave., Zone 1, Communications, William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:

857 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

IN THIS BROADCASTING...

CBS Realigns Management...

Changes Seen at FCC...

Six Major Advertisers Change Agencies...

P&G Increases Time Buys—PIB...

Auto Dealers Sell By Radio From Boston to Spokane...

Cay Summoned for FCC Review...

Liberty Network Expanding...

FCC Gets ABC-UPJ Merger Application...

Senate Studies Signal Control...

Reserve Board Hit...

WOR Study Shows Radio Top Seller...

Set Maintenance Assured by NPA Action...

TELECASTING Starts on Page 51

DEPARTMENTS

Agency Best...

Aircasters...

Allied Arts...

Editorial...

FCC Actions...

FCC Roundup...

Feature of Week...

Front Office...
Five rich markets in Michigan receive primary television service from WJIM-TV. Lansing-Flint-Saginaw-Jackson are EXCLUSIVE WJIM-TV markets with Battle Creek also receiving primary service.

You get 100% of the audience when you buy WJIM-TV. It is a market of one million people with retail sales of more than one billion dollars.

only WJIM-TV reaches this vast audience with the best in television. WJIM is the primary outlet for the four major networks.
If you are trying to get a better insight into conditions in any of the markets listed at the right, F&P has some very rare but simple magic for you . . . the magic of complete and completely honest information. Win, lose or draw, we know that no other kind of service can really serve your own best interests — or ours.

In this cynical day of the "seller's market", that sort of policy may sound too good to be true. But it's the way we always work, here in this pioneer organization of radio and television station representatives.

Free & Peters, Inc.

Pioneer Radio and Television Station Representatives

Since 1932

Atlanta    New York    Chicago

Detroit    Ft. Worth    Hollywood

San Francisco
## MIDWEST . . . OR FAR WEST?

### EAST, SOUTHEAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City/Town</th>
<th>Network</th>
<th>Listeners</th>
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<tr>
<td>WBZ-WBZA</td>
<td>Boston-Springfield</td>
<td>NBC</td>
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<tr>
<td>WGR</td>
<td>Buffalo</td>
<td>CBS</td>
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<tr>
<td>WMCA</td>
<td>New York</td>
<td>IND.</td>
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<td>Philadelphia</td>
<td>NBC</td>
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<tr>
<td>KDKA</td>
<td>Pittsburgh</td>
<td>NBC</td>
<td>50,000</td>
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<tr>
<td>WFBL</td>
<td>Syracuse</td>
<td>CBS</td>
<td>5,000</td>
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<tr>
<td>WCSC</td>
<td>Charleston, S. C.</td>
<td>CBS</td>
<td>5,000</td>
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<tr>
<td>WIS</td>
<td>Columbia, S. C.</td>
<td>NBC</td>
<td>5,000</td>
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<tr>
<td>WCH</td>
<td>Norfolk</td>
<td>ABC</td>
<td>5,000</td>
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<td>WPTF</td>
<td>Raleigh</td>
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<tr>
<td>WDBJ</td>
<td>Roanoke</td>
<td>CBS</td>
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### MIDWEST, SOUTHWEST

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<td>WOC</td>
<td>Davenport</td>
<td>NBC</td>
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<td>Duluth-Superior</td>
<td>ABC</td>
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<td>Fargo</td>
<td>NBC</td>
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<td>Fort Wayne</td>
<td>NBC</td>
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<td>CBS</td>
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<td>Louisville</td>
<td>NBC</td>
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<td>WTCN</td>
<td>Minneapolis-St. Paul</td>
<td>ABC</td>
<td>5,000</td>
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<td>Omaha</td>
<td>CBS</td>
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<td>NBC</td>
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<td>KFDM</td>
<td>Beaumont</td>
<td>ABC</td>
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<tr>
<td>KRIS</td>
<td>Corpus Christi</td>
<td>NBC</td>
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<td>WBAP</td>
<td>Ft. Worth-Dallas</td>
<td>NBC-ABC</td>
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<td>KXYZ</td>
<td>Houston</td>
<td>ABC</td>
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<tr>
<td>KTXA</td>
<td>San Antonio</td>
<td>CBS</td>
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### MOUNTAIN AND WEST

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<tr>
<td>KVOD</td>
<td>Denver</td>
<td>ABC</td>
<td>5,000</td>
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<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
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<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
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**Spot...**

F. McLAUGHLIN & Co., Chicago (Manor House coffee) has purchased series of 26 quarter-hour Little Theatre TV film programs for two-weekly showing on TV stations in seven mid-west markets starting about Sept. 15. Markets include Chicago, Grand Rapids, Kalamazoo, Lansing, Milwaukee, Indianapolis and Davenport. Programs made up of two-five minute dramatic shorts produced by The Tee Vee Co., L. A. Each quarter-hour segment priced from $60 to $600, according to number of sets in market. Film company expects to have programs on 22 markets throughout country by fall date. Agency for McLaughlin, Earle Ladgin & Co., Chicago.

ESSERMAN MOTOR SALES (Dodge dealer), Chicago, starts extensive TV spot campaign using 85 spots in Chicago market weekly. Agency: Phil Gordon Inc., same city.

UNION OIL CO. initiates first television program series with sponsorship of half-hour weekly Ben Alexander Watch & W'm program on two West Coast stations, KPIX (TV) San Francisco, starting Aug. 1; KTSI (TV) Los Angeles, Aug. 2. Both contracts, 13 weeks. Agency: Fuote, Cone & Belding, L. A.

**Network...**

GRUEN WATCH Co., Cincinnati, to sponsor Gruen Guild Theatre, new series of dramatic films, over ABC-TV Thurs., 8:30-10 p.m., beginning Sept. 27. Program replaces Blind Date, scheduled at same time. Agency: McCann-Erickson, N. Y.


CAMPANA SALES Co., Batavia, Ill., for Italian Balm, will sponsor first quarter-hour of Ruth Lyons' 50 Club on NBC-TV starting Oct. 5, for 52 weeks through H. W. Kastor & Sons, Chicago. Show is aired five times weekly from 11 to 11:30 a.m. on WLWT (TV) Cincinnati.

QUAKER OATS, Chicago, renews daily quarter-hour and weekly half-hour of Gabby Hayes Show on NBC-TV through Sherman-Marquette, Chicago. Strips will be seen Mon. and Fri., 4:15-4:30 p.m. CDT from Aug. 27 for 15 weeks, with the half-hour telecast Sun. from 4:4-5:30 p.m. starting Sept. 30 for 52 weeks.

WANDER CO., Chicago, for Ovaltine, renews the 4:45-5 p.m. CDT segment of Oddly Doodly on NBC-TV starting Aug. 29, through Grant Adv., same city. KELLOGG Co., Battle Creek, through Leo Burnett, Chicago, has renewed same portion on Tues. and Thurs. starting Sept. 5, for 26 weeks.

**Agency Appointments...**

FLORIDA CITRUS EXCHANGE, Tampa, names Ruthrauff & Ryan, N. Y., to handle advertising and promotion of its major brand Sealsweet (brand name on fresh fruit, full strength juice and frozen concentrate).

RADION Corp., for its television antennas, names Calkins & Holden, Carlock, McClinton & Smith, Chicago, to handle its advertising. TV spots will be used in a test market before complete video plans are made. M. J. Pulver is account executive.

BEN-GEI PRODUCTS Co., Oak Lawn, Ill., for the new bean sprout balm, names Schoenfeld, Huber & Green, Chicago, to handle its advertising. Radio and TV will be used.

EVEN "ODDS AND ENDS" ADD UP TO $117 MILLION IN CENTRAL OHIO

GENERAL MERCHANDISE SALES HIT $117,269,000* ANNUALLY

Miscellaneous sales add up to big business in Central Ohio. And powerful WBNS, Central Ohio's only CBS outlet, gets through to the 24 Central Ohio Counties with all 20 top-rated programs, day and night! (Winter-Spring hyperatings). And you get more listeners per dollar than from any other local station. For time availabilities and rates, write us or contact your John Blair Representative.

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Thanks for the Kudos...

WE LOVE TO EARN THEM!
IT'S THE "EXTRA PROMOTIONAL PUNCH" THAT WINS FRIENDS and INFLUENCES CUSTOMERS for ADVERTISERS on KTUL and KFPW — The FRIENDLY CBS STATIONS in TULSA and FORT SMITH!

The AUDIENCE ACTION TEAM

KTUL - KFPW
* Tulsa * Fort Smith
JOHN ESAU—Vice President, General Manager
* AVERY-KNODEL, Inc., Nat'l Representative

AFFILIATED WITH KOMA, OKLAHOMA CITY
IT HAS BEEN SAID, "Give John North a sales job to do — any sales job — and he’ll chalk up a record performance." We agree that his sales are an accurate instrument which points to the true, magnetic North.

Winner of the "Distinguished Salesman Award" of the St. Louis Chamber of Commerce in 1940, this fast-moving individual has since charted a brilliant course into big time radio sales. In teamwork with Peggy Stone of New York, Mr. North has played an important part in the success of Radio Representatives, Inc.

Among the Accounts Placed on WMPS by Radio Representatives, Inc., Are:

- The Mennen Company
- Bristol-Myers Co.
- J. A. Folger & Co.
- Carter Products
- Peter Paul, Inc.
- Griffin Mfg. Co.
- Walgreen Drug Co.
- International Salt

RICHARD HANES HURLEY, timebuyer at Comp-ton Adv., New York, is not a temperate man when it comes to radio. He is not one of those persons who can take it or leave it alone. The man is a confirmed addict.

Born in Middle-
town, N.Y., Feb. 13, 1925, Mr. Hurley came by his addiction innocently enough at Bucknell U., where he indulged himself to the extent of helping build station WVBU there. He liked what he tested, and when he moved to the U. of Michigan he was a ripe leaf for the gang there who picked him to serve as announcer at WKAR.

Hopelessly gone by then, he spent his summers in a riot of duties at his hometown station, WALL Middletown, caring in every capacity from news writer to announcer of horse races.

By graduation time he couldn’t get enough of the stuff. After a swig of service as news editor at WHBF Benton Harbor, Mich., he drank in the entire eastern seaboard, writing and selling shows for a radio package firm.

In January 1949 he graduated to a stronger brew, the general management of WVAM Altoona, Pa., and in June of that same year his immersion was complete as he joined an advertising agency, Comp-ton in New York, as an estimator.

Within two years he had moved up from that level to successive advancements as timebuyer, timebuyer, and his present eminence as assistant head of the entire timebuying department.

Among the accounts he supervises are Crisco, Ivory Soap, Ivory Flakes, Ouz, Drene, Personal Products, New York Life Insurance, Allis Chalmers, Standard Brands, Chase and Sanborn coffee and Tender-Leaf tea.

Mr. Hurley and his wife, the former Joanne Perry, live in an apartment in Bergenfield, N.J. They have been married since 1948.

Reading, traveling and collecting colonial antiques are his hobbies.
ERE BAYARD, account manager Walter McCreery Inc., Beverly Hills, Calif., named to newly created post of chairman of plans board.

HERBERT THWAITE, account executive Cunningham & Walsh Inc., N. Y., elected vice president. He had been with firm for seven years serving on Sunshine Biscuits Inc. account.

DOROTHY KAHN, publicity staff Cancer Crusade, to David Zilman Adv. Agency, Phila.


WILLIAM M. MOORE Jr., copy staff, Young & Rubicam, Chicago, to Gourfain Bureau of Adv., N. Y., same city, as copy chief. He will also work in dealer development.

VILLIAM L. LAVICKA to Needham, Louis & Brofly, Chicago, as account executive on Quaker Oats' Ken-L Products Division, from account rock and sales analysis at Ruthrauff & Ryan, same city.

ROBERT E. MANGAN, BBDO, S. F., elected vice president.

ERBERTO and KATHERINE PAVIA, Pavia Agency, S. F., leave for week-long tour of Italy and other European countries. ERIC COSTER will manage office in their absence.

JUGENE M. SCHWARTZ, radio and TV director Ray Hirsch Co., N. Y., to Huber Hoge & Sons, N. Y., as copy chief.

WILLIAM R. DAHLMAN, vice president and account executive on American Home Products at W. Earl Bothwell Inc., N. Y., to Compton Adv., a member of Procter & Gamble account group.

HENRY C. FLEISHER, publicity director, CIO, named to public policy committee of The Advertising Council, succeeding ALLEN L. SWIM, formerly of CIO and now with Economic Cooperation Administration.

ULES HACK, copywriter Young & Rubicam Inc., Chicago, to Erwin, Vasey & Co., L. A. radio and television department, in similar capacity.

GEORGE KOSSMAN, art director Lee Burnett, Chicago, to BBDO, S. F., in same capacity. RICHARD E. JOHNSTON, art director Foote, Cone & Beebe, Chicago, also joins BBDO, S. F., in same capacity.

ALTON MARTIN, production manager Emporium, S. F. (department store), to Botsford, Constantine & Gardner, S. F., in same capacity.

AMES N. MANILLA, film supervisor BBDO, N. Y., named to radio-elevation department Geyer, Newell & Ganger, same city, as film supervisor.


MILY HOSMER, Kenyon & Eckhardt, N. Y., to television production department Guild, Bascom & Bonfigli, S. F.

EDWIN de ST. MAURICE, to Lockwood-Shackelford Adv., S. F., as art director.

WALKER W. DAVIES, account executive National Adv., Long Beach, Calif., transferred to S. F. office.

ROLAND HAUCK, to Wank & Wank, S. F., as director of creative department.

CLEMENT T. HANSON ADV. AGENCY, Moline, appointed to handle advertising for WHBF-AM-TV Rock Island and the Rock Island Argus and Moline Dispatch, effective Sept. 1.

Frank Coulter: YOUNG & RUBICAM

"The Broadcasting Marketbook is a genuine service. Widely used and constantly referred to."

Broadcasting, Telecasting

WHAM did the job!

One year ago, the store started a modest spot campaign on station WHAM—knowing that WHAM's clear-channel 50,000 watts is the least expensive yet most effective way to cover 23 western New York and Pennsylvania counties. Results were almost overnight—inquiries, shopping visits and sales. And perhaps the most impressive fact is that radio has pulled so well that Mt. Morris Furniture now makes deliveries to customers in Rochester itself, home of the radio station and of a dozen top furniture stores!

Moral: The Mt. Morris store has now upped its efforts to regular daily participation in WHAM's morning "Clockwise" program. You, too, can use the powerful influence of station WHAM for business in this profitable market.

The Stromberg-Carlson Station Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

July 16, 1951 • Page 13
Advertisers with no time or money to waste have found KOY the direct route to the rich Arizona market whose hub is fast-growing Phoenix and the Salt River Valley.

As exclusive representatives of KOY for the past twelve years, John Blair & Company knows how KOY can sell and why. Here is a station that makes wide-spread coverage count with a proven record of unusual acceptance. Arizona's pioneer radio outlet, KOY has been building its reputation for public service over 29 years. It is home-owned, home-operated, and an integral part of the community and all its affairs. It is the only Arizona radio station that owns all of its facilities, including studio, office and transmitter properties. KOY gives non-directional coverage of 85% of the state's population with 5000 watts on 550 KC.

Sales-minded management has converted KOY's listener loyalty into big spot radio business that has paid off for one advertiser after another. Your John Blair man has all the facts on merchandising and selling at surprisingly low cost over KOY. It will pay you to call him today.
THE JOHN BLAIR WAY
TOP SELLING RADIO STATION

THE RAPIDLY-EXPANDING city of Phoenix, Capital of Arizona, is surrounded by prosperous residential communities and rich agricultural land.

JOHN BLAIR & COMPANY specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts...as specialists in selling via spot radio.

KYO'S management team, experts in three fields: left to right, John L. Hogg, President, Commercial Manager and a salesman of twenty-five year's experience. Albert Johnson, Vice President, General Manager and the man behind KYO'S splendid record of public service. Jack Williams, Director and Secretary with twenty-three years at KYO behind his reputation as one of the outstanding program men in the radio industry.

GEORGE GRAHAM, popular master of ceremonies for KYO audience shows and his morning "Disc Show", a hard-selling program and housewives' favorite.

BILL LESTER'S afternoon "Record Matinee" has a consistently loyal following of listeners and commercial sponsors.

PAUL GRIBBEN, KYO News Editor and radio veteran, keeps KYO ahead of the field in news. His coverage of the Legislature has won him widespread recognition in high circles in the State.

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS
Like a Blanket!

WRC covers the entire Washington area at lowest cost per thousand listeners. We can prove it with up-to-date figures on spots, breaks and programs.

WRC outpolled all newspapers in four department store studies. That's proof of selling coverage.

To sell Washington you need WRC's blanket coverage.

FIRST in WASHINGTON
WRC
5,000 Watts - 980 KC
Represented by NBC Spot Sales

A boost for television and the fashion world will be scored by Dallas fashion manufacturers when Julie Benell launches her "It's the Texas Fashion" series on WFAA-TV, Friday at 8:30 p.m., beginning July 20.

Sponsored by seven fashion houses of Dallas, the weekly program is claimed to be the first time that a group of manufacturers in one city has sponsored a television series to acquaint viewers with the style offered by the makers in a city.


Miss Benell will be guest commentator at the breakfast clinic of the American Fashion Assn. to be held in the Crystal Ballroom at Dallas' Baker Hotel, Tuesday, Aug. 21, at 7:30 a.m. Theme of the clinic will be "Color-Vision," a forecast of winter and holiday.

(Continued on page 82)

strictly business

Sometimes it happens just like the storybooks say. For what youngster standing by the railroad tracks as a powerful locomotive goes by, pulling a string of cars that spell adventure, hasn't vowed to himself—that's the job for me.

And that's just what happened to one youth whose earliest memories go back to train rides on the way to his grandfather's house in his home state of Tennessee. It took time, as do most ambitions, but even today, Robert S. Henry, vice president in charge of the public relations department of the Assn. of American Railroads, admits that he always got a thrill out of a train ride. "Always thought railroading would be a nice business to be in," he recalls.

"Indeed it has been a nice business to be in," Mr. Henry still says. And he should know, for after more than 30 years in the business now, he has seen a lot of his combination hobby and job.

Mr. HENRY
Today, as head of the railroad industry's active public relations program, which includes sponsorship of the Railroad Hour on NBC and direction of a total advertising.

(Continued on page 82)
Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION — A 3½-TO-1 FAVORITE OVER ALL OTHER STATIONS COMBINED!
Fargo-Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the "in-town" Audience than all other stations combined*!
BMB figures and mail-pull stories also prove that WDAY "hog the show", throughout the entire Red River Valley! Write for all the facts today, including availabilities.

*Despite the fact that the other three major networks maintain local studios!
Think this over! When you use WIBW, our listeners have confidence in YOU, too.

Last year, WIBW listeners sent us almost a quarter-million dollars* in cold, hard cash.

This money came direct to WIBW because our listeners have absolute confidence in the merchandise we talk about on the air.

When our listeners hear any product advertised on WIBW, that's all the recommendation they need. They buy!

*$204,800.93 to be exact.
YOU MIGHT CLEAR 15' 7 3/4" —

BUT...

YOU NEED WKZO-WJEF AND WKZO-TV TO GO OVER THE TOP IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, have been radio leaders in their home cities for so long hat time buyers automatically recognize them as first choices “in town”. BMB Study No. 2 proves that WKZO-WJEF are an exceptional buy for rural Western Michigan, too. Since 1946, WKZO-WJEF have increased their unduplicated Audiences by 46.7% in the daytime... by 52.9% at night! But here’s the icing on the cake: WKZO-WJEF not only deliver about 57% more listeners than the next-best two-station choice in Kalamazoo and Grand Rapids—they also cost 20% less than the next-best combination!

WKZO-TV, Channel 3, is the official Basic CBS Outlet for Kalamazoo-Grand Rapids. It is a multiple-market station, serving five Western Michigan and Northern Indiana cities, with a total buying income of more than one and a half billion dollars! WKZO-TV’s coverage area embraces 133,122 sets, making this America’s 23rd television market—ahead of such metropolitan cities as Seattle, Memphis or Miami! Better get the whole Fetzer story today! Write direct or ask your Avery-Knodel representative.

Cornelius Warmerdam of the San Francisco Olympic Club set this world’s record on May 23, 1942.

WJEF top* in GRAND RAPIDS and KENT COUNTY (CBS)
WKZO-TV top* in WESTERN MICHIGAN and NORTHERN INDIANA
WKZO top* in KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
How to get any TV

TAKE ONE OF THESE TV TRANSMITTERS...

1. Take one of these TV transmitters...

   - **500 watts, for VHF**
     - Type TT-500 A/J
     - (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

   - **20 kw, for VHF**
     - Type TT-20HL/H
     - (All Air-Cooled)

   - **50 kw, for VHF**
     - Type TT-50AL/H

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*Note: The transmitters are for different types and powers, with specifications for UHF and VHF frequencies.*
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

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.
You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
CBS REALIGNS

Reorganization of CBS into six separate divisions, divorcing the network's radio and television operations and setting up a new laboratory unit, was completed last Friday for announcement today (Monday).

President Frank Stanton said the new lineup—including the radio and TV manufacturing properties acquired from Hytron Radio & Electronics Corp., and with the division chiefs in each case coming from Columbia's existing executive roster—will be as follows, effective today:

CBS Radio Division—Howard S. Meighan, president.
CBS Television Division—J. L. Van Volkenburg, president.
CBS Laboratories Division—Adrian Murphy, president.
CBS-Columbia Inc.—David H. Cogan, president.
Columbia Records Inc.—James B. Conkling, president.
Hytron Radio & Electronics Corp.—Bruce A. Coffin, president.

Only in the case of the Radio, Television and Laboratories Divisions does the new structure represent a change from the existing order. Messrs. Cogan and Coffin were presidents of the Air King Products Co. (now CBS-Columbia Inc.) and of Hytron Radio & Electronics, respectively, when those manufacturing interests were bought by CBS, and Conkling has headed Columbia Records since February.

The Radio Division under Mr. Meighan, who has been a vice president and general executive, and the Television Division under Mr. Van Volkenburg, who has been vice president in charge of network sales, will each have its own separate departmental units. These include departments for programs, sales, sales promotion, company-owned station operation, station services, research, press information, operations, business affairs, legal and accounting.

William S. Paley continues as board chairman of CBS; Mr. Stanton as its president, and Joseph H. Ream as its executive vice president.

No change in the network's station relations structure was indicated. Herbert V. Akerberg will continue as CBS vice president in charge of station relations, supervising this field in both the Radio and Television Divisions.

Departmental heads within the Radio and Television Divisions were not disclosed.

The new Laboratories Division, under Mr. Murphy, who has been a CBS vice president and general executive, and who to a great extent shepherded Columbia's color TV camera successfully through the FCC, will coordinate the company's electronic developmental operations, including color TV "in its various applications." He will serve the broadcasting, recording and set-manufacturing divisions and other organizations in the electronic field, CBS reported.

CBS said operations in Chicago and on the West Coast also "will continue as in the past, with the heads of the various operations reporting to their counterparts in New York." This includes network program origins in those areas: WBBM Chicago, KNX and KTLV (TV) Los Angeles, KCBS San Francisco, and the Columbia Pacific Network.

H. Leslie Atlass is vice president in charge of the Central Division; Arthur Hull Hayes is vice president in charge of the San Francisco office, and Harry S. Ackerman is vice president in charge of programs in Hollywood, with Merle Jones general manager of KNX, KTLV and the Columbia Pacific Radio Network.

There was no split-up of the CBS general service departments, which "will continue as integrated units serving the various divisions." These include the treasurer's office.

(Continued on page 85)

Changes in FCC?

Predicted by End of '51

The complexion — and the policies — of the FCC might undergo sweeping change before the end of 1951. Conceivably four of the seven members of the Commission could depart during the next six months. This includes the chairmanship.

One change already is practically assured, with the appointment last month of Comr. Frieda B. Hennock to a Federal District judgeship in New York. Her appointment awaits Senate confirmation which is confidently expected in spite of vigorous opposition of the American Bar Asm. and the Asm. of the Bar of the City of New York (see story, page 30).

Miss Hennock's successor also appears to be set — in the person of Robert T. Bartley, Texas Democrat, nephew of Speaker Sam Rayburn and his present administrative assistant, and a former broadcaster. His appointment by President Truman is expected promptly upon Miss Hennock's confirmation.

While Chairman Wayne Coy remains non-committal, it is known that he contemplates eventual return to private business. But he has been loathe to depart until certain unfinished business at the FCC has been completed. Most important has been the thawing of the three-year-old TV freeze, now anticipated prior to the year's end. What Chairman Coy will do is not indicated, though it is known he has considered a number of preliminary propositions. It is doubted, however, whether he will join any existing network organization as has been widely speculated.

Coy's Status

Although Chairman Coy has just been reappointed for a new seven-year tenure, which began July 1, it is believed that he has an understanding with President Truman that he will not necessarily complete his new term. The rigors of the chairmanship have caused his family some concern. The Chairman, nevertheless, has been insistent upon completing the TV task.

Most likely appointee to the chairmanship, if Mr. Coy leaves this year, is Neville Mars, Washington attorney, former Mayor of Louisville and for four years (1938-1944), president of the NAB. Mr. Miller, it is believed, would accept the chairmanship, if proffered. There is little doubt that Vice President Alben Barkley will support his candidacy to the hilt.

Comr. Robert F. Jones, who has served since 1947, likewise is known to have under consideration departure from the Commission in the not too distant future. An attorney, and a 10-year veteran of the House, the Ohio Republican has had under consideration return to private law practice. It is doubted whether he will reach a decision prior to this fall.

The fourth possible Commission departure is that of Vice Chairman Paul A. Walker, whose present term does not expire until June 30, 1953. Mr. Walker, however, passed the customary retirement age of 70 last January. Chairman Coy requested a waiver from President Truman on this retirement, attesting to Comr. Walker's experience, which began when the FCC was created in 1934. Such waivers are indefinite, unless a
P&G RENEWS

PROCTER & GAMBLE Co.'s renewal of six NBC daytime programs, a morning half-hour and five afternoon quarter-hour shows, all five times a week for another year apparently ends any lingering doubts as to NBC's ability to retain this business in the face of strong competitive bids from other networks.

Most vigorous attempt to move the P&G daytimers to another network came from ABC, which in March offered this advertiser a 45% discount on time charges plus a contribution of $1,000 a week per program toward defraying program costs to shift the serial shows to ABC's afternoon hours [BROADCASTING • TELECASTING, March 19].

ABC made the same offer to other NBC serial sponsors—General Foods Corp., General Mills, Sterling Drug and Whitehall Pharmaceutical Co.—but with no more success than in the case of P&G.

Shows Renewed

NBC programs renewed by P&G effective July 2 for 52 weeks, are: Welcome Travelers (10-10:30 a.m.), for Spic & Span, through Biow Co.; Life Can Be Beautiful (3-3:15 p.m.), for Ivory Snow and Crisco, through Benton & Bowles; Road of Life (3:15-3:30 p.m.), for Crisco, through Compton Adv. Inc.; Pepper Young's Family (3:30-3:45 p.m.), for Camay, through Pedlar & Ryan; Right to Happiness (3:45-4 p.m.), for Ivory Soap and Du, through Compton Adv. Inc.; Backstage Wife (4-4:15 p.m.), through Biow Co.

L&M Contracts

LIGGETT & MYERS Tobacco Co., for Chesterfield Cigarettes, has renewed its contract with the Texas State Network to sponsor its ABC Roundup, over 17 Texas stations, for the sixth year. The musical show, featuring Disc Jockey Zack Hurt, will run until June 1952. Agency is Cunningham & Walsh, New York.

Six NBC Day Shows Ok'd For Another Year

Dancer-Fitzgerald-Sample. All are broadcast Monday through Friday. Following its unsuccessful attempt to raid NBC, ABC effected a change in its own daytime line-up, also effective July 2, to introduce four serial programs—Modern Romances (10:45-11 a.m.); Romance of Evelyn Winters (11-11:15 a.m.); David Amity (11:15-11:30 a.m.) and Lene Journey (11:45 a.m.-12 noon), with negotiations in progress for a fifth serial for the 11:30-11:45 a.m. slot [BROADCASTING • TELECASTING, July 2].

ZIV SHIFT

Silberman East Sales Mgr.

APPOINTMENT of Michael M. (Mickey) Silberman as eastern sales manager of Ziv Television Programs Inc. was announced last Wednesday by President John L. Sinn, effective immediately.

Mr. Silberman has been director of station relations of World Broadcasting System, a Ziv affiliate, since last year. He founded the Keystone Broadcasting System and served as its president from 1938 to 1949 when he joined the Frederic W. Ziv Co. as a radio program account executive.

A native of Baltimore, Mr. Silberman, now 41, was in the advertising agency field for five years before joining Keystone, serving with Alfred Austin Adv. and with Biow Co.

NEW BILLINGS

CBS Reports $4 Million

RADIO and television time sales representing approximately $4 million in billings were reported by CBS last week.

Two 62-week television contracts—with American Home Products Corp. and Procter & Gamble, both through Biow Co. accounted for about $3 million of the total. American Home Products bought the 12:15-12:30 p.m. period Monday through Friday, and Procter & Gamble bought the following quarter-hour, also five times weekly.

In radio, the Carnation Co., through Erwin, Wasey & Co., New York, signed for a dramatic series to start this fall in the Saturday, 11:30-12 noon period being given up by Bynart Inc. Time costs in this deal were estimated at $500,000.

In an estimated $400,000 radio contract, Mars Inc. (candy) signed for alternate-week sponsorship of People Are Funny, 8-8:30 Tuesday, through Leo Burnett Co., Chicago. Economic Labs Inc., for Sohux, meanwhile bought the 10:30-10:45 a.m. spot on Saturday for the Galen Drake Show to start Aug. 18. Cunningham & Walsh, New York, is the agency.

Schubert To Compton


Britannica Names

ENCYCLOPAEDIA Britannica Films, Chicago, has named Price, Robinson & Frank, same city, to handle its advertising. Sterling Mitchell is account executive. All media are being considered.

MARKING the 11th consecutive year of sponsorship, Ed Vandervoort (c), president of Vandervoort Hardware Co., inks a contract with WBBM for the annual Santa Says Hello, Christmas show. With him are Howard Finch (l), station manager, and Harold Gross, WJIM president. The show, which affords children a chance to have a personal talk with Santa, will begin Dec. 1.

JONES QUITST

Agency Head to Europe

DUANE JONES, chairman of the board and major stockholder of Duane Jones Co., New York advertising agency, has resigned to make an international advertising survey. Robert Hayes, president, will continue in that capacity with no replacement slated for the chairmanship.

Mr. Jones, it was understood, had sold much of his stock to the company but will retain a substantial financial interest in the business. No one person under the new arrangement will be a major stockholder. Members of the board of directors, however, all hold stock in the firm.

Mr. Jones said he would make a brief trip to Washington and then sail for Europe where he plans to study international trade in the Atlantic Treaty countries. He did not reveal any further plans.

