In the eighteen years since the NATIONAL BARN DANCE was moved to the
8th Street Theatre (it was a studio broadcast for eight years before that)
2,076,410 loyal WLS listeners have paid nearly a million and a half dollars
to see the program broadcast from this one spot alone—an unequalled record
in paid admittance for any radio program. And with age, its share of
audience increases—in the last reported month alone, according
to A. C. Nielsen Company, by 16%.

It is more than just another program. The NATIONAL BARN DANCE
is radio's oldest continuous, commercial program. It is a tradition—
which has maintained—and increased—WLS leadership in developing loyal
listeners—and customers. Its list of sponsors is impressive—even more so is the
constancy of their sponsorship. It has proven and will continue to prove
that radio is the magic touch that turns people into customers.

WLS can introduce you to new customers in the rich Midwest. Write WLS, or contact your John Blair man today for availabilities
and facts on how Radio's magic touch can sell for you.
QUALITY OF PROGRAMMING

Makes the difference between signal coverage and selling coverage

FIRST in Louisville
More Hooper FIRSTS* than all other Louisville stations combined!
*Based on total rated periods (one-quarter hour and one-half hours), Hooper Report No. 29, December '50 - April '51.

First in ALL KENTUCKIANA
The only station that covers all this rich market.

No other Kentuckiana station can match WHAS in listenership . . . in Louisville, in Lexington, in all Kentuckiana. Because no other station can match the consistent high level of WHAS programming. With power to reach 'em and the programming to sell 'em . . . it's a combination that can't be beat. Better call Petry.

Take Lexington for example
WHAS has more quarter-hour "Firsts"* in Lexington than all other stations combined including 4 local stations!
*Based on recent diary survey conducted by Department of Radio Arts, University of Kentucky.

Now in our 30th year service...

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

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.    ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
WHIM, Providence's Scampering Sprinter

NOW 1st by Hooper

over ALL Providence Stations

- Morning as well as afternoon
- No Baseball

1000 WATTS
1110 Kc
Providence, Rhode Island

Source-Hooper 12-6 FM JUNE 1951

National Representatives
Headley-Reed Co.
New York Philadelphia Atlanta
Chicago Detroit San Francisco
New Orleans Hollywood
SUSPENSE RENEWED • Electric Auto-Lite Co., has renewed sponsorship of both CBS radio and TV series Suspense for coming year. Radio program moves to Mondays at 8 p.m., while TV series will retain Tuesdays, 9:30 p.m. Cecil & Prebrey, N. Y., is agency.

BICKERSONS SWITCH • Philip Morris & Co., New York (cigarettes), sponsors of The Bickersons on CBS, Tuesdays, 9:30-10 p.m., switches program to NBC same evening, 10:20-11 p.m. effective Sept. 4. Status of its Philip Morris Playhouse also on CBS, not yet decided. Biow Co., New York, is agency.

NEW KATE SMITH SPONSORS • Three sponsors have been added for Kate Smith program Monday-Friday (4-5 p.m.) program on NBC-TV. Knomark Mfg. Co., for Esquire shoe polish, will sponsor Tuesday, 4:30-4:45 p.m. segment through Emil Mogul Co., N. Y. Simonize, through Sullivan, Stauffer, Colwell & Bayles, N. Y., will sponsor 4:15-4:30 p.m. period Thursdays, and Jergens Lotion, through Dreyfuss & Krumpack, N. Y., will sponsor 4:45-5 p.m. segment, Wednesdays and Fridays.

AT&T SETS SEPT. 30 FOR COAST-TO-COAST TV • COAST-TO-COAST TV simultaneous network broadcast will be initiated Sept. 30, if present expectations are fulfilled, AT&T said in announcing $40 million opening of cross-country microwave radio relay facilities for telephone service Aug. 17. Longest microwave channel in world, system has been under construction since 1948. Work on installation and testing of extra special equipment needed to fit relay for TV program transmission has reached stage where Sept. 30 date may safely be anticipated, about three months earlier than previous Bell System predictions.

Some TV networks marshaling West Coast origination plans. CBS-TV spokesman said network will have key ABC TV clients buying time for its fall schedule. "I'm in high hopes," a spokesmen said. "We're going to do very well."

SEEDS CLIENTS BUY SCHEDULES • THREE CLIENTS of Russel M. Seeds, Chicago, buying heavy fall and winter schedules. North Division of Borg-Warner, Chicago, for its full line of appliances, will sponsor transcribed Red Skelton show in nightime half-hour slots in 46 markets from Oct. 1 for 39 weeks. Package arranged and owned by Seed's Chicago firm. Williamso Tobacco Co., Louisville, for Raleigh cigarettes, begins TV spot campaign in 10 markets this month. Pinex Co., Ft. Wayne, Ind., for cough drops, will use radio spots in U. S. and Canada. Canada order covers 19 markets and 25 stations, while 40 markets will be used in U. S. between Pittsburgh and Texas.

REYNOLDS BUYS BIG SHOW • REYNOLDS METALS CO., Louisville, Ky. (aluminum products), to sponsor 6:30-7 p.m. segment of The Big Show, Sundays over NBC beginning Aug. 26 and running 6 p.m. to 7 p.m. period of The Kate Smith Evening Hour on alternate Wednesdays, over NBC-TV effective Sept. 26. Agency, Buchanan & Co., N. Y.
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

STEINMAN STATIONS Clair R. McCollough, Gen. Mgr.
WTAR Sells ALL
The Norfolk Metropolitan Sales Area for You!

WTAR is the profitable way to sell the big, eager and able-to-buy Norfolk Metropolitan Sales Area—Norfolk, Portsmouth, Newport News, Virginia. According to BMB, 95% of the families in this four-county sales area listen to WTAR regularly. Hooper says that most Norfolks listen most of the time to WTAR. Add the fact that WTAR delivers more listeners-per-dollar than any other local station or combination of stations. Easy to see why WTAR reduces sales costs, increases sales and profits.

MARKET DATA—Norfolk Metropolitan Sales Area

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>RETAIL SALES—1950</th>
<th>EFFECTIVE BUYING INCOME</th>
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<tr>
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<td>$M ESTIMATES</td>
<td>$M ESTIMATES</td>
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<tr>
<td></td>
<td>(in thousands)</td>
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<tr>
<td>Norfolk-Portland Metropolitan Area.</td>
<td>419,4</td>
<td>107.2</td>
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<tr>
<td>Newport News Metropolitan Area.</td>
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<td>38.9</td>
</tr>
<tr>
<td>TOTAL Norfolk metropolitan Sales Area.</td>
<td>563.9</td>
<td>146.1</td>
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</table>

WTAR is NBC Affiliate
5,000 Watts Day and Night

Inter-connected NBC, CBS, ABC, & DuMont Television Networks

Nationally Represented by EDWARD PETRY & CO., INC.
Helping your doctor help you—
the partnership between

Meat and Medicine

Out of the partnership between the meat industry and medicine come these (and many other) medicinal preparations

Insulin—only substance known to medical science which can control diabetes.
ACTH—treatment of arthritis, severe asthma, and many other conditions.
Epinephrine—treatment of many allergic conditions such as asthma, low blood pressure, certain heart affections.
Liver Extract—treatment of pernicious anemia.
Fibrin Foam—controls bleeding during surgical operations.
Gastric Mucin—treatment of many stomach affictions, notably peptic ulcer.
Thyroid Extract—treatment of depressed functioning of the thyroid gland (myxedema and cretinism).
Cholesterol—starting material for the preparation of many hormones.
Posterior Pituitary Extract—increases blood pressure during certain conditions of shock.
Bile Salts—treatment of gall bladder disturbances and abnormalities in fat digestion.
Rennet—aids in milk digestion.

As you know, meat animals are the source of many vital medicines. Every day these help save lives, restore health, relieve pain and battle disease for millions of people—perhaps even you, or one of your family.

To help make them, the meat packing industry has elaborate facilities for saving important by-products. Great discoveries have come, already, from the research partnership between the meat industry and medicine. The search is on for even greater things.

But only well established meat packers—the companies whose products you know so well—have the facilities to save and make available these by-products.

Price controls, possible rationing, etc., tend to divert meat into illegal channels, where there are no means of saving essential by-products; no facilities for research.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

Sutures—widely used in surgery because they possess great strength; need not be removed since they are absorbed by the body.
Estrogenic Hormones—treatment of certain conditions arising out of the menopause.
Progesterone—treatment of threatened and habitual abortion, and in severe dysmenorrhea.
Dehydrocholic Acid—treatment of certain gall bladder disorders and abnormalities of bile flow.
Parathyroid Extract—treatment of tetany (severe involuntary muscle contraction) which follows removal of these glands.
Benzoinated Lard—widely used as a medicinal ointment base.
Diastase—aids in promoting starch digestion.
Lipase—aids in promoting fat digestion.
Trypsin—aids in promoting protein digestion.
Bone Marrow Concentrates—treatment of various blood disorders.
Suprarenal Cortex Extract—used in the treatment of Addison’s Disease.
Penetrate ALL of America's

WFIL

...shopping center

WFIL BLANKETS
PHILADELPHIA...

For blanket coverage in Philadelphia—city of two million—schedule WFIL. WFIL regularly reaches four-fifths of all the city's radio families: 451,260 homes where WFIL is a family buying guide. And WFIL is still growing. It's the only Philadelphia network station to show both day and night audience gains in BMB's latest survey...18.5% more families (day) and 16.1% more families (night). You can't pass up Philadelphia, capital of America's 3rd Market...you can't pass up WFIL, first on the dial in Philadelphia.

...BLANKETS THE WHOLE
14-COUNTY MARKET

Don't ignore any of the 14-County Philadelphia Retail Trading Area. Here is a zone of more than 4,400,000 people. Here, in more than two-thirds of the radio homes, 769,550 families consistently tune WFIL. In this rich market area WFIL's signal penetration is strongest...you reach all of the 147 "home markets" outside city limits where a majority of the area's prosperous population lives and buys. And WFIL takes you to a huge bonus area beyond the 14 counties. Total coverage: 6,800,000 people. To reach these customers schedule WFIL.
3rd Market

adelphia for millions!

When is 5,000 watts more than 5,000 watts? When it's first on the dial! Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to twenty times the power at double the frequency...100,000 watts at 1120 kilocycles.

ELMER H. WEINE, Vineland poultryman—The head of Wise Chicks and his family typify WFIL-adelphia's 32,567 farm households with buying power 98 per cent above average. He is a WFIL fan.

A. O. SCHAFFER, Philadelphia steel miller—as Vice-President of The Midvale Company, he helps pay wages and salaries totaling $1,812,770,000 to workers in WFIL-adelphia's 8,566 industrial plants.

KATHRYN L. BATCHLER, Glassboro housewife—Like so many of the 21 million women over 21 in WFIL-adelphia, Mrs. Batchler listens long and hard before she buys...and she listens regularly to WFIL.

SIDNEY THAL, Chester grocer—4,600,000 people in this hungry 14-county market buy groceries worth more than $1 billion a year. Mr. Thal's Edgemont Beef Company is one of 460 food stores in Chester.

RAYMOND R. BEHRMAN, Phoenixville appliance dealer—Dealers like Behrman and Wiese sell $198,872,000 worth of household goods a year in WFIL-adelphia. He is a regular WFIL listener.

JAMES WORK, Doylestown educator—Mr. Work is President of the National Agricultural College, one of 87 colleges and universities in WFIL-adelphia. His students are among 65,000 collegians in the area.
Represented Nationally by The BOLLING COMPANY

Gene Allison and "The NEWS"

For a long time "Hoosiers" have received their morning news from Gene Allison. His early morning up-to-the-minute reports have made him their favorite morning newscaster for Indianapolis and Central Indiana. Gene Allison newscasts have an enviable record with commercial sponsors. Any advertiser who wants to do a big job with a small budget will do well to check Gene Allison and the Morning News.

"The Station that never out-promises
BUT ALWAYS OUT-PERFORMS"

spot...spot...spot...

CHAMPALE Inc., N. Y., through Hilton & Riggio, N. Y., planning increase of radio spots in major markets throughout country. Firm which directs large proportion of its advertising to negro market, is also, in process of negotiation for network radio program either on ABC or NBC.

ARMOUR & Co., Chicago, for its new product, Dial Deodorant Shampoo, is using eight-second radio spots in Chicago, Peoria, Milwaukee and Madison and tags on NBC Dial Dave Garway show preparatory to national expansion on market-by-market basis. Product was introduced in New Orleans test with radio and TV spots and Garway cut-ins. Agency: John W. Shaw, also Chicago. Agency: Foote, Cone & Belding, same city. Edwin J. Hughes is account executive.


F. W. FITCH Co. Ltd., Toronto (shampoo), starts spot announcements on number of major market Canadian stations and newscasts on selected stations. Agency: Vickers & Benson Ltd., Toronto.

Network...

WILDROOT Co., Buffalo (Wildroot Cream Oil Hair Tonic), sponsoring five-minute summary of major league baseball games following two regularly scheduled Sunday broadcasts of Game of the Day on MBS, effective July 29. Agency: BBDO, N. Y.

GLIDDEN Coa paint products, Cleveland, to sponsor quarter-hour of Kate Smith Show on NBC-TV for 13 weeks from Sept. 14. The 15-minute 4:30 to 4:45 p.m. segment will be sponsored on more than 50 station each Friday for new "Spred Satin" rubber latex emulsion paint and other Glidden items. Agency: Meidrim & Pemawith, Cleveland.

CURTIS PUBLISHING Co., Phila. used three spot announcements July 27, 30 and Aug. 1 for Ladies Home Journal on The Mary Margaret McBride Program over ABC. Agency: BBDO, N. Y.

GROVE LABS., St. Louis (Bromo Quinine cold tablets), to sponsor Cecil Brown, News Commentator on 45 Don Lee stations, Tues., Thurs., 8-8:15 a.m. (PDT) for 26 weeks starting Sept. 18. Agency: Gardner Adv., St. Louis.

LA MAUR PRODUCTS, New York (Modart cream shampoo), starting Sept. 9, Sun., 10:15-10:30 p.m. (PST), will sponsor George Fisher, Hollywood News on 28 CBS Pacific and Mountain stations for 52 weeks. Agency: Hilton & Riggio Inc., N. Y.


MORTON SALT Co., Chicago (table salt), to sponsor transcribed musical program Tues., 7:30-8 p.m. (PST) on 19 CBS Pacific and Mountain stations for 26 weeks, starting Sept. 11. Agency: Klauber-Petersen-Dunlap Assoc., Chicago.

GENERAL TIRE & RUBBER Co., Akron, starts next Wednesday, 8:30 p.m. (PDT) for 13 weeks, sponsoring What's the Name of That Song? on 45 Don Lee Pacific stations under the network's new "Lance" plan of paying percentage of established network rate and talent costs. Retailers located in 49 strategic broadcasting cities will write-remainder of costs by paying their pro-rate talent share plus percentage of local rate of individual Don Lee outlets. Agency: D'Arcy Co., Cleveland.

GENERAL FOODS Corp., New York (Calumet Baking Powder), to sponsor participation Jack Kirkwood Show on 45 Don Lee stations, on

(Continued on page 15)
KPRC

FIRST AGAIN

in the Big Houston Market!

February-May Hooper Report:
14 of the FIRST 15 Daytime Shows
14 of the FIRST 25 Nighttime Shows
5 of the FIRST 7 News Broadcasts
Are Heard on KPRC

KPRC leads by 31% over the second station
in Total Rated Time Periods

5000 WATTS
NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY & CO.
This week we pull the big switch...
This week KCBS increases its power to 50,000 watts. Already the most listened-to station in the San Francisco area,* KCBS becomes ten times more powerful! Now, with 50,000 watts beaming from a new transmitter at a strategic new location, KCBS will carry its top-favorite local shows and the big-star network shows of CBS throughout nearly all of Northern California. Will deliver a clear and powerful signal to 9 out of every 10 Northern Californians. Will make thousands of new friends...deliver many thousands of new customers for you. Remember, this week we pull the big switch...and boost our power...

...to 50,000 watts!

Ask us or Radio Sales to give you a preview of how 50,000-watt KCBS can help you make your product a leader throughout half of California.

*KCBS: this week ten times more powerful!
Don Blauhut, assistant radio and television director Peck Adv. Agency, N. Y., named director of department. Prior to his present affiliation he was with H. B. Humphrey Co., N. Y.

George H. Poland, manager Montreal office Young & Rubicam Ltd., Toronto, appointed vice president. He has been with agency since 1940.

Arner J. Rubien, vice president and co-director of package goods division Dorland Inc., N. Y., appointed vice president Hilton & Riggio, N. Y.

Mike Parent, account executive, Foote, Cone & Belding, S. F., to Benton & Bowles, N. Y.

Mark Parnall, advertising and sales promotion manager General Electric Supply Corp. S. F., to Brissacher, Wheeler & Staff, S. F., in creative department.

Carl Seiffer appointed assistant account executive Robert Otto & Co., Inc., N. Y. He was managing editor of Hudson Valley Newspapers, Milton, N. Y.


Jerry Kingsley, McCann-Erickson, S. F., to Guild, Bascom & Bonfigli, S. F.

Marshall J. Murphy, account executive Young & Rubicam, N. Y., to St. George & Keyes, as account executive for Richard Borden Inc. and Viken Tile Div. and Viken Cream Wax. Latter firm considering use of television in fall.

In describing his Army career, John Lawton, account executive, St. George & Keyes, New York advertising agency, says "I majored in public relations and private in the infantry."

Entering the Army as a GI in 1940, Mr. Lawton served with the 29th Division in Europe, winning a silver and bronze star and finally completing the color scheme the hard way with a Purple Heart.

Upon release from the hospital as a major, he was assigned to public relations work, his first real experience in that field.

Returning to civilian status in 1945 he joined St. George & Keyes in the publicity department. His affinity for the agency business was such that he had soon established himself in production, eventually progressing to account work. Within six years he had progressed to his present position as account executive for Revere Copper & Brass (Revere Ware), Benjamin Moore Paint Co. and the Kuffel & Esser (instruments) accounts.

Mr. Lawton's pre-war commercial experience had included jobs with the First Trust Bank in Albany, N. Y., the surveying firm of Edward J. Bottele, Delmar, N. Y., and the Young & Selden Co., printer and lithographer.

Among his present accounts, Revere Ware currently is sponsoring Meet The Press on NBC-TV and the Benjamin Moore Co. is a seasonal radio advertiser with a current 13-week run of Your Home Beautiful on MBS.

Mr. Lawton has been married to the former Martha Stringer since 1941. They have two children, Ruth Dunn, 6, and John Crawford, 4%. The family lives in an apartment in Rye, N. Y.

Mr. Lawton's hobbies are tennis and golf. He is a member of the University Club, Baltimore, and the Touchdown Club, New York.

ON BLAUHUT, assistant radio and television director Peck Adv. Agency, N. Y., named director of department. Prior to his present affiliation he was with H. B. Humphrey Co., N. Y.
WILLIAM J. BRENN, Sherman & Marquette, N. Y., to McCann-Erickson, N. Y., in executive capacity.

ED BAUMGARTNER, art director H. M. Gross Co., Chicago, named vice president.

ANDERSON, SMITH & CAIRNS, subsidiary of Anderson & Cairns, N. Y., has moved its Montreal offices to new and larger quarters at 1510 Drummond St.

JOHN MATHER LUPTON Co., N. Y., has leased additional space at 420 Lexington Ave., N. Y.


JAMES T. CHIRURG, president James Thomas Chir Urg Co., N. Y., named to serve on committee on advertising of U. S. Chamber of Commerce.

RICHARD L. DEXTER, copywriter The Potter-Tabbott Co., Kansas City, Mo., called to active duty at Lt. Comdr. in Navy, as 15th District radio-TV officer.

GRANT Adv. Inc. has moved its New York offices to 655 Madison Ave. New telephone is TEmpelton 8-3938.

WALTER GRAUMAN, TV packager, to radio-TV department, Jaffe Agency, L. A.

MARK PARNALL, advertising and sales promotion manager General Electric Supply Corp., S. F., to creative department Brisacher, Wheeler & Staff, S. F.


GEORGE D. ERBEN, executive art director Platt-Forbes, N. Y., and ROBERT C. REED, assistant art director, Goold & Tierney, N. Y., named art directors for Fletcher-Richards, N. Y.

BEAUMONT & HOHMAN Inc., Chicago, appointed by WOW-AM-TV Omaha to handle advertising.

New Business
(Continued from page 10)

thrice weekly rotating basis, 1-1:30 p.m. (PDST), for 18 weeks starting Sept. 3. Agency: Foote, Cone & Belding, N. Y.

AMERICAN BAKERIES Co., Atlanta, renews sponsorship of The Lone Ranger on 36 ABC stations, effective Sept. 10 for 52 weeks, and TV version effective early in July for similar period. Agency: Tucker Wayne & Co., Atlanta.

Agency Appointments • • •

WESTERN UNION SERVICES Inc., subsidiary of Western Union Telegraph Co., appoints United Advertising Agency, Newark, to handle advertising. Television will be used.

RED TOP BREWING Co., Cincinnati, names Cecil & Presbrey Inc., to handle its advertising effective Sept. 1. Firm uses spot radio.


SECOND ARMY re-appronts VanSant, Dugdale & Co., Baltimore, to handle advertising. Radio will be used.

OBVIOUSLY OUTSTANDING, also, is WMBD's continuing dominance of the prosperous Peoria area market. The latest Hooper Index shows WMBD increasing its already dominant lead and selling more products to more people at less cost than any other station in the market.

WMBD—THE NO. 1 BUY IN THE MIDWEST'S NO. 1 TEST MARKET

See Free & Peters . . .

PEORIA

FIRST in the Heart of Illinois

CBS Affiliate

5000 Watts

August 6, 1951 • Page 13
DECLARING that "the air belongs to the people and the use to which it is put for radio and TV is a public trust," William Fay, vice president of Stromberg-Carlson Co., has announced formation of a citizen's Advisory Council for the company's WHAM-AM-TV Rochester.

T. Carl Nixon, prominent local attorney, has accepted temporary chairmanship of the group, pending an organizational meeting and election of officers. Council will consist of 25 members for the 23-county coverage area of the stations, according to Mr. Fay.

Fay also stated that the group will organize and function independently of station influence, members serving without compensation on a one-two and three-year rotating basis. Plan after getting a nucleus of new members to be added each year.

"The purpose of the Advisory Council will be to advise with us regularly on ways in which WHAM and WHAM-TV can constantly improve their service to listeners," Mr. Fay said. The Stromberg-Carlson executive expressed the desire that the stations' audience have a closer working partnership with WHAM and WHAM-TV.

Under the American system of broadcasting, broadcast stations are privately owned and operated under a license from the federal government to operate "in the public interest, convenience and necessity." In other words, operation of a public enterprise in a public trust.

Now that WHAM is engaged in both radio and television, its responsibility for the wise use of the great power in these facilities is greater than ever before. We believe that both the stations and the communities they serve have much to gain from an advisory group such as the new council.

Our goal is the fostering of finer radio and television in the Rochester area. But we do believe also that, in working towards this goal locally, we can stimulate similar efforts throughout the broadcasting industry.

**Strictly Business**

John Stebbins' confidence in the continuing profit-making ability of radio is physical as well as intellectual. The Chicago manager of The Bolling Co., station representative firm, proves this with a blood pressure of only 104. A muscular 220-pounder, Mr. Stebbins has been in radio 11 years, and manager of Bolling's Chicago office since the firm bought Universal Radio Sales. He also was midwest manager of that representative firm after getting his broadcast indoctrination at such scenic sites as Jamestown, N. D., and Albuquerque, N. M.

Born in Sioux Falls, S. D., Mr. Stebbins lived most of his youthful years in Jamestown, returning there between terms at St. John's Military Academy in Delafield, Wis., and the New Mexico Military Institute at Roswell. Military training was incidental, however, as he concentrated on commercial courses. Even while attending prep school, he had decided to go into radio some day, because it was a "young man's field," but opportunities to crack it were sparse at that time.

After graduation from the military institute, Mr. Stebbins by-passed his radio ambitions temporarily and went into the freight car refrigeration business with his brother. Sons of a railroad man, the boys headquartered in Los Angeles and sold fruit and vegetable growers and suppliers on the idea of using a device, which cooled railroad refrigerator cars faster and more cheaply with air instead of ice. The system enabled a car to be cooled: for shipment of perishable food in four hours rather than 16, and gained for shippers a

(Continued on page 90)
LOWEST COST PER THOUSAND

KFRE delivers more listeners per dollar than any other Central California station...

You are using the biggest and the best when you choose KFRE to cover Central California.

You get the highest ratings... complete coverage...and the lowest cost per thousand, too.

Ask Avery-Knode.

PAUL BARTLETT, President

KFRE

940 KC * CBS * 50,000 WATTS * FRESNO
In The Public Interest

Safe Driving Contest
"TRENTON'S SAFEST SUMMER" contest backed by WBUD Morrisville, Trenton and American Automobile Assn. of central New Jersey, has swung into high gear, trying to encourage safer driving in the state. Merchants from all over central New Jersey are offering prizes for the "Most Courteous Driver" selected each week. It all started when an editorial appeared in The Trentonian. WBUD immediately followed it up with a call to the paper suggesting a drive be launched in cooperation with a national safety organization. Thus AAA came into the picture and agreed to the plan to locate Trenton's most courteous and safest driver.

Red Cross Citation
KNBC San Francisco broadcasts on behalf of the 1951 Red Cross Fund Campaign have brought the station formal recognition of gratitude from the executive committee of the San Francisco Red Cross chapter. Station is cited for its "public spirited support (and) significant contribution in acquainting the public with activities and financial needs of our chapter." In an accompanying letter with the resolution, 1951 Fun Campaign Chairman Alan Lowrey wrote: "I add my warmest personal thanks ... without the kind of backing you gave (our quota) could hardly have been achieved."

Aids Arrest
A WJHP Jacksonville, Fla., broadcast description of a hit-and-run automobile involved in a fatal accident led to the arrest of its driver, the station reports. A listener heard the broadcast, recognized the car, and phoned police. The driver has been charged with manslaughter. WJHP Disc Jockey Chaz Harris aired the description on his Rise and Shine program.

Defense Booklet
WPIN St. Petersburg, Fla., is distributing a copy of the official government publication, Survival Under Atomic Attack, prepared by the Federal Civil Defense Administration. Circulation of the booklet is being made as a public service and free of charge to listeners upon request.

Fire Prevention
WTAG-AM-FM Worcester, Mass., has received plaudits of Massachusetts officials for its series against forest fire carelessness. E. H. Gagnon, conductor of the station's series, Keep Massachusetts Green, said in a letter to WTAG that "all the officials of the State Conservation Dept. are in agreement that WTAG is perhaps doing more for the prevention of forest fires than any radio station in the East." In addition to the series, WTAG airs a "burning index" in daily weather reports, indicating potential fire danger for that day.

Lost and Found Dept.
WTAG-AM-FM Washington, through a transit radio broadcast, was responsible for reuniting a lost three-year-old girl and her father. Police found the child wandering the streets of the Nation's Capital. The tot couldn't tell where she lived. Newspapers carried stories and photographs but it was not until a neighbor of the little girl heard her description on a transitcast that the case was solved.

Coast Guard Appreciation
U. S. COAST GUARD has expressed its appreciation to WLOW Norfolk for the Virginia station's "generosity and efficiency of the public service rendered." On July 1, the aid of WLOW was sought by the Coast Guard to locate a missing boating party. WLOW aired the appeal. Within a few minutes, the listening audience had supplied the information that the party had reached shore safely "thereby releasing air and surface craft from further search of the sea."

Fire Damage
WHEN fire destroyed the home of a local family, WQIG Brunswick, Ga., went on the air with appeals. Every break in a baseball game was used to ask for clothing and furniture for the family. By the end of the game, sufficient gifts had poured in for the family to make a new start, the station reports.

Sound Retreat
BILL SAMPSON, Negro night disc m.c. of KWKK Pasadena, has changed (by request) the phone number he gives listeners desiring to call in requests. Seems the number was just one digit removed from that of Sierra Madre Passionist Retreat House and too many Sampson fans in the early morning hours weren't quite careful enough in their dialing.
scores terrific gain in "popularity poll" of Philadelphia stations!

Your advertising dollar has always bought full measure on KYW. Now it gets an even better buy! According to Pulse figures for all programs from 6 AM to midnight, Monday through Friday, KYW's share-of-audience for the May-June period has jumped 5 percent in one year... in spite of increased activity on the part of other media. This record far surpasses that of any other Philadelphia radio station, network or independent!

Mail response, too, proves that KYW gets action from all over the rich Middle Atlantic market. For availabilities, check KYW or Free & Peters.
IN ORLANDO, FLORIDA, WLOF'S

“BOB KEITH SHOW”

DAILY 3½ HOUR DISC JOCKEY PROGRAM

HAS HIGHER HOOPER RATING (*) THAN NBC AND ABC STATIONS HERE

ALL AFTERNOONS 2:00 TILL 5:30 PM;

AND OUTRANKS CBS STATION 5 TO

5:30 PM, MON. THRU SAT.