Smith Resigns

Meanwhile, Ralph Smith, executive vice president and general manager of Duane Jones, has resigned to join Sullivan, Stauffer, Colwell & Bayles Inc. as vice president. Mr. Smith had been with the Jones agency for the past eight years and was chairman of the plans board.

Mr. Jones Mr. Smith

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AGENCY SWITCH

AMERICAN CHICLE CO., a more than million-dollar annual account, will soon appoint Sullivan, Staufer, Colwell & Bayless as advertising agency, becoming the sixth major radio and television advertiser to change advertising agencies within the past 10 weeks.

Although no common-denominator reasoning could be determined for all the moves, it was understood that economic slumps and in some instances unhappy advertising campaigns were factors in the kinetic switching at this time.

American Chicle Co., of New York, has been handled by Badger and Browning & Hersey, New York, for the past 20 years. The Chicle firm has used radio and television in its national campaign consistently.

Agency Staff Cuts

Badger and Browning & Hersey, as a result of the looming loss of its gum client (one of its major clients), has asked two of its major accounts, and its personnel, with at least four executives let out. The new agency, SSC&B, will serve the advertiser on the following products: Chicle, Dentgene and Beeeman's chewing gum.

Another strong television and radio advertiser, Mohawk Carpet Mills Inc., Amsterdam, N. Y., announced last week the appointment of Maxon Inc., New York, as its advertising agency effective Sept. 12.

Howard P. Hildreth, manager of advertising and public relations for the carpet company, stated that Maxon will handle all of Mohawk's television and black-and-white advertising, but that radio will remain for the balance of the year with the George Bolling Co., whereupon it, too, will move to an outside agency.

The account, estimated at a million and a half dollars in billings, had created quite a stir last January [Broadcasting • Telecasting, Jan. 22] when it first placed its spring spot radio campaign through George W. Bolling Co., a station representative firm. Bolling acted as a consultant to Mohawk and placed the spots on a 15% commission basis. Both the advertiser and the Bolling company stated that time that that the business was channelled through separate national representatives and on national radio rates.

The board of directors of the National Assn. of Radio & Television Station Representatives was reported then to have advised members to ask their client stations not to accept the Mohawk business on the grounds that the Bolling company was acting improperly as an advertising agency.

The Bolling company responded that it was not actually serving as an agency for Mohawk, rather as a consultant in setting station lists and organizing the campaign.

In a h.w. currently sponsors, three times weekly, the Roberta Quinton Show, quarter hour time on NBC-TV.

Pepsonpet Division of Lever Bros. (now to be about $1 million in billing) this week is the third company to supervise its advertising plans [Closed Circuit, June 9]. Foote, Cone & Belding has been handling the business. Pepsonpet's sponsored My Friend Irma on CBS but cancelled the show recently. Future radio and television plans are being worked out by McCann-Erickson.

Packard Cars to Maxon

Packard cars, another account associated for 19 years with its agency, now, for Mohawk's New York, has changed its affiliation to Maxon Inc., Detroit, effective Dec. 18 [Broadcasting • Telecasting, July 9]. Packard has been sponsored by Maxon during their entire radio relationship.

Six Major Advertisers Change Firms

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Six Major Advertisers Change Firms

DAIRY STUDY

BAB To Mail Sales Aid

A DETAILED report on the dairy industry will be mailed by BAB to its member stations this week as an aid to better selling of radio time in that field.

The 30-page study is the 17th in a continuing series of BAB reports on specific types of business (also see BAB story page 48).

BAB President William B. Ryan emphasized that "the sales topic uppermost in the mind of every dairy advertiser is his own volume of business, so the first requirement for good selling—to dairy advertisers, for example—is some knowledge of the dairy business and its problems."

The dairy report is based on material from several dairy industries and related associations, and deals with such subjects as the history of milk, milk cow breeds and population, milk production and consumption rates, milk's relationship to farm income, its role in the national economy, as well as data on butter, cheese, ice cream, and evaporated milk. Ideas on radio's role in dairy and dairy-fruit advertising plans are advanced.

"These studies," Mr. Ryan said, "help sales and continuity staffs to service accounts realistically, and give potentials and relationships between advertisers and stations that insure long schedules and steady revenue . . . because a knowledgeable account service, based on mutual understanding of problems and objectives, produces radio advertising that gets results."

P & G INCREASES TIME BUYS

PIB Shows

Frank II. Lee Co. as the leading network user in the Apparel & Footwear class, General Foods replaces General Mills as top Food advertiser, and Cannon Mills Co. replaces Burton-Dixie Corp. as main Household Furnishings advertiser on the nationwide networks.

Only 10 of the 25 classes of network-advertised products had a

(Continued on page 88)

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(Continued on page 88)
AUTOMOBILE DEALERS, for both new and used cars, always have been among the most successful users of radio time. Almost every type or program is used successfully in various areas ranging from sports broadcasts to morning show participations.

A just completed spot check of typical accounts from Boston to Spokane turned up three firms favoring disc jockey shows and two who prefer newscasts.

They include:

- Charles Dill, San Antonio Lincoln-Mercury dealer, finds an hour-long record show on KABC San Antonio, is the answer to his radio advertising problems.
- Buxton Motors, of Portland, Ore., finds its Monday through Friday 8-9:15 a.m. newscasts on KXLX Portland "the most valuable advertising medium" the firm has ever used.
- Hillman-Minx British Motor Car Co., Boston, attributes a "very definite response in sales volume" to one-minute announcements on the WCOP Morning Watch show.
- Ernie Majer Inc., of Spokane, uses quarter hour news programs on KXLY Spokane to feature its Fords and Ford Service.
- Bill Taylor, 36-year-old head of Rail Splitter Motor Sales, Springfield, Ill., tried radio without outstanding success for three years. In spite of poor results, his confidence in the medium was such that he consented to another trial in November 1950 when WMAY offered him time on Bob Irving's disc jockey show.

The used car company had sponsored sports and news broadcasts previously and Bill Taylor decided to try the changed format with a quarter-hour show once weekly 5:45-6 p.m.

Bob Irving had never sold a car in his life and was somewhat apprehensive about taking on the motor firm. He decided to make the approach a super-personal one. First, he personally inspected each car before going on the air and talking about it. Next, every commercial was carefully checked and double checked before being used. Finally, he worked out special Rail Splitter lyrics and adapted them to his theme song, "On the Other Side of the Street."

Rapid Response Brings Increase in Budget

The response was instantaneous. Cars sold, sometimes before the program left the air. The motor company increased its appropriation to take care of three quarter-hour shows weekly and cut its newspaper appropriation 50%.

A man who checks with great care the media which bring prospects to him, Bill Taylor believes that fully a third of his sales stem from radio. WMAY is the only station he is using. He estimates that for every $50 he invests in time he grosses from $1,500 to $2,500 in sales.

Bob Irving has been given free rein in the writing and air presentation of his commercials. His wife, Peggy, aids in planning and copy writing. Mr. Taylor never sees the copy or takes a direct hand in the program.

Charles Dill, San Antonio Lincoln-Mercury dealer, is using an hour-long record show, the Night Owl Club, starting at 11 p.m. on KABC, seven days a week.

Commercials are held to a minimum (five during the entire hour) and good, popular music is stressed. There is very little "chatter" from Disc Jockey Gene O'Bannon.

The show opens and closes with a five-minute newscast.

Now on the air for more than 16 weeks, the show was tested for listenerness by a free pocket knife offer made on one show only. During the 50 minutes calls were received four operators took down 842 names and addresses. Many more were believed to have called and found the switchboard tied up.

In addition to the Night Owl Club, Ralph Granger, Dill's vice president and general manager.

(Continued on page 38)
By DAVE BERLYN

FCC activities that touch upon broad regulatory policy in the broadcast field are scheduled for a going-over Wednesday by Congress' radio and television subcommittee.

Members of the Senate Interstate Commerce Committee want to know more about what the FCC has been doing, what it is doing and what it expects to do on all the matters currently pending Commission disposition.

In order to bring them up to date, the Subcommittee held executive session last Wednesday to summon Chairman Wayne Coy to Capitol Hill for consultation.

Chairman Coy will appear at 10 a.m. Wednesday, in open session at G-16, the committee hearing room in the Capitol.

Following the Senate committee's decision to hear Chairman Coy, it was disclosed that the matters which will be given priority and about which Chairman Coy can be expected to answer specific questions are:

- FCC plan for the granting of television channels to educational institutions for non-commercial use (for other educational TV news, see story, page 53).
- FCC's stand on the so-called RIBC case was possibly a request that Chairman Coy review the voluminous history concerning the Goodwill Stations (see story, page 83).
- What the Commission has done and perhaps what it expects to do in the future with the controversial WMIE Miami case.

The committee reserved the right to bring up any other subject during the session.

All of these issues, which have been a bone of contention at one time or another in the past year and in some cases even longer, have been the concern of various Senators on the committee.

Currently a special Interstate Commerce subcommittee, headed by Senate Majority Leader Ernest W. McFarland (D-Ariz.), has under consideration a bill and a resolution introduced on educational TV by Sen. William Benton (D-Conn.).

The bill (S 1579) would set up a national citizens advisory board for radio and television and apparently would institute an annual "blue book" to weigh value of radio and television programs [BROADCASTING • TELECASTING, June 19].

Sen. Benton's resolution (S J Res 70), would in effect extend the FCC's TV freeze at least another six months to a year.

Sen. Benton explained his plan for an advisory board at a special hearing held by the McFarland subcommittee. To date, the FCC, which proposes to earmark 10,000 stations contemplated in both UHF and VHF when the "freeze" is lifted, has not sent its comments on the Benton proposals to the Senate group.

However, such educational TV supporters as Sen. John W. Bricker (R-Ohio), member of the Commerce group and a co-sponsor of Sen. Benton's proposed legislation, may have some specific questions to ask about educational TV.

Sen. Lester C. Hunt (D-Wyo.), another member of the committee, is also a co-sponsor. Both Sens. Bricker and Hunt supported Sen. Benton when the former advertising agency executive testified.

Sen. Edwin C. Johnson (D-Col.), the Commerce committee's chairman, holds interest in both educational TV and in the lifting of the "freeze."

Educational Programming

Only a few weeks ago, Sen. John-son said he favored a joint effort of broadcasters and educational institutions on behalf of educational programming. He suggested FCC impose a condition in all TV licenses that would require a certain amount of time made available for educational purposes in the public interest and as a sustaining feature [BROADCASTING • TELECASTING, JUne 25].

Sen. Johnson has been instrumental in probing the FCC on the "legality" question, i.e. whether the Communications Act can be interpreted so as to permit the Commission to legally allocate by what the Senator called a "block" method. Oral argument on this test of the "freeze" already has been held by the Commission [BROADCASTING • TELECASTING, July 2].

Sen. McFarland has sharp interest in the progress of the "freeze," particularly in the educational TV question since he heads the special subcommittee studying this phase.

Other Senators, for example Warren D. Magnuson (D-Wash.), also are interested in freeze thaw progress. Every one of the Senators are aware that their constituents are very much interested not only in what channels they are going to receive but just when.

The so-called Richards case is replete with thin-ice coatings. G. W. (Dick) Richards, who was chief hisder of KMC-TV Hollywood, WGAR Cleveland and WJR Detroit, died May 28. Prior to his death he was involved in renewal proceedings with the FCC regarding his stations. FCC had charged Mr. Richards with allegedly directing the slanting of news on the air.

Subsequently there has been a series of filings on the case by both FCC and the Goodwill Stations.

In the latest action, counsel for the stations has petitioned the Commission to strike exceptions by FCC General Counsel Ben Col-tone and Broadcast Bureau Chief Curtis Plummer to a hearing examiner's initial decision to dismiss the renewal proceeding because of Mr. Richards' death (see story, page 83).

The WMIE Miami case is only slightly less a "hot potato." It is now up for sale by Arthur McBride [BROADCASTING • TELECASTING, July 9].

Mr. McBride was named by the Senate Crime Investigating Committee as one of the seven which also serve on the Senate Commerce Committee, Sens. Hunt, Herbert R. O'Conor (D-Md.), chairman, and Charles W. Tobey (R-N.H.)—as not being qualified to be a broadcast station licensee despite a finding by an FCC hearing examiner, Leo Remnick.

Mr. Remnick in an initial decision [Continued on page 84]

HEARST RADIO


APPOINTMENT of DeLancy (Tony) Provost as acting general manager of Hearst Radio Inc. was announced Friday by President Charles B. McCabe.

Mr. Provost, who currently is business manager of the Hearst-owned WBAL Baltimore radio and television properties, takes over the duties formerly held by Tom A. Brooks, Hearst Radio vice president and general manager, who died June 19 [BROADCASTING • TELECASTING, June 25].

Mr. Provost is a former program manager of WBNC TV. The Hearst radio properties include WISN-AM-FM Milwaukee in addition to WBAL-AM-TV.

WCAE Pittsburgh is owned by Hearst Consolidated, and is headed by Leonard Kagan, president and general manager.

Mr. Provost will continue to headquarter in Baltimore.

LIBERTY GROWS

Plans Capital Expansion

Liberty is serving well over 200 stations with major league baseball play-by-play accounts. In addition it has nationwide program services that include a lineup of newscasts and commentaries as well as sports specialties.

Plans for the autumn include five football games each weekend—college and professional. Sponsorship contracts have not been disclosed, but it is understood over 400 stations will carry Liberty's football.

Just a year ago Liberty was serving 241 affiliates in 33 states, reaching a 48-state basis in the 2,000-station market in 15 financial months. Sponsorship income has increased during the autumn. Liberty grew out of an independent baseball hookup set up in five states three years ago. By early 1949 it had reached a 40-station total and by autumn of 1949 there were 71 outlets.

 plans.

Red McFarland, chairman of the board, and his son Gordon, who is president—are working on the expansion project as the network enters its new fiscal year.

New financing is expected to come through private sale of stock to southwestern oil interests.

At present the Messrs. McLeod own all of Liberty's stock.

Barton McLendon told the Broadcasters' Telecasting Thursday that Liberty eventually will be "one of the five major national networks." He added: "People will look back on networks and they won't say Liberty is the smallest." Liberty is not going to "go overboard" in its expansion, Mr. McLendon said. Rather it is gaining ground steadily, and holding on to it.

The proposed stock issue hasn't been entirely completed, he said, in conceding that additional financing is "imminent."

New Hollywood Studios

H. W. (Bob) Bumpas, Liberty's vice president in charge of programs and production, is in Hollywood negotiating for expansion plans and additional programs, according to Mr. McLendon. He said present New York offices are adequate for the time being. Headquarters and business offices are in Dallas, where the elder McLendon operates the Tri-State Theatre chain, which includes Texas, Oklahoma and Louisiana.

BROADCASTING • TELECASTING

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Coy Summoned To Hill
ABC-UPT MERGER

FCC Gets Application

RECORD $25 million "statutory merger" of ABC into United Paramount Theatres Inc. was placed before FCC for approval in multiple transfer applications tendered late last week by independent emissaries. [BROADCASTING * TELECASTING, July 9, 25 28.]

They were accompanied by bids for the contingent sale of UPT's WBKB (TV) Chicago for $6 million of CBC and J. I. Miller have set to vote on the merger on July 27, but the transfer papers, conditioned upon stockholder approval, were filed with the Commission early to permit initial processing.

Will Be AB-PTI

Broadcasting properties included in the merger are the ABC AM and TV networks and the ABC-owned and operated AM, FM and TV stations, including WABC-AM-FM-TV New York, WENR-AM-FM-TV Chicago, KGOM-AM-FM-TV San Francisco, KECA-AM-FM-TV Los Angeles and WBBK-AM-FM-TV Detroit.

Resultant company following the merger will be American Broadcasting-Paramount Theatres Inc. A study recommending the WBKB call letters in Chicago, switching them to WENR-TV's present facilities on Channel 7. License for WBKB (FM) Chicago, WBKB affiliate operation, is to be surrendered in favor of WENR-PM.

FCC also was informed that the pending TV applications of the following UPT subsidiaries would be dismissed upon approval of the merger: Gulf Theatres Inc., Tampa; New England Theatres Inc., Boston; United Detroit Theatres Corp., Detroit; Balaban & Katz Inc., and Balaban and Katz Co., Des Moines.

The ABC-UPT merger is to be accomplished through an exchange of stock. For each share of ABC common stock non-qualifying stockholders will receive $14.70 in new stock—$7.50 in common and $7.20 preferred.

Edward J. Noble, board chairman and majority owner (57%) of ABC, is to become chairman of the finance committee of the new firm.

Robert H. O'Brien, secretary-treasurer of UPT and present executive vice president of the radio-TV division and Robert M. Weitman, a UPT vice president, would become vice president in charge of program and talent development. C. N. Prilaux, vice president and treasurer of ABC, would become executive vice president of the new radio-TV division.

"Consideration and study will also be given to the integration of other qualified members of United's executive staff into the UPT operation and it is expected that excellent additions to the organization's staff will result," FCC was intimated.

"The fundamental purpose of this proposed merger and the requested assignments, involving as they do basic network facilities in both the aerial and video broadcast fields," FCC was told, "is to establish a resulting company which can function more effectively in the public interest."

The statement continued: "United Paramount Theatres Inc, will bring to the merger subsidiary, Gale, Cone, Gamble Among Speakers

ADVERTISING can and should make a substantial contribution toward solution of the world's social and ideological problems, Samuel C. Gale, vice president of General Mills, told the International Advertising Conference in London last Thursday.

But the key to progress is not to be found in the advertising industry itself, Gale said. The fundamental purpose of a business is to make a profit, and to the extent it can do so it is performing a valuable role.

"The fundamental purpose of this proposed merger and the requested assignments, involving as they do basic network facilities in both the aerial and video broadcast fields," FCC was told, "is to estab-..."
A proposed amendment to the Communications Act, embodying authority over non-broadcast devices capable of serving as homing aids and eliminating certain objections posed by broadcasters and television set manufacturers, was navigated to the Senate floor last week (Commonwealth, July 8).

The Senate Interstate & Foreign Commerce Committee resurrected the dormant Defense Dept. electromagnetic radiation measure (S 689) and unanimously referred it to the upper chamber over long-awaited comments from the U. S. Air Force on the committee’s substitute alternative for a new law outside the Communications Act.

In reporting it favorably, the committee noted the legislation represented an agreeable compromise on the part of all parties concerned –NARTB, Radio-Television Mfrs. Assn., the FCC and the Dept. of Defense, which had advocated a bill last December to include radio-TV stations in the same category with non-broadcast devices.

**Action Status**

Whether the Senate would take action on the bill momentarily was not known late Thursday, but authorities felt that it would encounter no major opposition, according to the steering hand of Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee who held hearings on the measure last February. It was believed the measure would be called up this week.

The proposed legislation constitutes a minor change to the Communications Act, bringing in radiating devices other than emissions of radio-TV stations, and it was held out that the Senate would speed it through with alacrity under the guiding hand of Senate Majority Leader Ernest McFarland (D-Cal.), himself a member of the Senate committee and chairman of its communications subcommittee.

The new version, which would amend Section 12 of the Act, is substantially the same as that preferred by the Senate group upon completion of its February hearings (BROADCASTING • TELECASTING, Feb. 26), with one modification—the provision dealing with electromagnetic devices is spelled out to include only those devices “suitable for use as a navigational aid beyond five miles.”

Penalty provisions encompass one year’s imprisonment and a $1,000 fine—or both—for individuals for “a violation of the Act or any regulations thereunder, all receivers, or any device(s) violating such provisions.”

The five-mile limitation originally had been proposed by RTMA and was incorporated after committee staff consultation with the manufacturers’ group, FCC and the Defense Dept. RTMA maintained that devices not intended as radiators—such as those with navigational aids beyond five miles. It held that all receivers are useless because of “low power, diffuse location and intermittent usage.”

The committee version reflected the unanimous opinion of Sen. Johnson and other members that the purpose of the legislation could best be accomplished with a simple change in the Communications Act rather than through a new law as advocated by the military. Sen. Johnson has been dubious lest the military usurp carte blanche authority to silence or “distort” radio signals at will.

**Opposes Suggestion**

In that connection, the committee did not look favorably upon the Defense Dept.’s recent suggestion that the President be empowered to seize and alter by “any device or apparatus capable of emitting electromagnetic radiations within the jurisdiction of the United States as prescribed by the Commission, and cause the closing of any station for radio communication, or any device capable” of emitting electromagnetic radiations within 50,000 miles and 100,000 megacycles, which is suitable for use as a navigational aid beyond five miles and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any device and/or its apparatus and equipment by any department of the government under such regulations as he may prescribe under Section 13 of the Act.

Presumably the Chief Executive would exercise this authority through the FCC upon a formal proclamation or executive order, which will be forthcoming shortly. The executive order will serve notice that the President may invoke (Continued on page 85)

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**RESERVE BOARD HIT**

**Target on Hill**

**COY DENIES**

Any FM Plan Changes

FCC CHAIRMAN Wayne Coy denied last week that the FCC was contemplating allocating parts of the FM band to other services.

Mr. Coy, in a letter responding to a written to him by Josh Horne, owner and president of WCEC and WFM (FM) Rocky Mount, N. C. Both letters were made public by the FCC.

Mr. Horne had asked the chairman to make a public comment on a part of an editorial published in BROADCASTING • TELECASTING, June 13 (“FM’s Aches, TV’s Balm?”). “As I have told you repeatedly,” Mr. Coy wrote, “the FCC is not considering the deletion of the FM band or any part of it. The FCC is not considering allocating the FM band or any part of it to any other service. The approximately 700 stations now operating on the FM band is real testimony to the strength of the service, particularly when one considers that many manufacturers do not make sets and none of them have carried on continuously aggressive sales campaigns. In almost every area in the country there is an unfilled demand for FM receivers.”

RESTATING its opposition to any relaxation of credit controls on radio-TV sets and other appliances, the Federal Reserve Board last week found itself the storm center of a stormy debate.

Heated House debate on the nation’s economic control law—the Defense Production Act—was flavored with charges that FRB is indulging in “rough house” tactics and “smashing our economy, and persecuting innocent people” by actively seeking out violators of installment credit controls.

In refusing to ease installment regulations, the board thus also indirectly answered organized industry opposition to present regulations, including that of Radio-Television Mfrs. Assn. which had requested a 90-day suspension of Regulation W “to relieve current distress in the industry.”

FRB policy was outlined by Chairman William W. Martin, Jr. in identical letters to Sen. Burnet Maybank (S.C.) and Rep. Brent Metcalf (D-Ark.), of the Senate and House Banking & Currency Committees, respectively.

The temper of floor discussion over the board’s role in combating inflation drew fire from Rep. Boyd Tackett (D-Ark.), who promptly introduced a resolution calling for a probe of FRB and consumer credits by a select committee.

Pressure for easing of credit and other controls has been mounting steadily since first word of peace was announced between the nations (BROADCASTING • TELECASTING, July 9).

**Indirect Controls**

One indication of sentiment on Capitol Hill was seen in a House action which rejected an amendment proposing that consumer credit controls and wage stabilization not be used unless indirect controls of the Federal Reserve Board and the Treasury Dept. are first utilized to the fullest extent.

The amendment, offered by Rep. Jesse Wolcott (R-Mich.), was designed to line the Defense Production Act with standby controls only and to urge the FRB to adopt a program that would render their use unnecessary. The amendment, 169-149, was along party lines.

The administration was beaten, however, on a bid for presidential authority to build defense plants.

Provision for relaxation of controls on radio-TV sets—cutting the down payment from 25% to 15% and spreading out the period of payment from 15 to 18 months—now pends before the House. The Senate made similar provisions for automobile purchases but excluded household appliances (BROADCASTING • TELECASTING, June 29) in extending credit terms.

Another controversial amendment banning fire was one which would drastically revamp the Wage Stabilization Board, giving the number of public members greater representation than that enjoyed by the industry and labor groups. (Also see story page 50.)

The proposal drew charges from WSB Chairman George W. Taylor, who said that if carried it would “seriously and maybe fatally interfere” with wage stabilization. The amendment, he noted, would divest the board of power to issue wage policies and regulations and to decide individual cases. WSB would be prevented from handling nearly all industrial relations to the unions, he added. The recommendation, sponsored by Rep. Wingate Lucas (D-Tex.), still was pending on the House floor last Thursday.

Mr. Martin took exception to the appraisal of inventory accumulations as the yardstick for relaxing terms of Regulation W, and said the board is concerned with (Continued on page 86)
STUDIES to show that radio not only costs less than television but can match or surpass the visual medium's selling power were released last week by WOR New York [Broadcasting • Teletasking, June 16].

One survey, covering nighttime rates in the New York area, showed that although the number of TV homes has increased approximately 26% in the last six months, radio's nighttime audience is still 46% below TV's, thanks in part to increased radio listening in both TV and non-TV homes.

The other study, conducted in 1949 and 1950, was released as an answer for radio to the recent NBC-Hostra study on TV's selling power. In eight out of nine WOR radio programs examined, officials said, eight had a sales pull above that of the average calculated for television in the NBC-Hostra project.

Robert M. Hoffman, WOR research director, circulated to the station's salesmen a memo pointing out that the NBC-Hostra study found that the average sales effectiveness of 143 TV programs studied was 37%—that is, that there were 37% more customers among set owners who had watched the program recently than among those who had not.

"While these sales results are impressive," Mr. Hoffman said, "there has been a tendency to over-emphasize their significance because of the absence of comparable information for radio."

"No one can say how many additional customers the average radio program delivers. However, during 1949 and 1950, nine separate 'impact' studies were conducted by Pulse to measure the sales effectiveness of individual WOR programs. These surveys employed the same matched-sample technique used in the NBC-Hostra study."

Radio Sales Impact High

By comparison with the 37% average for the TV programs under study, it was reported, WOR found sales impacts ranging from 41 to 360% for eight of the nine WOR programs studied. The one below the NBC-Hostra TV average rated 28%. For the others, these figures were given: 41, 88, 60, 86, 96, 229, 260 and 90%.

"The WOR percentages represent differences in purchases of product advertised on each program among matched samples of listeners and non-listeners," Mr. Hoffman asserted. "This is a valid way of measuring sales impact which WOR has been using for more than two years."

"I only wish that more radio stations were doing it the same way. There's no question about radio's ability to sell. On the other hand, there's no question about radio's ability to sell. It just hasn't been measured as thoroughly as television's. When you do measure radio's sales ability, it's terrific."

NBC also has used the findings of the NBC-Hostra study, conducted in the New York area, to show network radio's "strength and vitality." Edward D. Maddren, vice president in charge of TV sales and sales services, has said that the survey showed that in TV homes the average adult viewer, although spending more time with TV (135 minutes a day), nevertheless devoted more time to radio listening (61 minutes) than to newspapers and magazines combined (58 minutes). Counting both TV and non-TV homes, radio came out ahead with 10 minutes more per day, as against 73 for TV, 49 for newspapers, and 13 for magazines.

HENNOCK DELAY

No Hearing Date Set As Yet

SENATE proceedings on the nomination of Frieda B. Hennock, FCC Commissioner, to be on the federal bench of New York's southern judicial district, are to be turned out, judging by the delay of the past few weeks. As yet no date has been set on a hearing of Comr. Hennock's nomination by President Truman for appointment to the bench (Broadcasting • Telecasting, June 18 et seq.).

Sen. Pat McCarran's Judiciary Committee, which must approve the nomination before the Senate can confirm the appointment, has named a subcommittee to hear the Commissioner.

Naming of the subcommittee, to be headed by Sen. McCarran, himself, took place July 2 but was never announced publicly.

Other members of the group are Sen. Robert Smith (D-N.J.) and Alexander Wiley (R-Wis.). Some observers saw in these appointments, the formation of a group who may be quite critical.

Sen. McCarran, Nevada Demo- 

crat, wields much influence as chairman of the powerful Judiciary committee.

Sen. Wiley is a former chairman of the judiciary committee and has taken a high rank in the Republican Party. Comr. Hennock is a Demo- 

cratic appointee.

Sen. Smith, a freshman in the upper chamber, served on the gen-

eral council (1935-36), was a state delegate (1936-39), on board of governors (1941-44) and president of the American Civil Liberties Union.

Comr. Hennock's appointment has been protested by the American Bar Assn. and also the New York City bar group. The ABA re- 
quested a holdover in hearings un- 

til at least July 16. Sen. McCarran has granted this request.

Sen. Wiley currently is with the Senate Foreign Relations Commit- 

te which is taking a quick, two- 

week look at Europe's economic progress. The Senator left Wash- 

ington July 16 and is to return until July 23. However, only two 

of the subcommittee need be present for a quorum, and a third Senator could be appointed if needed.

Few comments were made last week in connection with the pending appointment. But it was learned that the Judiciary commit- 

te is not planning to set forth notice of hearing (day of hearing follows exactly one week after notice of hearing is given in the Congressional Record according to upper chamber procedure). It was said that the committee is waiting for "additional information."
WNBF TV
Binghamton, N.Y.

THE BEST TEST STATION IN NEW YORK STATE

ALL THIS AND SCRANTON, TOO!

the bolling company
exclusive national representative
FLEISCHMANN TO DPA
Nomination Sent to Hill

NOMINATION of Manly Fleischmann, administrator of the National Production Authority, to head up the nation's top production agency—the Defense Production Administration—was sent up to Capitol Hill by President Truman last Tuesday.

If confirmed by the upper chamber, Mr. Fleischmann, a Buffalo attorney, would succeed Edwin Gibson, acting DPA administrator who has been filling in since the resignation of William H. Harrison. In that position, Mr. Fleischmann would hold the two top production posts in the nation's mobilization program. DPA is the policy-making agency for production requirements, while NPA administers actual allocation controls.

ABB Names Hardy
RALPH W. HARDY, NARTB government relations director, has been elected a member of the board of governors of Assn. of Better Business Bureaus, one of four members to represent ABB's District 1. He serves a one-year term starting Aug. 1. Election to the board followed an address Mr. Hardy made before ABB's annual conference at Colorado Springs last month. He spoke on the topic, "What Can Business Do to Increase the Believability of Its Advertising?"

The latest (June, 1951) Hooper Index proves the amazing progress of WAAB's NEW owner-management in just six months! In one important two-hour across-the-board segment (mainly free of prior network commitments) the NEW WAAB has almost TRIPLED its audience; and is NOW in a practical tie for first with its two long-dominant competitors! In every segment, our ratings are up!

But, the BIG CHANGE is yet to come! Come October 15, the NEW WAAB will be all NEW! Our new dominance in local programming will bolster the added strength of our NEW Basic ABC Network affiliation!

Already, our representatives will show you—

MAY LISTENERS FOR THE DOLLAR

Call EVERETT-McKinney, INCORPORATED
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

WAAB WORCESTER, MASS.

LISTENERS MULTIPLYING LIKE WAABITS
Louisville’s 3-county Metropolitan Area ranks ahead of Metropolitan Memphis, Miami or Omaha in both Retail Sales and Effective Buying Income.*

Louisville’s WAVE gets a Daytime BMB Audience of 238,490 families. Its BMB Area contains less than a third as many people as Kentucky’s total, but accounts for 66.2% as much Food Sales as the entire State.

WAVE-TV pioneered in Kentucky . . . is now far and away Louisville’s favorite television station. It is Channel 5 — NBC, ABC and Dumont. There are 90,526 TV receivers in and around Louisville.

Make WAVE and WAVE-TV your Kentucky choices. Free & Peters can give you all the facts.

*Sales Management Survey of Buying Power, May 10, 1950
Coy Summoned
(Continued from page 27)
March 14 proposed to grant consent to WMIE for assignment of its construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself (Broadcasting * Telecasting, May 21, March 19).
Mr. McBride is principal stockholder in Sun Coast.
The Senate Crime group has taken the FCC to task for its examiner's conclusion that the Continental Press, a national racing news wire, of which Mr. McBride was once owner, has not violated any laws and that no evidence was produced during the WMIE transfer hearing respecting Mr. McBride's reputation or past ownership of Continental to disqualify him from being a station stockholder.
This decision was challenged by Sen. Estes Kefauver (D-Tenn.), former chairman of the Senate Crime group, which had charged that Continental Press is linked with organized gambling.

Tax Returns
FCC, it was disclosed early last month, wanted to take another look at the income tax returns of Mr. McBride and his son, Edward J. McBride, and also confer with the Bureau of Internal Revenue employees "who conducted the investigation of the McBrides" for the bureau (Broadcasting * Telecasting, June 4).
Meanwhile, the case has been held in abeyance pending the examiner's decision.
The Commerce committee is scheduled to take over the function of the crime investigating unit in the upper chamber in September.

WELS TRANSFER
Made Hearing Issue
ALLEGED stock transfers "without prior consent" of the FCC have been injected by the Commission into the hearing on the competitive applications of WELS and WFTC, Kinston, N. C., for improved facilities on 960 kc. The new issue came up when WELS filed an application for transfer of control which the Commission claimed "had already been consummated."
Because of these allegations, the Commission has designated the transfer application for hearing in the consolidated proceeding and stated it would seek "to determine the legal qualifications of Farmers Broadcasting Service Inc., its officers, directors and stockholders, to construct and operate Station WELS as proposed." The consolidated hearing was postponed last week until Aug. 1.
The competitive applications were first ordered for consolidated hearing last March when WELS, now on 1230 kc with 250 w fulltime, asked for 1 kw fulltime on 960 kc, and WFTC, at present assigned 1 kw daytime on 1010 kc, requested 5 kw day, 1 kw night on 960 kc.
The WELS transfer application was filed May 1. It requested relinquishment of negative control by Ernest L. Scott, Jack Siegel and Robert E. Wasdon through issuance of new stock to eight new stockholders and sale of Mr. Wasdon's interest to Mr. Scott.

Among issues to be included in the hearing, according to FCC, are the following:
To obtain full information as to all contracts, agreements, or understandings, past or present, between Robert E. Wasdon, E. L. Scott and Jack Siegel, on the one hand, collectively or individually, and Leroy Arnold, Irwin Britoc, Forest H. Smith, G. W. Carter, A. B. Harris, P. T. Meyers, Clifton Rice and Edwin J. Schuffman, on the other hand, collectively or individually, relating to the sale, assignment or transfer of any of the stock of Farmers Broadcasting Service Inc.
To determine the authority and control exercised by E. L. Scott, Jack Siegel and Robert E. Wasdon from Sept. 21, 1895, to date.
To determine the disposition since Sept. 21, 1930 of income received from the operation of Station WELS and the manner and authority for such disposition.
To determine whether Farmers Broadcasting Service Inc. has at any time since Sept. 21, 1930 been controlled or operated by persons without a license or construction permit therefor and in violation of Section 301 of the Communications Act.

WM. FRANKLIN
WLCR Manager Dies at 46
WILLIAM C. B. FRANKLIN, 46, station and sales manager of WLCR Torrington, Conn., died July 11 at his home in Torrington.
Prior to going to Torrington a year ago, Mr. Franklin was associated with radio stations in Meriden, Conn.; Providence, R. I., and Syracuse, N. Y., his native city. Surviving are his widow, a son, William, and his mother, Mrs. Harriett Franklin, all of Torrington, and a sister, Mrs. Frank B. Sturdevant, of Williamville, N. Y.

18 of the 20 top-rated programs are on CBS . . . and in Buffalo
CBS is WGR
Whether for video or standard broadcasting, with an eye to the future, will appreciate the exceptional versatility of GATES Speech Input Equipment. Here is equipment with unusual adaptability to the ever-changing demands of programming techniques. If you are planning a studio installation today — think of tomorrow, and consider the flexibility, the expandability of GATES Speech Input Equipment.

Space prevents fully describing the circuit handling capabilities of the three consoles shown. You are invited to write for the GATES SPEECH INPUT CATALOG where functional block diagrams and additional data will better acquaint you with these versatile GATES Consoles — truly, Speech Input Equipment With A Future.

92-CS STUDIOETTE

Ideally suited for small station studio applications or as part of larger master control type installation, the GATES 92-CS Studioette has all of the necessary facilities for complete studio operation and will fulfill the most rigid requirements of fidelity, low noise and distortion. Facilities include four mixing channels. Two preamplifiers, one program amplifier and one monitoring amplifier plus complete power supply are self-contained.

Send for GATES SPEECH INPUT CATALOG Today.

GATES SA-50 DUAL SPEECH CONSOLE

Typical of a comprehensive GATES Speech Input system is the SA-50 Dual Speech Console illustrated above. Consisting of the main console and power supply unit, the SA-50 provides almost unlimited facilities for smooth uninterrupted studio operation of the most complex nature. Nine mixing channels, i.e., for microphones, two for turntables and one each for remote and network service. Separate PBX type keys allow selection of any mixing channel into one of two program amplifiers.

NINE AMPLIFIERS

Five 2-stage preamplifiers and two 4-stage high gain program amplifiers are contained within the console. A ten watt low distortion monitoring amplifier and a two watt cueing amplifier are part of the separate power supply unit. Space is provided in console for two additional preamplifiers if needed. Sub-chassis units are individually removable for servicing without disrupting operation or balance of console.

SA-40 SPEECH INPUT CONSOLE

Similar in size and symmetry to the SA-50, the SA-40 Console is characterized by its extreme flexibility of operation. Of modern design, it is generously equipped for a most comprehensive installation.

Nine channels are provided: five for preamplifiers, three for turntables and one for network. Seven amplifiers include five 2-stage preamplifiers, one 4-stage program amplifier and one 3-stage monitoring amplifier. Provision is made for connecting external cueing amplifiers. Cabinet construction follows that of the SA-50 and features easy accessibility of all components.

GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U. S. A.

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City

Canadian Marconi Company, Montreal, Quebec
VOICE FUND CUT

FUNDS for the State Dept.'s Voice of America were wrung through a legislative wringer on Capitol Hill last week amid charges that the overseas radio arm has been serving as a dummy for the ventilographic propaganda of Soviet sympathizers in the United States.

A week held a series of super-secret sessions, with the Senate's State Dept. Appropriations subcommittee, sitting in attendance, to hear testimony that Voice broadcasts to USSR satellite countries have been "slanted" out of VOA's New York office.

Concurrently the House Appropriations Committee recommended a sharp reduction in 1962 expenses for the U. S. information program—from $116 million to $88 million—with proportionate cuts in the Voice program. Voice officials had sought $25 million for radio broadcasting activities alone.

Observers generally differ on the evaluation to be placed on testimony given by witnesses during the security sessions. But Sen. McCarran was categorical in his statement that "facts have been developed which show definite Communist slanting of the Voice." Such a situation, he held, "may be just as serious as the slanting of Federal students' aid funds" later recommended by the SEC.

plans Probe

The State Dept. later announced that it would launch its own investigation of these charges. The probe was hailed by Sen. McCarran as one which should prove "very worthwhile."

Upwards of a dozen witnesses—described as "experts" in analyzing radio broadcasts, and one of them as a Hungarian-born language translator—testified before the internal security group, as the Senate Appropriations subcommittee, of which Sen. McCarran also is chairman, sat in as observers.

Last Tuesday the full Senate Appropriations Committee held hearings on the State Dept. expenditure bill, receiving testimony from Edward W. Barrett, Assistant Secretary of State for Public Af-

fairs, who reported on progress of the Voice program. It also was understood that Secretary Barrett requested restoration of the 90% cut in the Voice $97.5 million supplemental.

In reporting out the fiscal 1962 State Dept. budget, the House committee approved funds (not specified for the addition of six new language desks, but denied a request for $2,843,000 to purchase radio sets for free distribution abroad. These sets are being made for around $15 per set by domestic firms approved by Congress last year.

LAVERY SUIT

ABC Among Eight Defendants

WITH ABC and Town Hall Inc. included among eight defendants, the trial of a $1 million slander lawsuit brought by Emmet Lavery, playwright and screen writer, against Mrs. Lela Rogers, over a Town Hall debate on Sep. 2, 1947, got under way in Los Angeles Superior Court last week. The trial is expected to last at least three weeks. Suit was filed eight days before the broadcast.

Mr. Lavery charges that during ABC's Town Hall program debate on "Is There Really a Communist Threat in Hollywood?" he was unjustly accused of Communist sympathies by Mrs. Rogers. He also claims she referred to his play, "Gentleman from Athens," as being "the type of slanted broadcasting which the Voice has objected to."

MBA CLINIC

Rates, Programming Topics

Chatting at the Mississippi Broadcasters Assn. sales clinic in Jackson are (to l to r) Bob Evans, WELO Tupelo; Mr. Ryan and P. B. Himmel, WROX Clarksdale.

LOCAL programming and radio rates were leading topics at the Program and Sales Clinic held under the auspices of the Mississippi Broadcasters Assn. in Jackson June 28.

Opening day was devoted to programming, with local programming favored over transcribed or network shows. Opening sessions were jointly sponsored by MBA and BMI.

Program personnel were urged to air as many local presentations as possible, particularly at stations with staffs of fewer than six members.

Block programming was discussed by J. Dunville, president and general manager of WQXI Atlanta, Ga., who told radiomen his station was able to double its Sunday rates because of its benefits. Dr. Gordon Graham, WCBX New York, also spoke to representatives of 5 kw and 250 kw outlets. One-day session was coordinated by P. B. Himmel, MBA president, and Dorsey Owings, BMI representative.

The second day was given over to discussion of rates, for the addition of six new language desks, but denied a request for $2,843,000 to purchase radio sets for free distribution abroad. These sets are being made for around $15 per set by domestic firms approved by Congress last year.

"Radio is going through the same process that every other media has gone through in the face of major competition," said Mr. Ryan, "and there's a great need to restudy the basic fundamentals of radio's position."

As for radio rates, Mr. Ryan said: "When you don't maintain your list prices you're in a bad way with the buyer. He can't have faith in the prices quoted, and never knows when he is getting the right price."

Mr. Ryan cautioned also: "Don't let the cutthroat guy in your city ruin your standards."

The executive board of MBA made plans for broadcasting the Mississippi State and Ole Miss football games this fall on a state-wide basis. Gene Tibbett, manager, WLOX Biloxi, was named chairman of the football committee.
Radio salesmen in Washington lead tough lives. It's root hog or die for them. A dozen other guys are breathing down their necks every day for that advertising buck.

The reason: The Washington area has no less than 17 radio stations! And in addition, 4 daily newspapers, 4 television stations. But WWDC salesmen thrive on this competition. For just one reason . . . WWDC sells goods! . . . at low, low cost.

We always knew this fact. Now we've proved it with a series of tests as tough as the Advertising Research Bureau could make them.

We stacked WWDC up against big daily papers in direct competition to see which pulled best. We had our fingers crossed, but we're happy with the results.

We'd like you to see the figures . . . just ask your Blair man, or drop us a line.

5000 WATTS—24 HOURS A DAY

WASHINGTON, D.C. WWDC
ABC-UPT Merger

(Continued from page 26)
drawn heavily from the older entertainment media—the stage, radio and motion pictures. We believe that television should now concentrate more on the cultivation of the great strength which it has and the other media lack. Future programming must tap the stream of spontaneous occurrences of everyday life, reproducing the infinite variety of activities in the industrial, social, political and academic fields with which the people of this nation are concerned.

ABC's balance sheet, dated April 30, showed total assets and liabilities of $27,723,902.80. Total current assets were $10,163,814.72 with plant and equipment totaling $8,794,227.45 and intangibles at cost totaling $8,756,619.89. Total current liabilities were given as $6,156,799.20 with long term debt given as $8,065,707.84. Capital stock issued and outstanding was listed as $1,689,017, with paid-in surplus totaling $8,843,967.29 and earned surplus $3,976,402.67.

A.B.-PTI's board of directors would have 18 members—the present 13 UPT directors and five from the present ABC board. ABC's representation would include Mears, Noble and Kintner, and Earl E. Anderson, Robert H. Hindle and Owen D. Young. If Mr. Young should cease to be a member of the board, the total membership would be reduced to 17, it was pointed out.

WHKY-FM DIES
N. C. Station Ceases

WHKY-FM Hickory, N. C., Class B outlet on Channel 27B (102.9 mc) with effective radiated power of 210 kw, has ceased operations, it was learned last week. Station was companion to WHKY there, licensed to Catawba Valley Broadcasting Co. Carl V. Cline is president.

WHKY-FM is reported to have left the air June 30, asking listeners to tune to another southern high powered-FM outlet which returned to the air the following day, WMIT (FM) Clingman's Peak, N. C. [Broadcasting • Telecasting, July 2].

It was understood WHKY-FM ceased operations due to the lack of listener acceptance of FM in that area. The station was first authorized in 1946 and began operation in early 1948.

Auto Dealers
(Continued from page 26)
has purchased two spots daily on KABC, 20 spots weekly on KTKE, San Antonio and two play-by-play broadcasts weekly of the San Antonio Missions baseball games on KCOB San Antonio. Bob Holleron is the agency handling the account. He also does play-by-play for baseball broadcasts. John W. Prasser Jr. is the station representative handling the sale.

Important Operation
An official of Buxtton Motors, of Portland, Ore., wrote to XXL: "I consider your station a most important part of my operation. You have brought many, many new customers into Buxtton Motors and I feel KXXL has been the most valuable advertising medium I have ever used."

In February 1949 the motor company purchased five 15-minute newscasts a week, 8-8:15 a.m. The schedule has continued since that time. The original signing was partly due to the fact that the manager of the firm had been a listener to the program. He felt that the time was ideal to catch drivers before they left home for work.

Copy for the show features new and used cars and the shop service offered by the advertiser. Spot announcements are used to supplement newscasts when new models come onto the market. Sales have been made to people from all parts of the area.

In Boston, the Hillman-Minx British Motor Car Co. started a campaign a year ago with a series of five one-minute announcements each week on the Nelson Bragg Morning Watch show on WCOP.

The number of leads which ultimately resulted in sales was such that the 13-week contract signed at that time has been renewed four times.

A letter from the general manager of the firm says: "Since we have spread the word through Nelson Bragg, we have had a very definite response in sales volume directly attributable to station WCOP."

Good Drawing Power
Ernie Majer Inc., Spokane, has sponsored two quarter-hour newscasts, 10-10:15 p.m., Sunday and Wednesday, on KXLY Spokane since Feb. 2, 1941.

In a letter to the station Mr. Majer said: "...Throughout the years, we have made spot checks on individual items and services to test the drawing power of your radio station's programs. In no instance have we been disappointed with the result obtained."

The commercials on the program feature new Ford cars and Ford service as well as used cars. During the summer months special additional programs and announcements featuring summer automobile service are used.

The Fisher Body Tank Plant, to be operated just outside Flint, under a $195,000,000 order from the Army.

This means...

Part of the new Buick Plant for the production of jet engines...part of a $25,000,000 initial expenditure for jet production in Flint.

...that this will continue!...

Buick Motor Division, with $65,000,000 in Government Contracts; Fisher Body, with $15,000,000; AC Sparkplug, with $35,000,000; Chevrolet, with a tremendous sum in contracts—these mean a continually growing, booming Flint—a Flint with more money...eager to spend it!

Flint has an effective buying income, per family, of $6134 per year (higher than New York, Chicago, Cleveland, Detroit)—$1613 above the national average! Best of all, Flint's prosperity is stationary! Huge defense contracts still to come assure a continuing ability among Flint people to buy—regardless of the future—thanks to the great General Motors installations here.

Sell where the MONEY is...
where money is SPENT!
Sell FLINT through its first station*
WFDF

* See your latest Hooper!

Associated with: WOOD Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville
There is always a most efficient way to do a job...

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

**WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET**

WEOL SUIT

TOTAL damages of nearly $1 million were asked last week by WEOL Elyria, Ohio, against the Lorain Journal Co., and three of its officers. Suit was filed in U. S. District Court, Northern District of Ohio [Closed Circuit, July 9].

The newspaper has been adjudged in violation of the anti-trust laws by the district court following complaint by the U. S. Dept. of Justice, entering final judgment last Jan. 5. The U. S. Supreme Court on April 30 noted probable jurisdiction in the case [BROADCASTING • TELECASTING, May 7, Jan. 8]. The case comes before the Supreme Court next autumn.

Named as defendants with the newspaper are Samuel A. Horvitz, vice president, secretary and director; Isadore Horvitz, president, treasurer and director, and L. P. Self, business manager.

Damage suit grows out of the newspaper's competitive tactics. According to the complaint by WEOL, the newspaper caused advertisers "to refrain from using the facilities" of the station and "to withdraw the use of those facilities."

The station contends the newspaper tried to force it out of the broadcasting business "and thus to secure to themselves a monopoly of the advertising patronage of local and national merchants who desire to reach prospective purchasers in Elyria and Lorain."

Station's Charges

WEOL charges the newspaper cancelled contracts of its advertisers who also bought time on the station and refused to accept advertisements from firms that had used WEOL. It charges the newspaper would not carry WEOL logs though Cleveland station logs were printed free, and that it refused to accept paid classified advertising offered by WEOL.

The newspaper is charged with influencing merchants not to advertise on WEOL by publicizing the newspaper's general policy not to accept advertising from those who advertised on the station.

All these actions, WEOL alleges, kept merchants, manufacturers and service firms from buying time on WEOL and the station's advertising volume "is substantially less than that enjoyed by other radio broadcasting stations similarly situated."

The complaint continues: "Since the number of persons, firms, associations, organizations and corporations which have been free to advertise over WEOL has been decidedly below the number which could be served, such advertisers as have used the radio broadcasting facilities of WEOL have been able to secure contracts for time at sums considerably less than that which would have been reasonable and applicable had advertisers been free to choose the manner in which they desired to allocate their advertising budgets." As a result, WEOL continues, it has not been able to charge rates comparable with those charged by other broadcasting companies similarly situated.

Because of its loss in net income, competitive position and going-concern value, along with difficulty of keeping a competent staff and of financing improvements, stockholders have suffered, it is charged.

Judgment of $235,000 is claimed, or $964,000 for triple damages. Signing the complaint were Marcus Cohn, Paul A. Porter and Herbert A. Rosenthal, as attorneys for the station.

LEE ESTATE

Daughters Get Settlement

COMPROMISE settlement under which the two adopted daughters of the late Don Lee, founder of Don Lee Broadcasting System, will receive a total of $900,000 from the $12,726,944 estate of his late son, Thomas S. Lee, was approved by Superior Court Judge John G. Clark in Los Angeles last week, upon petition of Public Administrator Ben H. Brown, who is in charge of the estate pending distribution.

The two sisters, Mrs. Christine L. Rieber of Metuchen, N. J., and Mrs. Elizabeth L. Fry of West Los Angeles, receive $160,000 each through the settlement. They must pay their own attorneys and other costs. Originally, the sisters had claimed a third each of the Thomas Lee estate [BROADCASTING • TELECASTING, July 9].

Young Lee's will, leaving the entire estate to an uncle by marriage, R. Dwight Merrill, Seattle lumberman, also was contested by his maternal aunt, Mrs. Nora Patee. She dropped the contest recently after making a reported settlement with Mr. Merrill. Exact terms of that settlement, however, have not been made public.

Records show that the compromise settlement with the sisters was executed with both Mrs. Patee and Mr. Merrill.

Thomas McDermott:

N. W. AYER

"Your 1951 Marketbook should surpass your excellent 1950 Marketbook which I am still using."
"We need a radio tower in a hurry!"

"Where'll we get it?"

Truscon Tower Engineering is the answer!

Meeting tower construction emergencies of all kinds...solving tower problems big and small...being on the job with knowledge and skill that gets the job done...

that's the type of service which has made Truscon a world leader in radio tower engineering!

Truscon experience embraces all types of topographical and meteorological conditions...and supplying many different tower types: guyed or self-supporting...tapered or uniform in cross-section...for AM, FM, TV, or microwave applications.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.
ASSURANCES that the nation's radio and TV sets will be maintained in good working order for the emergency and that manufacturers will be allotted a reasonable share of raw materials for consumer goods were firmly backed up by the government last week.

The action that spoke louder than any words came as the National Production Authority directed manufacturers of AM-FM-TV combinations and table models, as well as phonographs and other household appliances, to file for allotments for the fourth quarter, beginning Oct. 1.

At the same time NPA issued regulations designed to assure adequate replacement parts for home-type receivers at the repair shop level.

Both plans had been under study by the government for some time and stemmed largely from requests for such relief at the initiative of electronics distributors and related groups [Broadcasting • Telecasting, June 18, 11].

Under the government's revised Class B Product List, household radio receivers and TV sets, recorders, phonographs and other equipment would be lumped with commercial broadcast equipment, for which manufacturers have applied for controlled materials allotments. All manufacturers of these and other appliances using steel, copper and aluminum are affected.

NPA stressed that it took this action "to insure an equitable share of controlled materials for these industries if it is decided to include them under CMP in the fourth quarter." Household goods, while redesignated as Class B products, are still technically outside the CMP fold and manufacturers have been competing in the open market for raw materials in past quarters.

Manufacturers of radio-TV-phonograph items are asked to file on Form CMP-4B, sending their applications to NPA, Washington 25, D. C. Reference to CMP Class B on the envelope would be helpful.

Applications can be obtained from field offices of the Dept. of Commerce and must be submitted by July 31, NPA said. In cases involving manufacturers of other than consumer goods who filed for third quarter allotments, NPA said it would mail the forms and instruction sheets to them. The forms must include all anticipated requirements for steel, copper and aluminum to be used for the fourth quarter, as well as for the first nine months of 1952.

The government's new MRO order (maintenance, repair and operation) involves no applications from manufacturers and is, in fact, a self-allotment procedure.

The term "repairmen" is defined to include those connected with a "radio appliance repair shop" or "domestic appliance repair shop." The repairmen applies a rating on materials, not to exceed 20 tons of carbon steel, 500 pounds of copper and copper-base alloys, and 500 pounds of aluminum for each quarter.

Under another new directive, all allotments for materials for MRO are placed directly under CMP, with manufacturers of commercial and consumer electronics equipment computing requirements under CMP Regulation 1 rather than extending their own MRO symbols. Standard quota is 30% of MRO materials bought during 1950.

These actions came as the Defense Production Administration made public allotments to individual industries during the present third quarter. Similar data is under study for the fourth quarter.

As allotted to NPA industry divisions, communications, electronics and electrical equipment—and consumer durables—ranked high in point of steel, copper and aluminum poundage. A top allottee was the building materials industry. Electronics' greatest allocation was in aluminum in which it dwarfed communications equipment.

Restrictions

Both copper and aluminum came in for severe restrictions, with respect to new construction, under an amended NPA directive. Earlier broadcasters had no clear indication on the raw materials phase, though they were told that approval of any authorization to build new facilities would not necessarily carry with it priority ratings for these vital metals.

Another thorny problem involves installation of additional equipment under a $2,000 ceiling imposed by NPA in so-called "permissive cases" not requiring its authorization. Some broadcasters have expressed doubt they can make installation changes for less than the amount, and also have contended that TV transmitters are "personal property" and not part of station construction. NPA set the $2,000 exemption eliminating references to fixtures and equipment and specifically citing video transmitters as attachable personal property, thus giving the broadcast industry a moral victory.

To help resolve confused government thinking, NARTB is preparing a compilation setting forth the amount of materials required for broadcast equipment, such as transmitter towers, transmitters, etc. NARTB wants to find out what poundage would be involved in cases for power increases, installation of new equipment, addition (Continued on page 76).

23,320 Returns from ONE Announcement!

That's an advertiser's success story on WGN...and that's a story that should startle you crepe-hangers who have been writing radio's obituary.

Throw away the crepe—join the smart advertisers who use WGN (still reaching more homes per week than any other Chicago station*—bar none).

*1949 BMB

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

A Clear Channel Station...
Serving the Middle West

MBS

Western Sales Office: 238 East 42nd Street, New York 17, N. Y.
East Coast Representatives: Kenneth E. Eckstein
620 S. Van Ness Ave., Los Angeles 5 • 235 Montgomery St., San Francisco 4
710 Lewis Blvd., 335 SW Oak St., Portland 4

Page 42 • July 16, 1951
COMING TO YOUR STATE
THE BMI PROGRAM CLINIC

PLAN NOW TO ATTEND
Watch for the date and announcements from your State Broadcasters Association

A TIMELY AND VALUABLE
EXCHANGE OF THOUGHTS AND IDEAS
ON EVERY IMPORTANT PHASE
OF PROGRAMMING BY SPECIALISTS

BASED UPON SUCCESSFUL OPERATIONS
AND PRACTICAL EXPERIENCE

Station Owners and Managers Themselves Say:
"These Clinics are of importance to everybody holding a key position in broadcasting."
- MANAGERS
- PROGRAM DIRECTORS
- MUSIC DIRECTORS
- MUSIC LIBRARIANS
- ANNOUNCERS
- SALES MANAGERS
- SALESMEN
- PROMOTION DIRECTORS
- PUBLICITY DIRECTORS
- DISC JOCKEYS

"Better Programming Requires More Thought Not More Dollars"

BROADCAST MUSIC, Inc.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

July 16, 1951 • Page 43
THE LATEST WCKY STORY

WCKY OUTSELLS NEWSPAPERS 60%
FOR
POGUE'S AND SHILLITO'S,
CINCINNATI'S TWO LARGEST DEPARTMENT STORES

In a survey conducted in Cincinnati by Advertisers' Research Bureau, Inc. of Seattle, equal amounts of advertising money were spent on newspapers and on WCKY for the same item. Point of sale interviews by A.R.B.I. shows:

1. WCKY IS MORE EFFECTIVE IN PRODUCING TRAFFIC

43.5% of all traffic came in as a result of radio advertising.
35.5% as a result of newspaper advertising.

2. WCKY DOES A BETTER SELLING JOB THAN NEWSPAPERS

84.8% of the Radio Traffic purchased and 70.4% of the Newspaper Traffic purchased. WCKY sold 51.0% of the total dollar volume and newspapers 31.8%

WCKY—ON THE AIR EVERYWHERE 24 HOURS A DAY 7 DAYS A WEEK 365 DAYS
A YEAR WITH A NEW 1951 GE TRANSMITTER.

INVEST YOUR AD DOLLAR WCKY'S-LY
# THE LATEST WCKY STORY

## THE COMBINED ARBI SURVEY FOR THE TWO STORES

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(Copies of ARBI Survey available on request.)

INVEST YOUR ADVERTISING DOLLAR WHERE IT WILL PRODUCE SALES

INVEST IT WCKY’s-ly

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: C1 281
The Mike Is Mightier . . .

WHATEVER the outcome, the history-making use of radio to arrange the Korean truce conferences clearly demonstrated that broadcasting has achieved a definite status as an instrument of international relations.

We think it important to point out that all negotiations leading to the cease-fire meetings were carried out over existing radio systems. Mr. Malik put out the Communists' peace-feeler on a regular UN program carried in the U. S. by CBS. General Ridgway sent his instructions by Voice of America stations, and the North Koreans and Chinese commanders replied by the official Red Chinese station at Peking. The fact that the hostile parties met on schedule at Kaesong must dispel any doubts that overseas broadcasts are not listened to.

There is a lesson here for those who question the value of the American government's international radio program. The power of radio to end a war is no greater than its power to prevent one, providing it is used as skillfully to create animosity as it was used to arrange the cease-fire meetings in Kaesong. Radio can leap a forbidden boundary far more easily than a bomber, and can carry ideas which will spread more virulently than a fire storm set by a fleet of B-29's.

In the infinite period of armed truce to which this country is committed, the microphone, properly used, will be the best weapon in democracy's arsenal.

The Small Picture: II

NEEDED is to say, we received a lot of comment on an editorial we ran last week, pointing out the great injustice radio had done itself in its obeisance to program ratings, a form of self-exposure in which no other medium, save television, indulges.

One correspondent asked: "How can you turn the clock back when you can't, but you can certainly analyze the past to help you chart a course for the future."

It's true that the program rating has become such an ingrained habit in the system of radio buying and selling that it probably can never be eliminated. But it certainly can be de-emphasized if broadcasters will only begin using other kinds of research that are more comparable to the means by which other media are measured.

A good example is the ARBI type of study by which direct results of comparable newspaper and radio campaigns are measured. We've carried a number of stories about studies in various cities (including big TV markets). Almost invariably radio has delivered more customers than newspapers have.

A national network salesman might say that such local cases don't provide him with anything to talk about. He would be wrong. A network advertiser's campaign is successful only if it induces people in many, many communities to visit their local retail outlets and buy the network advertiser's goods. The value of a national campaign can only be measured by adding up the increase in business obtained in all the local stores.

The local retailer and distributor are pretty good judges of the effectiveness of advertising because they don't measure a campaign by the fluctuations of rating points. They know precisely how many customers it delivered to their stores.

It is significant that more and more local advertisers are turning to radio to move goods off the shelf. The nation's largest advertisers are poring over the program rating reports and proclaiming the decline of radio.

The newspapers' Bureau of Advertising has been harping on the theme that "all business is local" with considerable success. Radio could beat the newspapers at their own game if it would get down to bedrock research and bedrock selling. Let the program ratings dip or even disappear. As long as radio can prove it sells more goods for less, it can sell itself.

TELEVISION is in the future of every broadcaster. He must either look to the day that he adds TV to his call letters, or he must consider adjustment of his operations to conform with the inevitable TV era—no matter what size his market.

Not many years ago, the thesis was that a broadcast station could not make an economic go of it in a market of less than 50,000. Today there are more stations in secondary markets than there are daily newspapers—and in many instances, weekly newspapers.

Back in 1927, when TV was "just around the corner," we held the view that TV was the heritage of the broadcaster—not the motion picture exhibitor. Many newspapers, which emphasized the vision, also praised TV, and consequently they represent a formidable segment of the 107 licensed stations—40 of them.

Now that the resumption of TV licensing is in sight (though we can't be precisely predicted) every licensed broadcaster should give serious thought to his future in the TV era. TV won't spell the doom of radio. But it will bring changes in values and in impact. It has already.

And in appraising their TV future, broadcasters must take into account a new ingredient—and a potent one. In the earlier days of broadcasting, when it was regarded as a passing fancy, the professional politicians paid little attention to it. Thus many small businessmen, willing to take the gamble, procured licenses and grew with the medium. It was in the later days that radio had reached gross billings in excess of $150 million, that the ward heelers began to infiltrate.