BOB KEITH'S SHARE OF AUDIENCE
2:00 TILL 3:00 PM — 20.2
3:00 TILL 4:00 PM — 25.0
4:00 TILL 5:00 PM — 27.9
5:00 TILL 5:30 PM — 38.5

FOR SPOT AVAILABILITIES CONTACT:

PAUL H. RAYMER COMPANY, INC.

WLOF

“FLORIDA’S SWEET MUSIC STATION”

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

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

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER

Page 20 • August 6, 1951

Applause Dept.

EDITOR:

Congratulations on your story

on The Railroad Hour [July 23].

It is very well written . . . and

very well documented.

J. Gorman Walsh
Station Manager
WDOL-AM-FM-TV
Wilmington, Del.

EDITOR:

. . . I now have a far better con-

ception of your vast coverage since

tear pages of the feature [Strictly

Business, July 9] arrived from all

over the country . . .

D. C. Rogers, Mgr.
Adv. & Sales Promotion
Mid-Continent Petroleum
Tulsa

Hon. Yearbook

EDITOR:

Since the Library of Con-

gress reference room in the New

House Office Bldg. does not have

a copy of the 1951 BROADCASTING

& TELECASTING Yearbook I am

giving them [a] copy . . . so that

all the members will have access to

the information contained there-

in . . .

Sterling Cole
Member of Congress
(R-N.Y.)
Washington, D. C.

EDITOR:

We just read the WPAT rate

increase article on page 48 of this

week’s BROADCASTING & TELECAST-

ING [July 30], and we wish to con-

vey our thanks for the story.

Unfortunately, however, we noticed

a rather serious error . . .

The conclusion of the next to last

paragraph reads: “. . . and lost

rank in but 41.” Our promotion

piece reads, instead: “. . . and

lost rank in but 4.”

Losing position in 37 more quar-

ter hour periods than we actually

did puts us in a slightly precarious

position . . .

Frank Tuoti
Promotion Manager
WPAT Paterson, N. J.

EDITOR'S NOTE: To say nothing of

the position it puts an unsteady typog-

raper in.]
Did you get your big free insurance policy this week?

You did — if you received shipments of well-known brands of merchandise!

You got the protection and guarantee of all the advertising done each year, that promises top quality and value — and makes good on its promises.

More than that, you automatically benefit from a vast pre-selling job that has reached your own customers and convinced them before they enter your store.

That's why you make your business stronger when you keep the force of famous brand names behind your selling. Let your customers know they can get from you the brands they know and want. Why be content — or expect them to be content — with anything less?

The consumers of America are in favor of known brands — prefer them 8 to 1 by actual survey. Darn good evidence that your turnover will be faster, your year-end profits higher — and that you'll collect handsomely on that free insurance!

Give your customers what they ask for — it's bad business to substitute.

Brand Names Foundation
INCORPORATED
A non-profit educational foundation
37 WEST 37 STREET, NEW YORK 19, N.Y.
KWKH HELPS SOFT DRINK MAKE AMAZING COMEBACK!

IT’S EASY, WHEN YOU KNOW HOW!

The chart above shows what three quarter-hour programs a week on KWKH have done for Panola, a soft drink bottled by the 7 UP Bottling Company of Shreveport.

The 7 UP Bottling Company started using KWKH in July, 1950, when sales of Panola were at a low ebb — down 40% from the corresponding period of 1949. KWKH helped check the slump immediately, and by March 1 of this year, Panola’s sales were actually 14% above the corresponding two-month period of 1949 — a “real” gain of perhaps 34%, since industry sales declined 15% to 20% during the period!

Panola’s schedule on KWKH consists of a 15-minute segment of a late afternoon disc-jockey program. This has been, and still is, Panola’s complete advertising campaign!

What can we “Panolate” for you?

50,000 Watts • CBS •

The Branham Company Representatives

Henry Clay, General Manager
FORD creates workshop

Backed by $1.2 Million Fund

THE FORD FOUNDATION, richest philanthropic organization in the U. S., last week created a Tele-vision-Radio Workshop, financed by a $1.2 million grant, to create programs combining "cultural, public, service, and entertainment qualities" to be broadcast over commercial facilities.

Although the nature of its programs will be educational, the workshop was established on a financial plan which provides for its perpetuation through the sale of programs to advertisers.

The $1.2 million, which the foundation officially described as being "immediately available," was regarded as set up to provide the working capital of the workshop. Assuming the workshop is successful in attracting sponsors, there would seem to be no financial limitation to the volume of productions it undertakes.

According to the foundation announcement, workshop programs will be offered free to commercial broadcasters and will be made available for sponsorship. If the programs are sold to advertisers, broadcasters will be paid for their time and the workshop will recover production expenses.

Radio Show Already Planned

Already in production, the workshop plans to present its first show in November over CBS. The nature of the program was not revealed.

Creation of the workshop was announced by the foundation in a statement for release today (Monday): Its purpose, the announcement said, is to add "a new dimension to TV and radio programs."

The workshop will be operated by the Fund For Adult Education and will be under the general supervision of James Webb Young, consultant on mass communications to the Ford Foundation. Mr. Young is a veteran advertising man and is senior consultant at J. Walter Thompson Co. The Fund For Adult Education was set up by the foundation to assist "in that part of educational process which begins when formal schooling is finished."

The workshop's functions will encompass both radio and telecasting but major emphasis will be on television, even though the pre-

See Editorial Page 24

The Ford Foundation Workshop

Mr. Young

mier program is for radio.

"This workshop will be staffed by the best professional talent we can employ," Mr. Young said. "It will use its funds to produce shows with the maximum of available skills, techniques and facilities."

Already, he reported, several national advertisers and agencies have approached foundation authorities about prospective sponsorship of workshop programs, and top-flight talent have bid for jobs.

"A plan will work from the basic of the workshop's TV output. In addition to general flexibility, it was pointed out, films will permit second- and third-run use by "such educational stations as may come into existence," as well as by other outlets.

Referring to both radio and TV programs of the workshop, Mr. Young asserted:

"These shows will be offered without charge to commercial broadcasters who have already indcated a desire to cooperate in this venture by providing time to put them on the air. They will then be offered for sale to appropriate commercial sponsors, either national or local. If sold, the stations will get their time revenue and the workshop its production costs."

An "independent Hollywood producing unit" will probably be utilized for making the TV films.

Mr. Young, who told broadcasters several weeks ago that a substantial sum could be made available if a practical plan were devised for cooperation with commercial radio and TV interests, found evidence of hearty cooperation.

He said the workshop plan "has been warmly received by leading networks, by the directors of the NARTB, and by all individual station operators to whom we have

(Continued on page 38)

NBC chime sale plan

A PLAN to sell spots on NBC's network chime-breaks [CLOSED CIRCUIT, July 30] was still getting active consideration by NBC officials last week.

The potential gross of $6 million a year in chime business stands as a lure against the certain outbursts of station representative firms, the likelihood of squawks from affiliates, and the difficulties of devising a satisfactory plan.

Though still in the indefinite stage, the plan drew immediate fire from the National Assn. of Radio 
& Television Station Representatives. NARTSR Managing Director Murray Grabhorn blasted it as "simply additional evidence of the networks' creeping encroachment into the spot field, compounding the station's problems forced by the recent network rate cuts."

A network spokesman said Thursday that at least three agencies were standing in line to negotiate for the spots, but that NBC officials were still undecided on whether it is time for sale. They do not know whether they want to inaugurate chime-break spots in the first place, he said, and if they decide they do they still do not know how they would handle such points as compensating the affiliates.

He emphasized, however, that if NBC sells the time the affiliates will be paid—a point which presumably would calm many of the station protests that would be expected otherwise.

In their exploration of the proposal, NBC authorities said they approached four 50 kw stations, explained the plan, and got "enthusiastic" reactions.

NARTSR's Mr. Grabhorn was enthusiastically opposed.

"When we first learned of the possibility that advertisers might buy a six-second network announcement within the area now occupied by the NBC identification chimes (or anywhere else)," he said, "it was incredible that NBC — or any other network — would even consider such an encroachment upon their affiliates' spot revenues, let alone pressure the stations to take it."

Calls Plan 'Bad'

Aside from what he called "the networks' creeping encroachment into the spot field," he said, "there are many other reasons" why the plan is "bad."

"Consider the fact that last year the networks billed about $12 mil-

lion, of which approximately 30% went into the cash registers of their affiliated stations," Mr. Grabhorn said. "The same year spot advertisers spent $120 million, of which roughly 70% was retained by the individual stations. It is obvious, therefore, that if enough stations accept enough spot advertising from any network they will eventually destroy the legitimate spot business as it is known today."

Network officials insist the plan is not their idea, but was brought to them by "a major agency" on behalf of a client who wanted to buy the chime-breaks for a saturation spot campaign. When word leaked out, a second and then a third agency approached on behalf of advertisers, officials reported.

The chime-break spots, if the plan goes through, would be about six seconds long, according to present thinking. Instead of "This is NBC, the National Broadcasting Co.," the network identification would be shortened and the spot announcement inserted. For example, it might be "This is NBC — Buy Soap Pads," followed by the NBC trademarked chimes.

Though it would mark a departure in commercial practice, it

(Continued on page 40)
**GRID SCHEDULES**

**MORE football broadcast schedules for the fall are coming off the gridiron’s griddle. Among the additional reports to Broadcasting & Telecasting are:**

Admiral Corp. has signed for sponsorship of the annual All-Star football game on Aug. 17 over the DuMont Television Network. The game will be played at Soldiers Field, Chicago, with the College All-Stars opposing the 1950 National Pro Football League championship, Cleveland Browns. Officials said the game will be carried by 35 DuMont stations in 34 cities. Admiral agency is Erwin, Wasey & Co.

Standard Oil of Indiana has completed its broadcast schedule over WJR Detroit of eight U. of Michigan games. WJR Vice President and General Manager Worth Kramer says this makes it the sixth straight year of Standard Oil sponsorship.

Departure from the straight schedule is the dropping of Michigan vs. Cornell and substitution of Michigan State vs. Notre Dame. An addition is the U. of Detroit vs. Notre Dame game Oct. 5. Yurek Patrick, station’s sports director, again handles play-by-play. Charley Park will cover color and side-lights.

Ohio Oil Co., through its agency, Scott-Wurthhart Inc., Cincinnati, has arranged to air over WHK Ann Arbor all U. of Michigan games except that with Cornell U. A 21 station regional network, entitled “Westvnr,” will carry The Ashland Oil & Refining Co., Ashland, Ky., sponsorship of the complete schedule of West Virginia Reynolds Buys Race

REYNOLDS metal products Co. has signed to sponsor the Hambrotonian Stake harness racing feature, from Good Time Track at Goshen, N. Y., Wednesday, 5:00-9:45 p.m., over CBS Radio. Agency is Buchanan & Co., New York.
ASCAP ATTACK

By BRUCE ROBERTSON
IN A BOLD move designed to increase radically ASCAP's income from the radio and television broadcasters who already provide the greater part of its revenue, ASCAP on Thursday asked the Federal District Court in New York to amend the provisions of the consent decree so as to:

(1) Enlarge the basis of per program licenses to cover not only programs containing ASCAP music but adjacent announcements as well, and

(2) Require all broadcasters who also are licensed by BMI to take out ASCAP blanket licenses whose fees are based on the station's entire revenue from all broadcasts regardless of whether or not ASCAP music is used.

Asks Hearing
This application for a modification of the terms of the consent decree, which limits effective ASCAP action to its major protection for ASCAP's broadcast licensees, asked the court to hold a hearing in New York this Wednesday at 10:30 a.m. In fact, in a complete reversal of the traditional ASCAP-broadcaster relationship with ASCAP holding control, the society now is asking for protection against what it alleges is the "unfair competitive advantage" held by the industry-owned music rights organization, BMI.

At the same time, ASCAP also filed its answer to the petition of 56 TV station operators asking the court to prevent the use of ASCAP music in connection with their television programming [BROADCASTING • TELECASTING, July 25]. Answer claims that the broadcast regulations by ASCAP are reasonable and should be so found by the court, although the proposed per program licenses call for a rate of payment more than double that now in effect in the per program agreements ASCAP has with radio broadcasters.

In its filings for a softening of the terms of the consent decree, ASCAP asks that the following sentence be added to Subsection II of the amended final judgment of March 14, 1960 (latest form of the decree):

"(F) 'Programs' include all commercial announcements (whether announcements of "special announcement," station-break announcements, or other commercial credits) interspersed between such program and the program preceding or following such interspersed announcement."

ASCAP also requests that Section VII of the judgment be modified so that prohibitions against basing commercial license fees on income received from programs which include no ASCAP composition shall be nullified for the use of ASCAP music in connection with their television programming [BROADCASTING • TELECASTING, July 25]. Answer claims that the broadcast regulations by ASCAP are reasonable and should be so found by the court, although the proposed per program licenses call for a rate of payment more than double that now in effect in the per program agreements ASCAP has with radio broadcasters.

Advertising, Selling Cost Can Be Applied
A FORMULA designed to enable manufacturers to apply costs for advertising, selling, administration and other purposes to prices of their manufactured products was written signed by the President last week.

The action allayed industry fears that advertising budgets would be pared in many instances because of early price ceilings imposed by OPS. Critics of a previous OPS pricing provision (CPR 22) including James D. House, vice president of Avco Mfg. Corp. and board chairman of Crosby Broadcasting Corp., had charged that it posed an unfair threat to advertising [BROADCASTING • TELECASTING, June 11, May 28].

The new formula, sponsored by Sen. Homer Capehart (R-Ind.), permits increases (or rollbacks) on manufactured products after all costs are added to the base period— the highest price between Jan. 1, 1950, and June 24, 1950.

In effect, this means that manufacturers now can add (or subtract) costs from June 24 to July 25, or from June 22, 1949, to July 25, 1949. OPS would establish a ceiling taking into consideration the highest price, plus or minus costs computed for the later period.

Costs not described in the control act as those including "materials, indirect and direct labor, factories, selling, advertising, office and other production, transportation, carriage and handling of materials," except those costs which the President may deem to be "unreasonable and excessive."

Mr. Shouse had told the American Marketing Assn. that no provisions were called 'blanket' licenses. Under a 'blanket' license the user is entitled to perform any composition in the Society's catalog for a fee expressing a percentage of its gross proceeds after deduction of its total receipts from the sale or use of broadcasting facilities, after certain agreed deductions."

Mr. Harbach states that "some broadcasters have requested that the consent decree be changed to the basis of payment to where a user might perform any composition in the Society's catalog for a fee which would be a percentage of the total revenue receipts from those particular programs that actually used music in the Society's catalog, as distinguished from paying on an over-all or blanket basis."

Such per-program license provision was incorporated in the consent decree of March 4, 1941, which eliminated a previous suit against ASCAP. The Society had withdrawn its music from the air in an attempt to force the broadcasters to make demands that they formed an industry-owned music rights organization, BMI, to protect themselves against such abuse of monopolistic power. (This provision is now Section VII of the amended final judgment of March 14, 1960.)

"In effect," Mr. Harbach states, "Section VII requires the Society to offer 'per-program' licenses to radio and television broadcasters."

Averring that ASCAP "has no objection to such a formula when fairly applied," he added that the purpose for which it was originally designed," he adds that the television broadcasters who are asking the court to set a fair fee for the use of ASCAP music are actually concerned only with separate licenses. The blanket license term had been incidentally agreed upon between ASCAP and BMI, he explains, because the only unit in the television broadcasting industry.

Charges Unfairness
The real reason for the TV broadcasters' insistence on per program licenses from ASCAP, Mr. Harbach charges, is that they are seeking to use the provisions of the amended final judgment in their present form to give an unfair competitive advantage to BMI, a corporation owned by them, and to permit that corporation to continue in fact to augment its present unfair competitive advantage to the prejudice of the individual composers, authors and publishers who do not throw in their lot with BMI. Each of the petitioners [TV station operators] 'can not stand and believe,' holds a 'blanket' license from BMI. It is significant that the petitioners in their dealings with BMI do not insist on obtaining 'per-program' licenses.

ASCAP members are "handi- (Continued on page 88)
CBS TOP-LEVEL

A NEW LIST of officers of CBS—the overall organization—was released last week in the wake of the reorganization of the company into six autonomous units [Broadcasting • Telecasting, July 16], along with organization charts for the Radio and Television Divisions and additional appointments and announcements dealing with the makeups of several of the operating units.

Officers of CBS Inc. are as follows:

Board Chairman—William S. Paley.
Executive vice president—Joseph H. Ream.


Secretary—Julius F. Brauner.
Treasurer—Samuel R. Dean.
General auditor—Arthur S. Padgett.
Controller—Edward L. Saxe.
Assistant secretary—Edgar Batchelder.
Assistant treasurer—William J. Flynn.
Assistant secretary—Kenneth L. Yourd.

Key executives of the CBS Radio Division under President Howard S. Meighan, and of the CBS Television Division, under President J. L. Van Volkenburg, are shown on the accompanying charts.

In the CBS Labs Division, President Adrian Murphy announced this unit has been organized into two departments. These are the Engineering Research & Development Dept., under the direction of Labs Vice President Peter C. Goldmark, and the Licensing & Contracts Dept., which will be headed by Richard Mahler as director.

Mahler to Negotiate

Dr. Goldmark, under whose direction the CBS color television system and the long-playing record were developed, was CBS vice president in charge of engineering research and development before the Labs Division was established. Mr. Mahler has been CBS industrial consultant for the past year. His department will negotiate and administer licenses with manufacturers under CBS patents; negotiate and administer contracts for engineering development with outside agencies, such as the government and universities, and act as liaison on engineering and license matters with manufacturers and other agencies.

At CBS-Columbia Inc., CBS set-manufacturing subsidiary, President D. H. Cogan announced board members and officers as follows:

Board of directors—Bruce A. Coffin, chairman; Mr. Cogan, Lloyd H. Coffin, Adrian Murphy, Frank Stanton, Sam Dean, and Ralph Colin.

Officers—Mr. Cogan, president; Bruce A. Coffin, executive vice president; J. A. Stobbe, vice president in charge of operations; L. M. Kay, vice president in charge of engineering; M. A. Gardner, vice president in charge of sales and purchases; Allan Strauss, vice president in charge of export; John Ward, controller, assistant secretary and assistant treasurer; and Sam Dean, treasurer and secretary.

In the CBS Television Division, appointment of Merritt Coleman as director of business affairs was announced by I. S. Becker, division vice president in charge of business affairs. With CBS since February 1942, Mr. Coleman has served successively as a member of the Program Operations Dept., member of the Technical Operations Dept., director of operations for television, and, since 1949, as a member of the Business Affairs Dept.

Promotion Directors

Also in CBS television, selections of Alex Kennedy as director of program promotion of the television network and of David Luhmann as director of promotion for CBS-owned television stations were announced by William Golden, creative director of advertising and sales promotion for the division. Mr. Kennedy joined CBS in 1948 as promotion copy-writer, and Mr. Luhmann in 1949 as copy-writer for CBS-owned stations.

In the CBS Radio Division, Administrative Vice President Louis Hausman announced appointment of George Bristol, who has been director of CBS operations for CBS radio and television, as Radio Division director of sales promotion and advertising. Mr. Bristol has been with CBS since 1948.

The appointment of James Sirmons as manager of CBS Radio Network Operations also was announced. This division will function for CBS Radio excepting announcing staff, which will serve both CBS Radio and CBS Television. Mr. Sirmons joined CBS in 1942 as a supervisor in the Program Production Dept., two years later being made a supervisor in CBS Network Operations.

USAF Names Hodgson

RICHARD HODGSON, president, Chromatic Television Labs, and director of TV development for Paramount Pictures Corp., has been named a consultant to Gen. Hoyt S. Vandenberg, Chief of Staff, U. S. Air Forces, on research and development. He will work with Lt. Gen. James H. Doolittle, special assistant to the chief of staff, and Dr. Louis N. Ridenour, chief scientist for the Air Forces. During World War II, Mr. Hodgson was with the Radiation Laboratory at Massachusetts Institute of Technology and acted as technical adviser to Gen. Vandenberg on radar operations by the Ninth Air Force.

CBS Television Division

CBS Radio Division
N.Y. ISSUES ALERT PLAN

REGULATIONS requiring New York State AM stations to reduce power to about 250 w in event of proclaimed imminent of enemy attack, and compelling TV and FM stations to go off the air completely in such cases, were issued last week by the state's Civil Defense Commission.

The rules, prepared under the authority of the New York State Defense Emergency Act of 1951, were announced Thursday by Col. Lawrence Wilkinson, chairman and director of the commission.

They may be used as a pattern for other sections of the country or perhaps for the federal government's CD radio-TV plan. New York officials pointed out that they were drawn up in the absence of such guidance on a national basis after "leaders of the radio industry ... expressed anxiety because of the lack of a concrete emergency procedure."

Joint Development

The announcement said they were "developed jointly by the members of the up-state and down-state CD committees, representing 193 radio and 12 television stations in New York State," with the "approval and cooperation of leaders of the radio industry." It was emphasized they may be amended at any future time to achieve conformity with any specific federal regulations which may be issued by FCC or the Defense Dept.

In Washington, FCC engineering authorities disclaimed previous knowledge of the plan's specifics. They felt that it is a "step in the right direction" but a "second-order step" which may not resolve many of the problems incurred in enemy homing tactics involving high-power transmitters.

Similar plans have been suggested by state civil defense groups, they explained. In any event, they added, information revealed in the New York plan will be de-restricted on the federal level, especially as pertains to the role of FM and TV stations. Silencing of certain FM and TV operations had been a restricted provision under FCC's broadcast operational plan.

Generally, FCC officials limited their official reaction to the comment that the regulation would not "conflict" with FCC's critique for broadcasters.

Officials of the Federal Civil Defense Administration were momentarily unable to say whether the plan had received prior FDCA approval. They said, however, that customarily state blueprints for communications networks are submitted to FDCA for approval.

Officials pointed out, however, that in view of a close working agreement among FCC, FDCA and the Defense Dept., the new regulations eventually would conform to FCC Rules & Regulations, as indicated by the New York State Civil Defense Commission. It was noted that FCC holds jurisdiction over commercial broadcast stations and other services, including amateur radio operation.

FCC jurisdiction takes precedence over laws passed by a number of state legislatures with regard to broadcasting or telecommunications (Continued on page 81)

May Be National Pattern

PRATT NAMED

HST Telecommunications Adviser

Mr. PRATT

Mr. Pratt's appointment was regarded as a harbinger of hope in industry quarters, looking toward the restoration of precious spectrum space to radio-TV broadcasters and other non-government users.

Selection of Mr. Pratt was adjudged to be the forerunner of possibly a new era—one in which the President would delegate authority vested in him to a key White House adviser and one in which more prudent deliberations would be forthcoming as to allocation of frequencies between government and civilian applicants.

The announcement of a telecomm.unications adviser to the Chief Executive is without precedent in the history of the nation. In effect, it would vest responsibility in Mr. Pratt heretofore relegated to lower strata of the White House and allegedly dominated by the chief spectrum spokesman for government, the Interdepartment Radio Advisory Committee.

Although White House spokesmen denied that the ACB executive would be cloaked with powers similar to those enjoyed by Presidential Assistant John Steelman, it appeared that, as sole adviser, Mr. Pratt will firm up suggestions on telecommunications matters tantamount to executive approval.

Broadly speaking, the new telecommunications adviser will devote his duties to three working levels: (1) allocation of frequencies among government agencies, and as between government (principally the military) and private users; (2) international agreements on frequencies in which the U.S. participates from time to time; and (3) practical application of wartime responsibilities inherited by the Chief Executive under provisions (Continued on page 84)
CBS SETS $8 MILLION

For Promotion

Discussing program presentation material at the CBS Radio promotion clinic are (l to r) L. Waters Milbourne, president and manager of WCAC Baltimore; Mr. Hausman, and Robert M. Richmond, assistant manager of WCAO.

**OPPOSITIONS**

OPPOSITIONS to merger of ABC and United Paramount Theatres Inc. are beginning to come into the F.C.C. Commissioners discussed the proposed consolidation at an August session, but came to no decision as to issues or hearing date.

Unofficially, it is understood that the FCC staff has told Commission- ers it would take at least 30 days for it to prepare for hearing. That would obviate, it is believed, any chance of an FCC decision on the matter by Oct. 1—the date requested by applicants.

First formal objection to the proposed merger was filed with FCC last week by Fanchon & Marco Inc., theatre owners and booking agents. Company recently filed a TV application for St. Louis.

In connection, it was learned last week that Rep. Emanuel Celler (D-N.Y.) had written FCC Chairman Wayne Coy July 9 vigorously objected to the proposed combination.

And, Zenith Radio Corp., Chicago radio-TV manufacturer, last week injected the question of its rights to Chicago's Channel 2 in a request to FCC for rules on the matter (see separate story). Zenith is an applicant for Channel 2 in that city.

**Objected**

Already in the growing file are objections from long-time network foe Gordon P. Brown, WSAW Roch- ester, N. Y. [BROADCASTING • TELECASTING, July 30] and from Ed. Wimmer, vice president of the National Federation of Inde- pendent Business.

Interest also has been evinced, through requests for information on issues and hearing date, by Abram Myers, chairman and gen- eral counsel of the Allied States Assn. of Motion Picture Exhibitors, an organization of 19 regional groups of independent theatre owners; Herbert Moute Levy, staff counsel, American Civil Liberties Union; Jerome Y. Sturm, National Assn. of Broadcast Engineers & Technicians (GIO).

Says Theatres Would Suffer

Fanchon & Marco claims the merger of ABC and UPT "will naturally and inevitably result, es- pecially in the light of the past history of United Paramount Thea- tres, in the exclusion from the radio and TV service furnished by the combination of all theatres except those of the combination wherever it shall have theatres, and in the transfer to radio and TV of un-

lawful and unfair methods of com- petition, discriminations, and ex- clusions like those heretofore habitually practiced in the motion picture business by United Paramount and its predecessors and associates, and the practice thereof against the theatres of the petitioners."

Fanchon & Marco is half-owner, with United Paramount, of the first-run Paramount Hollywood Theatre in the movie capital, also is the sole owner of a string of St. Louis first-run and neighborhood movie houses. It also owns theatres in Long Beach, Calif., and Granite City, Ill.

Petition to intervene also alleges it operates the Paramount Hollywood Theatre and has to use Paramount pictures, paying "excessive and discriminatory rentals" for them.

In a pending suit in the U. S. District Court in New York, Fan- chon & Marco is trying to collect treble damages from Paramount Pictures Inc. for alleged violation of the anti-trust laws. It claims Paramount and it has tried to force it out of the motion picture business through such devices as cancelling pictures, eviction no-

(Continued on page 40)
WHO BUYS LOCAL RADIO?

AUTOMOBILE and automobile accessory dealers are buying more local time on radio stations than any other product group, according to a trends survey just completed by Broadcasting & Telecasting.

Other classifications, in order, which compose the “Big Five” for local revenue, are: Food & Food Products, Appliances, Department Stores and Furniture.

Findings are based on a scientifically prepared cross section survey of radio stations and represent a unit in this publication’s continuing study of the medium.

The importance of local revenue to broadcasters is emphasized by the fact that all classes of stations in both radio and TV markets have shown increases in local sponsorships this year over the same period a year ago. Analysis indicates that 82% of stations in non-television markets have shown such an increase, while 63% of stations in TV markets have more local business this May than they had in May 1950 [Broadcasting & Telecasting, July 29].

Local spot sales showed the biggest increase of all time segments for the period—up 69.7% on all stations for an average increase of 14.3% on all stations in all types of markets [Broadcasting & Telecasting, July 30].

While figures are not available on the dollar value of the local business received from the five leading product groups, 19.8% of all stations in all types of markets gave Automobile & Auto Accessories first place, 16.4% Food & Food Products, 14.7% Appliances, 10.3% Department Stores and 9.5% Furniture.

Percentage of votes for second and third place is shown in Table I.

The surprisingly strong vote for Furniture is indicated by the second and third place percentages. A number of stations indicated that some revenue classified under the Appliance product group, came from furniture stores and others indicated that Department Store advertising often featured furniture.

Other product classifications in the top 10 as local revenue producers are: Dry Goods & Clothing, Beer & Soft Drinks, Banks, Agricultural Equipment & Supplies, and Religious Programs.

Leading National Spot Users

Best source of national spot revenue for the average station is the Soaps, Cleansers & Polishes classification. Food & Food Products is next in line with Drugs & Remedies, Beer, Wine & Liquor and Automobile & Auto Accessories following in that order.