It's different in TV now. The tribute-grabbers know that the chips are vastly bigger. They know that the red ink has all but disappeared. They know that, moreover, TV will play perhaps the most vital role in elections henceforth.

When it took hundreds of thousands to start a circulation, with astronomical operation losses, the machine politicians gave TV wide berth. So did many broadcasters, to their present chagrin.

So, in prosecuting applications for TV, the broadcaster will have a new adversary element—the political hack. All other things equal, the broadcaster who has rendered good public service over the years, should be entitled to the grant over the newcomer, with no record of achievement and with only will-o'-the-wisp promises, and perhaps a bankroll. The broadcaster has the know-how, the staff, and the record of stewardship. The unscrupulous politician has—politics. Those are the facts. It behooves every broadcaster to recognize them as he ponders his TV future. And he shouldn't ponder too long.

LEWIS WATERS MILBOURNE

BORN 50 years ago at the turn of a century, broadcaster Lewis Waters Milbourne has lived through the aggressive growth of the U. S. economy and the rapid development of radio as an outstanding medium.

Mr. Milbourne, president of The Monumental Radio Co., licensee of WCAO Baltimore, firmly believes in both.

For example, he thinks the capitalist system that nurtured this economic expansion should be maintained because under this system "the most marked progress and a life more abundant accrue."

Radio, he feels, will prosper as long as it serves the public. He believes there always will be a big job for it to do.

Ever since he first tasted the excitement of the broadcast business in 1931, Mr. Milbourne has been conscious of its accomplishments and potentialities.

During a financial reorganization of WCAO in that depression year, his dad, Lewis M. Milbourne, a former assistant U. S. Collector of Internal Revenue, became the company's new president and treasurer with a large stock holding. The younger Milbourne also obtained stock and the title of assistant treasurer and director.

WCAO, then a Voice of Baltimore, has been affiliated with CBS since 1927 and was one of the first 16 stations comprising the network. This development and the public's and advertiser's thriving interest in radio convinced Mr. Milbourne that he was in the type of business that was at once both creative and dynamic.

He also found delight in the celebrity glamour which accompanied radio in its rubber pants days—and still does in its grown-up stage. Mr. Milbourne has fond memories of visiting "names" of the talent world—Kate Smith, Ben Bernie, Guy Lombardo, Paul Whiteman, Burns and Allen, Bing's Sam, Eddie Cantor, Julia Sanderson, Frank Crummit, Helen Hayes, Mildred Bailey.

Most of these leaders in show business, and in radio entertainment, continue to thrill audiences in radio, television and the stage.

Mr. Milbourne is a Marylander. He was born in the Free State at Kingston in Somerset County, southernmost on the Eastern Shore, Oct. 20, 1900.

His early life was spent on the farm, living each alternate winter in Annapolis, where his father was serving in the state legislature as senator from Somerset County. After his early education, Mr. Milbourne

(Continued on page 72)
HOW ARE YOUR SALES IN NEW ENGLAND?

Book publisher proves again that
WBZ LEADS IN PRODUCING
MORE SALES AT LOWER COST!

No matter what you want to sell in New England—foods, drugstore products, household or automotive items—you'll find WBZ the all-time champ in delivering results!

Take the word of mail-order advertisers. They know the score. One example is Doubleday, Inc., publisher of the Jacques Fray Piano Course Book. According to Doubleday's agency, WBZ is doing the most effective sales job of all media used.

That's typical. WBZ gives you traditionally intense coverage of the high-income metropolitan Boston area...plus more far-reaching coverage of all New England than any other single medium!

Don't be satisfied with anything but a bright sales picture in New England. Check now with WBZ or Free & Peters for availabilities.

WBZ

BOSTON

50,000 Watts

"Since the first of the year, we have spent $1,605 with WBZ in advertising the Jacques Fray Piano Course. We have received 5,770 orders, at an individual cost of 28c."

"Of all media, radio has proved the best selling device for this book."

"Of all radio stations, WBZ has sold it at the lowest order-cost."

John Southwell
Account Executive
Huber, Hoge and Sons

Westinghouse Radio Stations Inc
Serving 25 Million

KDKA · WOWO · KEX · KYW · WBZ · WBZA · WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
RADIO—AMERICA'S GREAT ADVERTISING MEDIUM

July 16, 1951 · Page 47
Sales Tips On Stores Sent to Members

TIPS on selling department stores on radio advertising were circulated by BAB last week in a 14-page folder to its member stations, concurrently with announcement of BAB's first member-wide retail radio contest.

The BAB department store brochure contains a detailed report on 12 notable entries in the 1950-51 retail radio contest conducted jointly by BAB and the National Retail Dry Goods Assn. It includes an introduction by Howard P. Abraham, manager of the NRDGA Sales Promotion Division, outlining 22 reasons why retailers' use of radio is on the up-swing.

The retail radio advertising contest, BAB explained, is designed to provide BAB with data on effective advertising techniques and at the same time to reward member stations which originate resultful advertising.

BAB President William B. Ryan announced that awards will be given to BAB member stations submitting the best radio advertising story in any local merchandise classification, and to stations submitting the largest number of success stories judged to provide practical information about how radio gets results for each local advertiser.

Among the merchandise classifications enumerated in a contest folder sent out to BAB members were the following, with grand award plaques to be given in each:

- "Amusements, appliances, automotive, bakeries, banks, beauty parlors, Chambers of Commerce, dairies, department stores, drugs, florists, furniture, furs, hardware, hotels, home builders, ice cream and confectioners, jewelry, laundries and dry cleaners, men's, women's and children's wear, music dealers, optometrists, photographic dealers, public utilities, real estate, restaurants, shoe stores, service stations—and any other merchandise classification not here listed."

In each classification, first, second, third and honorable mention scroll awards will be presented. Sept. 1 is deadline for entries.

A GIANT problem with a SMALL solution

The problem is inflation, defined as "a large price rise lasting a long time." Because it cheapens dollars, inflation dislocates our national economy and endangers our standards of living.

So what's to be done about it? The Mutual Life has long taken an active part in combating inflation. We have advocated anti-inflation measures to our million policyholders, as well as to others in a position to influence, or actually form, public policy. The Company has also supported the campaign against inflation conducted by the Institute of Life Insurance.

But the ultimate solution rests with the individual... with the worried little man cartoonists use to symbolize the public. What does he do in the months ahead will have an important effect on the rate of inflation.

To fight inflation, the individual should buy less, save more, borrow less and support government efforts to economize and "pay as it goes."

The Mutual Life is currently making available to radio stations a 15-minute dramatic and entertaining transcription on the subject of inflation. The material is handled in simple, down-to-earth style. We'd be glad to tell you more about it.

WEATHER • STAY APOD OUR HOME OFFICE - FLASHED OFFICIAL WEATHER FORECASTS

THE MUTUAL LIFE
INSURANCE COMPANY OF NEW YORK

1740 BROADWAY AT 55TH STREET • NEW YORK 19, N.Y.

DON LEE PLAN
Would Co-op Sponsorship

NEW cooperative sponsoring plan for national and regional manufacturers, distributors and suppliers who distribute products through franchised dealers has been inaugurated by Don Lee Broadcasting System, Hollywood.

Identified as "Lanca" and deriving the name from local and network cooperative advertising, the plan makes available a network radio program for the advertiser, which allows retailers in individual station cities to cooperate through local participation and commercials within the body of the show.

Basically, it provides that (1) a national or regional advertiser pay talent and a percentage of the established network rate to Don Lee; (2) retailers located in the 49 strategic Don Lee cities underwrite the remainder of the time cost by paying local stations a percentage of the local rate of the individual Don Lee outlets.

"The supplier through 'Lanca' makes it possible for his retailers to purchase sales-producing local radio advertising on network caliber programs at a fraction of the price they would normally pay for local programs," explained Ward Ingrim, executive vice president of Don Lee.

For the manufacturer, "Lanca" means that he has a practical controllable, economical means of using a network program as a supplier-retailer co-op vehicle which may be handled as easily as any newspaper or outdoor campaign, and with all the advantages of locally placed dealer advertising, Mr. Ingram emphasized.

He declared considerable interest has been aroused among advertising agencies in the plan "because it brings under their control and placement, cooperative monies which, in the past, in many instances, have been spent at a dealer level at retail rates not commensurable to the agencies."

WVBA Meets in August

MEETING of West Virginia Broadcasters Assn. is scheduled for Aug. 23-25 at the Greenbrier Hotel, White Sulphur Springs, W. Va., it was announced last week.

The LITTLE Station with the BIG WALLOP!
FOR YOUR INFORMATION:

The expanding role of small business men in the distribution of petroleum products assumes top-flight importance in the face of mounting demands of national defense and greatly increased civilian usage.

With their competitive initiative honed to a fine edge, 15,000 independent jobbers and distributors today are performing indispensable wholesale functions in getting record oil supplies to the public. As a result, they have tripled their dollar volume of business since 1940.

Establishing high standards of service in their communities, these local oil men are competing against both large firms and small, in the largest cities and the remotest villages across the land.

Representative of the resourcefulness that is the hallmark of petroleum jobbers and distributors in our competitive system are the accomplishments of the White Fuel Company, in Boston. In 1931 its storage facilities had a capacity of 400,000 gallons. Seeing opportunities for specialization, the firm's co-founder and president, John P. Birmingham, adjusted his operations to cultivate markets for heavy oils for industrial use, and heating oils for dealers and direct consumers. A $2 million expansion program now nearing completion will give him a storage capacity of 65,000,000 gallons to better serve his customers. This means less dependence on tanker transportation during winter months, and many extra days' supply during heating months. His foresight over the years for both himself and his customers is expected to yield a sales volume of about $33 million this year. It is easy to see the economic importance to the community of this jobber who stimulates so much local business.

Resourceful small business men in the oil industry find opportunities for profit and public service wherever they are, in small communities as well as large. To cite one more example, W. L. Dickey, pioneer oil jobber at Wayzata, Minnesota, sold 5,000 gallons of gasoline in 1910. His son, Don, now company president, sells five million gallons a year.

In the production, refining, and distribution of oil, the competitive talents and contributions of small business men are invaluable for the big job ahead.

* * * * *

If you would like further information about the oil industry and its operations, please write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.
PROMOTES RADIO

SCBA Starts All-Out Campaign

BENT on selling the merits of radio as an advertising medium, member stations of the Southern California Broadcasters Assn. have temporarily put aside their local rivalries and are cooperating in an all-out promotion campaign for the medium, launched yesterday (Sunday).

Three types of promotion are being used in the campaign: (1) the station's own air time, utilizing spot announcements, newscasts, interviews; (2) written promotion in the form of correspondence, printed trade advertising, direct mail promotion, schedule covers, publicity releases; (3) sales presentations to be made to advertisers and agencies in Southern California by salesmen's committee's representing groups of competitive stations.

Specific aspects of radio will be concentrated on for two-week periods during the promotion.

In addition to spreading the good word around news media outlets in the area, sales presentation will be brought to timebuyers in key eastern cities including New York and Chicago by Robert J. McAndrews, managing director of the association, in cooperation with committee of station representatives.

Included in the "air" promotion will be information on in- and out-of-home radio listening hours in the area; comparisons between Southern California and other sections of the country; surveys and case histories giving radio's strong points; interviews with sponsors, station executives and researchers offering stories on radio's basic values.

To put across the sales presentations, over 200 salesmen of member stations and station representatives will be briefed in the necessary facts to present on their calls.

In August an all-day clinic on how to use radio more effectively will be held for members by the association.

Named by A. E. Joselyn, SCBA president, to conduct the drive was a special promotion committee consisting of Calvin J. Smith, president and general manager, KFAC; Kevin Sweeney, sales manager, KFBM.

WAGE REVIEW

WSB Decision Expected

WAGE Stabilization Board is expected to take up today (Monday) its advisory panel recommendations on whether price- exempt industries, such as radio-TV, are to be continued under the wage freeze.

The 16-member panel held a one-day meeting a week ago last Thursday in Cincinnati [Broadcasting * Telecasting, July 9].

Speculation has been heard in Washington and given wide play in the East that the panel will favor the lifting of wage control for these industries. Washington insiders, however, say that the final WSB decision can not be made known until the advisory panel's recommendation is received in its polished form.

That polishing was underway last week by staff members of WSB, who were making a detailed study of the panel report.

Meanwhile, the Office of Price Stabilization issued a "Clarifying" order that specified which services are exempt from price regulation.

Included are radio and other entertainment and so-called "package" triads, functions. Rates, fees and charges of actors, authors, musicians and news syndicate services are not controlled. Neither are services by correspondents and news multiplier buyers, nor program elements (package productions) furnished by independent contractors (package producers) for use in radio or television broadcasting.

As of July 2, selling price of radio and television sets had to be marked or tagged in retail stores, according to OPS. This pricing was mandated under Ceiling Prices Regulation 7 or "margin control" regulation.
"Down You Go" is heading up!

MODERATOR:
Dr. Bergen Evans

PANEL:
Toni Gilman
Carmelita Pope
Fran Coughlin
Robert Breen

A panel of literate and amusing personalities ... manage to keep things moving along with brisk good humor. Above the level of most such items on television.

- Ben Gross,
New York Daily News

"Down You Go" offers a bright and breezy new quiz. It stresses intelligence.

- Walter Winchell
New York Daily Mirror

"Down You Go" is a word game and a good one ... The people involved ... are all people of obvious intelligence and spirit, and Dr. Evans keeps things moving at a stimulating pace.

- Philip Hamburger
The New Yorker

The show's originality and genuineness stem from the panel's give and take, plus the fluidness of the moderator.

- Variety

It's the kind of show that makes you say of Chicago's television stock, "Up you go."

- Larry Wolters
Chicago Tribune

Intelligent, witty, well-spoken persons—gentlemen and scholars—are at last being admitted to the brave new medium.

- Harriet Van Horne
New York World-Telegram and Sun

"Down You Go" originates in The Studios of WGN-TV, Chicago and is presented every THURSDAY 9:00-9:30 PM EDT over the

DU MONT TELEVISION NETWORK
62 affiliated stations
Network television rides microwaves in the Bell System's new radio relay systems and travels underground in coaxial cables. About half of the total television channel mileage is now provided by radio relay.

**BEST ROUTES FOUND**

But which are the best locations for the radio relay stations? No charts exist for microwave routes. So the engineers of the Bell System pioneer—pore over maps and aerial photographs to plot possible station locations.

Then scouting parties take over. They cross the country step by step testing the most likely routes. Like rays from gigantic searchlights, microwaves are shot from point to point to determine which of the proposed paths are most suitable.

**200-FOOT STATIONS**

Then the costly construction begins. Relay stations—some over 200 feet high—span forest, mountain and plain. Facilities valued at $73,000,000 are now used by the Bell System for television purposes. This includes radio relay systems, coaxial cable and associated equipment—18,000 miles of television channels.

**COST KEPT LOW**

Yet the cost of this service is relatively low. The Telephone Company's total network facility charges average about 10 cents a mile for a half hour of program time, including both audio and video channels. This averages less than 5 per cent of the total cost of a typical drama, comedy or variety program.

**BELL TELEPHONE SYSTEM**

Providing network transmission channels for the radio and television industries today and tomorrow.
FCC PUSHES TOWARD FREEZE LIFT

By LARRY CHRISTOPHER

IN RENEWED effort to crack the three-year-old television freeze allocation deadlock, FCC at BROADCASTING • TELECASTING deadline Thursday was reported poised to:

1. Resume the contention for a fixed table of allocations by rule-making procedure is law.

2. In essence adopt the proposal of NARTB-TV for a short-circuit "paper" presentation in lieu of oral testimony at the forthcoming hearing on city-by-city allocation proposals.

3. Postpone the city-by-city hearing from July 23 to July 30.

4. Schedule a conference with industry attorneys on July 20 to discuss shortcut procedures for the city-by-city hearing and indicate other suggestions for expediting the final allocation phase and lifting of the freeze would be welcomed at the meeting.

Earlier on Thursday, the Commission:

1. Ordered that the 470-500 mc portion of the 470-880 mc UHF TV spectrum be retained as part of the TV broadcast band rather than used for broadcast mobile common carrier service as requested by the Bell System—adding five more channels to TV for a total of 82 VHF and UHF channels.

Way Is Open

Climaxing what appeared to be a growing impasse in the TV allocation deadlock last week, the Commission decisions pave the way for specific and concrete joint action by FCC and industry on a reasonable formula by which the city-by-city hearing may be expedited, the allocation plan and relative rules and standards finalized and the overall freeze lifted at an early date—perhaps by the end of the year [BROADCASTING • TELECASTING, July 9].

Already, several industry legal offices in Washington have indicated they have firm suggestions in mind. These include (1) leaving the allocation table in tentative form like FM for the present, which could forestall court litigation; (2) finalizing technical standards and (3) proceeding with new application hearings—combining these with any rule-making petitions which may occur to change the table in specific cities.

Comr. Paul A. Walker dissented from Thursday's decision to retain 470-500 mc for TV broadcasting. He favored a grant of the channels to common carrier use instead.

The Commission majority concluded the common carrier services have other alternatives such as making use of smaller channel separation, developing more efficient techniques like single side band transmission and multiplex, as well as channel sharing with other services in some areas. They found television broadcasting cannot use these alternatives and for the development of a fully national, competitive system must have a contiguous band of frequencies.

FCC tainted with the allocation problems at more than one meeting last week, although it had tentatively determined the previous week to sustain its belief that fixed allocation by rule-making is lawful under the Communications Act.

The legality of this policy was challenged by the Federal Communications Bar Assn. and certain others on June 28 in oral argument before the Commission en banc.

The decision on the legality issue and the orders respecting the other procedural proposals were scheduled to be released late Friday (See page 4 for late developments). Comr. Robert F. Jones was expected to dissent on the legality ruling in view of his extensive questioning of attorneys during the June 28 argument. He had inquired especially into applicants' hearing rights and flexibility of the administration and function of the proposed fixed-allocation plan.

FCC was expected to issue an order Friday proposing to adopt the NARTB-TV suggestion for a "paper" presentation at the forthcoming hearing on city-by-city allocation proposals, with the hope this would be supported or modified by contributed suggestions during the proposed July 20 conference with industry attorneys.

The city-by-city hearing may be postponed to July 30 if it were to go ahead as an oral proceeding. Some attorneys and engineers last week appeared not ready to commence with the hearing, complaining they could not be expected to present a firm case when the "rules of the game" had not been settled.

They meant by this FCC should adopt its revised allocation plan issued in late March [BROADCASTING • TELECASTING, March 28], which spell out technical standards such as minimum spacing between stations, service areas and power and antenna height requirements.

A list of appearances and witnesses for the city-by-city hearing:

(Continued on page 68)

RCA COLOR

By BRUCE ROBERTSON

A REOPENING of the color television question, probably on a petition for dual standards of commercial colorcasting supported by most of the TV receiver manufacturers, seemed inevitable last week as RCA demonstrated its compatible color system to newsmen and industry officials. Observers agreed that vast progress had been made since December demonstrations.

Timing of such a petition was less certain, however. Frank M. Folsom, RCA president, said that immediate plans called only for "thorough field testing of all equipment!" and that "what the next step will be, I can't say. We have no time-table in mind."

RCA has at this time no plans for inviting FCC members to its color demonstrations, Mr. Folsom said. He added that "they would be welcome if they showed up."

Dr. E. W. Engstrom, vice president in charge of research of RCA Labs, told newsmen following Monday morning's initial test colorcast that RCA's field test experience will be made fully available to the company's licensees and also to members of the various panels of the National Television Systems Committee, comprising leading television manufacturers.

"Schedules for some of this are already being set," Dr. Engstrom said. "Later during the summer when our transmissions become more regular we will keep the appropriate NTSC panel advised as to the times and conditions of transmissions. We have already provided specifications on the signals we are currently using. It is our plan to participate in the work of the NTSC in arriving at industry standards. This, of course, is for the purpose of getting approval for the establishment of a compatible color system."

The compatibility of the RCA

(Continued on page 64)

Nanette Fabray, Broadway musical star, rehearses before an RCA color camera prior to her appearance as mistress of ceremonies during the field tests.
ANTENNA SYSTEMS FCC Awaits Staff Report

COMMUNITY TV antenna services which are cropping up in many areas beyond easy reach of existing television stations have introduced a new and perplexing element into the U. S. television system, of concern to broadcasters and the FCC.

So far the Commission has taken no official recognition of these services, but a staff report is being prepared for the Commissioners' consideration, and it is likely that soon the FCC will decide whether community antenna systems come under its jurisdiction.

Some FCC staff members believe they do, not as broadcasters but as common carriers.

Basically all these services are alike in technique. By using high antennas they take television signals off the air from distant stations, feed the signals by cable to subscribers' sets.

The Jerrold Electronics Corp. of Philadelphia, a pioneer supplier of equipment, estimates that as many as 100 communities now have or soon will have such services.

Wide Interest

According to Sydney J. Mass, Jerrold director of advertising and sales promotion, the interest in such projects is rapidly increasing, and he believes that by the end of next year, 1,000 community antenna systems will be in operation, representing an investment of as much as $3.5 million.

One of the first such systems to be installed is one situated in Panther Valley, some 70 miles from Philadelphia and lying behind hill masses that make private installation of a television antenna prohibitively expensive for the individual.

There, a group of appliance dealers set up a community system with a single antenna fixed atop a hill. Subscribers pay a $125 installation fee (it rises to $300) and $3.50 a month for service. The signals are delivered to their regular sets by coaxial cable.

These fees are said to be typical of most installations, although a local television set repairman in Franklin, Pa., is reported to have built his own equipment and is providing service at $5 a month with no installation charge.

According to Stratford Smith, FCC attorney in the Common Carrier Division, who examined the Franklin installation, ordinary antennas are used instead of the more expensive coaxial cable, and signal amplifiers are placed along the route.

Aside from Panther Valley, community antenna services are known to exist in Harrisburg and several other smaller Pennsylvania communities, Kingsport, Tenn., Grass Valley, Calif., and Astoria, Ore.

Mr. Mass, of the Jerrold company, declined to reveal the locations of others he said were being built, on the grounds it would provide useful information to competitors.

About the only other important big organization that is known to have entered the field is RCA. The extent of its operations could not be learned last week, as all executives connected with that activity were on vacation. RCA's interest in community antennas, however, is known to be extensive.

Questions which the FCC must resolve in respect to the regulatory status of these services are knotty.

To be subject to regulation by the FCC, a common carrier must be engaged in carrying other people's communications for hire in interstate commerce.

Since these services charge fees and since they carry broadcasts which in many instances have originated from out-of-state (either from an out-of-state transmitter or by network from out-of-state to an in-state transmitter), some FCC staff members believe they are subject to regulation.

No matter what decision is reached by the FCC, the status of these services can become a difficult problem in the television system.

Assuming they grow in anything like the abundance predicted by Mr. Mass, they may constitute a

(Continued on page 68)

TV PAYROLLS UP

NARTB Study Finds

The STAFF employment at television stations and networks has risen sharply during the last two years, totaling some 12,500 persons, according to the fourth annual study of TV employment and work scale figures by the NARTB Employee-Employer Relations Dept., of which Richard P. Deherty is director. The average station employed 85 persons during the spring of 1951, of which 61 were fulltime.

Average employment per TV station has increased mainly because of the additional number of hours on the air, it was found.

A breakdown of program hours shows that the average TV station was on the air 92 1/2 hours, including test patterns, during the spring of 1951 compared to 67 hours in 1950 and 62 hours in 1949. Hours of test patterns in 1951 totaled only a third of the 1949 figure, with program hours in 1951 averaging 2½ times the 1949 figure.

During the spring of this year the average TV station carried 43-58 hours of network and 59-87 hours of local program origination, or a ratio of 52.4% network to 47.6% local.

Staff employment ranged from 19 to 299 persons, according to NARTB's 1951 employment analysis. Four stations reported staffs of fewer than 30 persons. The largest staff, 299, consisted of 162 fulltime and 137 parttime freelance employees. Largest number of fulltime employees at any one TV station was 205.

More Employees

Average number of fulltime employees per station increased from 46 in 1949 and 59 in 1950 to 61 in 1951. In the case of parttime employees the average rose from 20 in 1949 and 18 in 1950 to 24 in 1951.

NARTB's figures do not include performing artists (actors, singers, dancers, etc.) employed for individual performances by the station or by sponsors and their producing agencies. The figures do not include regularly employed personnel on shows produced by agencies. The data used in NARTB's compilation are based on questionnaires returned by 63 stations.

Of 46 identical stations that reported in both the 1950 and 1951 NARTB surveys, average program hours increased 79.3%.

NARTB's study shows the average weekly payroll per TV station was $6,267 in 1951, ranging from $1,050 to $22,000.

Parttime employment was found to lie mainly within the program field, especially freelance or parttime announcers, actors, singers and musicians. Some stations reported a considerable number of parttime clerical workers because of combined aural-visual operations. This was true also in sales and promotion.

The analysis showed that 43.56% of TV stations pay their salesmen straight salary, 9.68% straight commission, 43.56% salary plus commission and 2.22% other.

HIGH-FREQUENCY trio at Bridgeport, Conn., demonstration of UHF converters. [BROADCASTING* TELECASTING, July 9, 2] included (l to r): Glen McDaniel, RTMA president; FCC Chairman Wayne Coy; John W. Craig, Croxley Division, chairman of RTMA Set Division, who conducted the demonstration.

FCC OBSERVERS at Bridgeport, Conn., UHF converter demonstration discussed devices with Col. Harry C. Wilder (r), president of WSYR Syracuse. L to r: Comm. Rosel H. Hyde (r), Edward M. Webster; Benedict P. Cottone, general counsel; Col. Wilder.

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**BASEBALL CROWDS**

AT THE half-way mark of big league baseball, the anti-TVites are running low in the RBI column. In fact, attendance figures released last week by the 16 clubs in the National and American Leagues seem to point the other way—91% above 1950 level, All-Star game time. Nevertheless, they slumped 10% in attendance, from 376,969 in mid-way 1950’s season, to 346,055.

The Senators, who had telecast regularly in 1950, have been permitting only 21 games on screens this year, in the belief they could boost slumping receipts. The National Leaguer’s Boston Braves, which also limited its telecasts to 45 for the same reason, suffered the most pronounced drop in either league—a whopping 41%. Their attendance was down to 276,218 from last year’s 485,536.

This was true despite the fact that Braves Field seats more in capacity than the Fenway, home park of the Boston Red Sox, who had a decreased attendance less than 3,000. The Sox, who got off to a poor start this season, at half-way were in second place. The Sox telecast their games.

Leasing Team Draw

On the other hand, the red-hot Chicago White Sox, a 1950 second division club but which led the American League at the mid-point this season, were walking away with top honors in increased attendance figures.

This season, at the mid-way, the White Sox were packing them in at the rate of 1,085 a night as against the July 1950 per game pace of 12,994. Total attendance figures for Chicago: 402,817 in 1950; 486,536 in 1951.

This could be explained in two words: “They lead,” but also of importance is the fact that the Chicago team telecasts all day games. They don’t telecast night games.

Coincident with the UP survey, N. W. Ayer’s sports department and Jerry Jordan, Philadelphia research specialist and son of C. L. Jordan, executive vice president of N. W. Ayer, released attendance figures.

The Ayer-Jordan analysis runs close to the UP except that the wire service based most of its percentages on attendance “per opening.” But the agency’s Mr. Jordan based their analysis on total figures, regardless of how many openings there were. According to the agency, the club owners are mainly interested in profit-and-loss, thus breakdowns per openings mean very little for even if a game rains out, fans come back another time.

The agency-Jordan survey found the overall attendance drop at 7.8% as against UP’s 9.4% for “openers.”

C. L. Jordan referred to this amazing baseball TV chart when speaking before the Atlantic Refining Co.’s radio-TV sportscasters at their annual Philadelphia meeting last Tuesday. N. W. Ayer places radio-TV sports for the refining company.

Mr. Jordan pointed out that it was the management of the clubs rather than weather, economic conditions or television which determined individual baseball attendance.

“The eight teams in the first divisions of the two leagues had a total gain in paid admissions of nearly 4% on July 4,” he said. “Seven of these eight televised all or most of these games.”

“The eight teams in the second divisions were fighting a total loss of about 20% at the gate. Two of these teams didn’t televise at all. Three had limited television severely—and only three were televising regularly. It was obvious that television itself could not be the major factor in the over-all loss.”

**Fan Interest Important**

Mr. Jordan pointed to fan interest in a hot race as a powerful factor. The American League, he said, was doing better comparatively than the National, where the Brooklyn Dodgers are in a run-away lead. The Dodgers, themselves, he said, are not drawing as well as when they were fighting for first-place.

Dodgers’ figures, according to UP, were 667,545 in 1950, 581,329 in 1951, a drop of about 11%.

Significantly, the Philadelphia Athletics, Pittsburgh Pirates, the Detroit Tigers (American) and the St. Louis Cardinals (National) are not televising games regularly and none shows a gain. However, the Pirates are showing up well in average daily attendance even though they were in last place in standings at the mid-way mark.

Mr. Jordan said: “. . . anyone who doubted what Ralph Kiner’s big bat means to Pittsburgh only needs to look at the 3,000 day gate last week when he was suspended, compared to the amazing Pirates’ average of nearly 15,000 per date.”

Mr. Jordan in looking over statistics—his son has been making a continuous study for the past three years—found no time in that period when the clubs with highest attendance have not had a better attendance record than clubs with low performance, regardless of amount of TV used.

Still another club record that bears on this is the fact that the Detroit Tigers, who had the biggest slump in the American League—33%, the Tigers’ policy has tended toward a selective schedule only on selected weekdays, none on weekends or holidays.

American’s Philadelphia Athletic sportsmen traditionally telecast regularly and who have been a sure-bet for the second division in past seasons (they were in seventh place at mid-season), pulled up 10% in attendance. Figure last season at the middle was 211,983, this season’s, 214,470.

(Continued on page 65)

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**TIME SALES UP 3.6%**

On Networks In May

MAY saw no fall-off in TV network time sales but a 3.6% increase over April, according to records of video network advertising released last week by Publishers Information Bureau to Broadcasting * Telecasting*.

Gross TV network billings in May totaled $10,011,144, PIB reported, compared with a gross of $9,683,479 in April. Figure for this May is not directly comparable with that for May 1950, as this year’s gross covers all four TV networks while the 1950 total included only three networks, Dumont not reporting at that time.

As in April, Procter & Gamble was the top TV network client in May. In fact, the first five—P&G, General Foods Co., R. J. Reynolds Tobacco Co., Colgate-Palmolive-Co-Peet Co. and Ford Motor Co.—are the same advertisers and in the same order as the April first five. Second five include one newcomer—Lever Brothers Co.—in ninth place in the May list, replacing Tobacco Co. which ranked 10th in April. Positions 4 to 10 for May are listed in Table I.