The survey showed 33.7% of all stations giving first place to Soaps, Cleansers & Polishes; 16.5% to Food & Food Products; 16.3% to Beer, Wine & Liquor; 16.3% to Drugs & Remedies, and 7.7% to Automobile & Auto Accessories. Percentages indicate more unanimity of opinion on national than local business with fewer categories contending for the top revenue bracket. Percentages of votes for second and third places are shown in Table II.

Other classifications mentioned by some stations as contenders for top national spot revenue producers included: Tobacco, Religious Programs, Soft Drinks and Appliances.

While this mid-year Trends survey bore out in general the findings of the much more exhaustive analysis of top revenue producers conducted the first of the year, there were some changes.

Most notable was the leadership in national spot of the Soaps classification in the recent study as compared to the first place held by Food & Food Products earlier. The Food classification represented 16.5% of total revenue for 1950 with a dollar value of $19,849,841. In 1949 the national spot radio revenue from Foods was $23,832,000 or 21.1% of the total.

These figures seem to indicate a continuing decrease in the national spot revenue from the Foods classification.

On the other hand the national spot revenue from Soaps seems to be on the increase. Total spot radio revenue from this classification in 1949 was 8.6% of the national totals for all spot radio, or $9,520,000. In 1950 this revenue increased to $10,065,125, representing 9.1% of total business in national spot.

The current mid-year Trends, while it does not indicate the total money received from the Soaps classification, shows the increasing importance in which it is being held by the average radio station manager.

Other Comparisons

Comparative revenue figures for 1949 and 1950 on the remaining three classifications which ranked among the first five in the current survey follow: Drugs & Remedies: 1949—$12,096,000 or 10.8% of the total; 1950—$11,557,052 or 9.6% of the total. Beer, Wine & Liquor: 1949—$5,896,000 or 3.3% of the total; 1950—$6,013,901 or 5.1% of the total. Automobile & Auto Accessories: 1949—$7,392,000 or 6.8%; 1950—$8,292,789 or 6.9%.

National spot radio for May 1951 as compared with May 1950 gives a brighter picture than has been predicted in many quarters. Television market stations in two out of three cases reported they maintained or increased national spot business. In non-TV markets 9 out of 10 stations increased national spot or held it on the same level [Broadcasting & Telecasting, July 23].

Table I: Product Classifications which produced most local revenue for all types of radio stations in all types of markets.

<table>
<thead>
<tr>
<th>Position</th>
<th>Classifications</th>
<th>1st Place</th>
<th>2nd Place</th>
<th>3rd Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Automobile &amp; Auto Accessories</td>
<td>19.8%</td>
<td>12.3%</td>
<td>16.8%</td>
</tr>
<tr>
<td>2nd</td>
<td>Food &amp; Food Products</td>
<td>16.4%</td>
<td>11.4%</td>
<td>12.9%</td>
</tr>
<tr>
<td>3rd</td>
<td>Appliances</td>
<td>14.7%</td>
<td>13.1%</td>
<td>5.0%</td>
</tr>
<tr>
<td>4th</td>
<td>Department Stores</td>
<td>10.3%</td>
<td>14.9%</td>
<td>5.0%</td>
</tr>
<tr>
<td>5th</td>
<td>Furniture</td>
<td>9.5%</td>
<td>6.1%</td>
<td>13.9%</td>
</tr>
</tbody>
</table>

Table II: Product Classifications which produced most national spot revenue for all types of radio stations in all types of markets.

<table>
<thead>
<tr>
<th>Position</th>
<th>Classifications</th>
<th>1st Place</th>
<th>2nd Place</th>
<th>3rd Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>33.7%</td>
<td>15.8%</td>
<td>10.9%</td>
</tr>
<tr>
<td>2nd</td>
<td>Food &amp; Food Products</td>
<td>25.0%</td>
<td>23.2%</td>
<td>19.6%</td>
</tr>
<tr>
<td>3rd</td>
<td>Drugs &amp; Remedies</td>
<td>16.3%</td>
<td>23.2%</td>
<td>15.2%</td>
</tr>
<tr>
<td>4th</td>
<td>Beer, Wines &amp; Liquor</td>
<td>16.3%</td>
<td>12.6%</td>
<td>13.0%</td>
</tr>
<tr>
<td>5th</td>
<td>Automobile &amp; Auto Accessories</td>
<td>7.7%</td>
<td>13.7%</td>
<td>18.5%</td>
</tr>
</tbody>
</table>
LEISURE TIME

RADIO LISTENING and video viewing make up the number one leisure time activity as some 62 million Americans, "who more often than not after the evening meal will settle down to an evening's entertainment over the air waves," Elmo Roper reported July 29 in his weekly "Where the People Stand broadcast on CBS.

Recounting "the way people in a nationwide survey told us they usually spend their leisure time," Mr. Roper said that one million say they had no free time. "These are the harassed souls amongst us," those with small children or invalids to look after, those who don't organize their work well enough to ever get it done and "a very few [who] are too important to have any free time."

Five Million Sleep

Three million persons report spending their off-hours participating, in some sort of events and other pay-for-admission spectacles. And another five million just "lie down and go to sleep" when they get a spare hour or two.

Some six million women devote much of their leisure time to handwork—knitting, crocheting and sewing; And some million "handy types and the house" spend their off-hours on odds and ends. Self-created free entertainment—playing cards, fishing, swimming or visiting with friends—accounts for the leisure hours of 14 million more people.

The "oldest-fashioned of all" leisure time activity claims the third largest audience of 31 million people "who as often as not will just sit around with the family and talk." More than twice that number, or 60 million, say they can usually be found reading—newspapers, magazines, books—"after the supper dishes are washed."

Top of the list, however, is...

LEONARD KAMINS

Dies of Heart Attack

LEONARD A. KAMINS, 58, sales manager of WXYZ-TV Detroit, died of a heart attack last Thursday while attending an executive conference at WXYZ offices. He is survived by his wife, Nora, and two daughters, Lynne and Jill.

VOD TALKS

PLANS for the fifth annual Voice selection of the panel of judges who nation's high school youth, will be in conjunction with Radio-Television Mfrs. of Commerce.

Headlining this year's panel will be FCC Chairman Wayne Coye, aided and abetted by at least two U. of Minn. Prof. Tom C. Clark, Supreme Court Justice, again serving as honorary national chairman.

The contest gets underway officially with the announcements of local radio stations, local organizations, local CoF officials, educators and radio-TV dealers to sit about the nation.

Local Contests Set For Aug. 15 Start

The competition will involve high school students in the 10th, 11th and 12th grades, who will be asked to write and voice five-minute scripts on the subject: "I speak for Democracy." Contest materials have been distributed by NARTB, RTMA and the U. S. Junior Chamber of Commerce under the imprint of the national Voice of Democracy Committee.

Comprising the committee are: Robert K. Richards and Oscar El- NARTB; James Secrest and W. B. McGill, RTMA; Max E. Tyler and Robert D. Ladd, U. S. Junior Chamber of Commerce; Dr. Kerry Smith, U. S. Office of Edu.
OMINOUS reports of Soviet troop movements and a temporary stalemate in Korean ceasefire negotiations, spurred defense mobilization officials to greater vigilance last week as the nation took an initial look at new economic controls.

The vast mobilization program began a fresh "alert" aspect amid top-level warnings that Soviet action in Europe would bring the United States into full-scale conflict with the USSR and thus broadcasters and manufacturers into a war-blown economy.

A policy of caution was laid down by Defense Secretary George Marshall, Army Secretary Frank Pace and President Truman. The Chief Executive "reluctantly" signed a new defense production bill which he claimed had weakened the anti-inflation program.

In view of indications that the nation was passing through the twilight zone of "gray" mobilization, these highlights emerged:

The National Security Resources Board acknowledged that it was drafting off plans for imposition of censorship—"within a matter of hours" if necessary.

President Dissatisfied

While the President indicated his dissatisfaction with the new controls measure, he served notice he would press the issues if necessary.

The Chief Executive did not single out relaxation of constraining controls, but was generally known that he looked with disfavor on Congressional action easing installment buying of radio-TV receivers, phonographs and other appliances.

The Federal Reserve Board formally amended Regulation W requiring a down payment of 15% (rather than 20%) on appliances and setting a maturity payment date of 18 months in place of the 15 months originally on the books and trade-ins can now be used against the minimum payment.

Elsewhere, there were no indications that the government would implement war warnings with concrete action—at least for the present. But one thing seemed to be: "Let's wait and see."

The National Production Authority announced the issuance of new permits for building construction involving radio-TV materials. The government moved ahead with plans to allocate steel, copper and aluminum to consumer goods manufacturers during the fourth quarter. An additional 5% cut in TV set production, bringing the level 5% below pre-Korean marks, was ordered by Manly Fleischmann, Defense Production Administrator.

All consumer goods now are under the Controlled Materials Plan.

At the same time DPA named Lewis Allen Weiss, director of NPA's Office of Civilian Requirements, to head up a subcommittee to assist in the implementation of the proposal. Mr. Weiss was chairman of MBS and president of the Don Lee Broadcasting System, also was appointed to represent OCR on DPA's Requirements Committee.

Censorship Question

Meanwhile, NPA is continuing to give big bite from the President's plans for building construction or alteration in cases involving hardship or use of small quantities of material. Procedure is being modified, however, to bring construction requests under the government's controlled Materials Plan for direct allocation. In effect, this policy will assure adequate materials for construction or alteration, whereas previously they competed in the "open market."

The question of censorship arose during hearings before a House Appropriations subcommittee, which heard Jack Gorrie, acting chairman of the virtually moribund National Security Resources Board with the Executive Office of the President.

Plans could be effected "within a matter of hours" if war should come, Mr. Gorrie testified. "We are keeping in a state of readiness certain other plans, such as censorship of all communications, which are not required in the current emergency."

Mr. Gorrie, who replaced W. Stuart Symington as NSRB director, thus pinpointed NSRB's current "ghost" role as the censorship planner, even though it had lost other mobilization activities to the Office of Defense Mobilization.

Mr. Gorrie continued: "On censorship, in the event we were attacked you have it in force in a matter of hours. The quicker the better, because it prevents the enemy from knowing the destruction he may cause . . ."

"The person who maintains it keeps in touch with the military and who is doing the work is done. The military handles the bulk of it, but we have to know the current status in order to advise the President."

There have been recurring reports of a revival of an Office of Censorship and an Office of War Information. One man—Col. Bert S. McDaniel, FCC director, handling censorship plans for NSRB in recent months, Mr. Gorrie added.

Elsewhere, FCC is continuing study of its operational broadcasting alert plan, in conjunction with the Air Force, the Federal Civil Defense Administration and individual broadcasters who had signaled willingness to participate.

FCDA is preparing a technical manual outlining the role of radio and other communications as a supplement to the Chief Executive's master plan. The agency currently is awaiting action by the FCC on proposed rules and regulations for amateur radio operators.

How set sales advertising and other media would be affected by the demise of the long-standing TV freeze (see separate story) was still undetermined. Whether relaxation of Regulation W would serve to move building plans through the jectual, depending on future buyer action and abundance of advertising media, as well as FCC progress on lifting the freeze.

Increased durables backlogs during June and July has averaged close to $1 billion, compared with an average of $3.5 billion for January-April.

It was generally conceded that these and other developments would hinge on the international situation, though the prospect for high employment seemed assured.

Meanwhile, NPA notified manufacturers using steel and iron they may vary their production among different items—radio receivers, TV sets, TV antennas—without prior notification. It had advised Radio-Television Mfrs. Assn. earlier this year of the ruling, specifically affecting electronics firms. Manly Fleischmann, DPA administrator, said all consumer goods would be placed under the Controlled Materials Plan. Manufacturers already have filed for fourth-quarter allotments on this basis.

With respect to slumping TV sales, Glen McDaniel, president of Radio-Television Manufacturers Assn., said the Electric League of Los Angeles July 29 that "the difference between television and other consumer durables goods is wholly accris.

(Continued on page 40)
HOW to brighten up programming, to integrate a station into the community and at the same time increase revenue, was the triple theme of the BMI clinic last Tuesday in the Hollywood Roosevelt Hotel, Hollywood.

Co-sponsored by Southern California Broadcasters Assn. with James L. Cox, BMI West Coast field rep., as chairman, and with Mrs. Lela Olsen, told broadcasters to "spend a little money to make a lot of money" in their programming.

"Analyze your schedules and find the weak spots," he suggested. "Then make a production of those weak spots. Make them intensively local!"

Robert R. Tichner, vice-president and general manager, WNAV Yankton, S. D., backing up statements of Mr. Olsen, told broadcasters to be "continually hypersensitive to your programming." He said programming begins in the front office.

Means of developing station "personality" through programming was discussed by Ted Cott, general manager of WRC AM-FM and WBN(TV) New York.

LAVERY SUIT
May Ask Less Damages

ONE MILLION dollar libel suit of Emmett Lavery, KAVE Sedalia, Mo., screen writer, against Mrs. Lena Rogers, ABC, Town Hall Inc. and five other defendants [BROADCASTING + TELECASTING, July 18], now being tried before a jury in Los Angeles Superior Court, may become an action for only $200,000 damages as the result of ruling last Tuesday by Judge Arnold Praeger.

Following six hours of argument in his chambers, Judge Praeger upheld objections of attorneys for the defendants to a claim of damage for retraction of Mrs. Rogers' speech made during ABC's Town Hall program debate on Sept. 2, 1947.

Judge Praeger held that it was not proper to include the entire speech in the demand for retraction, but that there should have been specific notification up by words, phrases or sentences which destroyed Mr. Lavery's reputation and peace of mind as alleged.

Mr. Lavery claims Mrs. Rogers labelled him disloyal and a Communist. Party lines and said his play "Gentleman From Athens" suffered a $200,000 loss because it was attacked during the debate.

Attorneys for both sides agreed that the effect of the ruling is to remove any element of cause of action, the plea for general damages, amounting to some $800,000.

Ruling, it was pointed out, would restrict Mr. Lavery to sue only for special damages (approximately $200,000) for loss of income.

FORMER Louisiana Gov. James A. Noe (r), owner of WNOE New Orleans and KNOE Monroe, La., was awarded the George P. Blaine Memorial Trophy for landing a six-foot-six-inch, 124 1/2-lb. tarpon at the Grand Isle Rodeo. More than 1,700 anglers competed. The governor also was awarded a new 1951 Plymouth sedan. Man making the presentation is unidentified.

KFBB HEARING
On Proposed Anaconda Sale

PROPOSED acquisition of KFBB Great Falls, Mont., by Anaconda of Electro-Vision Butte, Mont., through a subsidiary firm [BROADCASTING + TELECASTING, Feb. 5], was designated for hearing by FCC last week. Inquiry was scheduled Sept. 24 at Great Falls.

Comrs. E. M. Webster and George E. Sterling dissented from the Commission action calling for the transfer hearing.

FCC did not announce the issues of the hearing last week, indicating they were being "revised" and will be issued "in a few days."

KFBB, established in 1922, is assigned 5 kw fulltime on 1310 kc, directional, and is a CBS affiliate.

The transfer application pending before the Commission seeks consent to transfer of control of Butte Broadcasting Inc., licensee, from Fred Birch, president of The Fairmont Corp., owned by Anaconda Copper Mining Co. Fairmont would acquire a 51% interest for consideration of $187,000. Mr. Birch would retain a minority interest, FCC was told. The transfer application had been filed in late January.

RTMA Amateur Unit

REYVAL of an Amateur Radio Activities Section within Radio-Television Mfrs. Assn., to be headed by Albert Kahn, president of Radio Shack, Miami, Mich., has been announced by R. G. Zender, chairman of the RTMA Parts Division, under which the new section will function. Purpose of the section is to advance the interests of radio amateurs through procurement of equipment and parts. A similar group was organized within RTMA in 1945, terminating the following year.

WBKB INCREASE
FCC Grants 500 W Night Application of WBKB Mobile, Ala., for increase in night power to 500 w was severed from comparative hearing with KURV Edinburg, Tex. A final decision announced last week by FCC. WBKB currently is assigned 1 kw day, 250 w night directional, on 710 kc. KURV has sought to change from 250 w daytime to 1 kw fulltime, directional night, on 710 kc.

FCC found no mutual interference problem involved between the two stations.

WINS INQUIRY
FCC Postpones for Study

FCC's inquiry into the long-time efforts of WINS New York to complete installation of its 50 kw plant on 1010 kc has been postponed to Oct. 30. WINS previously operating on 1010 kc with 50 kw directional daytime, 10 kw night, held construction permit for increase in power to 50 kw fulltime, directional.

Page 32 • August 6, 1951
IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Educational Programs

IN IOWA, WHO IS THE PREFERRED EDUCATIONAL PROGRAM STATION

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

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

<table>
<thead>
<tr>
<th></th>
<th>WOMEN</th>
<th>MEN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Schools</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>An excellent job</td>
<td>11.4%</td>
<td>12.2%</td>
</tr>
<tr>
<td>A good job</td>
<td>59.2%</td>
<td>59.5%</td>
</tr>
<tr>
<td>Only a fair job</td>
<td>12.3%</td>
<td>13.2%</td>
</tr>
<tr>
<td>A poor job</td>
<td>7.1%</td>
<td>10.9%</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>15.6%</td>
<td>13.0%</td>
</tr>
<tr>
<td><strong>Radio</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In this area they are doing:</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>An excellent job</td>
<td>13.7%</td>
<td>13.2%</td>
</tr>
<tr>
<td>A good job</td>
<td>69.5%</td>
<td>69.2%</td>
</tr>
<tr>
<td>Only a fair job</td>
<td>13.3%</td>
<td>10.7%</td>
</tr>
<tr>
<td>A poor job</td>
<td>1.0%</td>
<td>1.3%</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>3.4%</td>
<td>13.0%</td>
</tr>
</tbody>
</table>

*Figures have been weighted to give correct influence to women and to men in urban, village and farm homes.

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

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

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

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

This is Point Five in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.
Pratt Named
(Continued from page 27)

Elaborating on the announcement, White House authorities noted that the question of allocations as between government and civilian users is "an extremely important matter." Additionally, they cited international conferences in which the U.S. apparently had defaulted on a number of proposals for lack of adequate leadership.

Mr. Pratt's selection was the answer to a report submitted to the President by his Temporary Communications Policy Board, established to deal with telecommunications. As an alternative to a three-man Telecommunications Advisory Board or "super- FCC", the group recommended: "there is no justification for continuing a one-man, telecommunications advisor, to exercise the functions of the proposed board." Those functions include the exercise of powers under both the Communications Act, [BROADCASTING • TELECASTING, April, 2, March 12].

A vital factor in the report was the recognition that "the soundness of planning for television has made acute the problem of deciding how to allocate space in the higher frequency bands for government and top-government users. ... The investment in time, money and development resources is (proportionately) important to the television industry.

Pratt's Headquarters

Mr. Pratt will headquarter in the virtually-moribund National Security Resources Board, a "ghost" agency vested behind the scenes with censorship and wartime emergency planning, including responsibility for implementing Secs. 305 and 606 of the Communications Act.

Partly, this was determined because NSRB is within the Executive Office of the President and partly it was so dictated for reasons of economy and wartime emergency planning, including responsibility for implementing Secs. 305 and 606 of the Communications Act.

In the final analysis, however, it was determined that NSRB is not in the Executive Office of the President and partly it was so dictated for reasons of economy and wartime emergency planning, including responsibility for implementing Secs. 305 and 606 of the Communications Act.

Mr. Pratt will, however, be able to work with that agency on problems involving Sec. 305—empowering the Chief Executive to assign radio frequencies to government stations within regard to FCC's licensing regulations—and Sec. 606—authorizing him to take over civilian telecommunications facilities, both radio and wire, for emergency and war purposes.

Implicit in the appointment is the expectancy that Mr. Pratt will confer periodically with that agency on problems involving Sec. 305—empowering the Chief Executive to assign radio frequencies to government stations within regard to FCC's licensing regulations—and Sec. 606—authorizing him to take over civilian telecommunications facilities, both radio and wire, for emergency and war purposes.

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Implicit in the appointment is the expectancy that Mr. Pratt will confer periodically with that agency on problems involving Sec. 305—empowering the Chief Executive to assign radio frequencies to government stations within regard to FCC's licensing regulations—and Sec. 606—authorizing him to take over civilian telecommunications facilities, both radio and wire, for emergency and war purposes.

There was no immediate reaction from Capitol Hill on Mr. Truman's appointment of the communications executive. Sen. Ernest W. McFarland (D-Ariz.), chairman of the Senate Commerce Committee, declined comment pending further study of implications. The Senate Majority Leader heads a group which ante- ceded the President's Temporary Communications Policy Board in an inquiry of domestic and international frequency facets.

Sen. McFarland had suggested the appointment of an "Assistant Secretary of State for Communications." He has indicated con- stantly his belief that there should be closer cooperation between government and FCC levels, and that needs for civilian users should be reviewed periodically.

Non-independent Decisions

In announcing the appointment, the White House stressed that Mr. Pratt will neither make decisions nor act independently in any other way. Authorities generally regarded this as a surface concession to the various spectrum demands of government, particularly the military as represented through IRAC. It was speculated that Mr. Pratt might, in instances, be induced to recommend recommendations upon request of the Secretary of Defense.

Normally, requests channeled through IRAC materialize theoretically in the form of executive orders which, in effect, authorize interim assignments. IRAC "advises" and recommends directly to the President. The last executive order issued, however, was in 1944.

Generally the appeals have not gone directly to the Chief Executive, and IRAC has retained certain measures authority for the assignments.

The report of the five-man board, headed by Irvin Stewart, former FCC commissioner, felt that IRAC should remain as a "special body" and that an agency or advisor "is needed for the future to solve the problems that will arise from congestion of the radio spectrum." Moreover, IRAC has a de facto of unimpeachment on frequency assignments that is peculiar to the government users, it added.

One member of IRAC last week summed up Mr. Pratt's appoint- ment with this comment: "It will establish the final authority at the White House level." He added that doubtless Mr. Pratt will sit in on IRAC telecommunications sessions.

Mr. Pratt has been under con- sideration for the appointment for at least a month. He is expected to report around Sept. 1, upon completion of an interrupted vaca- tion in Europe brought about by his appointment. Mr. Pratt will receive an annual compensation of $15,000 for a top-level post which the Stewart report urged as "per- manent." NSRB will supply him with a working staff. Appointment is not subject to Senate confirmation.

Represents Alternate Choice

Mr. Pratt represents an alternate choice to the three-man board advocated by the Stewart committee. As laid before the President, this would have called for a perma- nent policy group comprising possibly FCC Chairman Wayne Coy and two other members, one from the Defense Dept. It also envisioned a subcommittee of the Chief Executive to allocate government frequencies (under IRAC) as well as those to commander facilities, vested during World War II in the Board of War Communications.

Mr. Pratt is now in Europe. He attended the recent sixth plenary session of the International Radio Consultative Committee in Geneva as a member of the U.S. delegation (see separate story). Doubtless this background will stand him in good stead in a field in which the Stewart report imputes "weak- nesses ... and lack of high na- tional policy and direction ."

Mr. Pratt has an outstanding background of engineering and sci- entific experience, and has held numerous offices with the Institute of Radio Engineers. He has been a board member since 1933, and served as president in 1938, treasurer in 1941 and 1942 and secretary from 1943 to the present. He received the institute's medal of honor for outstanding "radio contri- butions" in 1944. He became a member in IRE in 1914.

Since 1926 he has attended a number of international radio and telegraph conferences, either as a technician or industry adviser. From 1939 to 1942 he was director of the American Standards Association, and from 1945 to 1948 was chairman of the Radio Technical Planning Board. Later he was named a member of the Joint Techni- cal Intelligence Committee.

Mr. Pratt was born in San Francisco on July 18, 1891. He started his career as a radio amateur in 1908 and was a wireless telegraph operator for United Wireless Tele- graph Co. from 1910 to 1914 when he received a BS degree in elec- trical engineering from the U. of California. Upon graduation he be- came an operation and construction engineer for Marconi Wireless.

In 1915 Mr. Pratt went on duty with the Navy, devoting himself to maritime radio installations for five years. In 1920 he established the public service radio telegraph system for Federal Tele- graph Co. on the West Coast. Five years later he built and operated a similar system for Western Air Express. He worked on radio aids for air navigation for the Com- mercial Dept. of Standards in 1927.

A year later Mr. Pratt was named chief engineer and, later, vice president of Mackay Radio & Telegraph Co., constructing its worldwide communications plant. He came to American Cable & Ra- dio Corp. after service with Commercial Cable Co., All American Cables & Radio and Federal Telecommunications Labs. during the period 1945-48.

International Telephone & Tele- graph Co., parent organization of ACRC and other subsidiaries, for- merly owned WKAQ San Juan, P. R., licensed to Radio Corp. of Puerto Rico. Broadcast property (as distinguished from the tele- phone phase), was sold in 1949 to Angel Ramos, publisher of El Mundo.
You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
Excise Tax Harm
(Continued from page 31)

declined 40% from June 1950 levels by the same month this year, he declared.

"This depressed condition," he said, "... was brought about by a
number of factors ... conspicuous among them is the 10% excise tax.

An increase in the excise tax would aggravate an "already dis-
tressing situation," Mr. Sprague said. "Any increase in the tax
would undoubtedly cause a further reduction in sales resulting in a
decrease in the profits of manufac-
turers, dealers, and distributors,
and earnings of their employees and
the income taxes paid by all of
them. Thus an increase in excise
taxes would not necessarily result
in greater revenue to the govern-
mint."

Other points by Mr. Sprague:
Instead of increasing the tax, Con-
gress should consider removing it;
if an excise on radio-TV sets is
unavoidable then RTMA proposes
an "emergency excise tax on a
broad base" to include all house-
hold durable goods.

Mr. Horney's testimony dealt
with tax-exemption of sales to the
U. S. of certain radio receiving
equipment and component parts.
He said that since the term, radio
receiving set, is not defined, the
Bendix firm believes the exemp-
tion should be broadened to include all
of the devices and component parts
which are exempt when sold to the
U. S., "so that the exemption ap-
plies when such devices and com-
ponent parts thereof are sold to
commercial and other non-gov-
ernmental enterprises."

In the excess profits tax phase of
the Senate hearings, the broad-
caster's view was presented by
John B. Poole, a director of the
Fort Industry Co, speaking for
the NARTB-organized TV Broad-
casters' Tax Committee. Mr. Poole
appeared July 27 [BROADCASTING
& TELECASTING, July 30].

Amendment Suggested
Mr. Poole suggested an amend-
ment to the Excess Profits Tax
Act, as contained in the Senate
bill (S 1861), introduced by Sen.
J. Allen Frear (D-Del.). Full text
of the bill was printed in the July
23 issue of BROADCASTING & TELE-
CASTING.

Essentially, he told the Senators,
the amendment would permit
broadcasters to use their 1946 rate
of return as representing normal
profits experience in radio opera-
tion, and permit this rate for tele-
vision operations. He estimated
the change would cost the Treasury
between $3.5 million in 1961.

He labeled the excess profits
credit that is based on the alternate
"invested capital" as inadequate
because the TV industry has such
factors as employment of talent
and creative writers. Other firms
do not have these problems, Mr.
Poole emphasized.

Mr. Poole stressed the industry
now must use a depressed period
in computing its excess profits tax
credit. The profit column was not
entered by TV broadcasters until
late 1950, he reminded the Sena-
tors.

Before 1950—the period, 1946-49
the best three years of which are
taken as the credit base—normal
profits of the industry were de-
pressed because of pioneering in
TV. Net effort, he said, was to
lower the rate of return.

Senate Bill Explained
Here is Mr. Poole's explanation of
S 1861, which said he would
put the broadcaster on a more
equitable basis with manufac-
turers, as delivered before the
Senate committee:
... it is proposed that Section 444
of the Act be amended by adding a
new Subsection (h) which will permit
any taxpayer, which derived during
the month of December, 1950, 30% or
more of its gross income from televi-
sion broadcasting and related televi-
sion services, to compute its average
base period net income by multi-
plying the taxpayer's total assets as of
Dec. 31, 1946, by (1) the ratio which
the taxpayer's excess profits net in-
come for its last taxable year, ending
on or before Dec. 31, 1946, bears to
its total assets on the last day of such
taxable year, or (2) the tax-
payer's industry rate of return for
the year 1946 as proclaimed by the
Secretary under Section 447, whic-
ever is greater.

This accomplishes two things. It
permits the radio-television broad-
caster to use the rate of return which
it realized in 1946 as being representa-
tive of normal profit experience in
radio operations. By substituting the
1946 year in lieu of the best three
years in the 1946-1949 period as a
norm, the impact of television losses
is thus essentially eliminated. Sec-
ondly, it permits the taxpayer to
relate the 1946 ratio or rate of return
to assets on hand at Dec. 31, 1949,
(which, of course, includes all assets
then used in television).

The resulting dollar figure after
multiplication, is the telecaster's aver-
age base period net income under the
Act. The applicable per cent of this
figure, as finally determined, in the
current bill, will be the excess profits
tax credit. For those corporations
which had no radio experience and
have engaged exclusively in television
operations, the proposed amend-
ments permit use of the radio industry
rate of return of 24.9% proclaimed by
the Secretary for the 1946 year.

In other words, the amendments
serve to put the radio broadcaster
back to his 1946 rate of return upon
capital as being representative of his
normal earning experience in radio
during base period years. In addition,
it permits him to relate this rate of
return forward to television opera-
tions.

It is further proposed that Section
446 be amended by adding a new Sub-
section (i), in respect of new corpo-
rations organized after Jan. 1, 1946,
to permit use of the radio industry
rate of return of 24.9%, proclaimed by
the Secretary for the 1946 year. We
feel that these proposals are entirely rea-
sable and approximate as close as
may be, the base period experience
which would have been realized by the
radio broadcasting industry, had it
not undertaken television operations.
In addition, it relates this experience
to the new television industry.

BROADCASTING & TELECASTING
WNAC-TV
BOSTON

announces the appointment
of
H-R REPRESENTATIVES, INC.
as its
representative
in
The National Spot Field
Effective August 1, 1951

THE YANKEE NETWORK
DIVISION OF THOMAS S. LEE ENTERPRISES, INC.
21 BROOKLINE AVENUE, BOSTON 15, MASS.
CBS – ABC – Dumont
Ford Workshop
(Continued from page 23)

had an opportunity to present it. It has also sought to numerous applications from top producing, writing and acting talent with a desire to participate in this venture. Requests have been received from a number of prominent national advertisers and agencies for an opportunity to consider programs for sponsorship.

Programs for both children and adults are being considered as part of the TV project, Mr. Young reported.

Announcement of the workshop plan followed a meeting of foundation trustees last week at which the project was approved.

Workshop programs in general will be designed to "serve the purposes of the foundation set forth in the trustees report of September 1960," the announcement said.

HST BROADCAST
Assailed As Partisan

REPERCUSSIONS on Capitol Hill were expected last week as a result of what Republicans regarded as a political remark made by the President in his assistedly nonpartisan speech, broadcast by radio and television, in Detroit July 28.

The issue was brought into the open in the syndicated newspaper column of David Lawrence who charged that President Truman took advantage of the occasion to assail "those who disagree with him" and to review the record of the Democratic party "with a boastfulness about its achievements that was unmistakably partisan."

Mr. Lawrence said that broadcasters were "controlled in a sense by the party in power, because they are beholden to the FCC, whose members are appointed by the President."

Zuzulo Named

FRANCIS X. ZUZULO, assistant director of publicity for Mutual, has been named to a new created post of manager of press information for the network, effective immediately. Mr. Zuzulo will be responsible for operation of the network's information department's services to network affiliates and editors, and will continue to serve as coordinator for all press activity between MBS and its clients, reporting directly to Dick Dorrance, MBS director of public relations.

upcoming

NARTB DISTRICT MEETING SCHEDULE

Dates Dist. Hotel City
Aug. 23-24 2 Roanoke Roanoke, Va.
Sept. 15-17 3 Syracuse Syracuse, N.Y.
17-19 5 Ruralists Music Park New York
23-25 6 Radison Minneapolis, Minn.
24-26 7 Blackstone Omaha, Neb.
27-28 8 Broadview Wichita, Kan.
Oct. 4-6 9 14 Utah Salt Lake City, Utah
11-13 10 Davenport Davenport, Iowa
16-20 11 Mark Hopkins San Francisco, Calif.
23-26 12 Los Angeles Los Angeles, Calif.
29-30 14 Sharmoek Houston, Tex.
1-2 15 5 Soreno San Francisco
5-6 16 St. Petersburg St. Petersburg, Fla.
8-9 17 Seattle Seattle, Wash., Sto.
Aug. 30-31: AIEE Pacific General Meeting, Portland, Ore.
Aug. 21: BMI Clinic, Columbus, Ohio.

BROADCASTING . Telecasting
Mass Spotting ON KSO BREAKS THE CONSUMERS STRIKE IN DES MOINES

OVER 43 SPOTS DAILY
1580 SPOTS IN 35 DAYS

PRODUCED RECORD VOLUME OF APPLIANCE SALES......
YOU CAN DO A SIMILAR JOB IN THIS RICH, RESPONSIVE DES MOINES MARKET, MASS SPOTTING TODAY PRODUCES TOMORROW MORNING SALES...

WRITE, WIRE, PHONE

KSO

YOUR ABC STATION
1460 ON YOUR DIAL
Kingsley H. Murphy, Pres.

NATIONAL REPRESENTATIVES, EDWARD PETRY & CO.

AARON KLEIN
Ginsberg Advertising Manager

"Ginsberg's definitely feel that this is the only way to really hit the radio audience with effect. We are now planning a fall campaign built around mass spotting. We featured Leonard Refrigerators, Westinghouse Sewing Machines, Arvin Electric Fans, Remington Fans and Crosley Refrigerators."

Campaign prepared by Gus Strauss, Son De Regger Agency

August 6, 1951 • Page 39
**Texas Harmony**

In SAN ANTONIO, promotional exuberance has risen above the usual rivalry between radio and television.

KITE, a 1 kw daytime station, has bought a weekly schedule of 20-second and one-minute spots on WOAI-TV and KEYL (TV) to invite listeners to tune in its music and news programs.

And WOAI-TV has bought the sunset sign-off spot on KITE to urge people to turn on their television sets and see WOAI-TV's evening shows.

**Mobilization Alert**

(Continued from page 81)

counted for by (its) unnatural susceptibility to Regulation W."

He cited the FCC TV freeze which has limited its growth, and other factors such as materials scarcities and color TV.

Every effort is being made to increase the available supply of nickel for the production of radio-TV receivers and other consumer durable goods, according to the National Production Authority.

Representatives of a consumer goods industry group asked the government to give manufacturers sufficient time to plan production schedules by indicating in advance the availability of nickel. They also asked for closer coordination between allotments of nickel and those for steel, copper and aluminum.

Progress was reported on conservation programs for critical materials. Nickel is used in magnetic loudspeakers of radio-TV sets.

In the story on construction permits in Broadcasting 

**ABC-UP'T**

(Continued from page 28)


tices, etc. It claims that the cases cited in the court suit disclose "a long catalog of unfair and discriminatory methods of competition, deliberately practiced, long continued and widespread in application" by Paramount Pictures and its successor UP'T.

"Past history of United Paramount creates the gravest danger to the public interest if the applications made by it shall be granted," the petitioners, Panchon & Marco also ask that it be permitted to participate in the proceedings on the applications.

Rep. Celler's objections were couched in a most outspoken manner.

"Any television or broadcasting company is in its nature, of course, monopolistic. The spectrum and television channels are physically limited and, therefore, when parceled out by the FCC become legal monopolies," he wrote Mr. Coy.

"It does not seem mete or proper, therefore, that the American industry, which is, in the above sense, a monopoly, should be permitted, without the most cogent and satisfying reasons, to unite with this company operating these theatres, and companies having hereunto been declared guilty of a violation of our anti-trust laws. This must be so, especially as it is my understanding that these theatres and companies owning them are not, therefore, the acquisition of a company which is thereby furthered company be permitted to own theatres?"

The Communications Act, asserted Rep. Celler, proscribes the grant of channels not only to those who have been convicted of radio monopolies in the past but to prevent those with monopolistic taints attached from getting any license from your Commission."

He is not opposed to the union of theatre chains in the New York Congressman made clear.

Chairman Coy's July 25 answer acknowledged that Rep. Celler's letter "raises serious questions of which the Commission is fully aware and concerned with," and advised that the staff was studying the various implications of the merger.

**Della Cioppa Promoted**

GUY DELLA CIOPPA, associate director of CBS Hollywood network program department for the past two years, has been promoted to director of network programs, Hollywood, immediately. Announcement was made Wednesday by Harry S. Ackerman, CBS Radio vice president in charge of network programs, Hollywood. Mr. Della Cioppa has been with CBS since 1937 during which time he has been associated with network's radio and TV programs.

**Frank D. Brimm**

FRANK D. BRIMM, 57, Dallas manager of The Katz Agency since 1929, died July 29 of cancer. He entered the advertising field at 16 with the Oklahoma Publishing Co., later becoming advertising manager for the Marland Oil Co., Ponca City, Okla.

**WMMO TRANSFER**

FCC Asks Station Status

KMMO, Marshall, Mo., was asked by FCC last week to indicate whether or not it wished to pursue the proposed transfer of the station to M. F. A. Insurance Co. and others, since a hearing on the bid was completed by Aug. 25, deadline for the sales agreement.

[BROADCASTING • TELECASTING, June 4]

In a letter to William Courtney Evans, KMMO licensee, FCC indicated the proposed transfer must be set for hearing to determine whether M. F. A. Insurance Co. is qualified to be a broadcast station licensee under the laws of the state.

Mr. Evans has sold KMMO, subject to Commission approval, to KMMO Inc., a new firm in which the insurance firm owns all the preferred stock and 11 persons who are officers of the insurance firm own all the common stock. Consideration is $5,000.

KMMO is an independent outlet established in 1949 on 1300 kc with 1kw daytime.

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STARTING THIS FALL, WINZ WILL BE THE ONLY
50,000 Watt INDEPENDENT
IN THE SOUTH

NOW WATCH SALES SOAR
IN FLORIDA...

The impact of 50,000 Watts on the expanding Miami-South Florida market (22nd Market in the USA) served by WINZ, will prove a desirable bombshell in sales!

As the largest independent station below the Mason-Dixon and centered in the fastest growing area in America, WINZ today mirrors a new multi-million dollar opportunity walking in your door!

This intensive selling power will double the effect of the smallest advertising budgets. Here then, is a decided sales advantage for those who need: Better Time — or More Time — or More Power — or New Markets — or Greater Markets!

Effective Immediately
WE ARE PROUD TO ANNOUNCE
THE APPOINTMENT OF

FORJOE & COMPANY
National Representatives

JONAS WEILAND, Pres.

50,000 WATTS DAYTIME • 10,000 WATTS NIGHTTIME
NOW UNDER CONSTRUCTION

WINZ Miami, with studios in Hollywood Beach Hotel

FLORIDA CANNOT BE BEAT FOR GROWING THINGS

SALES CHART

940 K.C.

BROADCASTING • Telecasting

August 6, 1951 • Page 41
A stalemate developed last week between the White House and Congress on the status of the Hoover plan to reorganize regulatory agencies, such as the FCC, by vesting within the chairman sweeping administrative powers.

At the same time, it was learned that FCC itself disapproves of this particular intent of the Hoover plan and had told a Senate committee in so many words that it likes the current status of the Commission wherein the seven members act as a body on high policy.

The difference of opinion between the executive and legislative branches of government sharpened as the aftermath of an exchange of letters between Sen. John L. McClellan (D-Ark.), chairman of the powerful Executive Expenditures Committee in the Senate, and President Truman. The letters were released by the White House last Tuesday.

Sen. McClellan asked the President for clarification on the Hoover plans and indicated that Congress would like to proceed with reorganization if the Chief Executive could take into consideration the basic points raised in opposition to the original plans.

President Truman, however, went along with "revision" requested by the Senate committee but added the new plans ought to be "consistent with the recommendations of the Hoover Commission."

At this point, there is a falling out between the President and Congress. Congress believes that over a score of years it has legislated the type of regulatory agencies it wants to carry out national policy.

When the reorganization plans first came up in the 81st Congress, those parts affecting such agencies as FCC were defeated. In this Congress, a new legislative attempt has been made at the request of the Hoover Commission which is working with the White House [BROADCASTING • TELECASTING, April 2, March 26].

Policy Change

The Hoover Commission says its plans are reorganizational. But key members of the Senate say the plans are far from "reorganizational," and that the realignment features are secondary. To contrary, they believe the Hoover recommendations would effect a change in policy that in the first place stemmed from Congressional direction.

Sen. McClellan is expected to draw up a new letter and send it to the White House stressing these very points. It is understood that as things stand now, the Senate can act.

The Senator’s letter to Mr. Truman and written in the name of the expenditures committee, came about following a meeting with top representatives of the Hoover Commission. These spokesmen told the Senator’s committee they wanted the views of Congress and the Chief Executive on record.

According to Senate Interstate Commerce Committee files, revealed for the first time, the FCC plan got a raking-over by the FCC last spring.

This opposition from the Commission coincides with that of Senate Commerce Chairman Ed C. Johnson (D-Col.), who as early as last March expressed dissatisfaction with the bill’s apparent intent.

At that time, Sen. Johnson made known that his chief objection to the legislation centered on the breadth and related concentration of powers which the plan would vest in the Chairman in comparison with those of other Commissioners.

The Senator felt that such a change in administrative and executive functions would usurp Congressional authority by placing the FCC more fully under the direction of the executive branch of the government.

The Hoover plan legislation was introduced first in the Senate by Sen. McClellan whose bill (S 1139) was referred to his committee. Sen. Johnson then introduced his own bill, similar in content, explaining his opposition, and reason for writing a new bill, to Sen. McClellan. By introducing his bill, Sen. Johnson’s committee in effect bid for jurisdiction over the legislation.

FCC Objects

Information subsequently filed with the committee reveals that FCC does not favor the provision in the bill that would give the chairman the authority in FCC internal affairs, its relations with Congress, and in the execution of Commission policies.

Concentration of executive power in policy decisions is the specific effect of the bill that is not liked. Current provisions of Sec. 4 and 5 of the reorganization bill would give flexibility to enable FCC to delegate the chairman the necessary authority to expedite Commission administrative activities, the Commission holds.

FCC also claims that during a "period of years," it has delegated necessary authority to the Chairman on these activities and also points out the existence of an executive officer. It cites Sec. 5 (a) of S 968 (The McFarland Bill), passed by the Senate and logged in House Commerce group, as spelling out the designation of the FCC

WILLIAM F. BROOKS, vice president in charge of public relations for NBC, thanks Tetsuro Furakaki, president of the Broadcasting Bureau, after having accepted an album depicting the activities of the BCI. Presentation followed a recent tour of NBC in New York by a distinguished Japanese Broadcasting Delegation [BROADCASTING • TELECASTING, July 23].

Chairman as its chief executive officer.

Broken down, FCC’s disapproval of individual proposals contained in the bill amounts to this:

1. Giving to the Chief Executive on selection of personnel, the current system is entirely satisfactory to the Commission.

2. On his authority over information and publications, the Commission doubts what objectivity could be had. FCC believes it should be left under the Commissioners en banc.

3. On relations with Congress, FCC thinks it is just as important for Congress to get all the opinions of seven Commissioners on matters of basic legislative policy as for the entire Commission to pass upon matters coming before it for decision. The bill would make the Chairman sole spokesman to Congress. Current system wherein conferences are held regularly before the Chairman goes to the Hill to testify is satisfactory, FCC says, because it gives Congress the benefit of the Chairman’s opinion, the majority view and also dissenting or separate opinions.

FCC finds vague the section of the bill that would give the Chairman the right to perform the “execution of FCC policies” on behalf of the Commission. It believes that on the surface, it would appear “unnecessary and unsafe” since FCC currently has no difficulty in “executing policies” and enforcing its decisions, or rules and regulations. No increase in efficiency would come about by giving the Chairman the say in “execution.”

The Commission feels that it would seem “inappropriate” for the Chairman alone to act at any time on behalf of the Commission.

Favored by the Commission are the provisions to (1) permit a Commissioner to continue to serve after his term has expired until a successor is appointed and qualified, and (2) allow the President to remove from office any member of the Commission for “inefficiency, neglect of duty, or malfeasance in office, but for no other cause.”
FCC BUDGET
Meets Capitol Stymie
FUNDS—bill log jam on Capitol Hill has welcomed a new visitor to its fold, the Independent Offices Appropriations measure (HR 3880) that includes money for FCC's fiscal 1962 operation.

The appropriations legislation got as far as conference between the two houses and the writing of a conference report. But there was trouble from the start. The House wanted to cut federal jobs according to its own formula, a method differing from the Senate idea. Conferences had their own version, patterned after the Senate's.

Result was the House voted down the report July 25 and sent it back post-haste to the conference committee where it joined another funds measure (Labor-Federal Security) that had been earlier turned away because of the job-cutting formula.

According to the progress made in conference, FCC would be allotted $6,116,650, a figure that is a compromise between the House-approved level of $5,550,300 and the Senate-owed $6,233,000. The new figure still represents a healthy cut—$738,350—from the $6,850,000 requested in the President's budget.

Conferences agreed to the Senate proposal of limiting FCC purchase of passenger autos to 10 as compared to the 20 the House had proposed. Of more importance to the agency, a Senate limitation on funds for personnel services (not more than $5,550,300) was stricken. The proposed cut in information services (15%) was left up in the air [BROADCASTING • TELECASTING, June 25].

The money bill's snails' pace in Congress is so marked this year that it can be visualized by two factors: (1) government agencies usually make up the new budget in the fall, meaning FCC will be working on its fiscal 1963 budget estimate this September, and (2) a new extension of 30 days, expiring Aug. 31, was enacted on all government funds as a tide-over. Congress did the same thing earlier this summer when the government swung into July 1, date that fiscal 1962 began.

The Independent Offices Bill contains Title V which would give authority for assessment of fees and charges for regulatory services and activities performed by agencies and commissions. There has been no evidence, as yet, that FCC intends to charge for some of its broadcast services even if given Congressional sanction.

## OHIO PROPOSAL
**New Daytimer on 1250 kc**

A NEW daytime station for Washington Court House, Ohio, has been proposed in an initial decision handed down by FCC Hearing Examiner James D. Cunningham. The Court House Broadcasting Co. will operate the station on 1250 kc with 500 w, daytime only. It will be the only station in Washington Court House, if the Commission adopts the initial decision.

Two conflicting applications for the same facilities have been dismissed. That of Central Ohio Broadcasting Co. for a new station at Gallion, Ohio, was dismissed July 1, and that of Fayette Broadcasting Co. for one at Washington Court House was dismissed March 16.

The new station will provide service to 167,790 persons over an area of 3,874 square miles, according to the decision. WGL Fort Wayne, Ind., operating on the same frequency, will be slightly affected by the proposed operation, but the decision stated that the interference area "is now served by about 10 standard broadcast stations ... and there is no evidence to indicate that any of the programs of WGL are designed especially for the residents thereof."

President of the applicant company is L. Morse Weimer, supervisor of communications for the city of Dayton, Ohio. Secretary-Treasurer John Horeb is a radio engineer and Vice President Wilbur N. Nungesser is at present engaged in transmitter operations with WLV Cincinnati. Other stockholders are Ray Brandenburg, state director of the National Automobile Dealers Assoc.; Thomas H. Craig, department store manager; William L. Post and John A. Moffet, consulting radio engineers in Washington; John H. Kuttrow, sales engineer; Henry O'Donnell, employee of Dayton's fire department radio section, and Charles H. Hire, lawyer.

## WANNA BUY AN OIL WELL?

Most significant towers in all of Canada are the new oil derricks looming up in the Canadian West. . . . And the Western Provinces of Alberta, Saskatchewan and Manitoba are booming, with the discovery of oil, the steady world market for wheat, and famed Western beef.

Wise Americans and Canadians are eager to invest in the West. Those seeking promising new markets for their goods are investing too. Naturally, they want to know how best to spend their advertising dollars. Here's the answer:

If you look at a map of Canada, you'll find the Prairie Provinces of Alberta, Saskatchewan and Manitoba bounded by the Rockies on one side and Northern Ontario's sparsely settled lake country on the other. That makes the Prairie Provinces a local market.

Looking again at your map, you'll be impressed by the vastness of the Canadian West. Note, too, that the big cities are few and far between. So, for many Westerners, radio supplies the bulk of the daily news and entertainment. Folks get up with the Radio and it stays on all day—in farm kitchens and urban living rooms. Radio is the dependable, every-day medium for everyone. Summer and winter, radio gets through!

Canada's West is not only a firm, prosperous market today—it's one of the most promising potential marketing areas anywhere. By establishing your brand name now, you're investing too in the new West, in the new oil, new land and new wealth. Even the most conservative broker would recommend it.

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

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

## CANADIAN ASSOCIATION OF BROADCASTERS

106 Sparks St.
Ottawa.
37 Bloor St. West.
Toronto.

August 6, 1951 • Page 43
AD COUNCIL

PUBLIC SERVICE contributions of radio and television, and of radio and television advertisers and agencies, are given high rank in the Advertising Council's ninth annual report, released last week.

Through the council's Radio Allocation Plan alone, the report said, 87 campaigns, bringing the overall number of agency man-hours contributed to the council since its inception to over 350,000. During the past nine years, it was pointed out, 66 task force agencies in 21 cities have worked on 150 council campaigns, involving the services of more than 2,100 contact and creative personnel.

**Contributor's List**

Contributions to specific campaigns via radio and/or TV included the following (with name of volunteer coordinator and of the volunteer agency shown, in that order, in parentheses):

- American Economic System (productivity) — "Campaign messages including free offers of ... booklet were carried on virtually every ... radio program sometime during the year." (Robert M. Gray, Esso Standard Oil Co.; McCann-Erickson, American Heritage — "Radio and television advertisers contributed time for special messages during the year."
- The council's Radio Allocation Plan, the program received 552,415,000 listener impressions. "Radio network and stations featured slides and film presentations ..." (Philip J. Kelly; Compton Adv.)
- Better Schools — "Support during 1959 included 10 weeks of radio allocations which resulted in 268,856,000 radio home-impressions ... The council distributed three 20-second spot announcements to every television station in the country with television results ..." (A. R. Stevens, American Tobacco Co.; N. W. Ayer & Son)
- Community Chest of America — "Council radio allocations resulted in 275,753,000 radio home-impressions during the year." (BBDO)
- Forest Fire Prevention — "Through the council's Radio Allocation Plan, the program received 241,121,000 radio home-impressions." (Russell Z. Elter, California Fruit Growers Exchange; Foote, Cone & Belding)
- Home Fire Prevention — "Through the council's Radio Allocation Plan, more than 58,895,000 radio home-impressions have been received." (Donald W. Stewart, Texas Co.; Ervin, Waney & Co.)

**Religion in American Life** — "Nearly 300 messages were scheduled on commercial and sustaining network radio programs. Local television stations and television advertisers carried special messages and, in many instances, contributed time for the showing of a RIAL film." (Robert W. Boggs, Union Carbide & Carbon Co.; J. Walter Thompson Co.)

Stop Accidents — "Through the council's Radio Allocation Plan, messages were carried on hundreds of major network and regional programs — both commercial and sustaining. Top commercial television programs also contributed time during the year." (Wesley I. Nunn, Standard Oil Co. of Indiana; Young & Rubicam)

**Student Nurse Recruitment** — "Thousands of network and television messages ..." (Anson C. Lowitz, J. Walter Thompson Co.)

United Nation's Day — "Radio support was excellent, and television stations made use of a kit mailed by the NARTB." (Alain M. Wilson, Advertising Council; J. Walter Thompson Co.)

**U.S. Defense Bonds** — "Through the council's Radio Allocation Plan, the campaign received 888,831,000 listener impressions. Specially prepared films received wide television use." (Thomas H. Young, U. S. Rubber Co.; Albert Frank-Guenther Law, G. M. Basford Co., Campbell-Ewald, Dancer-Fitzgerald-Sample, Foote, Cone & Belding, Schwab & Bratby, Schwimmer & Scott, J. Walter Thompson Co.)

**REUNION** of "Operation Shangri-La" in New York July 19 was highlighted by presentation to "Skipper" Walter Evans (r), Westinghouse Radio Stations Inc. president, of miniature chest and expedition map. Making presentation is Curt Peterson (c), partner, Marschak & Pratt, New York, spokesman for agency-advertiser group, and W. B. McGill, WRS advertising manager, who made oak and hammered silver chest and drew map. Reunion commemorated "Mystery Weekend" of Dec. 8-10, 1950, plane trip to Bermuda made by nearly 100, including formation of mystic "FCC."
VA CLASSING

House Probes Radio-TV Issue

A HOUSE investigating committee can be expected to take to task the Veterans Administration for classifying students engaged in training for radio-TV under the G. I. Bill as following "avocational" pursuits.

Up until Feb. 20, 1951, the VA classified the training as vocational. The difference between avocational and vocational classification means:

The veteran who follows a vocational pursuit gets benefits, such as tuition and subsistence, paid by the government; on the other hand, avocational students must pay their own way entirely unless they can "justify" their training.

A hearing was held on the radio-TV situation July 19. Ralph W. Hardy, NARTB director of government relations, told the select committee probing the educational and training program, that: "It will come as a distinct shock to the broadcasters to learn that the VA, with which they have so long and faithfully cooperated, now classifies their industry along with bartending, dancing, etc., as being avocational and recreational and thus denies to it the stature it has achieved."

Employment

Information obtained by the committee shows 80-90% of the radio-TV graduates finding employment in the field, a spokesman told Broadcasting • Telecasting. The spokesman also said full employment and skilled personnel are deemed important because of the part played by radio-TV technicians in civil defense.

It has been pointed out that regional offices of the VA were in disagreement with the Washington office on the February ruling. In 1948, the VA had ruled the field as avocational but then reversed itself. One regional office, in Dallas, categorically refused to go along with the latest VA order, it was disclosed.

RALSTON RESIGNS

To Join Screen Assoc.

GILBERT RALSTON will resign as executive producer of Procter & Gamble Productions Inc., Hollywood, to head up the recently-formed television division of Screen Assoc. Inc., Beverly Hills, Calif. Currently working on P&G's Fireside Theatre television film series, Mr. Ralston will leave for his new post when he has fulfilled his commitments for Procter & Gamble, probably sometime this fall.

He has been with the Fireside Theatre unit since he organized it approximately 3½ years ago. Prior to that he was for six years head of night time radio for P&G in Cincinnati and Los Angeles. Previously he held a similar post with Compton Adv., New York and Los Angeles, for three years.

The new television operation plans to go into full-scale production of television films in the near future. Headquarters are at 329 S. Beverly Drive.

Principals in Screen Assoc. Inc. are Ralph E. Stolkin and A. L. Smolich, Chicago; Ray Ryan, San Sherrill C. Convin, Los Angeles; B-J Levine, New California attorney; G. B. Steele, attorney and

WPOR MOVE

Changes Frequency, Studios

WPOR Portland, Me., began operating last Wednesday on a new frequency, 1490 ke, following FCC approval a fortnight ago of its $22,000 purchase of WMTW Portland's facilities [Broadcasting • Telecasting, July 23].

In announcing the shift, which makes WPOR the ABC and Yankee-Mutual outlet in Portland, Harold H. Meyer, president and general manager of Oliver Broadcasting Co., the licensee, said the station will continue to use its own call letters. It also will continue to operate its 250 w transmitter.

However, the station has moved to modern studios, located in the Chapusan-Arcade Bldg. WPOR formerly operated on 1450 ke.

Mr. Meyer did not specify what disposition would be made of WPOR's former facility.

AM With TV

THAT radio and TV can co-exist on a competitive basis was further demonstrated last week in an application filed by WBID Bedford, Ind. for transfer of control [See FCC Roundup]. The station's request included a statement that "WBID has succeeded in spite of the fact that the smallest city in the world with a television station is located some 20 miles away (WTTV (TV) Bloomington, Ind.) and not only is television successfully received in this community, local merchants can advertise on television due to the fact that WTTV's rates are probably the lowest of any existing television station. We believe this situation is unprecedented." WBID is a 250 w fulltimer, on 1340 kc.
DENIES WDZ BID

For Fulltime on 610 kc

CHANGE to fulltime operation on 610 kc with 1 kw-DA by WDZ Decatur, Ill., now operating on 1050 kc with 1 kw-D, was denied in an initial decision last week by FCC Hearing Examiner Hugh B. Hutchison.

At the same time, the application of Negro-owned Afro-American Broadcasting System Inc. (BROADCASTING TELECASTING, Dec. 27, 1948; Dec. 15, Nov. 24, 1947) for a new station in Chicago area’s Hopkin Park on 610 kc with 1 kw unlimited was denied by default.

Denial of WDZ application was based on “particularly severe” interference the proposed operation would give to service areas of WKHC Columbus, Ohio; WTMJ Milwaukee and WMT Cedar Rapids, as well as the interference it would receive in its own service area from these stations.

“... Upon an overall basis, approximately 2½ times as many listeners would be deprived of existing broadcast services from various sources as would benefit from the new broadcast service proposed by station WDZ,” the initial decision concludes.

Subsidary issue of possible duopoly between WDZ and WMBD Peoria was resolved in favor of the applicant. Although Charles C. Calee is president and 30.5% stockholder of WDZ and vice president and 25% stockholder of WMBD, the hearing examiner concluded Decatur and Peoria were sufficiently distant to rule out conflict with the duopoly regulation.