Table I, listing the top TV network advertiser in each product (Continued on page 68)

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**TABLE I**

<table>
<thead>
<tr>
<th>Top 10 TV Network Advertisers for May 1951</th>
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<tr>
<td>1. Procter &amp; Gamble</td>
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<td>2. Lever Brothers</td>
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<td>3. R. J. Reynolds Tobacco Co.</td>
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<td>4. Colgate-Palmolive-Co-Peet Co.</td>
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<td>5. Ford Motor Co.</td>
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<td>6. Liggett &amp; Myers Tobacco Co.</td>
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<td>7. General Foods Co.</td>
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<td>8. Anchor-Hocking Glass Corp.</td>
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<td>9. Lever Brothers</td>
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**TABLE II**

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<th>Leading Network Advertisers in Each Product Group for May 1951</th>
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<td>Advertiser</td>
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<td>Procter &amp; Gamble</td>
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<td>Lever Brothers</td>
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<tr>
<td>Lever Brothers</td>
</tr>
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</table>
The "OUT-OF-HOME" audience is providing the same sort of bonus for television advertisers that it does for radio advertisers, according to The Pulse, which reports that during May these extra viewers in the New York metropolitan area represented a "plus" of 10.6% from noon to midnight, over the normally-measured at-home TV audience.

In the evening, from 8 p.m. to midnight, the "out-of-home bonus TV audience included an average of 127,400 families who were viewing with friends, in public places, etc., an increase of 12.9%." In releasing these findings Dr. Sydney Bowk, director of the Pulse, said that these reports on the out-of-home video audience will be issued quarterly for the New York market and may be expanded into other markets in the future. Contrary to general belief, he noted, most out-of-home viewing (62%) takes place in the homes of other TV families, others in bars and restaurants accounting for only 26%, and the balance in other public places.

### Baltimore Dealer Surveys Set Sizes

RESULTS of a Baltimore TV survey being released today (Monday) showed that 16 and 17 inches are the predominant screen sizes there, that about 75% of the sets are covered by service contracts, and that more than 60% of the TV families questioned had bought their sets within the last year.

The survey was conducted by Television Co. of Maryland, DuMont dealer as part of a promotion program covering all five of its stores in the Baltimore area. The survey covered 6,923 families, of which 4,744 were found to be TV set owners and 2,179 non-owners. The findings, spokesmen said, have been turned over to Henry O. Berman Co., DuMont distributors in Baltimore, for use as market research material by other DuMont retailers.

Among the 4,744 TV families questioned, the survey found 244 19-inch screens; 1,773 16 or 17-inch screens; 1,548 12 or 14-inch screens; 1,020 10 inch screens, and 164 7-inch screens. The smaller sizes were oldest; the larger ones newest.

### Viewing Effect On School Grades

SENIORS in high school receive higher grades because of television, while high school students in lower classes earn lower academic records. This was reported last week in Chicago by Philip Lewis, faculty member at South Shore High School, who said seniors at the school spent an average of 13 to 14 hours weekly in watching TV while pupils in lower grades averaged more than 15 hours a week. Findings of the survey were submitted at a Northwestern U. conference on educational problems as related to the medium.

Mr. Lewis, with Isabel Kincheloe, inaugurated and taught the only public school television course at South Shore last year, using television shows instead of textbooks. Miss Kincheloe, in her summary report, said "the screen has the same possibilities for enriching experience as reading, and is as good for teaching critical material as any book."

### New Rate Card Announced by WTVN

WTVN (TV) Columbus, Ohio, last week announced Rate Card No. 6. The new rates, which became effective July 1, are for either live or film rates. New rates for one time only:

- Class A (6-11:30 p.m., weekdays; noon-11:30 p.m. Saturday-Sunday), one hour, $675; one minute, $110, Class B (6-8 p.m. weekdays), one hour, $500; one minute, $50, and Class C (all other times), one hour, $350; one minute, $65.

### Weekly Television Summary—July 16, 1951, Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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<tbody>
<tr>
<td>Atlantic City</td>
<td>1150</td>
<td>9,600</td>
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<tr>
<td>Atlanta</td>
<td>95</td>
<td>6,634</td>
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<tr>
<td>Atlantic</td>
<td>1150</td>
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<td>Baltimore</td>
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<tr>
<td>Birmingham</td>
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<tr>
<td>Boston</td>
<td>83,077</td>
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<td>Buffalo</td>
<td>117,068</td>
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<tr>
<td>Charlotte</td>
<td>82,559</td>
<td>47,600</td>
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<td>Chicago</td>
<td>176,541</td>
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<td>Cincinnati</td>
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<td>62,600</td>
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<td>Cleveland</td>
<td>930,399</td>
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<td>101,129</td>
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<td>Dallas</td>
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<td>Dayton</td>
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Total Markets on Air 63, Total Stations on Air 107, Estimated Sets in Use 12,500,000
Sherman was right!

In describing the strategic importance of Atlanta, General Sherman likened the city to a point in the palm of his hand. Outstretched fingers represented vital supply routes on which depended the life of the Confederacy.

"I close my fist on Atlanta," said he, "and I capture the whole great Southeast."

We relate this incident—not that we enjoy the recollection—but because, in effect, the same dramatic strategy applies for a successful sales attack on this region today.

In its role as the distribution center and commercial capital of the Southeast, Atlanta wields a tremendous sales influence on the entire market. Concentrate major effort on Atlanta through Dixie’s most powerful advertising media—WSB and WSB-TV—and make an impact that will be felt throughout the entire Southeastern Empire.

**wsb | wsb-tv**

*THE VOICE OF THE SOUTH*  
*ON PEACHTREE STREET*

*Affiliated with The Atlanta Journal and The Atlanta Constitution  
Represented by Edward Petry & Company, Inc.*
EDUCATIONAL DILEMMA

By EDWIN H. JAMES

IN EXPLAINING his reasons for introducing legislation that would prolong the television freeze, Sen. William Benton of Connecticut reiterated that educational interests needed the additional time to figure out how to use the TV channels the FCC has proposed to give them. As the Senator and of educational telecasting is the toughest educational job of all.

There was evidence last week that the job which the Senator and other professional advocates of educational television have undertaken has proved to be every bit as tough as he said—so tough that Sen. Benton has enlisted the government-sponsored U. S. National Commission for UNESCO on his teaching staff and the Joint Committee on Educational Television has stooped to methods that are unacceptable, in order to bring an effort to prod educators into taking an interest in TV.

These developments cannot result in anything but the presentation of new forms of educational television. The pressures brought against the FCC do not come from the nation generally; with few exceptions they come from the professional, and in some cases self-appointed, educator spokesmen in Washington, D. C.

The Joint Committee on Educational Television, which has headquarters in Washington, has been spending a $90,000 Ford Foundation grant to awaken educational institutions to the need for educational TV.

The technique it is using in this awakening process is illustrated in a case that came to the attention of Broadcasting • Telecasting last week. It involves a midwestern college, one of many that were sent a questionnaire several months ago by JCET suggesting they take an interest in educational television.

Cannot Afford TV

In answer to the questionnaire, the college told the JCET it was interested in TV but was unable to define the extent of its interest.

Later the president of the college received a letter from Seymour Krieger, counsel for the JCET, suggesting that the interests of the college and of educational television generally would be advanced if the college would advocate the reservation of a certain VHF channel in its community. The president authorized JCET to make such a representation to the FCC.

In a telephone conversation with the president of this college last week, Broadcasting • Telecasting was told he had no plans to go into educational telecasting since it had barely enough funds to support its current operations and no hope of falling heir to any amount big enough to undertake TV.

"I don't think it except for the very big schools," the president said.

As to the school's recommendations that the VHF channel be reserved, the president said he authorized its filing with the FCC only because of the advice of the JCET.

This publication asked the president why he did not think that the UHF channel earmarked for education in his community under the FCC's proposed allocations would be suitable. He said he was advised that no additional reservation had been made.

"If there is a UHF educational channel for this area I don't know about it," he said.

So far as he knew, none of the material that the JCET had sent him had included the information about the reservation of a UHF station for education there.

The president added that, after consulting with operating broadcasters in his community recently, he had instructed the JCET to withdraw his college's comment requesting reservation of VHF.

How many other educational institutions have filed comments with the FCC with so little hope of ever operating a station and with so slight an understanding of the fact cannot be known until the FCC lifts the freeze and educators are confronted with the necessity of applying for the channels they have requested.

It is to forestall that show-down that Sen. Benton has been vigorously working in the Congress and, as it became evident last week, in other government quarters.

UNESCO Policy

When Sen. Benton was Assistant Secretary of State, he set up the U. S. National Commission for UNESCO, a group of 100 national figures authorized by Congress to advise the U. S. State Dept. on matters relating to UNESCO.

Sen. Benton today is a member of the executive committee of this commission which is in the throes of creating a panel on television to advise the commission on this question, in addition to some others:

"To prepare for the consideration of the executive committee a statement of policy regarding the national commission's appropriate role in relation to possibilities of obtaining private financial support for experiments with, and production of, educational television programs to be utilized by either commercial or educational facilities, or both.

Since Sen. Benton has publicly announced he virtually despairs of educational telecasting on standard bands of commercial broadcasting, the emphasis in the last phrase above must be placed on "educational facilities" rather than commercial ones, and as will be assumed, the Senator influences whatever policy statement is written.

In the resolution authorizing the formation of the television panel, the U. S. National Commission for UNESCO pointed out that some of the "serious" problems confronting TV were:

• How many channels should be reserved for educational television?
• How can any "considerable" number of educational TV stations be financed?

Except in size, the U. S. National Commission on UNESCO, established at the behest of Sen. Benton, is not unlike the National Citizens Educational Television Committee.

Dr. Homer Willard has proposed the (Continued on page 69)

FILM TESTING

Petry Device Wins Acclaim

A DEVICE called Simutel—for "simulated television"—was reported last week by its developer, Edward Petry & Co., to be winning acclaim of both agencies and advertisers as a means of pre-testing film commercials and programs.

Spokesmen for the station representative firm said more than 300 national advertisers and group buying agencies have "pre-viewed" films via Simutel in the Petry company's New York offices alone. This represents an average of more than six pictures a week since the equipment was installed in April 1950. The Petry firm also has Simutel equipment in its Chicago offices—which has received equally extensive with a portable version in its Detroit quarters.

Using specially built studios, the Simutel process consists of projecting sound films onto the rear of a specially designed projection TV screen, employing a train of transparent mirrors to produce the illusion of broadcast TV pictures. Any combination of film slides, "Balop," live mike and music may be projected.

Among the benefits stemming from Simutel, according to the Petry company, which originated and developed it, these are:

"(1) Programs, on film, can be studied, edited, criticized; (2) commercials can be tested as they "come over the air"—no guess what will happen when it's too late to make corrections; (3) successful television techniques — programs and commercials —can be studied at leisure, ideas thrashed out and refined for most effective air performance; (4) most important, an agency can show its completed product to the advertiser in its proper setting.

One of the national advertisers using Simutel is Elgin National Watch Co. The Petry firm quoted Elgin Vice President Andrew L. Rowe as saying, in connection with Elgin's search for a pre-testing method:

"We discovered early that direct-view projection on the conventional beamed screen or other types of front-projection screens gave a false picture—too much clarity. Depth is difficult to illustrate to give any idea of the direct impact on the eyes of actual viewers.

"A preview of the same films on the monitor system of a television station (thrown on a rear-projection screen in a television station through the lens of the studio television camera) still did not give the same effect as when the picture had actually gone out on the air and been picked up by a home television receiver.

"The best system found was to persuade a television station in to put films on the air during some time when they were running a test pattern and not on a regular commercial schedule, but this, of course, proved inconvenient, cumbersome, and extremely difficult.

"All of this lead to our eventual discovery that Petry's facilities settled our problems of pre-testing. Before any television commercial film is released by our agency to television stations, we are absolutely sure now that we know what that film is going to look like when sent into the homes of America's television viewers."
NCAA RETAINS CONTROL Of Football TV

CLOSED-FIST control on football telecasts by the National Collegiate Athletic Assn. is as tight as ever, with only slight changes in its original limited TV plan announced last week after high-level talks in Chicago.

In maintaining its TV clamp, NCAA's TV Committee blew cold toward producers by the U. of Pennsylvania in the person of Francis Murray, director of athletics.

Thomas J. Hamilton, athletics director of Pittsburgh, and chairman of NCAA's TV committee, predicted after the Chicago meeting, which was held July 6-7, that televiewers would know within two weeks which games they will see in the fall.

The controlled program, announced by NCAA, is explained in five general steps:
(1) Three blackout in each TV center is interspersed through the football season. Mr. Hamilton said college football games will be available on seven of the 10 Saturdays from Sept. 22 through Nov. 24.
(2) Three games telecast in the Midwest will be carried to the East and three Eastern games to the West.
(3) Three games will be telecast in the Midwest region and three will be telecast in the East.
(4) On one Saturday in the Midwest several Midwest games will be telecast there and several Eastern games will be telecast in the East.
(5) A total of seven games available in each TV area selected by the advertiser.

In modifications, the NCAA plan now provides for a minimum right fee of twice the station time costs at present rates. Contractual negotiations are to be handled by the sponsor and the agency with the individual school rather than with NCAA. All sports rights receipts will go to the colleges with NCAA receiving a pro-rated return to cover expenses of its television studies in 1950 and 1951.

Under the adopted plan, no member school of NCAA can have more than two of its games telecast, one home and one out of town. There is no moratorium, however, on games which do not fall within the Sept. 22 and Nov. 24 period. Army vs. Navy is scheduled Dec. 1 and there are numerous bowl games on New Year's Day which would come under this TV harvest.

Also exempt from NCAA's controlled program are games which can be picked up by an advertiser that are played Friday and Saturday evenings or on Sunday.

All schedules will be negotiated directly with schools after the TV committee of NCAA approves, it was announced.

NCAA, which had proposed a 60-40 division of TV receipts in favor of the association, now intends to deferray expenditures for TV surveys conducted by the National Opinion Research Center at the U. of Chicago by levying proposed fees on each participating school.

Fees Can Be Raised
It was stated further that although the minimum fee for rights has been prescribed by the association, each school can ask for more if it so desires.

Mr. Murray presented his plan and also explained the U. of Pennsylvania's position of continuing to telecast all its games.

The U. of Penn's program was said by legal authority not to violate the Sherman Anti-Trust Act and to be in accordance with the NCAA constitution. Specifically, Mr. Murray proposed designation of two Saturdays, one in October and one in November, on which all colleges would blackout football TV.

Additionally, he suggested another Saturday be set aside in each of the two months for the top 30 teams in last season's Associated Press poll—or other teams if the committee so decides—which would refrain voluntarily from telecasting so that other (and probably smaller) colleges would have a TV-chance.

Other parts of the U. of Penn's proposals: On five other Saturday days, colleges may or may not telecast depending on their choice; all colleges required to report to NCAA TV unit all contracts, records of TV revenue and gate receipts; all members pay a proportionate share of approved expenses of the committee, based on individual TV revenue.

While the NCAA committee turned thumbs down on Mr. Murray's suggestions it was noted that some of the modifications swung toward the direction he outlined.

The U. of Pennsylvania is the only school to officially buck the NCAA TV line and be declared "not in good standing." Mr. Murray appeared before the group at his own request.

Renews 'Lone Ranger'
AMERICAN Bakers Co., Atlanta, is renewing The Lone Ranger on ABC-TV Thursday, 7:30-8 p.m., for 52 weeks, effective Oct. 4. Agency is Tucker Wayne & Co., Atlanta.

Jean's KITCHEN FAIR with Jean Phair
Jean's Kitchen Fair is a perfect setup for more sales in America's fastest growing TV market. Under the contagious enthusiasm of Mrs. Jean Phair, this popular new participation program is fast becoming a "must see" TV show for more and more homemakers in the big WBNS-TV area.

At home in any kitchen, Jean Phair combines complete menus with kitchen talk close to the heart of every homemaker. She draws from a wide and varied background in the food field—plus extended TV and radio experience, with a "top drawer" record as a home economist, to demonstrate foods, appliances and other homemakers' items.

For program resume and complete details phone Blair TV, Inc., or write direct.

Your Key To Central Ohio's Thousands of TV Kitchens
NEXT Saturday, July 21, will mark the 20th anniversary of the launching of the first regular schedule of TV broadcasting in this country by W2XAB, the CBS experimental video station in New York.

Following a gala opening night, with Mayor James J. Walker of New York officially inaugurating the city’s first regular TV programming, W2XAB stepped up its schedule until by the end of that year it was offering video programs to viewers in the New York area on a seven-hours-a-day, seven-days-a-week basis.

And there were viewers, too, even for the 50-line pictures of those days. In July 1932, just a year after the CBS-TV inaugural, estimates put the number of TV homes in the New York metropolitan area at 7,500. But it soon became evident that 50-line pictures would never be adequate to support practical broadcasting, and a two-line system was devised.

As a result, W2XAB began scheduling programs in six-hour-a-week shifts in July 1933.

But the advent of color television in 1940 made it possible for W2XAB to broaden its coverage to six hours a day.

The following year, Oct. 22, 1948, CBS demonstrated to the FCC its success in eliminating the color streaks of television pictures by a demonstration of a more satisfactory system.

In 1936 CBS set aside $2 million for TV experimentation. In 1937 it ordered a high-powered transmitter, and in 1938 began installing it in New York’s Chrysler Tower. On Oct. 10, 1938, this new transmitter got its first test operation, and, on July 1, 1941, date when commercial TV operation was first authorized, W2XAB became WCBS and began a 15-hours-a-week schedule of programming on Channel 2, its present channel number.

Meanwhile, on Aug. 27, 1940, CBS recalled last week, “the first transmission of the field sequential system of color television—and, as far as is known, the first color television broadcast in history—was broadcast from the Chrysler Tower.”

Thus came a year of color demonstrations, to industry, newsmen, and public, before the CBS TV labs went into government war service for the duration. Even before the war ended, in April 1944, CBS began its campaign to move TV into the ultra high frequencies and into full color for its postwar development—a cause that the network has executed most energetically right up to March 18, 1947, when the FCC rejected the CBS petition for “color now” and sent color experimenters back into the laboratory to improve their product and processes.

The following year, Oct. 22, 1948, CBS demonstrated to the FCC its success in eliminating the color streaks of television pictures by a demonstration of a more satisfactory system.

For Regular Video

COLOR SALES

CBS Names Hylan DIRECT responsibility for selling color television time for CBS was assigned last week to William H. Hylan, CBS’s current TV account executive, with his appointment as the television network’s assistant sales manager in charge of color sales.

In his new post he will start from scratch, none of CBS’s current color sale schedule having been sold. The initial commercial color program on June 25 had what was said to be a record—setting 16 sponsors, and the first program of the current daytime color series also was sponsored, but otherwise the color programs thus far have been unsustained.

Mr. Hylan, whose appointment was announced by CBS Sales Manager David V. Sutton, has been with CBS since 1937. Graduating from Yale U. in that year, he was a member of the original apprentice group of college graduates selected for a six-month rotating course in various divisions of CBS. He was assigned to Radio Sales, where he worked until he joined the Army in July 1941. Upon his return from the Army in November 1946 he became assistant to the director of station administration, and in 1948 he joined CBS-TV sales.

Grae Appointed

Coincident with Mr. Hylan’s appointment, President D. H. Cogan of CBS-Columbia Inc., CBS’s new manufacturing subsidiary (formerly Air King Products Co.), announced appointment of Bernard Grae as product design manager, in charge of all radio and TV cabinet design. Mr. Grae, formerly vice president in Motorola, Capeneth-Farnsworth, Admiral, and Emerson.

CBS meanwhile showed its color system to representatives of the North Atlantic Treaty Organization countries last Thursday in New York, and announced plans for special color demonstrations at the annual National Assn. of Music Mfrs. Show in Chicago, Monday through Thursday of this week. The public relations men are being presented by CBS, CBS-Columbia Inc., and Columbia Records Inc.
IN WHAT appeared to be broadcast television's first serious challenge to theatre's position as “experimental” move into the fight field, nine major TV set manufacturers last week banded together to undertake broadcast TV coverage of the Ezzard Charles-Joe Walcott bout on Wednesday night.

DuMont Television Network acquired both radio and TV rights at a figure placed unofficially at $150,000—and then sold the radio rights to CBS while signing the manufacturer group to sponsor the TV coverage on the DuMont network.

It is reported that the theatre group which has been sponsoring theatre telecasts bids from $50,000 to $70,000 for the Charles-Walcott bout, but obviously were outbid.

Of the $150,000 reportedly paid for radio-TV rights, about $100,000 was said to be for TV rights and $50,000 for radio rights.

Exclusive Rights
The rights were acquired from the International Boxing Club, which has been dealing with the theatre group in experiments with theatre telecasting on an exclusive basis, the third and lastest of which was last Thursday night's Rex Layne-Rocky Marciano bout.

Tom S. Gallery, DuMont sales director, who negotiated the contract with IBC for the Charles-Walcott heavyweight championship fight, said the nine TV manufacturers and sponsoring the show as a public service.

The sponsoring companies are Admiral, Crosley, DuMont, General Electric, Motorola, Philco, RCA, Sylvania and Westinghouse.

The CBS radio account of the fight will be sponsored by Fabst Sales Co. (beer).

DuMont telecast will be networked to 40 cities. By comparison the closed circuit telecasts have been going into seven cities. The bout is to be staged in Pittsburgh, starting at 10 p.m.

DuMont Favors Plan
In reporting plans for coverage of the match, DuMont said the TV manufacturers' group-sponsorship plan as a move designed to establish a pattern that will assure home televiewers of continuing to get coverage of the nation's top sports events.

IN REGARD to billing telecasts of prize fights into movie theatres, a movie counsel last week cautioned motion picture exhibitors to look before they leap.

Abram F. Myers, general counsel and chairman of the board of the Allied States Assn. of Motion Picture Exhibitors, warned that boxing telecasts may not be the bonanza to theatres they appear to be.

"Only a fool would try to stay the hand of progress or to argue against success, but it is sometimes wise to consider the possible ultimate effects of any innovation—even a seemingly successful one—before committing oneself to it," said Mr. Myers.

"The standouts at the telecasts are the theatres showing the Louis-Savold and Murphy-LaMotta fight seem to have started a stampede towards large-screen television. Times being what they are," Mr. Myers added, "that is only natural."

Another source estimated that theatre telecasts may reach 100,000 seats in the next three months. Installed projectors are now said to cover 61,123 seats.

Mr. Myers, whose organization is a federation of 19 regional and group associations across the country, foresees several possible impediments to the unlimited growth of theatre sports telecasting.

"The cost of a television installation is very high; there is a dearth of first-class fighters; the attitude of other sports toward theatre television has not crystallized; the public reaction to having to pay for programs which were promised free remains in doubt; the ultimate effect on regular movie attendance is not known, and, of course, there are still the same old uncertainties as regards systems and transmission."

Mr. Myers points out that regular movie goers, after experiences with the often coarse enthusiasm of fight fans, might cease to regard the theatre as a place of polite entertainment. Cost permitting, Mr. Myers suggests the advisability of having an all-fight program on the nights when a feature bout is to be held.

The exhibitor counsel alluded to Texas Guinan's greeting, "Hello Sucker!" and commented: "That is the salvation which we are tempted to rubber in greeting those patrons who were induced to invest in home receiving sets by the slogan, 'Buy TV and see the fights free.'"

Appeal to FCC Seen
It seems reasonable to Mr. Myers to suppose that "when they (the home set owners) find that all the good things they were led to believe came with the set only to be seen at the theatre for a high admission price, they will squawk to the FCC."

"Whether that body in its anxiety to build up television will be averse to the complaints of movie citizens and taxpayers—an unorganized and helpless group—remains to be seen," Mr. Myers continued.

"Nevertheless," he pointed out, "it is an added element of uncertainty and one that must be taken into account in deciding to take the deep plunge into theatre television."
Antenna Systems

(Continued from page 54)

fusing element in the development of television after the lifting of the freeze.

Broadcasting • Telecasting asked Michael R. Hanna, general manager of WHCU-AM-FM Ithaca and of the Rural Radio Network, for his views on the question. Mr. Hanna, it was felt, represented the kind of broadcaster who would be most sensitive to the problems imposed by community antenna services since he is not located in a large market and aspires to have a TV station when the situation permits.

Mr. Hanna pointed out that no matter what allocations plan is adopted by the FCC, many medium to small markets will be in line for TV stations, and prospective licensees in such places, faced with a tough economic problem basically because of the size of their markets, would face an even tougher time if community services were already feeding big-market TV shows into their areas.

"For example," Mr. Hanna said, "such an installation of a community antenna service in 5,000 or 6,000 homes in a small market at this time would inevitably mean a rush for the VHF receivers which are now on the market in abundance. It becomes immediately evident that a UHF allocation subsequently assigned to such a market would present a serious problem in terms of selling the market on version by which means the local station may acquire the necessary circulation.

Another "interesting factor," he said, is "the early and free delivery of 'outside' coverage for metropol- itan stations."

"At first blush the licensee of the station whose signal is relayed might well like his chances as a plus for the advertisers. Here is a justification for rate increase. Here is power," he said.

"But let's see what really happens. The results are quickly evident: First: The small market li- censee is faced with serious eco- nomic uncertainty. He not only has the unnatural competition from the metropolitan market, but since the national advertiser already has coverage via the community anten- na, the need for added budget is removed.

Problem Raises Questions

"And what will be the relation- ship between the licensee and the operator of the community anten- na? Here is a problem for both the licensee and the Commis- sion. How is the licensee's respon- sibility from the standpoint of services in the public interest, convenience and necessity at this time?

"Certainly this new synthetic type of coverage could be purposed to establish new responsibilities to the areas which the licensee serves by virtue of the community anten- na. The FCC, just as quickly as it has access of such an antenna at this time is a fee enterpriser responsible to none, either the community or the Commission, or, as a matter of fact, to the stations whose signals he relays.

"We must not sponsor the growth of a system which will prevent the establishment of television stations in unoperated markets."

In Mr. Hanna's view the "ideal time for the nationwide launching of the community antenna system would be, from the point of view of the public interest, after the grant of licenses across the country to all who would qualify in the markets where allocations are pos- sible."

He admitted, however, that such was wishful thinking and that it would be difficult to hold up the enterprising businessmen who are going into the community antenna business.

Educational Dilemma

(Continued from page 58)

Congress create to give advice to the FCC on how broadcasting is serving the public interest.

Whereas the UNESCO commis- sion has 100 members, his pro- posed radio-TV board would have 11 Sen. Benton's proposals for enforcement of the freeze and a creation of the advisory board are still in committee.

WSB-TV SALE

PROTESTS OF WGST Atlanta and E. D. Rivers Jr., licensees of WEAS Decatur, Ga., to the sale of the Channel 8 facility of TV Atlanta in replies filed with FCC by Atlanta Inc., present and prospective owner, Albertson, attorneys for Broadcasting Inc. and Atlanta News- papers, respectively, contended the protest was an attempt to invoke "the old and now rescinded AVCO rule" which has been on the books since 1951.

The hearing and related issues were vigorously attacked last week by WGST Newspapers Inc. and Broadcasting respectively, of the Channel 8 TV facility (BROADCASTING • TELECASTING, July 9, June 26).

WSB-TV declared the protests should be dismissed because they are "unmeritorious and without merit." Atlanta Newspaper owners stated the prob- lems of the Atlantic Journal (li- censee of Channel 8 WSB-TV) and the Atlanta Constitution (permittee of WCON) is the new corporation proposes to switch the WSB-TV call to Channel 2 when construction of WCON-TV is completed, selling the Channel 8 plant to Broadcasting Inc., a new corporation composed of existing franchise licensees of leading local citizens [BROAD- CASTING • TELECASTING, June 18].

The WGST protest, filed by Paul A. Folsom, appointed by Georgia, the U. of Georgia, WGST licensee, charged Atlanta newspapers could not sell the Channel 8 plant to Broadcasting Inc. because FCC's merger rules which requires "without exception, that no license or rule or regulation which requires or authorizes the Commission to force a licensee to surrender to the Commission one of the licenses held by a new owner of a single facility, unless there is such a thing as, it is surplusage, and is not and shall not be considered of any legal effect." In another pleading, answering a protest by WGST Atlanta, against sale of the Channel 8 facility of WSB-TV to Broadcasting Inc., the same attorney was "committing offense" as "postero- nous" this WGST claim. "Thus, as a result of this application, if granted, transferee (WSB) will be authorized to operate a television station in At- lanta and will compete with petitioners both for sponsors and audi- ence." The WGST protest argues that this is "a person aggrieved whose interests are adversely affected" is described as "ridiculous." Citation by WGST of the Sanders case is attacked and another case (Voice of Cullman), it is added, "literally emasculates and destroys" the WGST claims as to potential "compete- tion" since such competition would be between an AM and TV station.

The reply attacks the WGST claim it had offered to purchase the WSB-TV facility, contending no such offer was made. An effort to discuss the question of purchase is a far cry from an offer to purchase, it is claimed.

Educational Dilemma (Continued from page 58)

Congress create to give advice to the FCC on how broadcasting is serving the public interest.

Whereas the UNESCO commis- sion has 100 members, his pro- posed radio-TV board would have 11 Sen. Benton's proposals for enforcement of the freeze and a creation of the advisory board are still in committee.

Folsom Presents Awards

"PRESIDENT'S Cup" awards were presented by RCA President Frank M. Folsom last week to four television service branches of the RCA Service Co. for "extraordinary serving in maintaining its com- tumer satisfaction during a recent three-month campaign by the com- pany. They were the service branches at Flushing, N. Y.; To- ledo, Ohio; Omaha, Neb., and Easton, Md.

Present, Future Owners Score Protests

Telecasting • Broadcasting

Page 62 • July 16, 1951

NCR presenting tape recorded series of eight concerts from Hollywood Bowl, Sat., June 25, 6:30-7:30 p.m., beginning July 21.
NOW Studio Flexibility Anywhere

with GPL's NEW PACKAGED, PORTABLE VIDEO SWITCHER

NOW you can view, preview, switch, fade and dissolve with studio flexibility in the field. The new GPL Video Switcher simplifies field operations, reduces setup and operating time and trouble, and matches the full resources of the studio for programming variety.

Portable, and entirely self-contained, the GPL Switcher sets up in seconds and may be used with your present studio or field equipment. The monitor can view any of 5 camera inputs, plus 2 remotes, and an additional "Transmission" button switches the master monitor to view the outgoing line. Lucite self-illuminating buttons light up when depressed. Twin fading levers afford complete flexibility in fades and dissolves. An "effects" bus permits effects to be previewed on the master monitor before switching to the air.

This newest GPL development matches the other compact elements of the GPL Image Orthicon Chain, bringing to a full complement the industry's leading line in quality and design. Investigate its advantages for your operation at the earliest opportunity.

Write, Wire or Phone for Details

General Precision Laboratory
PLEASANTVILLE INCORPORATED
NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
RCA Color

system was stressed in the company's advertisements in New York newspapers, telling set-owners in the area that "you can help test RCA COLOR TELEVISION...now!" Copy of the ads explained that the claret and original colorcasts, to be "viewed by members of the press and of the radio-television industry on experimental RCA color receivers." RCA at a later date "plans to place color sets where the performance of this modern all-electronic system can be seen by the public.