ABC HOLLYWOOD

Radio to Interim Quarters

TO ACCOMMODATE increasing television activity, ABC radio personnel quartered at the network’s Hollywood Television Center, have moved to temporary offices at the ABC Vine St. Bidg.

Move involves Francis H. Conrad, director of radio for the Western Division and manager of KECA; Amos Baron, Western Division radio sales manager, and Ned Hullinger, station relations manager.

Vine St. Bidg. is being remodelled and enlarged to eventually house the network’s entire radio personnel in that city.

NBC Show to Europe

NBC Double or Nothing daytime quiz program Aug. 10 leaves for a three-week tour of military installations of European Theatre of Operations under USO Camp Shows Inc. Broadcasts will be taped daily from various points in England, France, Austria and Germany and flown back to New York for release on NBC. Walter O’Keefe is m.c. of the half-hour program.

ED RINKE, pres., Metropolitan Detroit Chevrolet Dealers Assn., finesses association sponsorship Michigan State’s full grid schedule on WKMH Detroit. Standing (l to r): Tom Adams, Campbell-Ewald acct. exec.; Jack Davidson, WKMH sales rep.; and George Miller, station sls. mgr.

TED OBERFELDER (l), gen. mgr., of WJZ New York, Herb Sheldon and Bob Bories (r) exchange congratulations after negotiating for the Sheldon early morning show, packaged by Mr. Bories. Show starts on WJZ Aug. 13, 6:30-8:15 a.m., Mon. through Fri.

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MILLER Brewing Co., Milwaukee, adds 1951 games of Philadelphia’s pro football Eagles on WCAU Philadelphia to its sponsorships. Arrangements are checked by (l to r): Seated, Vince McNally, Eagle gen. mgr.; Bo McMillin, head coach; Vernon S. Muller, Miller adv. mgr.; standing, Roger Peiple, Miller eastern dist. mgr.; C. A. Mathison, pres.; Mathison & Assoc., agency.

Hearings and denials of bids for WMBD, Chicago, were handled the same time.


ACROSS-the-board newscast sponsorship on KLRA Little Rock, Ark., is underwritten by Old Golds. Seated is Ed Primus, dir. of merchandising, F. Lorillard Co. Standing (l to r): W. V. Hutt, KLRA gen. mgr.; John Hope, dist. sales mgr. for Old Golds; and Thaine Youst, Lennen & Mitchell.
DRUG Rx BILL

A FAR-REACHING bill, which conceivably could mean the loss of millions of dollars of advertising revenue involving the sale of certain proprietary drugs, precipitated a heated controversy on Capitol Hill last week.

The House adopted a manufacturers' "compromise," defeating a proposal which would have empowered the Federal Security Administration's Food & Drug Administration to list those drugs which may be sold only on prescription. The measure, as sent to the Senate, now gives manufacturers the right to define so-called Rx drugs.

The measure (HR 3988) was introduced by Rep. Carl Durham (D-N. C.) and reported with amendments by the House Interstate & Foreign Commerce Committee after prolonged hearings. A companion piece (S 1186), authored by Sen. Hubert Humphrey (D-Minn.), pends before the Senate Public Welfare Committee, which last week scheduled hearings.

As reported by the committee, Federal Security Administrator Oscar Ewing could list a drug in the prescription or Rx category without calling a hearing. "Interested parties" could have petitioned for hearing and rehearing and, failing that, take recourse to district and circuit courts and, finally, the Supreme Court.

Draws Fire

The Humphrey-Durham bill drew stinging attacks on the floor from anti-administration sources, ranging from charges of "socialized medicine" to claims that "the proprietary industry can consider itself on the way out" if the bill were approved by the House and Senate.

The stricken provision had defined as prescription drugs those which are "safe and efficacious for use only after professional diagnosis by, or under the supervision of, a practitioner licensed by law." The bill would amend Sec. 503 (b) of the 1938 Food, Drug & Cosmetic Law.

Manufacturing and proprietary groups fought the new legislation as a serious threat. Additionally, some authorities pointed out that the committee version would have entailed an appreciable effect on across-the-counter drug sales and current advertising practices.

Drug manufacturers have been among the top radio network advertisers in recent years. As the bill was reported by the House committee, it was feared, numerous products could be taken off the open market and labeled prescription items with the Rx legend.

The proposal was offered as a "public health" measure designed to relieve drugists of certain responsibilities and define others, such as legalizing oral prescriptions and establishing the right to so-called ad-lib refilling of others for non-Rx drugs.

SALE TO ROYAL

Planned by Gen. Entertainment

PLANS for the sale of General Entertainment Corp., New York radio transcription firm, to Royal Entertainment Corp., New York, for $20,182, which will permit payment of 5% of the claims of general creditors of General Entertainment, have been announced. General Entertainment is the outgrowth of a firm organized by Howard G. Barnes, formerly vice president in charge of radio and television for Dorland Inc., when he acquired Kermit-Raymond Corp. and Transcription Broadcasting System in the fall of 1949 after making a deal with creditors of those two firms.

Spokesmen said the pending sale of General Entertainment is being made because "the committee representing the creditors [of Kermit-Raymond and TBS] requested that Mr. Barnes make an arrangement whereby his obligations to those creditors may be retired, and leave Mr. Barnes in a position of control without the obligations of the old corporations."

Stations and agencies using transcription properties involved in the sale, the announcement said, "will continue to receive uninterrupted service."

WMAQ Goes 24 Hours

FIRST regularly-scheduled 24-hour operation began for WMAQ, NBC's M & O station in Chicago, July 31, with a five-hour early-morning disc show. WMAQ remained on the air fulltime for three months early in World War II, but this is the first time in its 29-year history that the schedule has been adopted permanently. Dirk Courtenay, freelance announcer and disc m. c., handles the six-a-week stint from 1 a.m. until 6 a.m. The "son of Folk Bros. Central Ap- ce & Furniture Co.

From where I sit

by Joe Marsh

A Tonic
For The Missus

The missus came marching in with a new hat yesterday. She was as happy as a circus poster.

I've learned one thing about the hats she buys. A hat is a tonic to her. If she's feeling blue, nothing gives her a lift like a new hat. Now, I could trade in my old grey fedora without raising my blood pressure a notch. But I'll admit that more than once I've bought a new briar pipe I didn't need—just because life was getting a little bit monotonous.

With Buck Howell it's something else again. When Buck is feeling low, he gets over it by blowing on a broken-down clarinet he hasn't mastered in twenty years.

From where I sit, different people are always going to respond to different things in different ways. So let's keep a friendly understanding of what other folks get out of a new hat, an old clarinet, a chocolate soda or a temperate glass of sparkling beer or ale now and then.

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TAKE A TIP
FROM MOTHER NATURE

Ever spend a few minutes standing beside a mountain stream or a brook meandering through an apparently level meadow and wonder why it chose that exact spot to build its course?

The answer is simple... and it points a moral to radio time-buyers. Mother Nature never does things the hard way. She follows the line of least resistance to solve her problems with a minimum of fuss and bother.

Wise time-buyers can take a tip from Mother Nature and follow the line of least sales resistance in the seven rich markets where FORT INDUSTRY stations are located.

Like the mountain stream and the brook in the meadow, your message on any or all of the seven FORT INDUSTRY stations follows the line of least sales resistance to the loyal, responsive audiences that have been built by years of broadcasting in the public interest.

Check the stations listed below and make sure they are on your schedule. You’ll be glad you did.

THE FORT INDUSTRY COMPANY

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

National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455
A DISTINGUISHED scientist and engineer—Haraden Pratt—becomes the first telecommunications advisor to a President of the United States in the 176 years that we have been a sovereign nation. Whether he will become the first man in telecommunications only time will tell. The opportunity is there.

In making the appointment, the President selected the more innocuous of two recommendations of the Communications Policy Board he had created last year, headed by Dr. Irvin Stewart, a member of the original FCC. This temporary committee had recommended (1) a three-man Policy Board, which could have had the ingredients of a 'super-FCC,' or (2) an advisor. Specifying the task for either would be the formulation of national policy on frequency assignments as between government and private users and the operation of communications systems by government agencies, primarily the military.

Until now, it has been a one-way street. Through the Interdepartment Radio Advisory Committee, the military has preempted the blocks of channels it wanted—whether it used them or not—and private users, via the FCC, have been battling it out for the residue. Hence there’s always been a shortage for private users. And there never has been a more encouraging time to speculate on the future in any league. We suspect that this one will do much not only for CBS but for all radio.

TV Stitch in Time

THE establishment of a committee of practicing telecasters to act as a board of review over program standards is, to our mind, the most practical proposal yet advanced to ensure the intelligent self-regulation of television. Not all the other matters now under consideration by the NARTB’s Television Program Standards Committee, however, seem as promising. In particular, the apparent determination of this committee to write out a formal code of standards for TV does not strike us as well-reasoned, unless, of course, the committee should go about assembling a competent membership on the board of review.

A board composed of men of good taste would have scant use for a codified list of specifications as to what is and what is not objectionable. Indeed a code of fixed principles could be more of a hindrance than a help, since codes are more apt than not to encourage such concentration on one set of strictures that artistry suffers unnecessarily.

We suggest that the standards committee devote its concentrations to the organization of the board of review and a plan of its functions. Such a board, we think, should extend its activities beyond the narrow scope of reviewing programs. It should act as a spokesmen body for television on questions of program standards. In case of unjustified attack, the board should serve as a defense counsel for television. It should be the repository of full information as to what is actually on the air.

The standards committee, under the energetic chairmanship of Robert D. Swezy, is blessed with favorable times in which to do its work. For the moment, at least, no strenuous attacks are being made against TV, and hence the committee can conduct its deliberations in a reasonable atmosphere. So blessed, it should use this time to evolve a workable plan for the operation of a board of review, unencumbered with useless codes and free to exercise its good judgment in helping telecasters to keep their programs clean but not to the extent that the art is squandered out of them.

PRATT: Statesman, Engineer

The whirlwind campaign planned by CBS in order to have an emotional impact on those advertisers who, more because of passion than because of reason, have discounted radio. While it does not mean that so great a sum is being spent out of pocket, the campaign will use $8 million worth of time and space. The CBS radio program and the considerable campaigns that NBC and ABC are planning for the fall are all encouraging.

We suspect that we will never see such a campaign in any league. The whirlwind campaign planned by CBS in order to have an emotional impact on those advertisers who, more because of passion than because of reason, have discounted radio.

Mr. Pratt is a scientist and engineer. He has had vast experience as a top engineering executive of IT&T and its subsidiaries. He has been honored with the presidency of the Institute of Radio Engineers, and has served as its secretary for nearly a decade. Some question may be raised whether his background, admittedly distinguished as an engineer, qualifies him to sit at the right arm of the President on high public policy in the tremendously important field of telecommunications.

Those who have known Haraden Pratt over the years say unequivocally that he has the capacity. They regard him as a statesman of stature. There have been few, unencumbered with useless codes and free to exercise its good judgment in helping telecasters to keep their programs clean but not to the extent that the art is squandered out of them.

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Salesmaker to the Central South

By concentrating over half his entire advertising budget on WSM during the last six years, a Southern flour miller has expanded his sales area to 18 states and production from 160,000 units in 1945 to 410,000 units in 1950.

Radio Stations Everywhere But Only One...

WSM
NASHVILLE

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

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Representatives
front office

ED ALLEN Jr., announcer NBC Chicago, resigns to become president and general manager of WADOR Sturgeon Bay, Wis., of which he is part-owner.

WILLIAM A. MORRISON, vice president Sidney Garfield & Assoc., S. F., to Free & Peters, radio and TV representative, as manager of San Francisco office.

MARCEL E. (Yippy) CAIILLET, account executive W. H. Male Adv. Ltd., Honolulu, appointed sales and promotion manager KIKI same city. Mr. Cailliet directed advertising and public information activities of many leading Honolulu wholesale and manufacturing firms while at Male Adv.

ROLLAND REICHERT named radio recording sales representative NBC Chicago, replacing J. RICHARD LOUGHRIN, named to NBC spot radio sales staff. Mr. Reichert's work as assistant to program manager has been taken over by DOOROTHY HORTON.

Mr. Cailliet

ROBERT J. CROSSWELL, NBC New York, to radio sales department WFIL Philadelphia.

G. E. (Buck) HURST, Clark & Assoc. S. F., to KCBS San Francisco as national advertising representative.

JAMES S. POLLAK, TV program manager WJZ New York, to ABC Central Div., in same capacity.

B-R REPRESENTATIVES, N. Y., named as exclusive representative in national spot field for WNAC-TV Boston.

HENRY S. MELHADO, advertising-sales department Esquire Magazine, to sales staff WMGM New York.

LOWELL JACKSON named network radio account executive ABC Chicago. He is former partner in Chicago radio-TV package firm and officer of Monogram Productions.

JOHN E. PEARSON Co., N. Y., appointed exclusive representative for all areas outside 11 western states for KCSJ Pueblo, Col. KEENAN & EICHELBERG, S. F., will be KCSJ's exclusive representative on West Coast.

Personals . . .

LOUISE T. STEINMAN, minority stockholder in WGAL Lancaster, Pa. (4%), WBKO Harrisburg (5.2%) and WDEL-AM-FM-TV Wilmington (1.6%), and T. Peter Ansberry, announce engagement. They will be married Sept. 15. in Dr. CLINTON H. CHURCHILL, president and general manager WBKB Buffalo, and Frances G. Mach, married in Buffalo. . . ERNEST FELIX, acting manager ABC Western Div., named chairman of the day at Los Angeles Advertising Club luncheon meeting tomorrow (Tuesday). MITCH De GROOT, ABC advertising and promotion manager, N. Y., is guest speaker.


EARL C. ANTHONY, president KFI-AM-TV, elected to executive committee Los Angeles Better Business Bureau. . . . HARRY SYMONS WHITE, manager KWTC Barstow, Calif., and Shirley Ruth Christianson, were to be married Aug. 5. . . . CARROLL MARTS, manager MBS Central Division, vacationing in northern Canada. . . . J. T. SNOWDEN Jr., general manager WCBS Tarboro, N. C., father of girl, Martha Scott. . . . PAUL H. GOLDMAN, vice president and general manager KNOE Monroe, La., elected chairman of Ouachita Parish chapter, National Foundation for Infantile Paralysis.

HAROLD P. DAFORTH, president and general manager WDBO Orlando, appointed president of local Bed Feather funds drive. J. ALLEN BROWN, vice president and general manager WLOF Orlando, appointed publicity director of drive. . . . WALTER J. DAMM, vice president and general manager of radio for The Journal Co., (WTMJ-AM-TV) Milwaukee, awarded membership in United Air Lines 100,000 Mile Club. . . . JOHN D. SCHEUER Jr., operations assistant to general manager WFIL-AM-TV Philadelphia, named vice chairman in charge of promotion for 1951 YMCA annual city-wide membership campaign.

ROGERS NAMED

Succeeds Rosene at WSAZ

Mr. Rosene . . . Mr. Rogers

MARSHALL ROSENE, general manager of WSAZ-AM-TV Huntington, W. Va., resigned on Aug. 1 to become president and general manager of WNXT Portsmouth, Ohio. He will be succeeded by Lawrence H. Rogers II, who has been manager of the television station in Huntington.

Mr. Rosene was station manager of WSAZ from 1944 to 1949 when he became general manager of both the AM and TV properties. He owns a substantial interest in the new station in Portsmouth, which is expected to be on the air the latter part of August. WNXT is 1 kw outlet on 1560 ke, DA-1, and will be affiliated with ABC.

Mr. Rogers was the former promotion manager of WSAZ before becoming manager of the television property. He helped design and put the television station into operation in 1949.

Abrams Joins Staff

EARL B. ABRAMS, former editor of Television Digest, has joined the executive editorial staff of Broadcasting. Telecasting at Washington headquarters. Prior to joining the Washington-published newsletter six years ago, Mr. Abrams had been with the Army Signal Corps in an editorial capacity. He attended U. of Virginia, following his elementary and secondary education in New York City, where he was born.

OVERSEAS REPORTS

Being Made for Radio, TV

TAPE-RECORDED and film reports on activities of the North Atlantic Treaty Organization activities and particularly of U. S. troops under Gen. Dwight D. Eisenhower's European command will be made available to radio and television networks late next month.

A special three-man radio-TV crew from the Defense Dept.'s Office of Public Information left the U. S. July 20 for a one-month stint at the Paris headquarters of SHAPE (Supreme Headquarters for Allied Powers of Europe). Unit will work under the direction of Brig. Gen. Charles Lanham, chief of public information for SHAPE.

The group includes Maxwell Marvin, special reporter, and S/Sgt. Ray Krueger, engineer, both of the Radio-TV Branch, and S/Sgt. Ralph Santos, cameraman, as well as other reporters and still and motion picture cameramen. Sgt. Santos will take special TV footage with a 16mm sound camera.

The mission will fulfill a "definite need" for more complete information on the European theatre, including coverage of the North Atlantic Treaty Organization activities, according to Clayton Fritchey, director of OPI, Defense Dept. Reports also will be used on the military's Time for Defense (ABC) and Pentago-Washington (DuMont TV Network).

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA
Respects  
(Continued from page 50) and Moscow, interviewing top European statesmen, including Mr. Trotsky.  
After a few years, he returned to this country and joined the firm of Ivy Lee, working in public relations for George Washington Hill’s campaign for Lucky Strike cigarettes, “Reach for a Lucky Instead of a Sweet.”  
At Ivy Lee he and two partners founded Omnibus magazine of which he is still an editor.

The main influence which prompted Mr. Knauth to purchase WAVZ was his strong belief that newspapers in New Haven amount to a monopoly and he regarded this as an unhealthy situation. In July 1949, he and Daniel W. Kops bought WAVZ. Mr. Knauth divides his time between WAVZ and Omnibus and Mr. Kops devotes fulltime to the 1 kw station, as co-owner, vice president, general and promotion manager. The two men believe they have restored competitive reporting to New Haven. WAVZ has given strong support to civic campaigns in editorials over the air.

Alarm System  
Similar to the newspaper operation, the WAVZ newsmoon is equipped with a bell connected to the city fire alarm system. Every alarm is aired immediately and a WAVZ reporter is sent to the scene of fires and major accidents with a tape recorder. Schools are of particular interest to this "Newspaper of the Air." Notable was its campaign for rebuilding a $1 1/2 million school in a Negro underprivileged neighborhood. WAVZ also broadcasts a series of programs into local classrooms which are a part of the school's curricula.

Youth problems exist in most communities. WAVZ tackled New Haven's by starting its own Boy Scout Troop, staffed by station personnel, and using its studios as a meeting house. The restoration of competitive reporting has not endangered the station to local newspaper publishers. The local papers will not carry radio listings and will not permit any of their advertisers to insert references to WAVZ programs.

To counteract this, the station has distributed thousands of badges "Listen to WAVZ—1260 on the dial!"—which may be seen on beanie caps of New Haven youngsters. Mr. Knauth believes "radio can do a great deal more than it has been allowed to do in digging itself into a community. It can make people just as important and trustworthy as a newspaper."

"We at WAVZ think that daytime AM radio is going to continue for a long time, if it performs a local service." Meanwhile, WAVZ has on file with FCC an application for a TV station.

What's more, WAVZ is a profitable organization, says Mr. Knauth. "The audience slowly began to find out about [the station] and our unexpected news bulletins kept them alert. And the more people became interested in us, the more we attracted our local advertisers."

Mr. Knauth is a member of the Harvard Club of Yale and the Harvard Club of New York. His only hobby is sailing and he has made the trip to Florida twice.

Mrs. Knauth, the former Marjorie Lord Strauss, is an M. D. During World War II when there was just as much demand for doctors, she hung her shingle in their home town of Wilton, Conn. They have two children, John, 16, and Mary, 14.

Mr. Knauth wishes that more stations would be established for the purpose of breaking up newspaper monopolies. For himself, he plans to maintain the air of a newspaper around his "Newspaper of the Air."

Favors KLOK Nighttime  
NIGHTTIME operation for KLOK San Jose, Calif., has been proposed in an initial decision by FCC. Examiner Leo Resnick. KLOK is now operating daytime only with 5 kw on 1170 kc. The station will use 1 kw at night if the proposed operation is given final approval by the Commission. The hearing examiner's findings were that KLOK would not interfere with any other station and provide interference-free service.

ROARY RETIRES  
NABC Lauds Executive  
JOHN F. ROYAL, one of the last of NBC's old-guard executives, retired from active service as a vice president last Wednesday (Aug. 1), in accordance with the company's retirement plan, but will continue to serve the network in a consulting capacity [BROADCASTING * TELECASTING, June 25].

Recognized as one of the nation's great broadcasters, Mr. Royal has been with NBC for more than a score of years. His retirement—he reached NBC's retirement age of 65 on July 4—evoked this statement from President Joseph H. McConnell:

"Mr. Royal is leaving active service with NBC to enjoy a well-earned retirement. We are indeed gratified that his services as a consultant will be available to us. His great contributions to radio and television will always be remembered and associates at NBC as well as by the broadcasting industry. John Royal was the proponent of good, clean wholesome entertainment for the family and that policy will be continued by NBC."

Mr. Royal, a former newspaperman in Boston, served for some 20 years with B. F. Keith, the vaudeville promoter and the Keith Orpheum theatre organization before joining NBC. As manager of the Keith Hippodrome in Cleveland he experimented with local radio program and in 1921 was buying major attractions on WHK there. He left the Keith organization to become general manager of WTAM Cleveland, and was holding the post when NBC bought the station.

He became program director for the network a short time later and was advanced to vice president in charge of programs in 1930. He became vice president in charge of television in 1944, and later was named a staff vice president. In addition to his contributions in radio and television, he was a pioneer in the international broadcasting field.

Interviews Fellows  
TWO Australian broadcasters are currently in the United States making tape recordings for use on 4KQ Brisbane. One of the recordings made by Les Andrews, 4KQ general manager, and Peter Clark, commentator, was an interview with NARTB President Harold E. Fellows. Others were devoted to talks by U. S. labor leaders. 4KQ is a commercial station financed by a labor federation in Brisbane.

Our belief  
Free speech is a most cherished right . . . and the welfare of America depends directly upon the expressions of its people.

Our belief in action  
Every Saturday, WGAR broadcasts "Ask City Hall" to bring to hometown listeners the news and actual voices of the persons responsible for community service and government. A station, to be valuable to its advertisers, must render such vital service to its community . . . must keep its mike open for discussion by a free people.
The facilities of the stations constitute the dominant advertising medium in the billion dollar Pacific northwest market.

**The X1 Stations**

**AFRA DC UNIT**

Would Change Amendment

WASHINGTON branch of the American Federation of Radio Artists has submitted a proposal for two changes in the AFRA anti-subversive amendment, on which voting was slated to close July 28. The proposal will be reviewed before the AFRA national convention Aug. 9-12 following announcement of the results of the balloting, which was conducted by mail.

The original amendment bars all persons who were members of the Communist Party or any affiliated organizations, retroactive to Dec. 31, 1945, and establishes the provision that the U. S. Attorney General as its criterion. The Washington proposal seeks to eliminate the retroactivity clause and to revise the American Federation's list as a reference for any barring action.

BOYCOTTS

PROSPECT that radio-TV broadcasting unions may be restrained from engineering sponsor boycotts in cases where petitions for elections last week by industry legal authorities.

The issue was raised in a labor case involving the Hoover Vacuum Co. and the dealing with product boycotts as a union weapon. The 8th Circuit Court for Cincinnati held that the product boycott called by the union was “unlawful” and ruled that the firm was legally justified in discharging employees connected with the action.

The decision draws a distinction between union authorization of such a boycott in cases involving pendency of petitions for election and others touching on normal collective bargaining relations. The ruling did not condemn sponsor boycotts per se and the board precided it on the basis of inherent facts in the dispute.

The industry authorities noted that AFTRA and IBEW have, in the past, called product boycotts as a means of persuading employers in instances involving petitions for elections.

Two other NLRB actions also commanded the attention of legal authorities in the past fortnight:

- A ruling which declares invalid all union shop elections held by affiliated unions of parent federations prior to effective dates involving compliance with the non-Communist affidavit procedures of the Taft-Hartley Act.

  A decision spelling out that “assessments” levied by unions are not the “periodic dues” employees are required to pay to retain their jobs under a union shop agreement.

- The latter ruling calls the case of Hollywood Protections Co., Inc. v. DeMille, who in 1944 refused to pay a $1 assessment levied by a union of radio performers (x x x) and was expelled from membership. Mr. DeMille was compelled, of course, to relinquish his job as producer of the Lux Radio Theatre.

Taking cognizance of the DeMille incident, NLRB stated that 

- The board is concerned that compliance with the non-Communist affidavit provisions are denied benefits of the labor board, including a request for a union shop vote under NLRB auspices.

**NLRB May Restrain Unions**

BOYCOTTS

WHEN the Taft-Hartley Act, a union shop clause—one requiring union membership after 30 days—can be incorporated in a bargaining contract upon agreement by a majority of employees. Unions not complying with the non-Communist provision are denied benefits of the labor board, including a request for a union shop vote under NLRB auspices.

**Union Shop Clause**

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**BRAZIL FREEDOM**

Radio Assn. Pledges Vigilance

A PLEDGE to exercise "strict vigilance over its rights and freedom which the Constitution grants to all Brazilian citizens" was given to members by the Brazilian Radio Assn. following a recent meeting devoted to study of new radio broadcasting and communication regulations.

In a statement issued by the board to directors of its members, BRA referred to a recent executive decree on communications and stated its position "as a representative association embodying elements of all opinions."

BRA said it was not possible for it to consider the decree "within its political or juridical province exclusively" as to "the interests of those working in radio broadcasting." Directors may now examine their views to a commission which will draw up proposed legislation pertaining to the Brazilian radio code. On questions of protection of BRA are exclusively "personal" and do not reflect the views of BRA, the announcement added.

**FLOOD SERVICE**

**Stations Continue Aid**

THOUGH the flood waters have subsided, radio stations continued their service to victims through the period of rehabilitation.

In cooperation with the American Red Cross, WBT Charlotte, N. C., developed a campaign to aid stricken areas in Kansas, Missouri, Oklahoma and Illinois.

WBT set aside Aug. 1 as "D (for disaster) Day" when citizens of Mecklenburg County aimed at meeting a goal of $8,000 for flood relief.

Additional relief work is being done during the deluge [earlier stories, BROADCASTING • TELECASTING, July 30, 23] trickled in last week. Among those accounts were the following:

KLW Lawrence, Kan., was on the air 67 continuous hours, giving bulletins, aiding evacuation and reuniting families. The station also helped out other stations who for a time were knocked off the air.

KRMG Tulsa anticipated floods in the northeastern portion of Oklahoma and sent its mobile unit to Miami, Okla. Less than 12 hours after the mobile unit arrived, Miami was surrounded on three sides by water. As a result of this preparation, KRMG was able to obtain news quickly and directly from the source.

Radio advertising aided Santa Fe Railway to keep the public informed on train schedules during the flood. The railroad placed 32 spots over KFJS Fort Worth. The announcements were placed to Fort Worth from Santa Fe's office in Galveston.

**Sabotage Booklet**

DIFFERENT ways of setting up an "effective industrial defense system" are pointed out in a new U. S. Chamber of Commerce publication, Sabotage and Plant Protection. The 25-page booklet presents views of many top civilian and military experts who are combating sabotage. Protection of classified information is discussed, as well as plant design, loss prevention, disloyal employees and the handling of saboteurs. It is a few of the other measures discussed in the booklet.

**Listeners have paid nearly $1,500,000 to see THE NATIONAL BARN DANCE**

(See Front Cover)

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7
RTDG BOARD

National Bargaining Urged

THE RADIO and Television Directors Guild's national board was on record last week in advocating that all future RTDG collective bargaining negotiations with networks be conducted on a national rather than city-by-city basis.

Acting at its annual meeting in New York, the board also approved a resolution condemning "kickback" or "recapture" clauses in network contracts. These were described by RTDG as provisions "under which staff directors who work on commercial programs are compelled to take a deduction in compensation," and were labeled by the board as "unsound, uneconomical, and totally without justification."

The board's actions included unanimous adoption of a statement "condemning" Communism and all forms of "totalitarianism without equivocation."

Described by RTDG President Dick Mac, of Hollywood, as "the most aggressive and constructive board meeting in the nine years of the guild's history," the sessions were held July 23-26 with 19 delegates from RTDG locals in six cities participating. An executive committee, created during the meeting, held additional sessions until July 28.

"We feel that the resolution calling for national negotiation is particularly significant since all contracts have been negotiated locally herefore," Mr. Mack asserted. Local negotiation, he said, "involves considerable duplication and waste of time and money for both the networks and the locals. In the six cities in which the guild is active, most contracts will terminate in May 1952."

Committee Members


The new Executive Committee is composed as follows: President Mack as chairman; Franklin J. Schaffer, of New York; Gordon T. Hughes, Hollywood; Hal Miller, Chicago; and Joseph Browne of Washington, representatives-at-large.