The ads went on to ask the public to tune in at 10 a.m. any day last week, Monday through Friday, and then to report on how the reception of the color transmissions on their black-and-white sets compared with their normal monochrome telecast reception. From the first mail Tuesday morning, RCA reported a continuing deluge of mail in response to this appeal.

NBC also reported a sizable telephone response to the 10 a.m. transmissions, with many viewers commenting on the starkly contrasting black-and-white images received during the color transmission.

The fine quality of the black-and-white reception of the colorcast images also was noted by the audience of newsmen at the opening colorcast on Monday in RCA's Exhibition Hall in New York, where the program was received on two monochrome sets as well as three color receivers. In addition to the regular demonstration studio program of singers, dancers, models and love birds, the opening RCA demonstration color program also included an outdoor pickup from the pool at Palisades Amusement Park, across the Hudson River from Manhattan, where an RCA mobile color camera caught Burnette Crabbe and an aquatic ballet in a diving and swimming exhibition.

RCA's colors, as received in the initial demonstration, seemed to tend toward the pastel shades, pleasing but less vivid and exciting than those shown by CBS in its inaugural of commercial color on June 25 [BROADCASTING • TELECASTING, July 2]. There were occasional delays in the RCA reception, however, such as could be noticed in the CBS images when a viewer turned his head from the picture. The RCA colors stayed steady even when the television audience persisted interference during the initial transmission when the picture was streaked with static.

Most noticeable advantage of the RCA demonstration of color transmission and reproduction over the one shown by CBS was in the flesh tints. RCA's were true and lifelike at all times during the test program, while the faces of the performers before the CBS color cameras paled and darkened as they turned toward and away from the studio lights.

Ironic Satisfaction

RCA engineers must be taking an ironic satisfaction in the general commendation accorded their system by hearing the reactions of newsmen at the initial demonstration. Last fall, when the FCC handed down its long-awaited decision on color TV, awarding commercial authorization to the RCA system and dismissing the applications of RCA and CTI, the Commission's conclusions included this comment:

"The record of the demonstrations on the colorcast...indicates that RCA consistently produces pictures with adequate color fidelity. The inability accurately to reproduce skin tones is a particularly serious handicap. There appears to be no reasonable prospect that these difficulties in the RCA system can be overcome..." [BROADCASTING • TELECASTING, Sept. 4, 1950].

"Reasonable prospect" for correction or not, no one could ask for better color fidelity or more accurate skin tone reproduction than those of the pictures of Nanette Fabray, mistress of ceremonies of the initial RCA experimental color telecast last Monday morning.

That morning, and through the week, at 10:15 a.m., the RCA colorcasts were broadcast by NBC's experimental transmitter, KEZ-XV, atop the Empire State Bldg., utilizing Channel 4 which is normally used for the telecasts of WNBT, NBC's regular TV station in New York. The same demonstration colorcast images were repeated at 2:15 p.m. and 4 p.m. each day by closed circuit, as NBC's experimental license does not permit the interruption of regularly scheduled black-and-white telecasts for the experimental color experiments.

In the demonstration hall, the colorcasts were received on two RCA sets with 16-inch screens and one set with a 21-inch screen. Because the color plate in the receiving tube has to be set back from the tube face, the images were somewhat smaller than would have been the case with monochrome images of the same size tubes. Those on the 16-inch tubes were about nine by 12 inches, and on the 21-inch tube about 1 1/2 by 1 1/4 inches. The images on the color receiving tubes were approximately the same size as the black-and-white images shown on the two monochrome sets, with 14-inch tubes. The RCA system therefore contains "complete freedom" as to tube size, Dr. Engstrom explained, with no limits to the potential size of the screen. The 16-inch tube color screen contains 600,000 phosphor dots, 200,000 for each of the three colors, he explained, while the 21-inch tube has 400,000 dots.

RCA reports many favorable comments on its color system from the 150 industry officials who viewed the field tests in New York last week.

"Mr. and Mrs. John Q. Public also liked the black-and-white images they saw on their receivers, according to the first 7,500 letters and wires received by RCA. Frank M. Folsom, RCA's production manager for color, said over 5,000 viewers had communicated with RCA within 48 hours of the Monday tests. Comments ranged from the satisfactory to the ecstatic. Many announcers said the pictures were clearer and brighter than normal service. Others commented on the compatibility feature.

Among industry leaders expressing enthusiasm for the RCA system were:

Dr. Allen B. DuMont, president, and Allen B. DuMont Labs Inc.: "It was a lot better color television picture than RCA showed us in Washington last December. The color was so bright and rich, in fact, to start commercial operations immediately."

William Balderston, president, Philco Corp.: "We feel that there has been a marked improvement in RCA's color TV system. We were particularly impressed with the color fidelity and the remote pictures. The production of the color picture in black-and-white was even better than the color-and-white picture being received on existing sets." Dr. W. R. G. Baker, vice president in charge of electronics, General Electric Co.: "It was a most excellent picture. It was outstanding. I have never seen a more beautiful color picture on the screen. The definition and fidelity of the big 21-inch tricolor tube. It shows great promise for the future because, after all, direct-view tube is the future."

R. J. Sherwood, vice president in charge of sales, Hallicrafters Inc.: "Remote color control and the television pickup tubes. It shows the color staying true were remarkable performances. Anybody who doesn't like compatible color needs their head examined."

J. H. Carmine, executive vice president, Philco Corp.: "The progress made in the development of compatible, all-electronic color television is very near to being something short of phenomenal. This demonstration by RCA today has definitely proved that a practical all-electronic color system is here. It's a tube that can put this country out in front of the world in television. If we accept anything less than this all-electronic and compatible system, our country would fall behind the world in the development of television. There is a sensation that the system shown by RCA today is ready for commercial operation."

R. W. Durst, executive vice president, Hallicrafters Inc.: "We thought it was particularly good, especially the high fidelity during rapid movement. Compatibility, however, is something that impresses us the most and which we think is particularly desirable."

Robert Galvin, vice president, Motorola Inc.: "I was very pleased with the demo. I thought the color picture was excellent and the black-and-white was fine. Colors were true in every respect."

W. H. Myers, production manager, Corp.: "The RCA all-electronic, compatible color system has shown a tremendous improvement over the last demonstration in Washington. It is unquestionably the best color show I have ever seen. We should get it out to the public as soon as we can."

B. J. Miller, chief engineer, Allen B. DuMont Labs: "RCA has done a wonderful job in getting a color TV camera into production. It's a real step forward expressed by the brightness, definition and fidelity of the big 21-inch tricolor tube. It shows great promise for the future because, after all, direct-view tube is the future."

With the field tests completed, RCA plans to place the experimental system into regular service soon. "Complete freedom" is to be aimed at in the implementation of the RCA system, and "complete control" is aimed at in the control of the RCA color television system, according to Dr. Engstrom.
And checked York. We and band coaxial, a narrow circuits and can reduce axial channel provided by the RCA Service Co. to television service organizations within the industry.

The data is contained in a Handbook on Preparation of Materials now being mailed to these associations in accordance with the company's policy of sharing information and developments. Improving standards of TV installation and servicing, according to E. C. Cahill, president of RCA Service Co.

The 34-page handbook lists a variety of alternates for any given operation, specifies whether substitutions can be made directly or require compensating adjustments, and gives a performance rating for each alternate. Use of alternates assures top quality operation and complete satisfaction to the customer, Mr. Cahill added.

CONSERVATION

RCA Supplies Tested Hints

TESTED methods for conserving critical materials and supplemental data dealing with alternative parts and tubes it has developed are being supplied by the RCA Service Co. to television service organizations within the industry.

The data is contained in a Handbook on Preparation of Materials now being mailed to these associations in accordance with the company's policy of sharing information and developments. Improving standards of TV installation and servicing, according to E. C. Cahill, president of RCA Service Co.

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Baseball Crowds

(Continued from page 55)

Phillies in the Quaker City faced a 15% loss. But they are founder- ing in the second division after a 1960 season that brought them the National League pennant. They telecast their games on ABC.

Cleveland Indians in the Ameri- can League are on television as are the New York Yankees in the younger league. New York Giants in the National have full TV coverage as do the Chicago Cubs. The Cincinnati Reds have some TV coverage.

All of these teams fared pretty well in a year of attendance de- cline.

In fact the Reds, a National team that was in fourth place at All-Star game time, ran up an 18% increase at the box office. The Cubs were off some 15% but they were hovers in seventh place, where they finished last season. Two years in addition, they are in the city which boasts the re- awakened White Sox.

The Cleveland Indians, not the drawing card of old when the American League was in its glory days for sports, movies, or TV shows. With all due respects to NCAA, banning television is not the answer. Putting on a good show is.
Pushes to Freeze Lift
(Continued from page 58)
running some 100 pages, reportedly has been prepared by the Commission and should be ready for dis- tribution at the July 20 conference.

The city-by-city hearing deals with Appendices C and D, the former containing the table of specific channel assignments to each city in the U.S. and the latter dealing with "tentative" border allocations with Mexico and Canada.

Comr. Rosel H. Hyde recently re- turned from conferences in Mexico on the U.S.-Mexican border alloca- tion proposals and some revisions are understood to have been made.

The Assn. of Federal Communica- tions Consulting Engineers met last Monday at the offices of its president, George Davis, to discuss the TV allocation proceeding. It was decided not to file a formal support of the NARTB-TV plan at that time, but it was determined that should the NARTB-TV plan be adopted, AFCEE would request that an initial period of 60 days be allowed rather than 30 days for the filing of direct evidence.

The NARTB-TV plan also provides that 30 days be allowed for the filing of counter-comments and replies, but AFCEE had nothing to say on this.

Formal support for the NARTB- TV suggestion was filed Thursday by the Washington law offices of George O. Sutton in behalf of a number of TV applicants and oper- ating stations. The Sutton peti- tions, however, suggested that 45 days rather than 30 days be pro- vided for initial filings.

The FCC on Tuesday also dis- missed as premature a petition by WKY-TV Oklahoma City which re- quested that (1) FCC's order to show cause why it should not be moved from Channel 4 to Channel 7 be severed from the general proceeding and (2) a separate formal hearing held thereon. FCC in- dicated the petition could be re-filed at a later date without prejudice.

Bell Request
The request for 40 mc in the UHF band for a broad band com- mon carrier service, initiated by Bell Telephone Labs., was first con- sidered in 1948 in connection with allocation of the 450-460 mc band, now designated for the domestic public land mobile radio service. It its April 27, 1949, report in that case, the Commission recognized the need for development of a broad band common carrier plan and ruled that the merits of such a plan would be disposed of in the proceeding on allocation of UHF television.

The issue of whether to take 470-500 mc away from TV for com- mon carrier use was formalized in subsequent orders and heard by the full Commission in latter 1950.

The Commission's order denying the common carrier plan, to become final Aug. 27, pointed out the FCC was "forced to resolve a conflict between two socially valuable services for the precious spectrum space involved. We find that the needs of each of the two services are compelling."

Bell while find and conclude that there is, on the part of the common carrier mobile service, the need for further expansion of serv- ice beyond that already provided by rules and regulations now employed by FCC, FCC cited, "we do not conclude that the only available solution to the common carrier land mobile and the full public demand of the frequency band 470-500 mc."

FCC's conclusion pointed out these alternatives are available to the common carriers: (1) Banding...
NORMAN J. OSTBY, station relations director Don Lee Broadcasting System, Hollywood, appointed vice president in charge of station relations. Mr. Ostby joined Don Lee organization in Sept. 1949, as sales service manager. Mr. Ostby was instrumental in setting up its cooperative program structure as well as coordinating all network program sales. Prior to Don Lee, he was assistant to ABC Western Division vice president for three years. Before going to Hollywood in 1946, Mr. Ostby was with ABC New York station relations department for four years.

TED LAZARUS, advertising manager Eagle Lion Classics, N. Y., appointed advertising and sales promotion manager, WMGM New York, succeeding HERMAN COWEN recently resigned.

JOHN H. MAYBERRY, manager KUNO Corpus Christi, Texas, appointed general manager KUNO and KWTN Crystal City, Texas. BEN BLACKMON Jr., appointed station manager KUNO. He was with KYS and KWBQ, both Corpus Christi.

GRAEME ZIMMER, former general manager WXGI Richmond [BROADCASTING * TELECASTING, July 9], appointed general manager WCAV Norfolk, succeeding H. A. SEVILLE.

ROBERT S. SINNETT, commercial manager WARE Ware, Mass., appointed to sales staff WEEI Boston, succeeding THOMAS H. CALHOUN, who will devote his full time to national accounts.

TOWARD ECKER appointed to sales staff WKRC-FM Cincinnati.


JOBBY MYERS, commercial manager KDB San Diego, to KFMB that city, in same capacity.

DAVID E. BIGLEY, general manager WALD Walterboro, S. C., resigns. Future plans not announced.

HILL McKIBBEN, co-manager WABC Kittanning, Pa., inducted in Army Coast Artillery.

STUART WEISSMAN, space sales department International Confectioner, to sales department WOR New York as assistant to WILLIAM RAWFORD, sales manager.

JEAN DANTA, news editor KLX Oakland, to KYA San Francisco as account executive.

RAY D. SCOFIELD named account executive John E. Pearson Co., N. Y., station representative firm. He has been vice president in charge of sales for Trans-Radio Recordings, Boston, and before that was New England sales manager for Louis G. Cowan Inc., program production firm.

JOHN L. SINCLAIR Jr., account executive WCHS Charleston, W. Va., appointed sales manager.

C. S. WILLIS, president Southern Virginia Broadcasting Corp. (WSVS-AM-FM) Crewe, Va., re-elected president of corporation. Other officers elected are: J. P. QUISENBERRY, elected first-vice president; C. E. WILSON, second-vice president and secretary, and M. SCHABACK, re-elected treasurer.

B. M. PRENDERGAST, advertising staff St. Louis Star-Times, to sales department KXOK-FM St. Louis.

FRANK MAGEE, recent graduate Yale U., to sales staff of Donald Cooke Inc., N. Y.

BERNARD MUSNIK, eastern sales manager Croley Broadcasting AM and TV stations, flew to Paris Thursday for vacation in his native city, returning to New York about Aug. 1.

PERSONALS . . .

WILLIAM L. KLEIN, founder and president of United Broadcasting Co. (WOPA Oak Park, Ill.), received honorary Doctor of Fine Arts degree from Boguslawsky College of Music, Chicago, “for his many years of: faithful interest and service in the young artists of the country and for his premonition of the fine arts and cultures” . . . ROBERT A. KLEIN, manager WDAS Philadelphia, inducted as member of City Business Club of Philadelphia . . . HARRY MAIZLISH, president and general manager KFWB Hollywood, appointed member of executive committee of National Conference of Christians and Jews . . . LAWRENCE McDOWELL, commercial manager KFOX Long Beach, awarded National Engine Manufacturers cup for winning annual Long Beach Yacht Club San Diego-Long Beach race for third successive year. His boat is Vera Lee I.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

What Station, please?

*HOOPER RADIO AUDIENCE INDEX, 1950-1951

Share of Broadcast Audience: Roanoke, Virginia

<table>
<thead>
<tr>
<th>TIME</th>
<th>RADIO SETS IN USE</th>
<th>WDR</th>
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<td>M-F</td>
<td>6 A.M. - 12:00 Noon</td>
<td>23.3</td>
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<td>25.3</td>
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<td>M-F</td>
<td>12:00 Noon - 5:00 PM</td>
<td>23.3</td>
<td>64.9</td>
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<td>M-F</td>
<td>5:00 PM - 6:00 PM</td>
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<td>20.4</td>
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*E. HOOPER, Inc.

Get the entire story from FREE & PETERS

WDBJ

CBS 5000 WATTS, 960 KC Owned and Operated by The Time World Corporation FREE & PETERS INC., National Representatives

July 16, 1951 * Page 69
**Back in the Saddle Again!**

Yes, the "Bellowing Bowlegged Boy," Biff Collie, comes back to K-NUZ July 1st. Biff, one of K-NUZ's top stars, returns with "Collie’s Corral," 11:00 AM to 1:00 PM daily, and "Houston Hootenaw," 7:00 to 10:00 PM nightly.

Step up your sales with a proven air salesman who has made record-breaking sales and Hooper history on K-NUZ—Biff Collie!

For information call FORJOE

National Representative

or DAVE MORRIS

General Manager at Keystone 2381

"RADIO RANCH"

P. O. Box 2135

TXW HO 414

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**ABC AD DRIVE**

Budgets $35,000 for N. Y.

A SUSTAINED advertising campaign calculated to convince advertisers and public that "America Is Sold on ABC" was initiated by the network last week.

Mitchell De Groot, ABC advertising director, said advertisements in three New York newspapers—Times, Herald-Tribune, and Wall Street Journal—are scheduled at a frequency of at least three insertions a week until September, and that the campaign then will be extended into leading trade publications.

The drive is in addition to ABC's regular advertising program, which will be increased substantially in anticipation of the fall radio and TV season, Mr. De Groot reported. He said ABC already pays any other network in radio and TV program promotion in national magazines and major market newspapers.

The special New York campaign, budgeted at $35,000, is aimed at top-level management. Aside from the full-page kickoff last Tuesday, 13 advertisements are being prepared. Each points up a specific ABC strong point—ownership of five television stations, extent of radio coverage, number of advertisers which have been on ABC for long periods, TV production facilities, flexibility of ABC's "Pyramid Plan" of radio sponsorship, etc.

Six of the 13 advertisements will boost ABC radio, six ABC TV, and one will be devoted to both.

The "America Is Sold on ABC" theme also will be featured in local advertising of ABC's owned stations, and kits for similar promotion by other affiliates are in preparation. The network also is using the "America Is Sold" identification on station breaks in both radio and television.

Mr. De Groot said ABC additionally plans to increase the frequency of its regular program promotion "strip" ads on the radio-TV pages of New York newspapers, and will start similar ads wherever possible in newspapers in markets where ABC owns stations. ABC Agency is BBDO New York.

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**BCC CHARTER**

Renewed for 15 Years

BRITANNIA will rule the air waves of the British Broadcasting Corp. for at least another 15 years, it was decided last week.

The government announced it would retain control of the BCC, described as the largest and most far-reaching radio monopoly in the world. Advertising is barred, and listeners will continue to be taxed for the privilege of owning a radio set and listening to broadcasts.
NARND AWARDS
Moss Heads Committee
BERN CHATFIELD, WMAZ Macon, Ga., has announced the appointment of Baskett Moss, Northwestern U., as chairman of the 1951 National Assn. of Radio News Directors awards committee competition, details of which were revealed last week. NARND will award plaques to one AM and one TV station and certificates of honorable mention to three stations each in the AM and television categories.

Deadline of Sept. 22 was set for entries, to be mailed to Mr. Moss at Northwestern’s Medill School of Journalism. The judges will weigh individual meritorious programs against the background of “general excellence,” taking into account facilities and news staff size of stations. NARND awards were won last year by WOOW Omaha and WHAS-TV Louisville and in 1949 by WHAS and WFLF-TV Philadelphia.

In the radio classification, candidates should submit a report on special coverage of one or more major news events and one on community activities or problems. TV candidates are to send a general description of the station’s news activities, including personnel strength and news schedule, and similar reports on coverage of major news events and community activities. Presentations must fall within the period Sept. 1, 1950, to Sept. 1, 1951.

AAA Issues Roster
AMERICAN Assn. of Advertising Agencies has issued its 1951 “Roster and Organization,” compiled as of May 30. It lists 254 member agencies, with 453 cities and 24 foreign countries. Also contained are names of 428 persons from member agencies serving on the association’s committees and related bodies. Roster includes “AAA Standards of Practice for Advertising Agencies” with changes made to “more clearly correspond to present judicial thinking.”

AVCO MFG. Corp. has completed arrangements with two insurance companies for additional long-term loans amounting to $10 million to be used in present and anticipated defense production.

IRE FALL MEET
Scheduled for Oct. 29-31
INSTITUTE of Radio Engineers’ 1951 radio fall meeting will be held Oct. 29-31 at King Edward Hotel in Toronto, Meeting Chairman Virgil M. Graham, director of technical relations of Sylvania Electric Products, announced last week.

Tentative program includes an address by IRE President Ivan S. Coggeshall at a general session the morning of Oct. 29, followed by an afternoon meeting on reliability of tubes and circuits, sponsored by the IRE Professional Group on Quality Control. D. B. Smith, vice chairman of the National Television System Committee, will be in charge of an exposition on color TV at the Oct. 30 morning session. Presentation of plaque awards for individual contributions to the radio-electronic industry is slated at the dinner on Oct. 30.

The morning session on Oct. 31 will be sponsored by the IRE Professional Group on Audio, while the afternoon session will be devoted to television.

Mr. Graham said there will be no advance registration for the meeting and advised prospective participants to make hotel reservations early.

HARRY HEILMANN
Famed Sportscaster Dies
HARRY EDWIN HEILMANN, 56, four-time American League batting champion and one of the most popular sportscasters in the Great Lakes area, died last Monday as many of his old team mates gathered in Detroit for the All-Star Game. Cause of death was listed at Detroit’s Henry Ford Hospital as cancer of the lung.

After ending his Detroit Tiger playing career in 1929, Mr. Heilmann entered the radio field in 1933 and built a large following with his broadcasts of Tiger games. He had broadcast Tiger games since that time and was taken ill last March at the Tiger training camp in Lakeland, Fla. A native of San Francisco, he leaves his widow, Mae; a daughter, Mary Ellen, and a son, Harry Heilmann Jr.

Fanny Brice Will
WILL of the late Fanny Brice, star of NBC Baby Snooks Show, has been filed in Los Angeles Superior Court for probate. It left most of her estimated $2 million estate to two children, Mrs. Francis Stark and William Brice. Bulk of the estate was ordered placed in trust and disbursed to her son and daughter over a 20-year period. Miss Brice died May 29 after being stricken by a cerebral hemorrhage five days before.

When you say your product is good;
Make sure you get on
The station falls; bet on
In Greater Grand Rapids, it’s WOOD!
Want facts on WOOD’s scope?
Call Kato for the dope.

In Greater Grand Rapids . . . the most ears are WOODpecked

WOOD appeals to Greater Grand Rapids’ most diversified audience
Covers Michigan’s largest inland market
Gives you lowest cost per thousand
Gives you best local programming and promotion
Is Greater Grand Rapids’ only 5000 watt station
For the best earful in Greater Grand Rapids . . .

JOHN W. JONES, music and promotion manager WHOP Hopkinsville, Ky., appointed program director, succeeding CHARLES STRATTON, now manager WRAG Alcoa, Ala.

BOB JONES appointed to announcing staff WKRK-TV Cincinnati. He was station manager and program director WJEL Springfield.

JAMES MCKINNEY, program director WKDA Nashville, Tenn., appointed director of programs and public relations WSM Nashville.

JOHN WILLIAM QUINN, morning man WTYC Rock Hill, S.C., appointed production manager WBTY (TV) Charlotte, N.C.

MADONNA TODD, continuity editor KCBS San Francisco, resigns. She is replaced by MILICENT BENIOFF, program department.

MARILOU MILLER, sales department, KCBS San Francisco, transfers to promotion department. She succeeds MARY MANN, now with Botsford, Constables & Gardner, S.F.

JEROME WALTER, PAX Productions, to announcing staff KCBS San Francisco.

STAN ORLIN, graduate Columbia Institute, Philadelphia, appointed to announcing staff WWBZ Vineland, N.J.

ERNIE PAYTON, graduate, to announcing staff WCAM Camden, as disc jockey on Payton's Platter Parade.

DICK GRAHAM, announcing staff WWBZ Vineland, to WMD Atlantic City.

JOSEPH HUSH and BOB EDGRON appointed to announcing staff WIP Philadelphia, as summer replacements. Mr. Bush was with WTCI Hartford, and Mr. Edgron was with WSNJ Bridgeport, N.J.

WARREN HEWITT, KHMO Hannibal, Mo., named staff announcer and sportscaster KIRC Kirksville, Mo.

ED DEMBINSKI, recent graduate Duquesne U., Pittsburgh, appointed to announcing staff WSTV Steubenville, Ohio.

ED KANE, WPEP Trenton, Mass., working as summer replacement announcer at WEII Boston, handling daytime schedule. JOHN DOUGLAS, WDIA Memphis, takes over nighttime schedule as summer replacement.

JAMES STANLEY working as summer replacement announcer at WDRC Hartford.

TOM PARRISH, WXGI Richmond, to announcing staff WCAV Norfolk.

JOYCE URBAN, music librarian WJNR Newark, resigns to assist her husband in construction business.

BOB HICKS, announcing KRRA Little Rock, Ark., appointed director of merchandising in station's promotion department. He has been with KANS Wichita.

JACK BENNY named campaign chairperson for 1952 Radio-Television-Recording and Advertising Charities drive, starting in Los Angeles Sept. 16.

JOHN O'REILLY, announcer WOR New York, father of boy, Robert Lauz, born June 30 in Doctor's Hospital, New York.

BLAKE RITTER, announcer WOR New York, father of boy, Martin Harris, born June 20 in St. Vincent's Hospital, New York.

DONALD O'CONNOR, TV and motion picture director, signed by NBC to an exclusive contract for the 1951-52 season. He will be featured on NBC-TV's Colgate Comedy Hour, Sundays, 8-9 p.m., and on other programs.

HELEN FAITH KEANE, fashion counselor featured on For Your Information DuMont TV Network, signed to three-year contract. Miss Keane's program televised from 12:15-12:30 p.m., Mon.-Fri., provides "problem clinic" for housewives.

PACE WOODS, publicity staff ABC Hollywood, named to newly created post of director of audience promotion, under JOHN HANSEN, director ABC promotion, Hollywood. EDWARD V. VELARDE, newspaperman, replaces Mr. Woods, assigned to cover daytime division.

WALT DE SILVA, announcer KKKK San Jose, and ED DEIDEN, announcer KSPA Santa Paula, to KVEN Ventura, Calif., in similar capacities.

DALE SHEETS, chief of guest relations KTTL (TV) Hollywood, and his wife, ANITA GORDON, singer, are parents of girl, Linda, born June 29.


MARSHA WILLIS, actress, starts Marsha At The Del Mar interview program five times weekly on KPVD Los Angeles.

JACK WHEELER starts Club 11 disc jockey television program five times weekly on KTTV (TV) Los Angeles. Dr. RUPUS R. VON KLEINMANN, chancellor U. of Southern Calif., L.A., is new moderator of KTAL (TV) Los Angeles Telefarm.

LAWRENCE MILLABY, control operator WMCK McKeesport, Pa., appointed deputy boxing commissioner of Pennsylvania.

BILL LEWIS, announcer KRZ Phoenix, father of boy, Charles Allen.


ALICE JOHNS to accounting department WDTV (TV) Pittsburgh.

BEN HUNTER, announcer KFI Los Angeles, starts 45 minutes weekly For Men Only on KFI.

BARRETT PIERCE, disc jockey KWBU Corpus Christi, Texas, father of boy, Kirk.

LEW CLAYTON, sportscaster WWVA Wheeling, W. Va., elected president of West Virginia Sportscasters Assn. for 1951-52. He was reelected at the meeting held in White Sulphur Springs, W. Va.

CLYDE E. KEATHLEY appointed associate farm service director WRFD Worthington, Ohio.

LEE ALLEN appointed to sports staff KYW Philadelphia. He was publicity director for Cincinnati Reds baseball team.

RON O'BRIEN, secretary of Western Baseball League, to WBNG Minneapolis, as sports director. He is sportswriter KIOA Des Moines, and WMAX Yakton.

CLIFF ENGLE, KNBC San Francisco, to KFRC San Francisco, as newscaster.

ELMER DAVIS, veteran ABC commentator, to air his Friday news analysis (7:15-7:30 p.m.) from Atlantic Pact countries for his Europe during August. Substituting for Mr. Davis Mondays through Thursdays on his regularly scheduled five-hour program, the week program will be MARQUIS CHILDs, QUINCY HOWE and other newsmen, to be announced.

DICK SCHNEIDER, news editor WLAM Lancaster, Pa., and Lois Marguerite Elliott, married June 30.

JOHN BRUBAKER, news editor WCCF Hartford, father of girl, Gail Sharon.


FRANKIE ALBERT, quarterback and field coach of San Francisco 49ers football team, starts 16-minute television sports program on KRON-TV San Francisco.

NEENIE CAMPBELL, sportscaster WMCK McKeesport, Pa., appointed deputy boxing commissioner for Pennsylvania.

Ask H-R Representatives

Mr. Gonzalez


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LAWRENCE MILLABY, control operator WMCK McKeesport, Pa., and Tony Fonte, plan to be married in Sept.

JIM KEY, staff announcer KLRA Little Rock, father of boy, Thomas William.
Public Service Radio Corp., unsuccessful bidder for the facilities of WBAL Baltimore and headed by Columnists Drew Pearson and Robert S. Allen, last week petitioned FCC to rehear and amend its ruling which granted a license renewal to WBAL [Broadcasting • Telecasting • June 25].

Public Service charged FCC's decision is "unjust and unwarranted, and therefore unlawful," based on past Commission policy and law.

In its decision, the Commission majority concluded that although WBAL's programming had been "unbalanced," the condition had been rectified and it therefore preferred to continue "the established and excellent service now furnished by WBAL...when compared to the risks attendant on the execution of the proposed programming of Public Service Radio Corp., excellent though the proposal may be."

On this point, Public Service's petition charged: "The majority is indeed naive if it concludes that a reformed sinner on parole is more to be entrusted with the public interest than one who has never sinned."

Comrs. Paul A. Walker, Rosel H. Hyde and George E. Sterling composed the majority voting to renew WBAL's license for Class I-B operation on 1090 ke with 50 kw, directional night, while Chairman Wayne Coy and E. M. Webster dissented, preferring to grant the new station bid of Public Service on WBAL's channel.

One of the Commission's original "Blue Book" cases, WBAL's license renewal application was set for hearing in February 1946 and later that year consolidated with the competitive bid of Public Service. WBAL has operated under temporary authority since that time.

Public Service attacked the Commission's decision for comparing the "blind bid" of WBAL with the "principals" of Public Service, contending the record shows no valid "commitment" from either WBAL's staff or ownership to continue its present "improved" programming. Improvement in WBAL's programming was brought about by the "duress of the hearing," the petition charged.

"Accordingly," the petition said, "the Commission must find that it has available a reliable commitment from Public Service company to offer an outstanding program service, while it has no commitment whatsoever from Hearst Radio. For this reason alone the application of Public Service should be granted in this proceeding, the Commission having found Public Service to be legally, technically and financially qualified to construct and operate a broadcast station."

Public Service's petition charged the record shows that Harold Burke, WBAL manager, testified he would have to consult Hearst officials before making a commitment on programming proposals, while Hearst officials testified they left such decisions up to Mr. Burke.

"The Commission is thus placed by that testimony on a legal merry-go-round," the petition argued.

In addition to the programming issue, Public Service charged FCC failed to properly compare the factors of ownership and management integration, local ownership, diversification of control of media of mass communication and other conditions which should make Public Service the preferred applicant.