Kenneth MacGregor, New York, was elected secretary of the board and Frances Buss, also of New York, was elected treasurer. The following continue in office: President Mack; Oliver W. Nicoll, New York, first vice president; Arthur Hanna, New York, second vice president, and Hal Miller, Chicago, third vice president.

President Mack said the coming year will see "closer cooperation between the locals of the guild and intensified activity in the national office," and that a "considerable"

President Dick Mack and Treasurer Frances Buss check over RTDG's budget for the coming year.

"...increase in budget will permit the launching of many new national projects. More frequent meetings of representatives of the locals are planned, Mr. Mack said.

Members of the national board include, in addition to the officers and executive committee, Sherman A. MacGregor, Ralph Nelson, Charles Powers, Ernest D. Ricas, and Lester Vail of New York; Max Hutto, John Guebel, and Paul Lynnson of Hollywood; Alan M. Fishburn of Chicago; Shields Dierkes of Detroit, and Lee Davis of Philadelphia.

BURTTON TO NPA

In Electronics Products Div.

ROBERT BURTON, former chief of the Communications Division of the Federal Civil Defense Administration, has assumed the directorship of the Foreign Section of National Production Authority's Electronics Products Division.

In that position, he will work with other branches of the Dept. of Commerce and the Dept. of State (SCA) on applications from foreign countries involving electronics equipment. Most of the work is devoted to requests for priority assistance in electronics products. Mr. Burton, a former U.S. international frequency expert headed up communications for FCDA before that branch was combined with the Air Warning Service (Broadcasting • Telecasting, April 2). He had been responsible for compiling data on the role of broadcast and other communication services in national civil defense. He was succeeded by Col. William Talbot (USAF).

POUTRIE NAMED

Gets Munitions Board Post

APPOINTMENT of Col. Clifford A. Poutrie (U.S. Army) as director of the Munitions Board's Electronics Program Division, succeeding Marvin Hobbs, has been announced by John D. Small, chairman of the Munitions Board.

Mr. Hobbs, who has headed the division for the past year setting up military requirements and schedules for electronics goods, becomes special electronics consultant to Chairman Small and C. W. Middleston, vice chairman for production and requirements. As special adviser he will help coordinate electronics programming with production resources.

Col. Poutrie has been serving as a communications instructor at the Signal Corps' school at Fort Monmouth, N. J. Previously he was stationed with the Eighth Army at Yokohama, holding the rank of commander for the signal depot.

KFUO Power Increase

KFUO-FM Clayton, Mo., installed an 86-foot eight-bay Collins antenna atop its AM tower. The installation boosts the station's effective radiated power to 6.7 kw. A 1 kw station, it also is operating on a new frequency, 99.1 mc (Channel 256). KFUO-A FM is owned by the Lutheran Church and is located at Concordia Seminary.

CHARGE by Rep. Hamer H. Budge (R-Ida.), that the call letters of certain stations used to transmit Voice of America programs have subversive connotations has been soundly scorned by government officials.

Rep. Budge had said that the first three call letters of WRU—Scituate, Mass., mean "I lie" when translated into Russian and implied that this was more than a coincidence. WRU is licensed to World Wide Broadcasters Corp., under Walter S. Lemmon.

Officials of FCC and the State Dept. were quick, however, to discount the inference. They pointed out that (1) Mr. Lemmon received those call letters over 15 years ago—long before the genesis of the Voice; (2) the "W" series is assigned by international treaties; (3) international broadcasting is a private operation, with State Dept. only leasing facilities and time; (4) transmissions abroad are sent minus the call letters and thus are not heard by the Russians.

State Dept. officials noted two stations beginning with WRU—WRUA and WRLW, with the "L" in the latter standing for Lemmon. WRUA is translated to mean "Radio University of the Air," while WRLW stands for "Radio University Lemmon," officials added.

...in Northern Maine

WLBZ THE STATION MOST PEOPLE PREFER

NBC Affiliate

LEADS IN AUDIENCE

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>City</th>
<th>Power</th>
<th>ERP</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLBZ</td>
<td>990 mc</td>
<td>Bangor</td>
<td>3000 W</td>
<td>3000 W</td>
<td>15 mile</td>
</tr>
</tbody>
</table>

LEADS IN CIRCULATION

<table>
<thead>
<tr>
<th>Station</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLBZ</td>
<td>14,000 homes</td>
</tr>
</tbody>
</table>

New WHBF Unit

NEW 5 kw transmitter, a modern $50,000 unit, has been installed by WHBF Rock Island, III., replacing equipment used since 1941. The old transmitter had accumulated some 75,000 service hours in the 10-year period, according to station officials. Installation of the new unit, under the direction of Chief Engineer Robert J. Sinnett, was completed in three days without interruption of programs, WHBF reports.

REPRESENTED BY

Col. Robert E. McEwan, U.S.M.C.

A Quarter Century of Service
To Bangor and Maine Listeners

MAINE BROADCASTING SYSTEM

WEOK

REACHES 93,217 FAMILIES

BROADCASTING • Telecasting

August 6, 1951 • Page 35
AN ARTICLE in the July issue of Readers Digest describing opposition to musically-soothed rides has drawn a sharp reply from Transit Radio Inc., Cincinnati, which labeled the piece "characteristic of the most violent type of yellow journalism."

The rebuttal appeared in a review of transcasting's current status as a result of the U.S. Court of Appeals ruling which challenged the constitutionality of the service, with particular application to the District of Columbia (Broadcasting Telecasting, June 18, 11).

Referring to the "pioulsly fraudulent assault" on transit FM, Transit Radio Inc. said it had called the attention of the Digest to "half-truths and omissions" but had received no answer. Additionally, it challenged the "misrepresentation" implied in a cartoon which purported to show rider disfavor, and use of certain adjectives like "captive," "blaring," "plug-uglies" and "amplified howls."

Moreover, TR charged, "the Digest carried no mention of the past, present and future contributions of Transit Radio to civilian defense as a means of communication in times of emergency."

The transcasting company also cited the recent flood disaster, in which the service played a vital role, and the willingness, of national civil defense authorities to take advantage of its assets.

Transit Radio Inc. authorities observed they have petitioned the Supreme Court for writ of certiorari and expressed hope it would be granted, with a final decision on Transit FM's constitutionality "sometime between February and June 1982."

In the interim, "expansion of Transit Radio into new cities, as well as revival of others, is out of the question until final action by the court," Transit Radio stated. There has been no "noticeable" decline in sales volume since the court's ruling, authorities added.

TR also warned that advertisers "should view with alarm" implications in the decision which may portent "a direct attack on all advertising," including fields where heretofore have enjoyed "relative freedom" from attack.

NEW KHQ TOWER
Scheduled for Sept. 1

CONSTRUCTION on one of the largest towers in the world has begun for KHQ Spokane. The 826-ft. tower will replace one torn in half by a violent windstorm in November 1949. Costing an estimated $95,000, the tower is expected to be completed about Sept. 1.

Richard O. Dunning, KHQ president, said "the tower's half-wave design will give Spokane the tallest tower in the West, and one of the four largest in the world."

It is designed to give constant signal strength in central Washington, Montana, Oregon and Idaho.

KHQ had started construction of a new tower immediately in 1949 but it toppled over before completed. The current building started in July, Mr. Dunning reports. Prime contractor is RCA, fabrication by International Dealers & Equipment, Roanoke, Va., and erection by Radio Towers Inc.

Radio-TV Marathon

THE NETWORKS and five independent New York radio and TV stations participated fortight night in a 45-hour marathon presenting Conover TV-model-actresses in appeals on behalf of United Cerebral Palsy. Under spokesman said stars, commentators and disc jockeys joined with network and station executives and personnel in arranging for the appearances of the models, which started at 6:30 a.m., July 22 on Bill Taylor's Sunrise Serenade on WOR New York and Mutual, and ended on Barry Gray's program on WMCA New York at 3 a.m., July 24.

In between spokesmen reported, there were appearances on CBS, NBC, ABC, DuMont TV Network, and WNEW, WINS, WPX (TV), and WMGM, for a total of 36 shows.

PERFORMERS who fear tomatoes from the audience can take a lesson from Hillis Hauser, advertising manager, F. A. Read Co., Freeport, Ill., department store, who calmly carries on midst flying knives. Occasion was "D Near Day" in Freeport, highlighted by the Jay Gould Million Dollar Circus. Series of special events shows covering the project were broadcast over WFLR Freeport by Mr. Hauser and Dave Taylor, WFLR commercial manager, under Read Co. sponsorship. Man with the knives is Tex Allen of the circus.

CHURCH WORKSHOP

Protestant Radio Course

PROTESTANT clergymen and lay leaders from more than 12 states and four foreign countries will gather today (Monday) at Butler U. in Indianapolis for a month of intensive training in religious broadcasting. They will participate in a workshop conducted by the Broadcasting and Films Commission of the National Council of the Churches of Christ in the U.S.A.

Speakers scheduled include C. E. Hooper, of the Hooperating service, and Dr. George Crowthers, director of educational broadcasting for CBS.

Advice to Politicians

POLITICIANS should use radio and television to stir up public interest in political campaigns and swell the number of voters. Dr. Ernest Dichter, psychological consultant, has said in a report sent to the nation's political leaders. Among "10 commandments" he offered for getting more people to vote were use of "top radio, television and show people (to) glamorize the whole voting process"; regular use of radio and TV by candidates, and use of radio and TV in publicizing trends toward increased interest in ballotting.

Why buy 2 (or more) $1 big sales job
have you ever bought a cumulative rating?

We don’t think you have, or ever will. You buy one show, one spot to reach the most audience possible at the lowest cost. In Washington the one station that delivers more audience for more advertisers is WNBW.

WNBW leads in individually-rated quarter hours, highest-rated local shows, highest-rated network shows, highest-rated news shows—and highest-rated advertiser acceptance.

We don’t have the highest cumulative rating—but have you ever been able to buy a cumulative rating?

Ask NBC Spot Sales to show you the latest ARB survey.
Yes, by George, it's—

**George F. Stanton!**

Here's an F&P Colonel who, before joining us, had spent most of his business life on your side of the desk. Starting 'way back in high school, George Stanton worked during the summers for J. Walter Thompson. After college, he stuck to the agency side of advertising, where he rolled up 15 valuable years of experience with two big national firms. Then, having acquired an excellent knowledge of all kinds of media, George found it easy to buy the idea of going into national spot television as a lifetime career.

Today George Stanton is our Midwest TV Sales Manager, one of the 75 good men (and women) who staff our seven offices, and who keep proving and re-proving the magic of the F & P formula we developed back in 1932, and have "lived by" ever since ... good stations + good men = good service.

Today more than ever we are convinced that this "philosophy of fundamentals" is the most important thing we have to offer you, here in this pioneer group of station representatives.

---

**Free & Peters, Inc.**

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK  CHICAGO  DETROIT  ATLANTA  FT. WORTH  HOLLYWOOD  SAN FRANCISCO
### Grants, Applications for Power Increases

<table>
<thead>
<tr>
<th>Station &amp; City</th>
<th>Present Trans. (kw)</th>
<th>Effective Radiated Power (kw)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAVE-TV Louisville</td>
<td>1.57</td>
<td>5.0</td>
</tr>
<tr>
<td>WJZ-TV New York</td>
<td>2.95</td>
<td>9.8</td>
</tr>
<tr>
<td>WNLX Inc.</td>
<td>2.17</td>
<td>5.8</td>
</tr>
<tr>
<td>KTLV Dallas</td>
<td>2.05</td>
<td>6.7</td>
</tr>
<tr>
<td>KTVU-TV Oakland, CA</td>
<td>2.76</td>
<td>8.2</td>
</tr>
<tr>
<td>WSM-TV Nashville</td>
<td>2.92</td>
<td>8.6</td>
</tr>
<tr>
<td>WHEN-TV Syracuse</td>
<td>2.75</td>
<td>8.2</td>
</tr>
<tr>
<td>WHTM-TV Utica</td>
<td>2.36</td>
<td>6.9</td>
</tr>
</tbody>
</table>

**FOLLOWING TV stations have applied for special temporary authorizations by FCC last week to increase their transmitter output powers to full 5 kw values. These are all requests on file since July 26 when FCC announced it would full permit visual transmission powers when granted, increases will boost stations' respective effective radiated powers.**

### CONTEmPT CITATIONS

**THE SENATE last week prepared motion by Sen. Harry P. Cain (D-Wash.) that it "reconsider" contempt citations requested by its crime investigating committee against two TV-recalcitrant witnesses.**

The move came after Sen. Cain took the floor to refute what he believed were apparent implications in an article (July 1) by syndicated columnist Robert S. Allen that he was holding up contempt citations against Morris Kleinman and Louis Rothkoff, both of Cleveland.

These men appeared before the Senate Crime Investigating Committee last March, refusing to testify because of the presence of television and also radio in the hearing room. They also balked when the committee chairman, Estes Kefauver (D-Tenn.), offered to "shut off" TV by training the cameras only on committee members. This was done but the witnesses still refused to talk, demanding that "all apparatus" be shut off.

### Senate May Vote

Senator CAIN, a member of the crime investigating committee, said he would introduce a motion to "reconsider" contempt citations against two TV-witnesses.

In his column, Mr. Allen had alleged: "Inside fact is that certain top TV officials have secretly urged a number of prominent Senators, including members of the crime committee, not to force a court test of television's rights to broadcast proceedings without approval of participants."
'MIDDAY MERRY-GO-ROUND'

THE SUCCESS of two Cincinnati furniture store entrepreneurs in television came about quite inadvertently—of all things, through production difficulties which fouled up their first commercial.

This is not recommended as general practice to stations, but in the case of the Royal Furniture Co., of Cincinnati, the advertising message literally stumbled across the orthicons. Fortunately, the sponsor requested and received a repeat on the commercials—and became enamored of television from there on.

The incident took place in 1949 when Graybar Electric Co., appliance distributor, bought a show developed by Wilfred Guenther, president of Guenther, Brown & Berne Inc., Cincinnati agency. Participating spots also were sold to Royal on the program, which featured wrestling from the studios of WLWT (TV) Cincinnati.

HI Kirschner, a partner in Royal along with Albert Levine, was quick to notify the agency of the opening night production snafu, even though the firm had actually sold a set while the show was in progress. Mr. Kirschner also asked the agency to represent Royal.

Subsequent developments brought the furniture store a popular series called Midday Merry-Go-Round, which has mushroomed appliance sales phenomenally, and another glowing testimonial for daytime television.

Royal bought the hillbilly show on WCPO-TV six days a week, one-half hour daily, for roughly $330 per week in cooperation with Speed Queen Washer, Philco refrigerators and Raytheon television. During an approximate 12-month period, Royal reported, sales of washers, refrigerators and TV sets maintained a high level.

Analyzing the success of the promotion, Guenther, Brown & Berne Inc. noted that "several lessons" could be learned. The agency put it this way:

"Perhaps the most important point is definite proof that daytime TV is successful and does pay off. Not all daytime TV, of course. But certainly what has been done once may be done again many times... Daytime TV is a paying medium if it is handled right.

"Secondly... some hillbilly programs have a wide latitude of appeal to viewers other than hillbillies; and hillbilly shows, if handled right, generate a sense of loyalty in viewers that is comparable to the old time 'station loyalty' in AM radio."

What is the basis of this promotional success?

The agency used actual merchandise on the show, mounting prizes on large cardboard placards, and suchgiveaway gimmicks as boxes of soap flakes, an ironing board, rinsing tubs, etc.

Later, in January 1951, the format was switched with addition of two contests staged at the request of the agency. First was a "Name-the-Hound Dog-Contest," seeking a name for a beagle pup. Prizes ranged from a Philco refrigerator (with the pup thrown in) to hand irons and floor stand ash trays. Merchandise credits also were included.

Contest Draws 11,000 Entries

The contest cost only $429 weekly but drew in some 11,000 entries from 70 counties in the fertile Ohio Valley market. Total of 78.3% of the entries flowed in from the Greater Cincinnati area.

The second promotion was a hillbilly amateur contest, the winner walking off with a Philco table model TV set after a five-week runoff. The contest pulled 6,000 votes from three states. Both efforts helped allay the traditional post-Christmas buying slump. And they served to prove that merchandising is a valuable asset in any TV venture. One part of the Royal merchandising plan entails use of life-size cutouts of Big Jim Stacy, Midday M.C. According to the agency, Mr. Stacy's card-board counterpart helped to pull in customers who had seen him often on television.

At present Royal Furniture Co. sponsors Midday Merry-Go-Round Monday through Friday, 12:15 to 12:30 p.m.

No Drop in Sales After Time Cut

This may come as a sort of balm to rate-cut advocates, but Messrs. Kirschner and Levine curtained their sponsorship from 30 to 15 minutes daily and dropped a Sunday 45-minute segment, 10:30-11:15 a.m. with the advent of a new rate card at WCPO-TV. There is no report that the sale of washers, refrigerators or television receivers has fallen off, however, in what must still be regarded as radio's prime time domain. And the cost of 75 minutes per week is a mere $400-plus per week on merchandise that virtually sells itself—with the aid, of course, of television's demonstrable assets.

As to viewer loyalty, Mr. Kirschner aptly illustrates this with the anecdote about the woman who telephoned from a small town for a Philco refrigerator she saw on Midday. Mr. Kirschner assured the prospect that the product was available and supplied directions for getting to his store.

The feminine viewer didn't think the trip was necessary, however, and added: "If Big Jim Stacy says it's a good refrigerator, send it to me!"

The life-size Big Jim placard is so realistic that Mr. Levine, a Royal partner, once brushed against it in a store and emitted an absent-minded "pardon me."

Men behind the TV success of Royal Furniture Co. gather around a couple of inanimate objects—two of the prizes offered on Midday Merry-Go-Round. L to r: David Brown, vice president of Guenther, Brown & Berne; Jerry Cohen, Automatic Appliance & Furniture Co.; Mr. Levine; Big Jim; and Mr. Kirschner.
AT&T ALLOCATIONS

Theatre Groups

NEGOTIATIONS for the fourth quarter allocation of AT&T's intercity video transmission facilities among the four TV networks have commenced and are continuing in accordance with the schedule devised a year ago. First meeting was held July 24; next is scheduled for mid-August and the final session for Sept. 10 (21 days before the end of the quarter).

Although representatives of two theatre groups—United Paramount Theatres and Theatre Television Network—sat in on the initial session, an AT&T spokesman made it plain that they were there as observers only. If any theatre group was asking for full-time use of intercity facilities, its request would be considered along with those of the TV networks, he explained, and if there was any conflict the theatre group would receive equal consideration with the telecasters in its resolution. For the present, however, there has been discussion of the TV hookups on anything but an occasional basis and occasional users.

BELL UHF BID

Asks Engineering Conference

BELL TELEPHONE Labs last week renewed its bid for UHF spectrum space to develop its proposed broad band multi-channel radiotelephone mobile common carrier service on a shared basis with other services geographically.

For the past few days both the TV networks and the Bell Labs have been pressing efforts for the re-assignment of the 470-490 mc portion of the spectrum, but has suggested FCC call an engineering conference on the subject which would include consideration of ways to more fully utilize the frequencies between 216 mc and 470 mc.

The Bell Labs petition asked for a 2 mc band which it would use fully in the seven cities, use only two-thirds in 22 other major cities and only one-half in most other areas. The unused channels would be shared with other services, it was indicated.

The Bell Labs petition noted the frequency-saving methods suggested by the Joint Technical Advisory Committee for the re-assignment of the 470-490 mc. The Fortnight ago also would be proper subject matter for the suggested engineering conference [Broadcasting • Telecasting, July 14].

Meanwhile, John V. L. Hogan, head of Hogan Labs Inc. and past TTAC chairman, advised FCC he would advise the advisory group will consider the study projects suggested by FCC at TTAC's next meeting. No date was given.

THEATRE TV INQUIRY

FCC POSTPONED theatre hearings last week from Sept. 17 to Nov. 30, presumably because of conflict of the earlier date with TV allocation proceedings which run throughout the fall. Time for filing comments also was extended from Aug. 15 to Oct. 26. Theater TV hearing is for the purpose of allocation frequencies, establishing rules and standards for a proposed TV service to motion picture theaters. Plan has been supported by motion picture organizations and Hollywood producers.

TV NETWORK FACILITIES COSTS—AT&T charges for transmitting sight-and-sound programs from one city to another around the interconnected circuit by coaxial cable or radio relay—amount to less than $1 per hour per network for the sponsor of a typical half-hour network TV show, according to an analysis prepared by Bell System Local Programming Laboratories.

Even the addition of Los Angeles, San Francisco and Salt Lake City to the interconnected city group would not appreciably increase the proportion of total costs applicable to connection charges, which would then be slightly over 2% instead of slightly less. AT&T breakdowns analyze the costs of video advertising as follows:

| Description | Rate per Hour
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Charges for production, talent, studio, agency commission for typical 30-minute drama</td>
<td>$9,762.00</td>
</tr>
<tr>
<td>B. Class A time charges of major networks for 40-station hookup for 25 minutes (approx. time for half-hour show)</td>
<td>$11,029.00</td>
</tr>
<tr>
<td>C. Charges of Bell System for 40-station network hookup</td>
<td>$14,15.00</td>
</tr>
<tr>
<td>D. Payroll and overhead</td>
<td>$26,791.00</td>
</tr>
</tbody>
</table>

Percent of sponsor's cost (total program charges) which is received by Bell System for use of network facilities... . 2.74% or 2.5%

Half-Sponsor's Cost

The approximately 2% figure for connective costs is less than half the sum (5%) which AT&T figured was the percentage of total sponsorship costs allocable to Bell System network facilities a year ago [Broadcasting • Telecasting, Aug. 7, 1950]. At that time, AT&T calculated that a half-hour TV network program would cost about $10 a minute to transmit, including all charges for station connections, switching and local channels as well as the intercity transmission of both video and audio signals—the former based on a fee of $30 a mile a month for eight-hour daily service, the latter on a rate of $6 a mile a month.

Analyzed another way, the TV transmission charge for the sum of 1950 were found to amount to roughly $10 a station for a half-hour program, for the 28-city hook-up then prevailing. Expansion of this TV network to 41 cities would, it was estimated, raise this cost to $11 per station for the half-hour transmission. Today, with the basic charges at the same rate ($35 a mile a month for video, $8 for audio), the average cost for the same half-hour transmission is figured $11.30 per station for a 40-station network and at $11.15 per station for the projected 43-city hookup, as follows:

Bell System Television Network Service Charges

Based on two hypothetical networks of differing size. Charges for both video and associated audio channels included. All charges assume: (A) 8 consecutive hours per day for one week. (B) 1 station per city, using high-extract local channel charge now in effect. (C) New York transmitting at all times.

1. Network connecting the 40 cities now served by existing Bell System facilities:

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate per Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Average charge per station, per half-hour would be $11.20</td>
<td>$11.20</td>
</tr>
<tr>
<td>B. Average charge per network mile, per half-hour would be $1.03</td>
<td></td>
</tr>
</tbody>
</table>

2. Network to service 43 cities (above plus Los Angeles, San Francisco, and Salt Lake City):

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate per Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Average charge per station, per half-hour would be ... $14.15</td>
<td>$14.15</td>
</tr>
<tr>
<td>B. Average charge per network mile, per half-hour would be $0.99</td>
<td>$0.99</td>
</tr>
</tbody>
</table>

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CHICAGO'S CHANNEL 2

Zenith Vs. WBKB

TROUBLESome, but not dangerous, is the feeling at the FCC and among Washington radio attorneys concerning the request of Zenith Radio Corp., Chicago radio-TV manufacturer, for a ruling on the relationship between its Channel 2 Chicago TV application and the FCC proposal to change Balaban & Katz TV station WBKB (TV) from Channel 4 to Channel 2 as part of the allocations proceeding.

Zenith request, filed last week, clearly raises this fundamental issue, in opinion of informed observers:

Will the FCC continue to group all applicants for each city on a competitive basis, or will it return to the AM practice where only those applicants in conflict with each other on specific frequencies are put into hearing?

Similar question, not as cut-and-dried, was raised in the case of WLAN Lancaster, Pa., applicant for Channel 8 in that city. Commission proposes to change existing TV station KXAT to Channel 8 and to allow Channel 4 to be assigned to WLAN, the bidder for a hearing before the FCC.

Zenith petition asks that FCC tell it what rights it has in Chicago. As the Washington Post reported, the manufacturer, in a ruling on the Thursday, April 21, 1951.

GE LAMP TO BBDO

Switches From Y&R

THE GENERAL Electric Lamp Div., which sponsors the Fred War- ning Show on CBS-TV, said to be about to change its billing, switches from Young & Rubicam, New York, to BBDO effective with the return of the program in the fall.

This marks the loss of the sec- ond major TV advertiser for Y&R within the Packard cars, which had been sponsoring the Don Ameche Show on ABC-TV, re- signed its affiliation with the agen- cy to move to Maxon Inc. effective in December.

Y&R will retain the GE Appli- anes Div. account, which is carried by Young, who is also the sponsor of the Bill Goodwin Show, Tues- day and Thursday, 3:30-4 p.m., on NBC-TV, and the first quarter-hour of the Garry Moore daytime show, Saturday afternoon on CBS-TV effective Sept. 17.

The GE Lamp Div. is returning to BBDO for the first time since 1948, when it had moved over to Y&R. Reason for the return is understood to be a part of the ad- vertiser’s unhappiness with the summer replacement, GE Guest House, which had premiered with Osca! Levant and after one perform- ance hired Durwood Kirby to m.c. the panel-type summer show.

MEXICAN TV

NEXT STEP, after completion of the Mexican TV station in September, will be the construction of a high-powered TV station in Mexico City.

After that, expansion of Mexico’s Romulo O’Farrill Jr., whose family operates a chain of radio stations and TV stations, was reportedly told BROADCASTING • TELECASTING last week. The O’Farrill family is a major stockholder in the new Matamoros station, and also operates XHTV on Channel 4 in Mexico City—first TV station in that country. It began operation in August 1950.

The new Matamoros station is across the border at Brownsville, Tex. About 75% of its programming will be in English, through extensive use of U. S. motion picture and network television films. But some films will have Spanish subtitles for the Latin Americans in this rapidly growing cotton area, according to Mr. O’Farrill.

Daily 19-Hour Schedule

Within 90 days after the station is on the air, Mr. O’Farrill pledged, it will be telecasting 10 hours a day. Monte Kleban, formerly of WOAI San Antonio, will be manager of the new TV station.

Station will be powered with a 500 w RCA transmitter on Channel 7. Its call letters will be XEDT.

The TV relay on Mt. Popocate- petl, due to be completed in 12 months, is planned as a mother station for a chain of microwave relays to other cities in Mexico. Technical and economic study of the potentials for other TV stations in Mexico is now underway, Mr. O’Farrill disclosed. The relays will permit the establishment of TV stations in other Mexican cities on the

TUBE SALES

RTMA Reports 20% Drop

A 20% decline in TV picture tube sales for the first six months of 1951, from a corresponding period last year, was reported by Radio-Television Mfrs. Assn. last Wednesday.

Purchase of TV tubes by set manufacturers was placed at 2,552,757 units for January-June 1951 compared to 3,171,660 for the first six months of 1950. Sales value of purchases was estimated at $65,256,000, a 20% decline this year as for June amounted to $4,664,744.

The report also showed that 92% of all tubes sold to set-makers dur- ing the first six months were 16 inches or larger in size, with 86% rectangular in form.

COLORCASTS

CBS Gets 3 Dodgers Games

PLANs for the first color telecasts of Major League baseball—three home games of Brooklyn Dod- gers—were announced last Friday.

Hubbell Robinson Jr., CBS Tele- vision Division vice president and director of network programs, and Walter Burke, president of the Brooklyn club, said arrange- ments have been made for CBS-TV to colorcast the Aug. 11 game with the Philadelphia Phillies, and the Aug. 26 game with the Chicago Cubs, and the Sept. 8 game with the New York Giants. All are afternoon games.

Henry S. White, color coordinator for the CBS Television network, negotiated the plan with Mr. O’Mal- ley. Announcers for the color pickup from the Dodgers’ Ebbets Field will be Red Barber and Con- nie Desmond.

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Telecasting BROADCASTING
Ernie was interested in five hundred twenty million dollars

Ernie was a self-acknowledged genius. He made a little gadget that would hold on a thumb in any kind of weather. Now, he was just a little man and couldn't reach everybody who needed a holder-ownner. But he heard about $520,987,000 floating around in the San Antonio trade area. That interested him no end. "Just think," he said to himself, "that means 750,000 people who might buy holders for their little gadget!"

So, he put WOAI-TV on the job! Soon, more than 48,000 families saw his holder for their SETS... saw how it worked... drivers saw it and told their friends. Yep, soon everybody for miles around San Antonio knew about his holder for his gadget and told folks all over Texas and the nation. Of course, he didn't get all that $520,987,000... but he got his share! AND SO CAN YOU!

*Ernie is fictional - the market information is fact, from Sales Management's 1951 Survey of Buying Power.

**America's fastest-growing major city.
Page 64 • August 6, 1951

UP-FOX NEWS
Launch New TV Service

ALTHOUGH no formal announcement has yet been made, the combined globe-circling forces of United Press and Fox Movietone News are scheduled to launch their television news-service program on Oct. 1, to be known as United-Press-Movietone News.

Several stations have already signed for the service, and others are in the process of negotiation, it was learned. A brochure describing the new service will be released by United Press-Movietone News early next week.

The service, which will be made available to all television stations, merges the reportorial and camera staffs of United Press and Movietone News, to produce overall coverage of news events by film and script, with sound, to be the reporter-camera-embroidery.

Basis of operation, it was understood, will be the reporter-camera man team covering news events as they happen. UP newsmen will take the reporter-camera on a road and relay it on a special teletype circuit to the stations while Movietone film laboratories, receiving the films from motorcycle couriers, will process them, print and air-express them to the stations. Scripts will be up-dated and revised by UP wherever necessary.

The news service, it was learned, plans to deliver 1,800 feet of film per week, or 10-12 news stories daily with sound in cases where sound is necessary to the story, (i.e. interviews, accidents, on-the-spot reporting).

In all other instances, the local announcer, provided with the UP film timed to fit the film, plus the radio script, will be expected to adapt them to fit his delivery.

With approximately 50 minutes of film and script received from United Press-Movietone News, the stations, including local film and commentary, can carry two 15-minute news programs per day.

Also included in the service will be the full use of the 50 million foot Movietone News film library and station-subscribers will be able to arrange for special coverage of any news event on a cost, incident, basis.

When questioned by BROADCASTING • TELECASTING, Leroy Keller, general sales manager of UP, said a formal announcement of the service will be forthcoming shortly.

Edward Bender

FUNERAL SERVICES were held Tuesday at Riverside Memorial Chapel, New York, for Edward Bender, 30, production director of WINS New York, who died of a chronic stomach ailment at Huntington, L.I., to which he was admitted with WINS since July 1948. Mr. Bender is survived by his widow, Beverly, his parents and two brothers.
the big news this Fall...

Rudy Vallee

ON NBC-TV

starring in his own daytime Variety Show . . .

starting early September, between 11 AM and 12 Noon (NYT),

Monday through Friday.*

Sales history will be made in the morning—Just as another great star of radio—Kate Smith—moved into NBC daytime television and moved mountains of merchandise—so do we believe that Rudy Vallee will make sales history in the 11 to 12 Noon period . . . No doubt about it, "The Rudy Vallee Show" is one of the great opportunities to get a head-start in the race for television's vast, responsive 'woman's market.' It will be available for a strictly limited period of time. Call us immediately for details . . . Circle 7-8300.

*N.B. tentative

NBC TELEVISION
<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Channel</th>
<th>Show Title</th>
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<tbody>
<tr>
<td>Sunday</td>
<td>6:00 PM</td>
<td>CBS</td>
<td>The Benny Goodman Show</td>
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<td></td>
<td>6:15</td>
<td>CBS</td>
<td>The Mike Douglas Show</td>
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<td>The Andy Williams Show</td>
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<td>CBS</td>
<td>The Dr. James Show</td>
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<td>7:00</td>
<td>CBS</td>
<td>The Bob Hope Show</td>
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<td>The Jack Benny Show</td>
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<td>7:30</td>
<td>CBS</td>
<td>The Jack Paar Show</td>
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<td>7:45</td>
<td>CBS</td>
<td>The Gypsy Show</td>
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<td>8:00</td>
<td>CBS</td>
<td>The Bobby Darin Show</td>
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<td>8:15</td>
<td>CBS</td>
<td>The Andry Hart Show</td>
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<td>8:30</td>
<td>CBS</td>
<td>The Milton Berle Show</td>
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<td>8:45</td>
<td>CBS</td>
<td>The Jan Murray Show</td>
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<td>9:00</td>
<td>CBS</td>
<td>The Sid Caesar Show</td>
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<td>9:15</td>
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<td>The Garry Moore Show</td>
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<tr>
<td></td>
<td>11:15 PM</td>
<td>CBS</td>
<td>The Jack Paar Show</td>
</tr>
</tbody>
</table>

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

**ABC**

- 7-7:05 PM, M, Tu., Shenley, Andy & Della Russell; F, Shenley, Cook's Champagne Party

**CBS**

- 3:15-3:30 PM, M, Tu., Bride & Groom
- 3:15-3:30 PM, Tues., Bride & Groom
- 3:30-4 PM, M-W-F, All Around The Town
- 3:30-4 PM, Th., Meet Your Cover Girl, s.

**NBC**

- 5:30-6 PM M-F, Firms listed sponsor Howdy Doody in 15 min. segments.
If you've ever been in Cincinnati, or if your client has a single dealer there—then you know all about this lady's past. And you know, too, why she is going National on NBC television this Fall... for RUTH LYNOS program. "Fifty Club," has been making history in that mature television market for two years running.

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

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

Share of Audience—68.2% Average*

Rating—53.9 Average*

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

October 1950 through March 1951

NBC TELEVISION

The network where success is a habit

A Service of Radio Corporation of America
FTPCC ASKS SUPPORT

FAIR TELEVISION Practices Committee last Friday urged AT&T to take under advisement the public interest factor when it studies requests of theatre interests for coaxial cable time.

In Washington, meanwhile, FTPCC's Mr. Aldredge, said the organization would solicit "mass support" from labor organizations and veterans groups.

Mr. Aldredge, who has handled public relations for such officials as Vice President Alben Barkley and Interior Secretary Oscar Chap- man, told FTPCC TELECASTING last week that FTPCC is opposed to both box-office or theatre television and to subscription TV.

Mr. Aldredge said FTPCC has no connections with radio-TV interests. "But we have no objection to industry cooperation or its joining hands with us," he added.

FTPCC feels that box-office TV is illegal because it is commercial but offers no public service for its contemplated use of spectrum space [BROADCASTING • TELECASTING, July 30].

Mr. Aldredge said the FTPCC was formed by some 15 New York lawyers and a few labor leaders.

NABET PERMISSION

NATIONAL Assn. of Broadcast Engineers and Technicians last week ordered a stay of execution for NBC and Filmmraft Productions, Los Angeles, with the announcement that a contract with NBC for filming of popular programs by NBC crews of its own choice. The two-year contract made last year has 39 more weeks to run. First filming is scheduled for Aug. 10.

Decision was made the week before when NABET said it would not allow IATSE camera crews to be used at NBC and ABC with whom NBC signed separate deals, as it would create an "unsafe condition for NABET men here" [BROADCASTING • TELECASTING, July 30].

The unions are on a hostile basis. Situation originally arose when John Gueldel Productions attempted to bring IATSE cameramen in to ABC Television Center, Hollywood, to film Life of John Linkletter show, and was prevented from doing so by NABET. At same time NABET issued warning to NBC that similar action would be taken if NBC attempted to allow "enemy" cameramen in.

Another NBC show affected by the union's stand was the Walter O'Keefe book, "Who Do You Want To Bet," program scheduled for filming at networks studios by Filmmraft.

In shifting its stand on the Marx show, NABET made it clear that its original decision against outside cameramen coming into its jurisdictional sphere still stood and that it would become effective on that show, too, after expiration of NBC-Filmmraft contract.

Meanwhile, the radio and television organizing committee of the Los Angeles Central Labor Council (AFL) continued its campaign against NABET on behalf of its member unions, IATSE and IBEW. It issued another booklet to radio and television workers, entitled "Democracy and One Big Union." Pamphlet compared set-up of CIO and AFL attempts to show how in "one big union" such as AFL workers with different problems support each other in a common effort to secure rights.

Marks, said, have been depriving private owners of telesets an opportunity to view sports events, and "it is the apparent intent of these groups to contract for the rights to telecast an increasing number of such events for the sole purpose of being able to charge admission to such telecasts in theatres."

"There is some indication that the efforts of such sponsors may result in an illegal monopoly," Mr. Marks asserted.

The FTPCC president told AT&T that the committee is not challenging the right of the firm to lease wires and cables "for such purposes where otherwise legal." But, he said, there is large public interest involved in coaxial cable time allocation.

Blocking factor to TV growth has been "limited facilities of your company for the transmission of network programs," Mr. Marks said, even though AT&T is making great efforts to expand facilities.

However, Mr. Marks concluded, when AT&T has facilities of ample capacity to meet all demands upon it the matter of public interest vs. theatre TV "of course would not apply."

Hit Immunity Abuses

ABUSE of Congressional immunity by certain Senators and House members was hit by the American Civil Liberties Union last week, which urged Congress itself to curb "with unsubstantiated charges against individuals and groups." The Union did not favor proposed legal action to lessen Congressional immunity, but supported "a forum in which to rebut the charges" for those attacked by "defamatory statements" in Congress.

The 1951 BROADCASTING • TELECASTING Marketbook is making its way through the presses as you read this announcement.

BROADCASTING • TELECASTING subscribers will receive this 200-page section as part of the August 20 issue.

Tired for peak Fall buying, the '51 Marketbook gives you Spot Ratefinder, newest rate information, population shifts, county-by-county breakdowns, state statistics, TV circulation, foreign language stations—plus brand new state and regional maps especially drawn for this edition.

And for better perspective, our latest 25" x 35" three-color radio-tv map will be inserted in each Marketbook.

Increased publishing costs limit press run of this 200-page section. Copies automatically reserved for BROADCASTING • TELECASTING subscribers.

If you are not a subscriber, you may now start your own subscription and receive the big Marketbook as a bonus. It's a $7.00 investment that pays dividends every week.


From AT&T

GIVEN FOR MARX FILMING

Given For Marx Filming

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**NTSC COLOR**

OFFICIAL LOOK at National compatible color TV system will take place of FCC technical staff members.

Until now, the FCC, officially, has been testing the colors of the original RCA dot sequential system, which the Commission turned down in favor of CBS's field sequential system Oct. 11, 1950 [Broadcasting *Telecasting*, Oct. 16, 1950] and which the Supreme Court upheld May 28 [Broadcasting *Telecasting*, June 4].

Members of the FCC staff who will attend the demonstrations are: Edward W. Allen, chief engineer; Curtis B. Plummer, Broadcast Bureau chief; Edward W. Chapin, Laboratory Div. chief; William C. Boese, acting Technical Research Div. chief.

They will visit General Electric Co. in Syracuse, Aug. 6; Hazeltine Labs in Little Neck, N.Y., Aug. 7.

**NEGR0 COUNCIL**

"Amos 'n' Andy" Cast Loaded

OUTGROWTH of the National Association for the Advancement of Colored People's protest against CBS-TV's Black-sponsored Amos 'n' Andy is the formation of a coordinating council for Negro performers, announced July 27. Purpose, officials said, is to promote better understanding, via "constructive" action, on such issues as questionable taste in dramatizations of Negroes and to direct their efforts and produce attention to the availability of Negro performers.

Lester A. Walton, of Negro Actors Guild of America, is chairman of the council.

Subsequent to announcement of the coordinating council's formation, the all-Negro cast of the Amos 'n' Andy CBS-TV program sent the following wire to the new group:

Heartfelt congratulations on the formation of the coordinating council for Negro performers, which last is given up to Negro actors and actresses of America, some understanding spokesmen who can protect and extend the gains we have made in recent years.

Currently we are all employed on the "Amos 'n' Andy" television show. This show is giving Negro actors and actresses the greatest opportunities we have had in modern history. Yet this opportunity is being threatened by ill-informed people of our own race who have irresponsibly boycotted products of our sponsor [Blatz beer] and have unfairly characterized the show, its producers and ourselves. We strongly urge you to take immediate action to see that the "Amos 'n' Andy" show and the great opportunities given Negro performers of our race continues as a part of American entertainment.

Copies of the telegram were received by the NACP, which voted last Thursday evening, when the group passed a resolution expressing appreciation to CBS for its cooperation.

**CCCIR MEET**

Agreement on 8.4 mc Width Seen Possible

POSSIBILITY of arriving at a unanimous agreement on TV standards within the accommodation of an 8.4 mc channel width emerged during the recent sixth plenary session of the Consultative Committee (CCCIR), held in Geneva.

A CCCIR Study Group noted that it was impossible to arrive at "unanimous agreement" on TV standards touching on the 405-, 525-, 625-, and 819-line systems of various countries. It reported, however, that it had discussed means of unifying the TV systems within the 8.4 mc width, though "specific proposals" for number of lines had not been formulated.

The group recommended further study on the "development of standardizing methods of accurately and objectively assessing the quality of pictures given by the TV systems." This recommendation was adopted with certain reservations by the U.S. and USSR.

Color TV also entered into the CCCIR sessions. The group conceded that the three primary factors were picture quality, cost of receivers and "possibly" converters and bandwidth. It urged further discussions to ascertain methods of achieving the "best combination of black-and-white and of color TV systems, from the viewpoint of picture quality, programming costs and the cost of receivers or converters."

**CCTC MEET**

**Television to View Tests Aug. 6-9**

Television System Committee's complete for the first time when a group of view demonstrations Aug. 6-9.

The demonstrations will be each company's interpretation of practice of how the recommendations of the Add Hoc Committee [Broadcasting *Telecasting*, June 4] should be carried out. Each company will show a number of variations in the kind of signals that can be transmitted and also show performance under actual transmission conditions.

**BIG SCREEN TV**

Expansion Seen in 1952

MOTION picture theatres with total seating capacity of 250,000 will be equipped with large-screen television by this time next year, and that figure will be doubled by end of 1952, John M. Sims, developing engineer of General Precision Labs, predicted last week.

Now on tour, holding theatre television clinics with exhibitors in key cities, Mr. Sims last Wednesday told some 75 exhibitors in Los Angeles that several in the Southern California area already have ordered Simplex Theatre TV installations and others are negotiating for similar equipment.

He revealed that at present GPL and RCA have orders for installations of theatre TV systems in houses with a total seating capacity of 500,000 but these cannot be filled until the end of 1952.

Cost to the theatre of the TV television film system or indirect projection system, he said, will be in neighborhood of $15,000. Complete price list is to be announced within two weeks after he completes his tour.

Mr. Sims told theatre owners and exhibitors the coaxial cable will be completely linked with the West Coast before the World Series.

**'Sohio Reporter' on TV**

WARREN GUTHRIE's "The Sohio Reporter" is now being televised by WLWC (TV) Cincinnati, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WSPD-TV Toledo, as well as WXEL (TV) Cleveland where the newscast occupies the 1:30-2:30 slot. Guthrie, a professor and chairman of the Dept. of Speech at Western Reserve University, has been in radio since 1936. During World War II he served as a lieutenant commander in the Navy's Air Combat Intelligence.

Dr. Guthrie

**LODEN SNAG**

**Telecasting**

**LABOR SNAG**

**RGW Quits TV Meet**

LABELING as "unconstitutional" the author's League of America grant of jurisdiction over TV writers west of the Rockies to Screen Writers Guild [Broadcasting *Telecasting*, July 30], Radio Writers Guild at a meeting last week voted to withdraw from National Television Conference unless it was agreed that RGW would represent TV writers employed by "traditional employers." Latter includes networks, advertising agencies, sponsors and package producers.

RGW also voted to endorse a petition filed July 20 with the National Labor Relations Board calling for election by TV writers to appoint RGW as bargaining agent in television.

Guild takes the stand that the same employers with whom it deals for radio writers are now engaged in production and broadcasting of TV programs and material. Further, its radio writers are also doing television writing. RGW also calls jurisdiction over TV was originally granted it.
what film means to advertisers who plan to use television

According to the trade papers, there's a lot of film in television's future. As a matter of fact, there's a lot of film in television right now. There's film for programs of every description... for every audience group.

It makes good sense. Film assures uniform picture quality which is so often lacking in kinescope recordings. It makes good sense, too, to buy coverage for that film on a Spot basis. For Spot rates are generally lower than network rates for the same period—in some cases substantially lower. So, after paying for extra film prints and their distribution, you're still ahead.

You use only the markets you want. There are no minimum station requirements. No "must" stations. With Spot program advertising your distribution and sales plans determine your television coverage.

And you're a more profitable customer to the stations. Stations make more money when any time period is sold for a Spot program, rather than a network show. So they clear time more readily... cooperate wholeheartedly.

These advantages of Spot program advertising—lower station rates... greater market choice and station cooperation—these are television fact, not Hollywood fiction.

To find out what these advantages can mean to your television advertising plans, call in a Katz representative and get the full story on Spot programs. You'll see that in television...

you can do better with Spot. Much better.

THE KATZ AGENCY, INC. Station Representatives

NEW YORK - CHICAGO - DETROIT - LOS ANGELES - SAN FRANCISCO - ATLANTA - DALLAS - KANSAS CITY
She keeps up with the
And women keep up with her. For everything in the world that interests women—homemaking, art, science, music, the stage, books, world affairs—interests Margaret Arlen.

She knows women want more than just housekeeping news. And she sees that they get much more... from the people who make the news. (During one typical TV week, for example, her guests included such famous personalities as Claire Luce, Quentin Reynolds, Sarah Churchill and Admiral Ross T. McIntyre.)

Makes it easy to see why New York women pay such close attention to whatever Margaret Arlen says or does and why she's a fair-haired favorite of the critics. Said Variety: "She's entirely at ease in video... at home and informal."

Billboard: "The decorative female commentator displays a poise and know-how in front of a lens that many more video-experienced performers might envy." Harriet Van Horne of the New York World Telegram and Sun: "She's a gracious and intelligent lady... pretty, too."

If you want New York women to keep up with you (and keep asking for your product) get into the whirl with Margaret Arlen. WCBS-TV or Radio Sales will be glad to show you how it's done.

*On the air Monday through Friday, 11:05-11:30 a.m.

WCBS-TV

Channel 2 • New York
Columbia Owned
Represented by Radio Sales
IN A STUDY of non-TV owners released last week, Advertest Research sought to answer two major questions: To what extent and in what manner are non-owners a factor in today's TV audience? Secondly, when and how can these non-owners be expected to become set owners?

Sampling was made in the New York City area where 1,350,000, or 36.1% of the households, do not have telecasts. The study determined that:

The average non-owner watches TV 1.5 days per week. Average daily televisioning for non-owners is 11 minutes; average daily radio listening, 114 minutes. Average sponsor identification, by non-owners, for TV is 71%; for radio, 54%.

A third of all non-owners (450,000) expect to buy a TV set within a year. Purchase apparently will be based on comparison and recommendation. One-quarter have not purchased a set because they could not afford it; one-eighth because of lack of interest; one-fifth because they are waiting for improvements or color.

Changes Football Dress For TV Screens

NEW COLOR schemes will provide contrast in football uniforms for the black-and-white TV audience viewing Southern California area games this fall. Decision was made after tests on closed circuit were held.

Some 18 teams are slated for the camera, posing the problem of lack in contrast in jerseys, pants and helmets between opposing teams. Idea of distinguishing color schemes was conceived by the Walter McCready Inc., Beverly Hills, Calif., advertising agency handling the football account for H. Leslie Hoffman, president, Hoffman Radio Corp., the sponsor. Privately monitored tests were held at KFI-TV Los Angeles.

Children's Shows Increasing Ratings

DAYTIME TV shows of interest to children showed a significant increase in the July 7-14 period, according to American Research Bureau Inc., which credited the rise to summer vacations from school. Toast of the Town ranked number one, with a 37.5 rating, in the top 10 shows reported for the period. The ratings are as follows:

1. Toast of the Town (CBS) 37.5
2. Philco Playhouse (NBC) 34.1
3. Talent Scouts (CBS) 33.3
4. Knott TV Theatre (NBC) 31.8
5. Who's My Line? (NBC) 31.1
6. Sammarto Moushag (NBC) 29.2
7. Ames 'n' Andy (CBS) 29.1
8. Orson Welles Hour (NBC) 28.7
9. Summer Theatre (CBS) 28.5
10. Arena Theatre (NBC) 28.4

'Toast of Town' Leads Videodex

THE latest Videodex National Ratings for 83 markets for July 5-11 ranks Toast of the Town first. Ratings follow:

% TV HOMES
1. Toast of the Town (90 cities) 31.1
2. Kraft TV Theatre (41 cities) 30.7
3. Philco Playhouse (58 cities) 28.2
4. Westinghouse Theatre (50 cities) 27.8
5. High-Power Company (17 cities) 27.4
6. Flashers Theatre (50 cities) 27.2
7. Talent Scouts (33 cities) 26.7
8. Lights Out (63 cities) 25.7
9. Amos 'n' Andy (46 cities) 25.6
10. What's My Line (58 cities) 25.1
11. Martin Kane (58 cities) 24.9

Original Amateur Hour (55 cities) 24.9

'Comedy Hour' Tops Nielsen July Report

With a rating of 41.8% homes reached, Colgate Comedy Hour led the top 10 programs in the national Nielsen ratings report for two weeks ending July 7, just released. Second was Big Town with 36.4% homes reached. Top 10 programs:

1. Colgate Comedy Hour (41.8)
2. Big Town (35.4)
3. Yes Tell Your Life (32.9)
4. Philco Playhouse (31.2)
5. Somerset Manhattan Theatre (29.5)
6. Amos 'n' Andy (31.4)
7. Film Firsts (31.3)
8. Martin Kane, Private Eye (31.2)
9. Flashers Theatre (30.9)
10. Manna (29.0)

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Weekly Television Summary—August 6, 1951—Telephone Survey

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<th>City</th>
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Total Markets on Air 63

1,002,000

Total Stations on Air 187

Estimated Sets in Use 12,998,000

Editor's Note: Totals for each market represent estimated audience size in television area. Where coverage areas overlap set owners may be partially double counted. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies, and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximated.
Can you tie this?

*A TV Show that...
- gets 3,600 replies by mail on a single announcement
- gives prizes to every family in six city blocks per program
- does your distributor-customer merchandising for you

Yes, we're mighty proud of the record of our new show, "BLOCK PARTY," exclusive on Channel 2 in the Baltimore Market. Just to demonstrate the pulling power of this quiz jamboree, the C. D. Kenny Division of the Consolidated Grocers Corporation, one of our sponsors, decided to give away a little plastic apron on the July 4th afternoon show. The result: 3,600 requests in the next two days' mail! Aside from demonstrated pulling power, don't overlook these other two powerful factors: 1: Sponsor's product (prize) is distributed to about 30 selected homes per program—odd or even side of a whole city block. 2: Marvin Ellin, master of ceremonies on Block Party, contacts all grocery stores in Baltimore personally to push your product and to promote better customer-distributor relations as a program tie-in. It is truly a cornucopia gone mad!

COPYRIGHTED BY MARVIN ELLIN

WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK ★ DETROIT ★ KANSAS CITY ★ SAN FRANCISCO
CHICAGO ★ ATLANTA ★ DALLAS ★ LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
18-HOUR DAY
Predicted for TV Soon

"An 18-hour broadcasting day will become the rule rather than the exception in television within the next 12 months," according to Frederic W. Wile Jr., NBC vice president in charge of network television production.

Mr. Wile made this prophecy during a talk on "What's Ahead in TV Programming" before a convention of Hoffman Television distributors at Huntington Hotel, Pasadena.

Painting a bright picture of an "unlimited" future for the medium, Mr. Wile stated that television would continue to atomize the entire entertainment - informational-advertising - communications - merchandising fields.

On the informational level, he stated that television has the responsibility, with its "terrible power," to present ideas and personalities, to "bring before all the people, those who are running or want to run their government, and debaters of the great issues, either as they are being threshed out in reality in Washington committee rooms or Lake Success or in special programs."

"People who don't have television sets in the next 12 months," he declared, "are just not going to be properly equipped to fulfill their obligations as American and world citizens."

Daytime television, he said, will take such a spurt that the housewife will "need more than one head." Soap operas will bear the limelight with other programs of high entertainment caliber. Similar optimism was seen for sports, as Mr. Wile predicted the telecasting of top college football across the country on Saturday afternoons.

PROJECTION SYSTEM
Has Theatre Advantages

A NEW departure in direct projection theatre television has been announced by General Precision Laboratory Inc., Pleasantville, N. Y.

The new method, the Simplex Theatre Television System, was designed and manufactured by GPL and is to be sold through National Theatre Supply. Orders are being accepted for late fall delivery.

Featuring an improved optical design, the new system is said to produce higher overall efficiency. Outstanding improvement of the development is a mirror design for balanced light distribution over the entire screen, GPL claims.

Walter E. Green, president, National Theatre Supply, says the Simplex system will give theatre owners "a brighter, clearer picture than any other foreign or domestic system." Simplex will be serviced by Altec Service Corp.

CELEBRATING signing of Texans Have Talent Show on KRLD-TV Dallas, Thurs., 8:30-9 p.m., are (I to r): Jo Anne Reid, program m.c.; J. W. (Jack) Blake, station's station's rep.; Harry Reid, Miss Reid's agent; Jack Garson, dist. rep., Vitamin Corp. of America, sponsor; W. A. (Bill) Roberts, assist. gen. mgr. KRLD-AM-TV in charge of sales.

EXAMINING a CBS-Columbia Inc. dual receiver during color telecast in Cincinnati are Frank Vamos (I), branch mgr. of one of The Kroger Co. supermarkets in the Queen City, and Hubert Toft, exec. vice pres., Radio Cincinnati Inc. (WKRC-AM-TV).

JOHN BALLARD (I), Bulova Watch Co. president, accepts plaque commemorating 10th anniversary of first commercial time signal television. Niles Trammell, NBC board chairman, makes presentation. Bulova spot was on NBC-TV July 1, 1941.


 PENNSYLVANIA Gov. John S. Fina's television debut in Pittsburgh on WDTV (TV) is discussed by (I to r): Harold C. Lund, newly-appointed gen. mgr. of the television station; the Governor; and H. D. Hirsh, prominent Pittsburgh lawyer.

TORCH of Hope is given Frank P. Schreiber (I) m.c., WGN Chicago, for $95,000 fund raised during WGN-TV marathon last winter for cancer research at City of Hope hospital. Others (I to r): William D. Ingram, pres., Chicago Business Men's Club for City of Hope; Robert Dachman, regional dir.; Art Holland chairman of marathon committee and owner Malcolm-Howard Agency.
NABET FLAGGED

NABET last week encountered another roadblock in its concerted move to represent all program personnel at TV broadcasting stations in the wake of a decision by the National Labor Relations Board.

The technicians union, which originally organized engineering and program employees at TV stations on a "vertical" basis, was thwarted in its bid to represent three program operations directors and one film editor at WNBW (TV) Washington, NBC &O station.

In establishing an appropriate unit comprising engineering services assistants, the board ruled out the film editor and program operations personnel on the ground that they are supervisors. Elections were ordered by NLRB within 30 days—or roughly within three weeks from today.

The decision was ruled as significant in industry quarters inasmuch as NABET, which recently became affiliated with CIO, had attempted at the outset to organize announcers and later TV directors-producers.

In a case involving KGO-TV San Francisco, NABET last May held that directors should be excluded from a unit comprising program department employees. In another instance involving WMF-MF TV Grossboro, N. C., camera-men-projectionists were bracketed with technical personnel but program directors, producers and announcers were excluded.

NABET last fall claimed eight contracts with TV stations and two network pacts (with ABC and NBC) showing cameramen-projectionists included in technical units.

While industry observers were wont to single out NABET's organizing failures, NLRB authorities had a ready explanation: Classifying TV directors, film editors and operations directors as supervisors is subject to interpretation in individual broadcast cases, and thus to constant change. Until television emerges from its evolutionary status to the scope of radio, interpretations are likely to be based on the duties of personnel rather than titles. No two stations are alike, they explained, and the definition of a supervisor is not uniform.

Also at stake as an issue in the jurisdictional squabble is the question of so-called horizontal crafts advocated by the AFL (of which Radio and Television Directors Editors union holds a member) and the vertical aspect calling for representation of engineering and program personnel in one unit as urged by the CIO (NABET).

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In excluding the film editor and operations supervisors, NLRB upheld the request of NBC Inc. and denied NABET's claim to bracket them within the same unit. Staging services assistants are not professional employees, however, the board added, noting the two stations are alike, and it unnecessary to determine whether they constitute a craft.

EMERSON POLICY

Plan to Spur Set Sales

TO stimulate lagging sales of black-and-white TV receivers, Emerson Radio & Phonograph Corp., through its dealers, last week announced that purchasers of the new 1952 Emerson TV models would be permitted to turn in their old sets "at the full purchase price" on color receivers at any time during the next two years. Although the monochrome set must be a new Emerson, the color set may be of any make, the company said.