RANDALL SCHOOL Plans Radio-TV Expansion

PLANS for expansion of the Randall School in Hartford, including enlarging the radio-TV department, have been announced along with a change in name and the incorporation of the school as a non-profit institution devoted to creative work in the contemporary arts. The school will be known as The School for Creative Work Inc. Address is 174 Ann St., Hartford.

Among those listed on the school's advisory board are C. Glover DeLANey, general manager, WTHT Hartford; Walter B. Haase, station manager, WDRC Hartford, and Edward Stashoff, director of radio and television, New York City Board of Education. Immediate expansion plans call for a further development of the radio-television department to embrace a TV workshop and research unit, for video films and programs.

Voluntary Fee"

A NEGOTIABLE demonstration of appreciation was received last week by Rural Radio Network from a Canadian listener.

J. E. Smyth, of Kingston, Ont., sent a $3 money order to WHCU-FM Ithaca, key station of the network, and with it a note:

"I enclose $3 which in U. S. money is about what I pay for my radio license here. As I divide what listening time I have about equally between the Canadian Broadcasting Corp. and CKN (and practically nothing else) I thought I would send this along for whatever encouragement it may offer and as a token of appreciation for your service."

Buys Ball Club

JACK COOKE, owner of CKEY Toronto, has bought controlling interest in the Toronto Maple Leaf's baseball club, not only as another business enterprise but also to assure that CKEY-TV, when and if it is licensed, will have baseball games for TV viewers. As part of Mr. Cooke's training schedule for his staff, CKEY television cameras will be trained on all home games for closed circuit telecasting.

Cost per Listener...

The cost per listener measurement is the only fair and honest measurement to apply to the cost of radio broadcasting. This is true whether it be single station or network cost. When a cost per listener yardstick is applied to KVIOO rates, the station's TOP VALUE is apparent. Check BMB figures, particularly the 6 and 7 day per week listening column. You'll find convincing proof that KVIOO is Oklahoma's Greatest Station... measured by service rendered... listeners served... and low cost per listener to the advertiser! Call, wire or write KVIOO or your nearest Edward Petry & Company office for availabilities.
Respects

(Continued from page 48)

entered the Baltimore City College (secondary school). His family moved to Maryland's biggest city when his father entered the Internal Revenue Bureau.

Military science was a top interest to young Milbourne and he was commandant of the cadet corps and rifle team captain at the college.

Then came higher education and a year at Johns Hopkins U., Baltimore. He transferred to Washington and Lee, Lexington, Va., from where he was graduated in 1922 with a B. A. and a certificate from W & L's school of commerce and business administration.

On campus, he was president of his college fraternity, Pi Kappa Phi, and in his university pursuits rowed on the crew, ran cross-country and pitched for the baseball team.

Sells Real Estate

From the university, Mr. Milbourne entered real estate, selling property in the budding Florida by-the-sea community, Hollywood. The studio was cut short by a hurricane in the fall of 1926 and Mr. Milbourne returned to Baltimore where he sold stocks and bonds for one of the city's well-known investment houses.

In 1931 came the Milbourne, father and son association with WCAO. In 1938, J. Thomas Lyons, directing head, died, and L. Waters Milbourne, as he signed his name, became general manager.

In this job, Mr. Milbourne was happy. He had found his niche in an expanding medium. The company directors observed and were convinced, and a few months later he was elected vice president and general manager, the position he has held through the years until his retirement this Spring when he succeeded his father who retired from the presidency.

Mr. Milbourne has nursed WCAO through its growing pains. Soon after he took over direction of activities at the station, it increased operating power to 5 kw unlimited from its former 1 kw daytime and 500 w nighttime.

This power boost demanded additional land/purchase outside the city and construction of a building and tower. In addition, there was hiring of more employees as WCAO became bigger and a more potent factor in the advertising field.

Then came World War II and the host of problems for the manager of a big city outlet and participation in local civilian committees working on the home-front.

In August 1947 the station completed construction and moved to its new home at 1102 North Charles St. in the heart of downtown Baltimore.

Mr. Milbourne is a bachelor and a great enthusiast in outdoor sports. He is a well-known golfer at the Hillendale Country Club and a winner of the Broadcasting • Telecasting trophy, awarded at the NAB convention in Cleveland in 1942.

Chesapeake Bay country whets the appetite for angle for salt water fish and provides ample duck hunting areas. Mr. Milbourne is familiar to many in the broadcasting field as their host in his Gunning Club in the lower bay.

C. H. FERGUSON

BBDO Vice President Dies

CHARLES H. FERGUSON, 51, vice president and Pacific Coast manager of BBDO, died in San Francisco July 8 following a brief illness. Funeral services were held last Tuesday. Burial was at Cypress Lawn Memorial Park in Colma, near San Francisco.

Scores of leaders in the advertising and other business fields in the West attended the funeral. A brother, J. L. Ferguson, president of Sawyer, Ferguson & Walker Inc., New York, flew to the West Coast for the services.

Mr. Ferguson had been in advertising and related fields most of his adult life. He started work in the advertising departments of midwestern newspapers and eventually became a publisher's representative for Chicago newspapers and the American Weekly. He also worked for Curtis Publishing Co. and in the advertising department of a large Minneapolis flour concern before entering the advertising agency business in 1931.

His first agency association was with Erwin, Wasey & Co in Chicago. He joined BBDO in 1938, working in offices in Chicago, Minneapolis and Milwaukee. He moved to the agency's San Francisco office in 1941.

He served as chairman of the Pacific Coast Council of the American Asso. of Advertising Agencies and in 1950 was vice president and director of the San Francisco Advertising Club. He also was a member of the San Francisco Stock Exchange Club.

Mr. Ferguson is survived by his widow, Helen; his mother, Mrs. James L. Ferguson of Richmond, Va.; a son, Charles H. Jr.; and three daughters, Nancy of San Francisco and Mrs. Richard Ehelebe and Mrs. Richard Abel, both of New York, and his brother, J. L. of New York.

WTFT Trenton has registered biggest summer in its nine-year history, according to Fred L. Bernstein, station and sales manager. Fourteen new sponsors were added in May and June, Mr. Bernstein said, placing station in the "SEBO" category at this time.
DEMOCRACY ESSAYS
XLZ Denver, What Democracy Means to Me, started July 4, 12:05 a.m., featuring prominent citizens of Denver and Colorado. One speaker will be heard nightly, broadcasting series of essays. Hugh B. Terry, XLZ vice president and general manager, said: "The essays are part of the Denver stations contributions to the 175th birthday celebration of the United States . . ."

SPECIAL CRIME SHOWS
WAVE-TV Louisville presented two special shows in connection with Senate Crime hearing dealing with gambling and narcotics. First show, July 10, had as theme "The Senate Crime Committee Report on Gambling in Kentucky," and featured noted community and civic leaders, including state police chief, outlining their plans to combat gambling in their areas. Second show, July 14, featured "The Senate Crime Committee Report on Narcotics in Kentucky," and presented Dr. Victor Vogel, medical officer, U. S. Public Health Service Narcotics Hospital, Lexington, Ky., who outlined addiction among Kentuckians. Dr. David Maurer, U. of Louisville, commented on addiction among teen-agers. Former addicts and high school student president gave their views on how to stop the flow of drug traffic to young people. Jim Caldwell, news director WAVE-TV, acted as moderator on both shows.

CED FEATURE SHOW
COMMITTEE for Economic Development, New York, offering as public service, new 15-minute recorded program, We Can Do It, based on study of United States military and economic aid to Western Europe. Program features interview by Commentator Ben Grauer with two CED trustees, Meyer Kestenbaum, president of Hart Schaffner & Marx, and chairman of CED's research and policy committee, and Gardner Cowles, president of Loock Publications, and chairman of CED subcommittee on international policy.

RECRUITING SHOW
WATV (TV) Newark, Career Day, Mon.-Fri., 12:30-1 p.m., started July 11. Produced by Santft-Costa Television Features, N. Y., on behalf of Armed Forces Recruiting drive, show is designed to inform and analyze positions held by military men equivalent to position held by civilian in different industries. Each show deals with different aspect of service duties.

THE use of this two-sided advertising card by Pacific Northwest Broadcasters (KXL Portland, KKLW Spokane, KKLJ Missoula, KKLJ Helena, KKLJ Great Falls, and KKLQ Boise) seems to be clicking very well, according to station reports. The yellow and red card—modeled to fit two different size store counters—is distributed to station advertisers for their use in promoting radio-advertised products.

DAIRY MONTH SHOW
KSBW Salinas presented special half hour show June 27 "as a salute to Dairy Month in California." Program Director Ray Wilson took tape recorder to local dairy interviewing owners, milkers and helpers. He also recorded all sounds of milking equipment, following up with interviews in processing plant. There he interviewed employees who described process milk goes through before it reached consumer. Milk producers, processors and distributors engaged in extensive promotional campaign to attract listeners to public service show.

FLOWER HOLDER
WIBB Topeka, Kan., sending advertisers and trade lapel vases attached to large card in box. Piece headed, "To keep sales blooming, Hire WIBB."

TAPED NEWS SHOW
KFBM San Diego, Stand By, San Diego, Sat., 8:30-10 p.m. (PST). Features tape recordings of human interest stories, interviews, and news events in community. Harold Keen, newsmen, is interviewer. Russ Plummer is narrator. Program is presented as public service by Amaignated Butchers & Meat Cutters Union (AFL), Local 220.

TROOP DEPARTURE
WDSU-TV New Orleans, July 4, telecast actual departure of 2d Armed Div. for Europe, directly from port of embarkation. Station personalities, using remote equipment, interviewed soldiers and their families.

CD SERIES
NEW Plan for Survival series, featuring dramatized versions of civil defense activities, started July 11, 11:30-11:45 p.m., over New York State 188-station emergency CD network. Documentary programs in four week series are being produced by James Fleming, NBC commentator and editor of Voices and Events radio series.

ACCOMPANIES PARADE
KXYZ Houston covered parade in honor of General Douglas MacArthur with mobile unit, traveling alongside parade, and from vantage point in office building. Station reports both origin point were mixed, allowing rapid-fire dual commentary which sustained high interest. Station says event marked first time in that area a parade had been covered in such manner.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.
Defective Receivers

EDITOR:

. . . My brother-in-law is an auditor for a chain of furniture stores. He reports that the radio sets received by the store are in such a condition that each must be checked by the service department before being sent out. A shipment of 50 [table visible: brand name deleted] table model AM-FM sets were placed on sale direct from stock without being checked and more than half were returned to the store...

. . . Bad radios certainly won't help anyone, the manufacturer, retailer or the broadcaster. Have you had complaints that radio stations make their sets which might indicate inexperienced employees on the [radio] assembly line with all the old hands probably being used on TV?...

Fran B. Shafter
General Manager
WEIR, W. Va.

[EDITOR'S NOTE: No, but if others have, we'll print their complaints.]

** **

Engineer's Dilemma

EDITOR:

. . . Can or cannot a non-licensed man keep the transmitter log, provided that I am on the premises? What is the status of a man holding the third class permit in the above situation?...

Rudolph Cehak
Chief Engineer
WAND Canton, Ohio

[EDITOR'S NOTE: FCC Rules & Regulations state only that "each log shall be kept by the licensee serving as an operator or being present in the premises in which the radio installation is located," then write T. J. Bowley, Secretary, Federal Communications Commission, Washington, D.C.]

** **

On . . .

EDITOR:

. . . Come to Dallas, you doubters who insist upon the abandonment of FM. . . . The superduper stations here still don't realize it, but they've lost half of their old audience to this FM outfit (KIXL-FM) which plows through the static of summer nights to bring us the clearest and finest of music all night long until the sun rises. Who listens to AM any more? . . .

Thomas Hudson McKee
Dallas, Tex.

[EDITOR'S NOTE: From 6 a.m. to 10 p.m. five times per day with AM receiver tuned to special A. C. Nielsen survey for CBU.]

** **

. . . And On

EDITOR:

Having read both your editorials on FM spectrum, I am moved to make a few comments...

One of the great hopes for FM is its demonstrated ability to relay programs without the use of telephones and with the utmost fidelity of sound. Expert engineering opinion agrees that a contraction of the FM spectrum would make relay from station to station impossible at distances of more than 30 or 40 miles, whereas today we are operating without any interference over almost twice that distance.

A multitude of stations crowded into a narrow band would create such interference as to make impossible a satisfactory network operation. The public in New York State, Pennsylvania and Connecticut, which has been receiving WQXR programs over an FM network in these states for more than a year [through the Rural Radio Network], will not tolerate any change which would harm this important service. Even if the FCC should seriously consider your scheme, FM listeners will rise in protest, and you may be sure that WQXR will fight for them.

Elliott M. Sanger
Executive Vice President
WQXR-AM-FM New York

BUILDING PROJECT

Bared in Salt Lake City

BLUEPRINT for construction of a 22-story building in Salt Lake City beginning this October, with provision for radio and television studios, has been unveiled by the Salt Lake City Broadcasting Association. The new structure is to be a non-profit organization and will be dedicated to the public interest. The building will be the centerpiece of the Salt Lake City broadcasting industry, and will provide space for radio and television stations, as well as the Salt Lake City Public Library.

The building is to be situated on a prominent corner in downtown Salt Lake City, and will be designed in the modern style of architecture. The exterior will be faced with granite, and will feature large windows to allow natural light into the studios.

The interior will be divided into three main areas: the radio and television studios, the administrative offices, and the public library. The radio and television studios will be equipped with state-of-the-art equipment, and will be available for use by all radio and television stations in the area. The administrative offices will house the staff of the Salt Lake City Broadcasting Association, as well as the staff of the Salt Lake City Public Library.

The building will be financed through a combination of private donations and government grants. The Salt Lake City Broadcasting Association is confident that the building will be completed on schedule and within budget, and will provide a world-class facility for radio and television broadcasting in Salt Lake City.

Canadians: To make the most of your service, please note the following:

1. Use only fresh batteries. Old batteries will cause static and interference.
2. Keep your volume down to a comfortable level. Excessive volume can damage your ears.
3. Avoid listening to radio while driving. It can be dangerous and distracting.
4. Listen only to programs that are educational or entertaining. Avoid playing loud music or news programs.
5. Keep your radio tuned to clear, static-free stations.

Abundant with Gold

BROADCASTING • Telecasting

BRONZE STAR

Broadcasters Wins Medal

A FORMER South Carolina radio man, now with the Army in the Far East, has been awarded the Bronz Star Medal for meritorious service in Korea.

Sgt. 1st Class J. W. Mansfield, a former radio announcer in Charleston, S.C., was cited for his work in effectively organizing and directing operations of Radio Seoul, the psychological warfare radio outlet for the United Nations Command in Korea, Sept. 29-Nov. 2, 1950.

Sgt. Mansfield formerly served as an announcer-writer with WMRC-AM-FM Greenville, S.C. He also has served on the staff of KYGB Great Bend, Kans.

As a member of the psychological warfare team in Korea, Sgt. Mansfield efficiently organized a staff of announcers from indigenous personnel and within 24 hours the station had initiated broadcasts to the local populace.

During World War II, he served with the U.S. Air Force in England, with the RAF Coastal Command, and with the U.S. Navy's 15th Fleet Air Wing in North Africa where he was decorated with the Air Medal in connection with his communications work.

Canada Set Sales

WHILE THERE has been a fall-off in Canadian radio receiver sales since application of a 25% excise tax instead of 10% tax and increased sales tax from 6 to 10% since April, total sales for the first five months of 1951 exceeded those of the same period of 1950. Figures for Canadian Radio Mfrs. Assn. show sales for first five months of 1951 totalling 258,276 sets valued at $22,231,244, as compared to 261,956 sets valued at $18,750,942 in 1950. Drop in May 1951 sales is shown in figures of 37,781 sets sold compared to 52,011 sets sold in May 1950.

RADIO OUTSELLS NEWSPAPERS 60%}

> See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

J. W. Wilson
WCKY
CINCINNATI

50,000 WATTS OF SELLING POWER

Page 74 • July 16, 1951
NEWSCASTING

Be Worthy, Radiomen Told

Radio should stop trying to give any news at all, if responsible news is more than it can give, U. of Oregon summer session students and faculty were told at a special lecture July 6.

The speaker was Prof. Mitchell V. Charnley, former head of the radio news division at the U. of Minnesota, and a charter member of the National Council on Radio Journalism.

While radio in just three decades has "made a more sophisticated and better informed country out of America," Prof. Charnley said, "radio by and large has failed pretty badly to live up to its full responsibility. Radio won't stop delivering news because there is a vital and even desperate need for radio's help in informing the public," he added.

The speaker praised some stations for high-quality news operations. However, he lamented that such stations are too much in the minority.

SHIRLEY GRAF, executive producer of syndicated Buddy Rogers Show for Gulfstream Assoc., N. Y., named partner and vice president in company. She replaces NAT RUDICHER, vice president, who recently resigned.

SAMUEL R. GOULD, director of radio, speech and theatre at Boston U. School of Public Relations and Communications, appointed to newly created post of assistant to president in charge of public relations. Professor Gould, well known in radio fields, has worked with MBS, WEAN Providence, and 15 minute programs to feature Monica Lewis, singer. First recordings, aimed at two new libraries, expected to be ready for shipment early September.

WILLIAM USKALI, head of New York sales office, Jam Handy Organization, Detroit, appointed director of New York television and motion picture production operations.

Equipment . . .

WILLIAM A. SREDENSKICH, assistant to RARRY L. ERLICH, recent-ly retired vice president in charge of purchasing and traffic General Electric, Schenectady, appointed manager of materials and purchasing.

CARL E. SMITH, supervisor of equipment sales, Radio Tube Div., Sylvania Electric Products, N. Y., appointed supervisor of factory sales service.

J. H. GOSS, manager of engineering for control division General Electric, Schenectady, appointed to NICHOLAS M. DeCHEMIN, general manager small apparatus division.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces new extra-territorial radio signal attenuator, model SJJ. It operates on principle of waveguide beyond cut-off and provides range of attenuation in excess of 140db. Attenuator is designed to cover frequency range from 4 to 12 KMC; it has 50 ohm impedance.

EARL H. KIRK, manager Van Sickie Radio Supply Co., Indianapolis, ap-pointed sales manager for Regency Div., Industrial Development Engineer-ing Assoc., same city.

AUDIO MASTER CORP., New York announces new "Tapemaster" tape playback machine, which replays mag-netic recordings made on any standard tape recorder. It is very useful for home entertainment or for education purposes, company reports.

NATHANIEL B. NICHOLS, profes-sor of electric engineering U. of Min-ne-sota, appointed manager of research division, Raytheon Mfg. Co., Waltham, Mass.


OATIS TRIAL

'Three Blasts Czechs

BRANDING Czechoslovakian Presid-ent Klement Gottwald "a peace criminal in the picket class, the Voice of America has broadcast strong assaults against the Czechoslovak and Russian handling of the William Oatis trial.

In one of the hardest-hitting broadcasts the Voice has produced, according to an official spokesman, the State Dept. "truth" vehicle blamed Gottwald, and the Soviet Union "whose boots he kicks," for a "cruel distortion of justice" and described the trial of the AP correspondent as an act of "trumped up charges in a drum head court."

Regularly programmed newscasts quoted the text of the Associated Press charges against the Czechoslovakian government and reviewed statements issued by the State Dept. protesting the action.

SUCCESSFUL MARKETING

is an integrated operation. Printers' Ink stands alone as the one publication that reports every phase of marketing completely, that integrates all the complexities of marketing for the advertising, management, sales and agency executives who are the leading buyers of advertising.


ALAN CORMACK, chief engineer KBZ, San Francisco, and RUTH MARJORIE FINK, former assistant in San Francisco office Columbia Pa-cific Sales, married June 30 in Bur-lington, Vt.

K. R. PATRICK, general manager of engineering products department, RCA Victor Ltd., Montreal, elected president and managing director of Canadian Aviation Electronics Ltd.
AFA 52 Meet

ANNUAL convention and exhibit of the Advertising Federation of America will be held in the Waldorf-Astoria, New York, June 8-11, 1962. Elon G. Burton, president and general manager, announced last week.

NARBA Favored in Poll

NEW JERSEY radio stations, through a resolution of the New Jersey Broadcasters Assn., have urged favorable senate action on the North Atlantic Regional Broadcasting Agreement now pending in Congress. A poll of New Jersey stations showed overwhelming approval of NARBA, it was reported last week.

service directory

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JAMES C. MCMARY
Consulting Engineer
National Press Bldg., Wash., 4, D. C.
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JACKSON 5302
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A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
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There is no substitute for experience

GLENN D. GIBBETT
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319 BOND BLDG. REPUBLIC 2151
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GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio Television
Electronics Communications
1323 M St., N. W., Wash., 6, D. C.
Executive 2600—Executive 4611
(Nights—holidays, Longwood 5-1819)
Member AFCCB*

Walter F. Keen
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

GUY C. HUTCHESON
1100 W. ABRAM ST.
AR 4-8721
ARLINGTON, TEXAS

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JUSTIN 6108

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501-514 Munsey Bldg.—Starling 0111
Washington 4, D. C.
Member AFCCB*
Help Wanted

SALESMAN

Salem

Salem, Ohio, who can offer honesty, neatness and pleasing personality combined with desire to work hard and make a change for extremely pleasant position in all areas of duties. Exceptional living conditions. Unlimited opportunity for right man who has car. Box 317K, BROADCASTING.

Help Wanted

SALESMAN

Brauer, Announcer

If you have had experience in the sales field, we want you. Good details, large salary. Box 298K, BROADCASTING.

SALESMAN

Greeley, Colo.

We need a salesman to handle combined sales for dualկWVEC, Alma, Texas. Excellent opportunity for salesman who can offer versatile experience. Send full details. Box 312K, BROADCASTING.

HELP WANTED

EXPERIENCED ANNOUNCER

at minimum salary. Must be good gas, have car, handle traffic and assignments. Call Black, WNOH, Norfolk, Virginia. Box 291K, BROADCASTING.

Have immediate opening for engineer with first class license. No experience necessary. Must have college education. Call WCRK, Morristown, Tennessee.

BROADCASTING


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BROADCASTING

Situations Wanted (Cont’d)

Managerial

Attention Texas Panhandle, Oklahoma, Kansas, available on or after August first. Twenty years radio-newspaper. Sales-management, promotion, copywriting experience. Prefer 300 watt market. Box 358K, BROADCASTING.

Top commercial announcer, thoroughly experienced, offers good work return for good pay. Box 318K, BROADCASTING.


Attention Ohio and western Pennsylvania, combo man experienced all phases. Prefer sales and eventually employed. Available September First. Minimum $75.00. Disc and photo. Box 311K, BROADCASTING.

Announcer with first class license, desires position near west coast or may type show. Married, draft exempt, 4? children. Box 310K, BROADCASTING.

Please don’t hurry! Now DJ and music director. Even present work station with decent future. Vicinity of Chicago preferred. Box 309K, BROADCASTING.

First class announcer-operator: first phone, draft exempt, veteran. Experienced, commercial, news, DJ, sports and special events. Disc and photo and details available. Prefer western states but will go anywhere for right offer. Write 308K, BROADCASTING.

Attention high-powered stations, radio and TV. Experienced combo man with experience in play-by-play sportscasting, saleable deejay, classical music programming.盒 said to show two to major networks. Draft exempt veteran. Single presently working as production assistant at 5 kW network. Job, salary, duration, location. Box 307K, BROADCASTING.

Announcer, strong news, commercials. Employed. Veteran. Married. 31. Three years experience, getting with progressively higher weekly. Box 306K, BROADCASTING.

Announcer. Some experience. First class broadcast engineering. Box 305K, BROADCASTING.

Announcer-saleman; presently employed as commercial manager; radio-school and college graduate; excellent time sales record; Al Lyons, KERR, Des Moines.

Announcer: 10 years experience, married, desires to return to southwest. Salary experience, desire fulltime with office time and sales. Byron McCaill, 511 South Mt. Vernon, Prescott, Arizona.

No professional experience but plenty of experience in big station. Have been away 3 years’ advertising experience. Will go anywhere. Box 303K, BROADCASTING.

Butler: Desirous of continuing my service in the Armed Forces. Box 302K, BROADCASTING.

Copywriter: 5? years experience all types of copy. Shows initiative, energetic, hard worker. Box 295K, BROADCASTING.

Popular engineers are always in demand. Just for your information. Competitive rates. Write for details. Box 294K, BROADCASTING.

Young woman, friendly personality, attention to detail. 21. Has six years job experience in a large stations permanent connection small town experience. Also has few months experience on disc and mike work. Disc, photo, references available. Box 287K, BROADCASTING.

Newsmen: Eleven years experience. Excellent references. Owns one of the top solid sponsorship. Draft exempt. Permanent. Box 286K, BROADCASTING.


Desirous of entering advertising field. 25. Award-winning copywriter. Box 284K, BROADCASTING.

Desires position in the west coast or northwestern area. Box 283K, BROADCASTING.

Top newscaster. Experienced, professional. Numerous offers. Box 282K, BROADCASTING.

Situations Wanted (Cont’d)

Technical

Northeast, chief or staff; 8 years studio and field experience. Available daytime or evenings. Box 245K, BROADCASTING.

Combo, available July 15th. First class license. 2 years experience, sales, staff. Employed So. California, Radio station. $70.00. Box 211K, BROADCASTING.

Chief engineer. Twenty years experience in the west coast. Superb technical, excellent past record as chief, available, family. Box 205K, BROADCASTING.

Experienced, first-class technician, field or studio. Experience in a wide range of electronic equipment and maintenance. Box 204K, BROADCASTING.

Please tell all your friends. Box 203K, BROADCASTING.

Situations Wanted (Cont’d)

Television

Top sportscaster, former college athlete. Outstanding major experience all sports. Box 265K, BROADCASTING.

Available immediately, capable combo man with eighteen months experience at 15.000 dollars. Money important but not primary object. desires staff position, salary and future prospects. Box 265K, BROADCASTING.

Ambitious, experienced strong, commercial, MC live shows, News, writer, musician. Now in TV and Radio. Excellent reference! Disc, photo, particulars on request. Talent! Box 265K, BROADCASTING.


DJ—entertainer desires position with progressive station, east or south. Single. Foul proof, clean living habits. Present morning show. Specializes in folk music, knows studio equipment. Box 256K, BROADCASTING.

Announcer-engineer, 1st phone. Presently employed as announcer-chief engineer, WYOU, Scranton, PA. Wife and child. Move possible. Prefer South Atlantic area in average size station. Box 258K, BROADCASTING.

Manager—salesman, recognizes top sales producer past 12 years in highly competitive metropolitan market with 5 to 15 full time employees. Desires unique opportunity. Desire opportunity with station that has special product, service, tradition, name recognition in location in midwest or the state of Oregon. Has contacts with drive-in clientele and moonlight unlimited number of hours. Desires 10 largest met. market. Available after proper notice. 5 years old, married with three children. Write Box 248K, BROADCASTING.

Manager—outstanding disc jockey personality, prefers female. Sing or play. Apply singly or together. Have all major market and significant market experience. Ages 20 to 40, long experience. Dependable, excellent references. Interested in working in market presently available opportunity. Write, Wire Box 246K, BROADCASTING.

Attention station owners! Is your station overcrowded? Are you spending a fortune on staff overtime and travel? Get this outstanding team to give you progressive management, top sales, listener interest, ? a judicious balance of selective commercial. Father as station owner, expert program director, special events, sports and promotions. Age 34, mature, judgment, youthful enthusiasm all works for a proven station. Desires location that will make your station thoroughly interesting. Results and profits are the key results and your more profits. Well rounded experience all phase radio 550 watts up, net and independent, from CP into successful operation. Know and prefer southern or south Florida coastal areas. Al though the right opportunity, pleasant living and conditions more important. Desire single station market. Reasonable results and percentage. Box 275K, BROADCASTING.

General and commercial manager. Now employed in super market, 3 year experience, control net affiliate in highly competitive market, desirable location, major market. Desires permanent position in southeast, or Pacific northwest. Background sales, management, qualified and interested station owners upon request. Box 307K, BROADCASTING.

Experienced announcer, music, news, dramatics. Want TV or radio job. Box 141K, BROADCASTING.

College graduate radio speech wants first break, interested in all phases, single, 20, exempt, prefers western location, independent personal interview if good opportunity. Box 151K, BROADCASTING.

New York state; announcer 9 years sales, 1 year family. Box 270K, BROADCASTING.

For reasons of health, must sell immediately, Midwestern independent station in 100,000 population market that ranks among the first hundred in the United States. Only one station. First year, under absentee ownership, station showed slight operating profit. All new equipment, modern office building studios, combined operation. Will sell 100% of stock for actual investment. $15,000 cash will finance balance of $35,000. This price includes $10,000 in quick assets and the fixed assets are now worth more than the total purchase price of station. Must sell in 90 days. Qualified principals only.

Box 106K, BROADCASTING.

STATION FOR SALE

$15,000 Cash Required

For reasons of health, must sell immediately, Midwestern independent station in 100,000 population market that ranks among the first hundred in the United States. Only one station. First year, under absentee ownership, station showed slight operating profit. All new equipment, modern office building studios, combined operation. Will sell 100% of stock for actual investment. $15,000 cash will finance balance of $35,000. This price includes $10,000 in quick assets and the fixed assets are now worth more than the total purchase price of station. Must sell in 90 days. Qualified principals only.
Situated Wanted (Cont'd)

Experienced male copywriter. Traffic, continuity background. Send resume with samples. Box 262K, BROADCASTING.

Male copy chief at 5 kw. Midwest station looking for skilled and original writer. preferably public work. May take another copy job if offer attractive. No TV. Better results. University journalism grad. Box 315K, BROADCASTING.

Young woman, single, experienced receptionist and typist, desires position in continuous traffic, or as receptionist and organist with progressive radio station. In addition to regular clerical experience and ability, I am an experienced entertainer, accomplished organist and playing own Hammond Organ available with my services. My program background includes last batch audience. Available now. All suitable offers given serious consideration. Write Box 324K, BROADCASTING.

Power package!! Program director, experienced in all phases programming, showmanship, publicity, public relations background. 8 years experience producing, editing, writing, directing, on a West Coast network, specializing in western films. Perfect condition. $75,000. Box 293W, BROADCASTING.


Television

Managerial

Television film director seeks to develop enterprising film department for growing television station. Specialized film production and integration of films in TV programming. Technical and showmanship knowhow. 8 years experience producing, editing, writing, directing. Send resume with samples of projected programs. Box 219K, BROADCASTING.

Copy-promotion writer. Long experience. Fast, competent, creative. Also sells ads. Box 322K, BROADCASTING • TELECASTING.

Television producer-director, floor manager, first class license. Some experience. Box 284K, BROADCASTING • TELECASTING.

Situated Wanted

For Sale

STATIONS

Local station (35 watts) in progressive community broadcast. Must be able to swing $50,000 cash deal. Needs more experienced management. Box 214W, BROADCASTING.

For sale, fulltime, network station in Los Angeles, serving southwesterns. Population 150,000 has been increased due to defense plants and all-time expansion. Well established with local and regional advertisers and agencies. Both sales and profits sharply above last year. High, dry climate. Wonderfully cool summers. Warm, comfortable winters. Owner devoting Penetration to new, large property. Present for quick sale at realistic figure $75,000. Approximately $50,000. Cash at time of agreement. Balance in long-term notes. Write or wire. Box 207K, BROADCASTING.

Equipment, etc.

GE 3 kw FM transmitter and monitor. Box 107N, BROADCASTING.

For Sale

Collins 200-F 350 watt AM transmitter with 40 DA dual oscillator unit complete with two sets tubes, crystals for your frequency and antenna coupler ready to go for $1,000 concrete. F.O.B. Box 124W, BROADCASTING.

For sale: W. E. 451-A transmitter; W. E. 23-C console; W. E. 20-B rectifier; W. E. 112C-C amplifier; W. E. 322-YB antenna coupling unit: General Radio 231-A frequency monitor; General Radio 317-A modulation monitor. Variety of other broadcast equipment, as furnished on request. All this equipment in excellent condition. For prompt attention, write or wire, P. O. Box 63, Marysville, California.

RC A 308-A field intensity meter, KFN; Shenandoah, Iowa.

For sale: Two Presto 8-D-G disc recorders with Presto 90A recorder amplifier. Station WCBS, Columbus, Ohio.

One Gates transmitter, 250-A, with two sets of new tubes, crystal for 1460 and 1680 kc. Would consider a trade. Also have a new crystal for General Radio frequency monitor. One 15-foot Winchager tower with 1-lighting, guys and base insulator. Bonding strip, copper and 15-kilowatt power transformer for your ground system. All in perfect condition ready to ship. Best cash offer takes all. WDBC, Escanaba, Michigan.

RCA radiomike, model ETP-1A. Like new. It comes with a complete line of accessories. $250.00. Box 305W, BROADCASTING.

One 250-watt-CI Gates transmitter with 250-A transmitter. Two sets of new tubes, $2,000.00 cash F. O. B. Anniston, Alabama. WSPC, Anniston, Alabama.

One 100 watt station transmitters, model As. Includes everything, like new. One 908 amplifier. One 6-H and one 75-A recorder with 1-D cutting head. One Ailec microphone. Two 15" filling cabinets. Four stands. Several cutting styli. Miscellaneous accessories. $1,250.00 complete. W. E. Olewine, Sound Recording, 16 Granades Way, Altoona, Penna.

Miscellaneous

There's Gold In TV. We have producers, directors making low budget pictures for past 30 years. Now ready to produce several excellent TV series at low cost. Can use separated share of TV profits now. Box 283K, BROADCASTING.

WANTED TO BUY

Equipment etc.

WE 25C or Gates SI-CS console, Collins 250 watt, AM 3000 transmitter, GE limiter, GR modulation monitor. GE 44-BX microphones and 27,000 watts of transmitters. Box 210W, BROADCASTING.

For Sale

Stations

For Sale

Atlantic.

For Sale

Fulltime network affiliate in desirable single-station New England market out of city area. Good earnings. Priced at $43,000 for quick sale. No broker or middleman. Box 315K, BROADCASTING.

SITUATED WANTED

Managerial

WASHINGTON, D.C.

CHICAGO

SAN FRANCISCO

SRT-TELEVISION

For Sale

FLORIDA

$62,000.00

Only station in one of Florida's most desirable medium sized cities. This fulltime faced station has always made money and present business is about 20% ahead of last year.

NEW ENGLAND

$55,000.00

Only station in one ideal station New England market. Majority of network property is operating profitably and business is considerably ahead of last year. Financing arranged.

SITIATION WANTED

BROADCASTING TELECASTING.

WE 25C or Gates SI-CS console, Collins 250 watt, AM 3000 transmitter, GE limiter, GR modulation monitor. GE 44-BX microphones and 27,000 watts of transmitters. Box 210W, BROADCASTING.

For Sale

Stations

For Sale

WE 25C or Gates SI-CS console, Collins 250 watt, AM 3000 transmitter, GE limiter, GR modulation monitor. GE 44-BX microphones and 27,000 watts of transmitters. Box 210W, BROADCASTING.

SITUATED WANTED

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NEW ENGLAND

$55,000.00

Only station in one ideal station New England market. Majority of network property is operating profitably and business is considerably ahead of last year. Financing arranged.

SITIATION WANTED

BROADCASTING TELECASTING.
KY. LIBEL LAW

To Submit New Bills

KENTUCKY Broadcasters Assn. and the Kentucky Press Assn. will cooperate in submitting an act and two amendments concerning libel, damages for defamatory statements and divulgences of news sources to the state general assembly when it convenes this fall.

The press group, which first sponsored the prepared exemption from libel suits involving the news, has revised its amendment to Kentucky revised statute No. 421,000 to include radio and television broadcasting stations. The original amendment was phrased:

No person shall be compelled to disclose in any legal proceedings or trial before any court the source of any information procured or obtained by him and published in a newspaper by which he is engaged or employed or with which he is connected.

The "proposed innocent instrumentality bill" provides that radio stations and newspapers will not be held liable for "innocent publication of defamatory statements received from established news services" nor will radio and TV stations if "defamatory statements are uttered by persons other than the original dissector of the statements, their licensee or operator or his agent or employee," and if such remarks are made by political candidates.

Bill Provisions

Bill provides for action to be dismissed if the defendant proves information containing the defamatory elements came from an established news service unless the complainant proves the statement was false and the defendant "knew or had reason to know its falsity" at the time of broadcast. Case could also be dismissed, unless provisions of the proposed bill, if the station proves the questionable remarks were made by someone other than an owner or staff member unless the defendant proves the station failed to "exercise due care."

An amendment to Section 411,050 of the revised statutes would "limit the recovery of damages in defamation actions where the defendant has not refused to make a timely and conspicuous public correction of the alleged defamation."

Special damages, defined as money damages suffered in addition to money spent in connection with the defamation suit, will be awarded unless the plaintiff proves "the defendant made a sufficient demand for correction" and the station or newspaper "failed to make conspicuous and timely correction."

"Sufficient demand for correction" is defined in the amendments as one in writing, signed by the plaintiff or his authorized attorney or agency, "which specifies the statement or statements claimed to be false and defamatory, states wherein they are false and sets forth the true facts; and which is delivered to the defendant prior to the commencement of the action."

"Conspicuous publication" on radio or TV must be broadcast at "substantially the same time of day and with the same sending power," and is which is "agreeable to the plaintiff."

Broadcast wise, "timely publication" means broadcast within "five days" after which the "demand for correction" is received.

Elmer G. Sulzer, director of radio at the U. of Kentucky, is chairman of the KBA legislature committee.

Working with him are Mike Layman of WWSF Somerset; Charles Harris of WGRB Louisville; R. B. Helms of WILN Lexington; Ken Dom of WLJF Bowling Green, and Hecht S. Lackey of WSON Henderson.

RADIO OUTSELLS NEWSPAPERS 60%

See Centerspread This Issue

AT EASE after 15 days of active duty training with the Air Force Reserve School at Long Beach Air Force Base, Long Beach, Calif., are these radio and agency representatives (I to r): Lt. Edward M. Blekesley, of McClung Broadcasting, Merced, Calif.; Lt. Mason L. Neville, of KSUB Cedar City, Utah; Col. Seaford W. Dee, McCarty Co., Los Angeles; Capt. Ira M. Hume, promotion manager, KHSIL Chico, Calif.; Lt. Stanley E. Parrish, KERG Eugene, Ore.

CLUB AWARDS

Best Women's Series' Named

RADIO awards to business and professional women's clubs were announced last week in Chicago by Mrs. Queenie Grable, of Lexington, Ky., national radio and television chairman of the National Federation of Business and Professional Women's Clubs Inc.

Four clubs won citations for outstanding series of broadcasts. They were:

Omugas, Okla., Club, for series, New Patterns in Women, over KHEB;

Jennings, La., Club, for series, So You Want to Be a Career Girl, over KJEE;

Hopkinsville, Ky., Club, for series, Measuring Up Our Community, over WHOP;

Lexington Ky., Club, for series, Women in Today's Picture, over WLPK.

Honorably mention went to the Wooster, Ohio, Club, for series, Our Women in Business and Professions, over WWST, and the Warren, Ohio, Club, for series, Careers for Women, over WYNE.

Judges were Dorcas Ruthenberg, director of public affairs programming, WHAS Louisville; Katherine Fox, director of special broadcast services, WLW Cincinnati, and E. G. Sulzer, head, Dept. of Radio Arts, U. of Kentucky, Lexington.

MAIL CALL

Gls, Families Sound Off

IT'S Mail Call time these days at KNOR Norman, Okla., which is programming a daily series of programs to wives, sweethearts and relatives of GI's in the 45th Division stationed at Camp Chitose, Japan.

The series is prepared by a Norman recruiting officer, Sgt. Hank Wallace, on the basis of letters from the servicemen and features latest information on their welfare and musical dedications to their loved ones. In turn, Sgt. Wallace tapes personal messages for broadcast over the Armed Forces station in Sapporo.

So popular has been the program that it was extended from 15 minutes to a half-hour, according to the station. Additionally, Sgt. Wallace reports he has been flooded with GI requests. The present 30 minute, Monday through Saturday, is all sponsored, KNOR reports.

The programs are part of a broad plan urging closer relationship between the GIs and their state-side families through the exchange of taped recordings. The plan was originally revealed by the Armed Forces Radio Service in Japan [BROADCASTING * TELECASTING, June 18].

TO PROMOTE radio in general on local level, KFXM KITO KBSN San Bernardino, Calif., have joined their efforts into one enlarged campaign with series of large size advertisements in daily San Bernardino Sun-Telegram.

A value . . . PLUS in "BRUSH CREEK FOLLIES" with HIRAM HIGSBY on KMBC KFRM

PLUS ONE—"Brush Creek Follies" is in its fourteenth successful season!

PLUS TWO—Playing again to a live audience from the stage of the huge new KMBC studio playhouse.

PLUS THREE—A great new arrangement on commercials for advertisers!

PLUS FOUR—An outstanding new promotion and merchandising plan!

PLUS A DOZEN—Write, wire or phone KMBC-KFRM or your nearest free and Peters colonel!
fashions with emphasis on color promotions using a huge TV screen as discovery points for styles. At least 1,000 buyers from eight states are expected to attend the winter showings.

Miss Benell believes in collecting (1) audience, (2) honors and extra-professional duties and (3) sponsors.

In reverse analysis, the sponsors on her list for both radio and television participating program number 15. In addition to the above listed fashion sponsors. She has a daily radio program on WFAA-570 at 2:45 p.m. and her daily cooking show is seen on WFAA-TV at 4 p.m.

Wins Honors

Her recent honors and extra-professional duties include being named the only Texas broadcaster in Who’s Who in TV and Radio for 1951; only broadcasting member of the Dallas Regional Fashion Group; one of five broadcasting or journalistic women awarded a citation by the English-speaking-Union in February, 1951; and she is public affairs chairman of Altrusa International.

As for viewers, count up a total of 1,544 pieces of mail in response to various offers made on her cooking program during May of this year, including American Beauty Macaroni products, Domino Sugar, Samolets and Miss Benell’s personal recipes demonstrated on her show.

In addition, to her experience in fashion, Miss Benell also is an authority on beauty, having served for a number of years as “Sally Andrews,” beauty consultant for Walter Winchell’s Jergen’s Lotion program.

Strictly Business

(Continued from page 16)

promotion budget of $214,500. Mr. Henry still remembers those early train rides. But when he reached his teens, he decided he would like to be a lawyer and attended Vanderbilt U. as his place of study. Because he had to work his way through school, he took a job as a 36-a-week newspaper reporter. Now, incidentally, he is on the board of trustees of his alma mater.

Earning his degrees in 1910 and 1911, Mr. Henry continued his newspaper work and while covering politics, the governor of Tennessee’s private secretary resigned his job, and it went to the young political reporter.

In 1915, Mr. Henry resigned to enter the practice of law. Two years after hanging out his shingle, he entered the Army as a captain in field artillery, serving with the AEF in France. Returning to his law office in 1919, Mr. Henry retained a lieutenant colonelcy in the reserves.

In 1923, Mr. Henry realized his boyhood ambition by becoming director of public relations of the Nashville, Chattanooga & St. Louis Railway, later being named assistant to the president of that railroad. There he remained, telling the story of railroadng, until 1934 when he went to Washington, D.C., as assistant to the president of the AAR, which led to his present position as vice president of the AAR.

Extensive Writing

Mr. Henry’s broad knowledge and perspective of the railroad industry is shown not only in the results of his daily work, but also in his writings which include books such as This Fascinating Railroad Business, Trains, Portraits of the Iron Horse, and On the Railroad. In addition to his busy career, Mr. Henry also is a recognized historian whose four works include The Story of the Confederacy, The Story of the Reconstruction, First With The Most Forrest, and The Story of the Mexican War.

Yes, the ambition of a young man to do something, and do it so well that it leads him to the top of his field happens in storybooks. And as Mr. Henry has proved, it happens in real life, too.

Feature of Week

(Continued from page 16)

APPROXIMATELY 12,652,500 broadcast receiving licenses, including 825,600 for television, were current in Great Britain and Northern Ireland at end of April 1951.
RICHARDS MOTION
Says Exceptions 'Premature'

COUNSEL for the G. A. (Dick) Richards stations petitioned FCC last week to strike as "premature" the exceptions to the Commission's general counsel and Broadcast Bureau chief to a hearing examiner's initial decision dismissing the re-

proceeding involving the

last

Congress

prerogative of the stations

because of Mr. Richards' death.

The FCC staff exceptions, filed

July 3, charged Hearing Examiner

James D. Cunningham illegally dis-

posed of the lengthy, controversial

proceeding involving KMPK Holly-

wood, WGAR Cleveland and WJR

Detroit, and asked the Commission to dir-

ect Mr. Cunningham to re-

write his ruling on the basis of

facts in the hearing record. This

view had been made earlier in a

petition of protest to FCC by Com-

mission General Counsel Ben Cotone

and Broadcast Bureau

Chief Curtis Plummer [BROADCAST-

ING • TELECASTING, June 18].

Mr. Richards, charged in FCC

in the proceeding with directing the

slanting of news on the air, died

May 28 [BROADCASTING • TELE-

CASTING, June 4].

In a counterpetition to the pro-

test petition of Messrs. Cotone and

Plummer, Hugh Fulton, chief coun-

el of the Goodwill outlets in the case,

upheld the examiner's dis-

mission of the investigation and re-

quested the Commission to prompt-

ly grant regular license renewals to

the stations [BROADCASTING •

TELECASTING, July 5].

In last week's petition, Mr. Ful-

ton pointed out the filing of the ex-

ceptions to the initial decision was

premature since FCC had not yet acted upon its staff's protest petition and the Richards' counter-

petition. Mr. Fulton's pleading

pointed out the examiner was cor-

rect in not making findings of fact

and conclusions of law in his ruling

"other than that the issues in these

proceedings are moot."

IF AN employer pays moving costs of an employee who is shifted from one location to another on his job, the employer must file the paid moving costs as taxable income even though the moving is in the employer's in-

terest. The Bureau of Internal Re-

venue has informed field offices.

WOO MOVING

To Rockville, Md., Proposed

WOOK Washington, if its proposed $120,000 purchase of WINX there is approved by FCC [BROADCASTING • TELECASTING, June 18], plans to build a new station on approximately its present assign-

ment at nearby Rockville, Md.

United Broadcasting Co., WOOK

licensee and purchaser of WINX from

William and Dolly Banko,

105,275.66, was granted permission

by FCC Hearing Examiner Leo Remick to amend its pending appli-

cation so as to request the new

facilities in Rockville. WOOK, as-

signed 1 kw daytime on 1500 kc at

Silver Spring, Md., Washington

suburb, had sought to move to ad-

joining Takoma Park, Md., and change facilities to 1 kw day, 100

w night on 1600 kc. But with the

purchase of WINX, WOOK now

seeks to construct a new station at

Rockville on 1600 kc with 1 kw day-

time.

WINX is assigned 250 w full-

time at 1340 kc.

WOOK has indicated it does not believe there would be any overlap between the proposed Rockville sta-

tion and WINX, hence no viola-

tion of the Commission's duplo-

py rules. However, should such overlap be found to exist, it was

pointed out the proposed Rockville

station would be sold. There is no

station in Rockville now.

United Broadcasting is also li-

censee of WSDI Essex, Md., ad-

jacent to Baltimore; WANT Rich-

mond, Va., WARK Hagerstown,


The company last week ap-

plied for assignment of licenses of

WSDI and WARK to subsidiary

—United Broadcasting Co. of Eastern Maryland Inc. and United Broadcasting Co. of West-

ern Maryland Inc., respectively.

Legal details of the proposed move and corporate reorganization are being handled by Cohn &

Marks, Washington law firm.

WORC SALE

WHIM Officers Acquire

SALE of WORC Worcester, Mass.,

for $37,500 to Radio Worcester Inc.,

a new firm headed by two prin-

cipals in WHIM Providence, R. I.,

was disclosed last week in a trans-

fer application filed with FCC. Arthur F. Kleinidnstein, present

WORC licensee, desires to retire from radio.

President and 25.5% owner of

Radio Worcester is C. George

Taylor, secretary and 12 1/2% owner

of WHIM. Vice President and also

C. C. Taylor, Jr., treasurer, presi-

tent and 12 1/2% owner of WHIM.

A York, Pa., newspaper publisher,

Josiah W. Gitt, owns 39% of Ra-

dio Worcester, and Carson Taylor,

C. G. Taylor's father and general

solicitor for the Chicago, Milwau-

kee, St. Paul & Pacific Railroad, own

13 3/4%.

Included in the sale are all the physical properties of WORC as well as an affiliation contract with

ABC effective Oct. 15 and a two-

year contract with MBS and Yankee

beginning Oct. 15. All advertis-

ing accounts also are included.

In order to finance purchase of

WORC, Radio Worcester will issue

620 shares of common stock for

$200,000 to C. C. Taylor, Jr., and

Mr. Engles each has purchased 120

shares and are pledged for an ad-

ditional 110 each. Mr. Gitt has

purchase 220 shares and Carson

Taylor has subscribed to 80 shares.

Washington law firm of Cohn &

Marks is handling legal details for

the sale.

TABLE III

RADIO NETWORK TIME SALES FOR MAY AND FIRST QUARTER 1951 COMPARED TO 1950 BY PRODUCT GROUPS

<table>
<thead>
<tr>
<th>PRODUCT GROUP</th>
<th>MAY 1951</th>
<th>MAY 1950</th>
<th>JAN - MAY 1951</th>
<th>JAN - MAY 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>52,507</td>
<td>306,393</td>
<td>84,971</td>
<td>475,299</td>
</tr>
<tr>
<td>Appliance &amp; Supplies &amp; Acc.</td>
<td>14,616,877</td>
<td>19,451,666</td>
<td>334,460</td>
<td>403,778</td>
</tr>
<tr>
<td>Automotive, Automotive</td>
<td>278,295</td>
<td>2,028,649</td>
<td>741,720</td>
<td>2,644,215</td>
</tr>
<tr>
<td>Aviation, Aviation Equip.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>246,588</td>
<td>1,484,293</td>
<td>1,264,000</td>
<td>2,530,810</td>
</tr>
<tr>
<td>Building, Equip., &amp; Fixtures</td>
<td>137,368</td>
<td>665,759</td>
<td>528,391</td>
<td>1,026,043</td>
</tr>
<tr>
<td>Convenience &amp; Soft Drinks</td>
<td>554,955</td>
<td>2,477,524</td>
<td>1,922,570</td>
<td>3,945,094</td>
</tr>
<tr>
<td>Consumer Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drugs &amp; Medicines</td>
<td>3,162,793</td>
<td>16,140,710</td>
<td>3,147,903</td>
<td>10,636,904</td>
</tr>
<tr>
<td>Entertainment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>4,052,533</td>
<td>30,014,453</td>
<td>5,169,790</td>
<td>3,968,232</td>
</tr>
<tr>
<td>General &amp; Manufacturing</td>
<td>474,995</td>
<td>3,576,960</td>
<td>1,006,955</td>
<td>2,832,795</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>247,136</td>
<td>1,211,919</td>
<td>223,801</td>
<td>1,305,655</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>122,199</td>
<td>420,815</td>
<td>38,705</td>
<td>291,743</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>278,485</td>
<td>917,503</td>
<td>180,955</td>
<td>592,256</td>
</tr>
</tbody>
</table>

SOURCE: Publishers Information Bureau

* * *

P&G Increase Time

(Continued from page 25)

different top client this May than

for the same month of last year.

Total network time expenditures

for each class of product (shown

in Table III, which compares the May

and the January-May totals for

this year and last) show 11 classes

with higher network time expendi-

tures in May 1951 and 15 whose

purchases of network time were

higher in May 1950.

Total time purchases of all net-

work clients, however, is only

slightly lower this May than last,

the difference being only one-tenth

of 1% (0.1%).

Key to a

$6 Billion Market

The Philadelphia Inquirer Station

An ABC Affiliate First on the Dial

In America's Third Market

Represented by the Katz Agency

July 16, 1951 • Page 83
**Box Score**

**Summary Through July 12**

**Class**

<table>
<thead>
<tr>
<th>AM Stations</th>
<th>On Air</th>
<th>Licensed Cps</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,282</td>
<td>550</td>
<td>125</td>
</tr>
<tr>
<td>3,982</td>
<td>1300</td>
<td>250</td>
</tr>
</tbody>
</table>

**FM Stations**

- 530
- 250

**TV Stations**

- 101
- 82
- 78

*On the air.*

**Docket Actions**

**ORDERS**

- WKY-TV Oklahoma City, Okla.—By order, dismissed petition as premature without prejudice to its being refiled at a later date, which requested that the order issued to petitioner in current proceeding (Dockets 870 et al) (to show cause why license for WKY-TV should not be modified to specify that it instead of Ch. 4) be vacated from this proceeding, and that a formal hearing be held thereon. Order July 11.

- Logan, W. Va.—An order was adopted amending the tentative allocation plan for Class B FM stations by deleting Ch. 206 and adding Ch. 222 to Logan and deleting Ch. 222 and adding Ch. 270 to Williamson, W. Va. Order July 11.

**Non-Docket Actions**

**AM GRANTS**

- KFMY Brownfield, Tex.—Granted pending action on petition seeking reconsideration of Commission's action of June 2 in amending these sections of rules. June 29, San Francisco, Calif.—Granted request for temporary emergency license to KFMY-FM, Elko, Nev., as a 65,000-watt station on 11,200 kc., for the purpose of providing temporary service in the event that KFMY-FM, 12,000-watt station on 11,200 kc., is found to be advancing its frequency. Pending.

**FM GRANTS**


- Logan, W. Va.—Logan Corp. Grnt. Ch. 222 (89.3 mc.), 20 kw. antenna 725 feet; conditions involving WVOW antenna granted July 11.

- WFNC-FM Fayetteville, N. C.—Grnt. revised station records on Ch. 107, 95 kw., antenna 1,000 feet from approved request for change of LPFM applications to Class B FM status, pending completion of construction and operation of KBBS in accordance with CP.

**TRANSFER GRANTS**

- Weeki Wachee, Ill.—Granted by order in current proceeding to petitioner in current proceeding (Dockets 870 et al) (to show cause why license for WKY-TV should not be modified to specify that it instead of Ch. 4) be vacated from this proceeding, and that a formal hearing be held thereon. Order July 11.

- WHR-FM Morgantown, W. Va.—Grnt. switched in facilities of ERP of 15.5 kw., antenna 300 feet, from 102.3 to 102.6 mc., subject to power of WEFC-FM being temporarily increased during installation of antenna equipment. Grant July 12.

**New Applications**

- AM APPLICATIONS

  - KFMY Brownfield, Tex.—Granted pending action on petition seeking reconsideration of Commission's action of June 2 in amending these sections of rules.

- KFMY-FM, Elko, Nev.—Granted request for temporary emergency license to KFMY-FM, Elko, Nev., as a 65,000-watt station on 11,200 kc., for the purpose of providing temporary service in the event that KFMY-FM, 12,000-watt station on 11,200 kc., is found to be advancing its frequency. Pending.

**License Renewal**

Filing an application for renewal application of WYKI Evansville, Ind., is granted.

**Application Dened**

- KBC Radio, Wash.—Denied application of radio stations to operate simultaneously with KBC and filing of petition to operate simultaneously with WABC. Order May 11.

**Request Granted**

- WIBU Poyntette, Wis. and WWCF (FM) Eau Claire, Wis.—Grnt. request for temporary emergency license to WIBU-FM, Eau Claire, Wis., for the purpose of providing temporary service in the event that WIBU-FM, 105.5 kc., antenna 350 feet, is found to be advancing its frequency. Pending, 5.30 and 2.306 of rules, for an additional period of 6 months from June 18.
CBS Realigns

(Continued from page 28)

the auditing and tax department, general engineering, the Washington office, personnel department, building operations, general purchasing, and reference department.

In a statement announcing the changes, President Stanton said:

"With the recent acquisition, through Hytron Radio & Electronics Corp., of the businesses of the tube manufacturing and radio and television receiving set manufacturing, which are now added to the record manufacturing operations of Columbia Records Inc., it has become desirable to reorganize the broadcasting operations of the CBS into two divisions. The company's operations in the field of radio broadcasting, on the one hand, and television broadcasting, on the other, will in the future be handled exclusively by distinct organizations operating in these respective fields."

Result of Study

The reorganization plan has been under study for several weeks. [Broadcasting • Telecasting, June 25, 18]. Three weeks ago President Stanton circulated a memorandum throughout the CBS organization asserting that plans were being considered, but that, at that point, it appeared "substantial further study" would be required. Conferences on the subject have been frequent since that time.

Background data on the six division chiefs:

Howard S. Meighan joined CBS in 1934 as account executive in Radio Sales. In 1945 he was made director of station administration and the next year became vice president in charge of station administration and sales. He was subsequently vice president in charge of Columbia-owned stations. In 1948 he was named vice president and general executive and in 1949 moved to Hollywood as the chief CBS executive on the Pacific Coast.

J. L. Van Volkenburg, vice president in charge of network sales since January 1960, started his CBS career in 1920 and the next year became general manager of CBS-owned MKOX St. Louis. Three years later he was transferred to Chicago as assistant to the CBS midwest vice president, H. Leslie Atlass, remaining there until 1945, when he was appointed general sales manager of Radio Sales, with headquarters in New York. At present he is also director of station administration.

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AfRA WINS RAISE

For L. A. Staff Announcers

AfRA settlement for cost-of-living increases ranging from three to seven dollars weekly was won by staff announcers at nine Los Angeles area independent stations in negotiations concluded late Thursday at AfRA and a three-man committee representing 10 stations.

Negotiations opened May 1 in accordance with a contract concluded with the stations Sept. 16, 1950, providing for re-opening after six months if cost-of-living rose 10 points or more.

Salaries of announcers at KKRD and KFVD Los Angeles and KGER Long Beach go to $82 from $78 weekly; KWKW and KALI Pasadena, to $76.37 from $70 effective June 1; KFOX Long Beach, to $79.20 from $72; KGFJ, to $76.37 from $70, effective July 1; KMEP, to $59 from $55 (again in September); KFWB, to $95.25 from $95 (increased from $87.50 in Sept.).

KLAC announcers, who went to $90 from $78.75 in September, received no further increases. All raises except those for KGFJ, KWKW and KALI announcers are retroactive to May 1.

BASEBALL PROBE

Club Owners Map Plans

Baseball has begun legal groundwork, including the question of broadcasts of games, in preparation for House Monopoly Subcommittee hearings due to begin the end of this month on baseball's re-serve clause and also its position on broadcasts.

The Dept. of Justice has taken the position that baseball should liberalize restrictions which have existed on live broadcasts. This has been open to argument by minor league spokesmen, who contend that as a result their territory has been saturated with radio with a loss in attendance.

Paul Porter, Washington attorney and former chairman of the FCC, has talked to baseball officials outlining problems.
Closed Circuit
(Continued from page 1)

venient blank in letter asks contributions from $20 to $1,000.
TONI Co., Chicago, for new product, White Rain, will sponsor Casey, Crime Photographer on CBS-TV in fall, sharing alternate weeks with Carter Products, for Arid. Carter has sponsored show since last April. Tatham-Laird, Chicago, is Toni agency.

NEGOTIATIONS understood near completion for sale of WARL, Arlington, Va. (Washington Mutual) to WSKR, NBC. Owners Frank Fletcher and R. Kilbourne Castell to Lou Poller, licensee of WPFA Chester, Pa. Price reported about $120,000.
Kaiser-Frazier autos, through William H. Weintraub, New York, preparing additional spot radio schedule in about 50 markets to start as soon as possible for three months.

POLITICAL CONVENTIONS INTEREST TV SPONSORS
HENRY R. LUCE, editor-in-chief of Time, Life and Fortune, is negotiating to sponsor network telecasts of Republican and Democratic national conventions exclusively from Chicago next year, according to local Chicago Republican and Democratic commitments. Conference has been scheduled by them for July 19 with Mr. Luce.
Pabst beer is also reported to be interested in buying rights.
National headquarters of both parties indicated they had received many inquiries about possible TV sponsorship, with all major networks to be tied into coverage. Present conversations merely on exploratory basis, with no definite offers received, it was stated. Parties have not adopted TV policy for conventions. Coverage presents new problems since 1948 telecasts were not directly sponsored.

NEW HOOPER PROJECT
C. E. HOOPER, at subscriber conference to be held Thursday in New York's Hotel Biltmore, will offer new TV-Home Hopperating Service to 48 markets, beginning in October, if 30 present agency and advertiser subscribers to Hopperatings will agree to "modest" increase in monthly fee for service to such subscribers can be secured by October. If another nine come in by February, new service will be stepped up at that time to cover 67 markets.

NATIONAL PROMOTES WILLIAMS
ELECTION of William A. Williams as assistant treasurer of NBC announced Friday by financial vice president, Joseph V. Heffernan. Mr. Williams has been assistant to NBC treasurer seven years and previously was secretary and treasurer of Dorland International, export advertising agency.

UP TV NEWS PROJECT
UNITED PRESS and 20th Century-Fox have completed negotiations to exploit news film service to TV stations, on similar basis to UP's newspaper operations, it was learned Friday. UP official claimed, "We'll have the best TV news service in the industry!"

KMBY Monterey, Calif., $250 a week to $1,200, to become CBS affiliate July 22, CBS announced Friday. Station, owned by Monterey Radio Broadcasting Co., with S. M. Aston as general manager, will be CBS's 189th affiliate.

BROADCASTING  Telecasting
Symbol of a way of life

In the rotunda of the Capitol Building in Richmond is Houdon's statue of General George Washington, labelled by historians the most important in the world. Symbol of courage, faith, devotion to the cause of freedom, this memorial (the only one for which Washington posed) is a fit present-day reminder that man's pursuit of freedom is eternal. Among the most powerful weapons of the American way of life is freedom of expression—well served by countless radio and television stations. Among these The First Stations of Virginia, WMBG-AM, WCOD-FM, WTVR-TV, are privileged to be numbered.

WMBG AM   WCOD FM   WTVR TV

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