In making the announcement, Benjamin Abrams, Emerson president, expressed the view that the current color situation has been a greater deterrent to TV set sales than has Regulation W, which tightened credit restrictions, calling for five-year payment plans and shorter time for the balance than formerly applied. He guessed that perhaps a million color sets may be produced during the coming two years and said that while there is no doubt about Emerson going into the production of compatible color receivers when and if such a system received "final approval, there is grave doubt that Emerson will make any CBS-type color sets in the next two years."

Overall TV set production by the entire broadcasting industry for this year will probably fall 20% short of last year's total output, Mr. Abrams estimated, with a 1951 volume of some 6 million sets as against 7.5 million in 1950. Material restrictions will limit production for the final six months of this year to about half that of the same period of 1950, he said, adding that even if the restrictions were to be lifted there would not be time enough to increase production before the end of the year.

TELECasting • Broadcasting

NABET Ruling Excludes WNBW Directors

AT&T EXHIBIT

TV Methods Demonstration

AN EXHIBIT demonstrating the transmission of TV programs over AT&T network facilities to NBC studios to homes across the nation has been set up by AT&T in cooperation with NBC in the RCA Building, New York.

Integrated into the regular Radio City NBC tour, the exhibit consists of two sections. One is composed of three panels demonstrating mechanical operations of TV program and methods of relay to the transmitter for broadcast, plus a map of the current and projected NBC TV network. Other sections detail the two methods of coaxial cable and microwave relay—by which AT&T transmits television shows.

The exhibit, designed by Roy Bittel, was presented to William S. Hedges, NBC vice president in charge of integrated services, by John Waldich, AT&T public relations director.

PLAN S.A. TELEVISION

JAMES VALENTINE, formerly chief engineer at the ABC Central Division, Chicago, and his wife, Carol Howard, former station operations director at KECA-TV Los Angeles, leave New York next Saturday (Aug. 11) for Buenos Aires to establish a television broadcasting system in Argentina. Financed by IT& T, the couple will expand their operations to several other South American countries after establishing an initial set up in Buenos Aires, it was explained. They plan to spend one year in Argentina.

Plan S.A. Television

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TELESports Digest, National Pro Highlights, Dick Dunkel's Football Ratings, Sports Briefs

"TOUCHDOWN"

ANOTHER

TEL RA

FIRST

for

TV

Entering the fourth consecutive season! The biggest and best show of its type ... again available for full sponsorship. TOUCHDOWN is unrivaled for intense market penetration, and has been used with great success by leading adver-tisers across the nation.

13 weeks of colorful collegiate play highlighting top games throughout the season. Commentary by Byron Sarum. Time: 30 minutes. Write, phone or wire IMMEDIATELY for availability and prices.

TEL RA PRODUCTIONS

1518 Walnut Street
Philadelphia 2, Pa.

PHONE
Kingsley 5-8540

Producers of Telesports Digest, National Pro Highlights, Dick Dunkel's Football Ratings, Sports Briefs

August 6, 1951 • Page 77
ADVENTURES of the U.S. Forest Ranger will feature a new series of half-hour films for TV. ALLEGRO Productions, Hollywood, will produce the films in color, basing each story on an actual incident from the Dept. of Interior's ranger files. National parks and forests will be used as settings for the films. A former ranger, Stan Jones, has been granted exclusive rights to story properties by the Interior Dept. and has concluded a deal with Allegro for the material.

A weekly religious radio program will be adapted for TV by WILLIAM F. BRODY, executive producer of Los Angeles, under the title, Trinity Theatre. The five-year-old radio show is The Hour of St. Francis. Both radio and TV versions are produced in cooperation with the Third Order of St. Francis, which will package the program. Father Kenneth Henriques, O.F.M., is in charge.

The film report... Color continues to figure in S NADER 'TELEVISIONS' plans. Carl Ravazza and an Indian organist-pianist, Kora Pandit, are featured in the latest series of color telecasts. Two new series of its fimminute musical shorts also have been completed by Snader, featuring Nat (King) Cole and his Trio, and King Sisters with Alvino Rey and orchestra.

JERRY FAIRBANKS Productions, Hollywood, is producing "The Other Jesse James" as its latest Bigelow Theatre play. Film is scheduled for release in early September on 34 TV stations. Fairbanks also has completed new series of TV film announcements for Drug Store TV Productions' DuMont network show, Cavalcade of Stars. Agency is Product Adv. Corp., New York.

BRACKEN Productions, Los Angeles, has sold Willie Wonderful film puppet series to KPIX (TV) San Francisco for 26 weeks starting Sept. 3.

WILLIAMS Productions, Los Angeles, has acquired 36 scripts from ABC where they were formerly used on its Retribution radio series. The scripts will be used in "Invitation to Playhouse", quarter-hour video film series scheduled for production Sept. 4.

BING CROSBY Enterprises, Los Angeles, announces next film in Cry of the City series will be "The Wedding," starring Richard Rober.

CINETEL Corp., New York, has sold rights to first 13 issues of Popular Photography, with commentary by columnist Gay Gardner, to Irving Studer of Artist Representatives Agency, who in turn leased them to DuMont TV for national distribution. Cinetel also is producing Thrills of the Year, incorporating unusual headlines and behind-the-scenes events, and an adventure series for children.

ELECT Partridge

ELECTION of Dr. E. DeAlton Partridge, president-elect of Montclair State Teacher’s College, as president of the TV Council of Higher Education in New Jersey has been announced. Other officers named by the TV Council, organized in June to explore the possibilities of cooperative action in TV educational programming are: Rev. Thomas J. Gilliby of Seton Hall U., vice president; Robert B. Macdougall, education director, WATV (TV) New Brunswick; executive secretary; William D. Camp, Monmouth Junior College; treasurer; Elizabeth C. Butterfield, of WATV’s education department, recording secretary.

TV reception is no longer a hazard in Hazard, Ky., since this antenna was strung atop a nearby moun-
tain.

MASTER ANTENNA Wisconsin PSC Dismisses

WISCONSIN Public Service Commission has ruled it has no juris-
diction to approve a petition of a Rice Lake radio salesmen who wants to install a master TV an-
tenna there and pipe TV shows into the now-dead reception area. The commission, in a ruling ap-
proved by all three commissioners, ordered the application for approval dismissed. Jurisdiction reportedly rests with the FCC.

Edwin F. Bennett, regional ad-
vertising representative for the Arrowhead Network and WMJW Rice Lake, plans to pipe in TV shows from St. Paul and Minne-
apolis to subscribers on a monthly fee basis. Rice Lake is located in a valley, where reception is poor, but could receive shows from a tower on top of a nearby hill, Mr. Bennett said.

A coaxial cable from the antenna would carry transmissions on leased telephone poles, along which the cable would be run and fed into homes and businesses. Mr. Bennett has figured the cost tentatively at $100 for installation in addition to subscription fees of $3.50 a month for homes and $5 for businesses.

WHIO-TV Gets Color

WHIO-TV Dayton will join the CBS-TV color network this week for a three day run, giving Dayton its first look at color television. The full CBS-TV color schedule will be carried Wednesday through Sat-
urday, and the Kroger Co., which demonstrated the colorcasts in its supermarkets in Cincinnati July 20-Aug. 4 via WKRC-TV there (see TELEJAMA, page 76), plans similarly to rotate CBS-Columbia receivers in its Dayton stores. In addition to these showings, WHIO-
TV plans to demonstrate CBS color-
casts to newsroom people today (Mon-
day) and to local CBS-Columbia distributors and dealers tomorrow.

MASTER CONTROL WBAL-TV Converts System

WBAL-TV Baltimore last week completed conversion of its tech-
nical facilities to a master control system. The conversion, a six-
months project, was made at a cost of $100,000 and with a negligible loss of time.

John T. Wilner, station director of engineering, announced that an expanded operation will be avail-
able for fall programming. It is expected that greater flexibility of production will result from the master control arrangement. Addition of new facilities increases WBAL-TV’s studio space to 4,804 square feet.

HAZARD PROJECT

Set Up Antenna Community

NATIONAL television shows are available on a common basis to another mountain location, Hazard, Ky., which is 90 airline miles from the nearest TV station, is served by General Electric which has ap-
pointed Hazard TV Co. a dealer.

Hazard, located in a valley that is ringed by hills, is getting recep-
tion via a mountain-top antenna system mounted 1,000 ft above the town. Signal amplifiers and a coaxial wireline strung down the mountain side bring in TV signals.

The number of homes that have been connected to this antenna sys-
tem by coaxial cable and are receiving programs from Huntington, W. Va., and Cincinnati. The company was formed by Dewey Daniels, banker, and E. J. Davis, coal mine operator, GE reports. Similar com-
munity antenna projects have been reported in past issues of Broad-
ing * Telecasting.

EDUCATIONAL TV

Legislators Want Hearing

CAPITOL’s New Jersey delegation has been referred to FCC’s short-
cut procedure toward lifting the television freeze in answer to the legislators’ resolution protesting Commission failure to allocate any educational channels in the Garden State.

The delegation had requested oral hearing. Chairman Wayne Coy outlined the section in FCC’s notice that any party submitting a sworn statement or exhibit can then re-
quest oral presentation, but said the delegation was still longing for the educational institutions of the state of New Jersey is not a ques-
tion which can now be decided.”

TELEFILM, INC.

COMPLETE FILM PRODUCTION

TV SPOTS-PROGRAMS

All Production Steps
In One Organization

HOLLYWOOD 7-5588
'DIXON DAY'  
Breaks Park Record

TELEVISION coverage of the first stage show ever put on at Cincinnati’s Coney Island Moonlite Gardens was claimed by WCPO-TV of that city last month on the occasion of “Dixon Day,” set aside for Paul Dixon, station’s TV disc jockey.

All existing records were swept by the boards as an estimated crowd of 100,000 jammed the entrance to see Mr. Dixon and his program of entertainers— despite TV coverage from the amusement park.

Mr. Dixon, whom WCPO-TV claims has successfully demonstrated that disc shows can be effective on TV, did a special non-television program at 5 p.m. on the 1st and later, at 9:30, ence the Dixon Quiz from the picnic pavilion.

Compliments were paid to Mr. Dixon’s drawing power by M. C. Watters, general manager of WCPO-AM-FM-TV, and by Ed Schott, president and general manager of Coney Island. Mr. Watters said it was a testimonial to Mr. Dixon as a TV personality, while Mr. Schott noted that he had succeeded in breaking attendance records set by touring dance bands.

SILENT SHOW  
WSAZ-TV Carries On

EVERY hooper knows the adage: The show must go on. WSAZ-TV Huntington, W. Va., transferred this feeling to the television screen last month when it lost its sound transmission just before its picture went off for three hours.

Station was about to put on Let’s Doodle, a thrice weekly local program featuring Shawkey Saba, a staff artist. Armed with easel and charcoal stick, Mr. Saba faced the cameras and began his doodling after pantomime introduction. During his show, Mr. Saba silently wrote out what the station’s trouble was, first in nearly two years of operation, and asked people not to phone the station. He wound up the show with a diagram of the transmitter, towers with broken antennas and other visual description of WSAZ-TV’s plight.

One poster read something like this, according to the station: “We’ll be back on the air soon with sound and pictures. This is our first silent TV show. Please do not telephone. We are making history!” Then, said WSAZ-TV, “everything bled!”

JOE ADAMS  
REACHES ALL  
NEGROES IN LOS ANGELES  
KOWL

IN-SCHOOL TV  
Quaker City Growth Noted

IN-SCHOOL television is expanding as an adjunct to the classroom curricula in Philadelphia. Plans now call for 11 telecasts per week of last year or a total of 255 programs in science, art, mathematics, history and other classroom subjects.

Programs on fine arts, featuring known artists in the painting, drama and dance world are under consideration. Other programs may be added to the primary grades’ classroom log.

The TV project is directed by the Philadelphia Board of Education under supervision of Martha A. Gable. In order to consult with several other cities and foreign countries and help them set up in-school TV programs, Miss Gable during the past year has visited various communities. Officials have come to Philadelphia from some 20 U. S. cities and from countries abroad to study the technique employed in the Quaker City.

Mr. Schott (r) tells Disc Jockey Dixon and an audience of 5,000 that another 5,000 have been turned away from the special show at Moonlite Gardens

CBC LINKS  
Contracts Signed with Bell

CANADIAN Broadcasting Corp. has signed contracts at Ottawa with Bell Telephone Co. of Canada for five years to provide television network links between Buffalo, Toronto, and Montreal. No starting date was set, as CBC TV stations at Toronto and Montreal are not yet in operation. Network service will bring United States programs to Canada. Contract is for $225,864 a year.

At the same time CBC signed new contracts as of Oct. 1, 1952, with Canadian National and Canadian Pacific railways for AM line service across Canada at basic cost of $1,262,853 a year. This service by the telegraph subsidiaries of the railways has been in operation for many years.

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RCA Tube Distributors are anxious to give you the best possible service on your broadcast tube requirements. You can count on the co-operation of your local RCA Tube Distributor ... and he's as close as the phone on your desk.
PUBLICIZES AWARDS

WHK Cleveland, which won eight awards in Cleveland Press Local Radio Poll, mailing to more than hundred advertising agencies reprints of newspaper with list of awards won by station superimposed on pages. Front cover of sheaf of reprints has attached large blue ribbon with WHK call letters in gold.

‘VOICE BEAUTY CONTEST

WCWE Akron conducted beauty contest "adapted for radio" during morning disc jockey program. Object: To find girl with most beautiful speaking voice. Contestants taped-recorded voices, which were played back to contest judges. Winner was young stenographer.

NEW STYLE!

WBEX Chillicothe, Ohio, Record Benderweek, 4:05-5 p.m., Mon.-Fri., featuring Joe Sallay, sponsoring contest to name "Mystery Band" tunes. Listeners sending in record labels which will be woven into jacket and called "Rec-or-Jak." It will be worn by Mr. Sallay's arch rival on WBEX, Ron Johnson, for full week. Sunday picnic for contestants and station staff will wrap up promotion.

BIG FLOOD

CBS in cooperation with American National Red Cross presented special dramatic narrative program on the Kansas flood, titled The Big Job, last Wednesday, 10-10:30 p.m.

LANG-WORTH FEATURE PROGRAMS INC.

113 W. 37th St., New York 18, N. Y.

Network Cable Programs at Great Britain, Eire, Canada.

WORDS OF A CHAMP

VOICE of America will beam impromptu speech made by Jersey Joe Walcott, new heavyweight boxing champion, at Newark festivities honoring his victory. Message, recorded by WNJX Newark, is the fighter's recollection of his uphill climb to what he describes as the greatest country in the world for a Negro.

NATIONWIDE OFFER

WFIL and WFIL-TV Philadelphia offering at cost to more than 3,000 AM, FM, and TV stations throughout country specially-packaged transcribed series of their prize-winning What America Means to Me programs, featuring brief statements by some of the most distinguished men and women in country. 500 copies have already been mailed to Standing Committee of American Citizenship of American Bar Assn. for use in organizations' public education programs. Besides red, white and blue four-page brochure outlining WFIL offer and telling in brief story of What America Means to Me, package includes two 16-inch double faced transcriptions with individual open-end program cuts, so that individual station credit can be inserted. Also included is brief biographical introductory material on each of speakers, as well as suggestions for theme music to be used.

BASEBALL TRYOUTS

KNTV Des Moines in cooperation with Chicago Cubs baseball team sponsored fourth annual KNTV Cubs Baseball Tryout Camp. Station plugged tryouts, presented as public service by sports staff, for entire month. KNTV used heavy air schedule, newspaper ads, KNTV Theatre marqette billing and letters to coaches and groups interested in project.

‘ODD LOOKING MAMMAL’

WILS Lansing sending trade and advertisers large folded brochure with poem about camel and his four humps. As piece unfolds poem continues until reaching center spread where it reports that "he carries me four times as far (speaking of sponsor) . . . for the money . . . WILS gets you up to 4 times as many listeners per dollar as Lansing's second station. Each section of local ad has cartoon of camel and his four humps with sponsor as driver.

ARMED FORCES SERIES

ARMED FORCES Radio Service rebroadcasting The Time Hour, weekly religious series heard over WWRL New York, Fri., 10:30-11 p.m. 11-30-11 p.m. program is being produced by Lorelei Lewis for Wayne Wirth Telefeatures, in cooperation with ABC.

SEMPER PARATUS

U. S. Coast Guard, New London, Conn., sponsoring Coast Guard Cadets on Parade over NBC, Sat., 1:30-2 p.m., beginning Sept. 5.

AD REPRINTS

WFBR Baltimore sending advertisers reprint of ad appearing in Broadcasting • Telecasting describing Club 1800. Headlined "Power House," ad tells about results program has achieved for sponsors as well as public service drives.

BROWNS SALE

KXOK St. Louis, Wake Up St. Louis, weekly discussion program, recently presented discussion based on reorganization of St. Louis Browns baseball club, bought by Bill Veeck, noted sportsman. New top man of team gave listeners glimpse of plans for club.

KIDDIE'S DAY

KEX Portland, Ore., held "Kiddie's Day" at amusement park with stars of station's children's programs on hand to greet youngsters. KEX reports more than 19,000 persons were attracted.

PRIMARY RETURNS

WFIL Philadelphia in cooperation with local non-partisan civic committee used window displays, street displays and spot announcements to build up its coverage of returns on local elections. Station reports displays drew many downtown shoppers and office workers during four days they were used preceding election.

SUMMER SELLING

KSL Salt Lake City distributing to trade promotion folder headed "The Sky's the Limit," which advertises "Come Summer. . . Go where the money goes. . . . Station claims "and advertisers last summer reached 41% more listeners on KSL than on the second station during the day, 38% more at night."

DISCUSSION FORUM

KMPC Hollywood, Open Forum, Sun., 6:15-7 p.m. (PST). Discussion by panel of four representatives of community leaders of all sides of important questions of world, national, state and local interest. Listeners asked to phone in questions for discussion being Dr. John D. Van de Water, teacher of law and business administration, U. of California Los Angeles, is moderator.

RADIO'S EFFECTIVE POWER

GROCERY Store Products Co. used its participation in WBBM Chicago's Paul Gibson Program to promote general consumption of mushrooms and specific sale of its product, B-in-B mushrooms. Company offered listeners series of mushroom recipes, but after six days cancelled offer because of response to limited-appeal item. After six mentions, 1,232 different requests were received for series. It cost sponsor $4 cents to introduce each family to new ways of using mushrooms.

NEWS ROUNDUP

KECA-TV Los Angeles, Press Box, Mon.-Fri., 11-11:20 p.m. (PDT). Divided into two ten-minute blocks, program features roundups of sports by Hank Weaver and analysis of news by Chet Huntley. Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.
BLOOD DRIVE
Alaskan Stations Promote

RADIO stations in Juneau, Anchorage and Ketchikan banded together to put across a Red Cross blood drive in Alaska—first in the territory's history—for "one of the most successful on record," the Red Cross has announced.

Citing the Alaskan radio stations for their participation in the drive, the Red Cross credited Robert Smedley, manager of KTKN Ketchikan, with "the most original recruitment device" in the campaign. Additionally, KEMI KFQD and KBYS enlist all spurred listeners into over-subscribing the city's quota of 1,000 donors, the Red Cross said. KINY Juneau covered that city's drive.

When the amphibious mobile unit rolled into the city, Mr. Smedley arranged for an unusual stunt, sending a stephen Wilford Green atop a totem pole in Ketchikan's famed Totem Pole Park. He was instructed not to leave until the quota was reached. Stunt was publicized with a continuous flow of spot announcements and station breaks.

KTKN Disc Jockey Rick Lauber who constantly reminded listeners of the approaching mobile blood unit and played musical dedications for donors. He also set up a competition between crews of two Coast Guard cutters stationed in the city. So successful was the drive that the pledge average of the Alaskan cities was proportionately greater than that for San Francisco, with a population 40 times their combined size.

New NFAA Members

With fire new agencies joining the recently formed National Federation of Advertising Agencies, headquartered in Los Angeles, the group now has a membership of 19 agencies, according to Byron H. Brown, president. New members admitted are Arnold & Co., Boston; Associated Advertising Agency, Wichita; Harvey Adv. Agency, Topeka; Speed & Co., Baltimore.

Ball & Grier Public Relations Assn., opening offices in Utah, N. Y. Partners in firm are George W. Ball and John J. Grier, who served on public relations staff University College of Syracuse U. Wallace C. (Tony) Roberts, reporter Utica Observer-Dispatch, named account executive.

Elliott H. Kelly named director of labor and public relations Snader Telecommunications Corp., Beverly Hills.

Suzanne Dalbert, French stage and screen actress, signed by Jerry Fairbanks Inc. for major role in “Recipe for Murder,” latest in Front Page Detective television film series.

Al Joseph named film director Superman Inc., L. A. He will direct half-hour film series, Superman, currently in production.

Thomas L. Milana, national field representative Associated Artists, N. Y., to Sterling Television Co., N. Y., in similar post.

Richard Krolik, project supervisor March of Time, and Mary Stuart, New York television actress, married Aug. 1 in New York.

Thomas G. Cassady, partner in the Chicago investment firm Farwell, Chapman & Co., named chairman of Crusade for Freedom in Cook, Lake and DuPage counties. Group operates Radio Free Europe for areas behind the “Iron Curtain.” It is currently working for enrollment of one and one-half million persons for contributions of $50,000 in the Midwest.

Everett Reimer named principal in Willard Simmons & Assoc., New York research firm. He was with the Survey Research Center of U. of Michigan.

Jeri Walsh, assistant to producer-director of Kraft Television Theatre, J. Walter Thompson Co., N. Y., to MacLeray Studio N. Y., as assistant to the advertising public relations director.

Astatic Corp., Conneaut, Ohio, announces production of new microphone, crystal model DK-1. Small microphone is designed for easy camouflage and to give audience better view of entertainer.

Graydon Aushus, director of radio broadcasting services U. of Alabama, and vice president of National Assn. of Educational Broadcasters, appointed to four-man committee to administer Kellogg grant association.

William A. Nail, program director Radio Broadcasting Services and WUOA-FM U. of Alabama, named program assistant. Overseas Services Section, Voice of America.

John Groller, associate professor of radio education and director of radio workshop Ithaca College, appointed director of new radio and TV office created by Board of National Missions of Presbyterian Church in U.S.A. He was with CBS and McClatchy Broadcasting Co.

Harold E. Stassen, president, U. of Pennsylvania, appointed chairman of 1951 Crusade for Freedom $3,500,000 fund drive.

Equipment . . .

Henry Onorati, assistant advertising manager and national production manager RCA Victor Records, appointed director of electronics advertising for Holovist Div., Acco Mfg. Corp. Mr. Onorati will supervise all electronics advertising for Holovist.

Robert E. Gian-Ci, sales section, tube division, General Electric, Schenectady, appointed district representative for company’s tube division with headquarters in L. A. Edward T. Conolly, GE tube replacement sales, Schenectady, named district sales representative for tube division. He will make his headquarters in Cleveland. H. B. Nelson Jr., supervisor of cooperative advertising for GE electronics department’s receiver division, appointed assistant to sales manager of replacement tubes for company’s tube division.

Manufacturers Electronic Service, Santa Monica, Calif, appointed by Magnecord Inc., Chicago, as its West Coast service station, under direction Harry E. Petrie. All equipment used in new service plant is duplication of equipment used in Magnecord factory. Complete parts service is maintained along with repair and replacement service. Announces addition of public relations department headed by Nonie Hunter. New Department will keep the recording and allied fields along with general public informed of developments in research and test laboratories, and of new happenings in production department.

George J. Cossman, Chicago district manager and member of board of directors and executive committee Graybar Electric Co., N. Y., retiring after 51 years service with company. Allen B. DuMont Labs, Clifton, N. J., announces new model image orthicon camera chain, model TA-124-E. It is designed for use in field, in studio, or for film pickup. Company also announced a new improved video switching and mixing equipment. Equipment consists of nine-channel switch unit, mixer line amplifier and low voltage supply.

Technical . . .

Edmund J. Smith, chief studio engineer WTMA Charleston, S. C., enters Capitol Radio Engineering Institute, Washington, specializing in TV.

J. W. Rolland, supervising operator CBV Quebec, to same position CBM-FM Montreal.

Eugene Lajoie, supervising operator CBJ Chicoitumi, to same post CBM Montreal.

Ian Stephen, operator CBW Winnipeg, to CBK Watrous, in same capacity.

Edward J. Conture, engineer KECV-TS Los Angeles, father of girl, July 16.

J. Herbert Rattigan, WBMS Boston, appointed chief engineer WOTW Nashua, N. H., succeeding Robert C. Bingham, now with WLAB Lawrence, Mass.

Dedication of RCA’s two-way mobile communication system designed for police, fire and civil defense communications, was held in Philadelphia. New center will serve as auxiliary radio station for control of city’s motorized police and fire departments, and control center during civil defense and general emergencies.

I don’t want to butt in, but have you heard about KGLO
KAHN APPOINTED
Heads RTMA Promotion Unit

APPOINTMENT of a Promotion Committee for Radio-Television Mfrs. Assn., with J. J. Kahn, Standard Transformer Corp., as chairman, has been announced by Robert C. Sprague, RTMA board chairman.

At the same time Mr. Sprague also renamed H. N. Henrye Sailer, of John E. Past & Co., chairman of the association’s Credit Committee for the ensuing year. Mr. Sailer has headed the group, one of RTMA’s largest and most active, serving the past year. D. F. Reed, of Raytheon Mfg. Co., was reappointed eastern vice chairman and A. D. Sigler, Crucible Steel Co. of America, western vice chairman.

Formation of the Promotion Committee, authorized during RTMA’s annual convention in Chicago in June, stemmed from suggestions that RTMA provide tangible evidence of its services for the information of members and non-members looking toward increase in membership.

Chairman Kahn, who took an active hand in the recent reorganization of the manufacturers’ association, also is a member of the board of directors and past chief of the Parts Division. He also represents RTMA on Radio Parts and Electronic Equipment Shows Inc.

Rounding out the new promotion unit are Max F. Balcom, Sylvania Electric Products Inc. board chairman; Paul V. Galvin, Motorola Inc. president; and Leslie Muter, Muter Co. president. Serving as ex-officio are RTMA President Glen McDaniel and General Manager James D. Secrest.

DJ SONG CONTEST
Fuller Named Winner

UNIVERSAL International Films has announced the disc jockey winners of its recent Frank Sinatra song contest, with grand prize of $500 U.S. Savings Bond (or an expense-paid week in New York) awarded to Gene Fuller of KSAL Salina, Kan. Contest was conducted among disc jockeys and their listeners to determine most popular standard selections recorded by the Columbia Records vocalist. Songs getting the most votes will be included in the forthcoming Universal motion picture “Meet Danny Wilson,” starring Mr. Sinatra.

Runner-up prizes of 12 Bulova “Academy Award” watches were received by disc jockeys:

Emerson Kimball, WCCL Columbus, Ohio; Maury McGill, WBBW Youngstown, Ohio; Herbert S. Fontaine, WCOU-AM-FM Lewiston, Me.; William E. Lawson, WATS Sayre, Pa.; Joe Sikes, KANE New Iberia, La.; Paul Hennings, WNR Norfolk; Wayne Allen, KSEL Lubbock, Tex.; Rodney V. Loudon, KPOJ Portland, Ore.; Bob Earle, KGO Des Moines, Iowa; Jim McManus, WAL Mobile, Ala.; Whitney Hains, CKCW Monticello, N. B.; Bob Watson, WSB Atlanta.
JACK BROOKS, noted radio singer and announcer, appointed program and production director WCHR M e m p h i s. Mr. Brooks was with WTM Cleveland, WWHAS Louisville and WBBM Chicago.

WILLIAM T. WAGNER named production director WTVN (TV) Columbus, Ohio. He was with WIBA and WKOW Madison.

C. RICHARD EVANS, general manager KSL-AM-TV Salt Lake City, announces establishment of separate radio and television promotion departments. WAYNE KEARL retains promotion manager for KSL. A. ROBERT ROBERTSON named promotion chief for TV. LaVAR REESE replaces Mr. Robertson in radio section.

Harvey Husten, Voice of America, New York, to announcing staff WAAM (TV) Baltimore. PAT POLILO named head technician on WAAM production staff.


GLEN JOHNSON appointed assistant in television production department WITF (TV) Charlotte, N. C. He was with WFMY (TV) Greensboro.

Dick McAdoo returns to WGBG Greenboro, N. C., as emcee on WGBG Night Hawk Program.

PAUL PAULSEN Jr., announcer-writer WDKY Cumberland, Md., to WSVA-AM-FM Harrisonburg, Va., as announcer disc jockey.

PAUL DIXON, disc jockey WCPO-AM-TV Cincinnati, to start disc jockey show on ABC-TV, as replacement for Curtin Up.

HARRY BRUNDIDGE signed to five-year contract to produce and moderate the Brundidge—Crime Reports program on WPIX (TV) New York.

Mike Jablonski, president of Gainsborough Amoc, N. Y., appointed director of publicity and promotion, WLIB, New York. New post is in addition to his duties at Gainsborough.

CAROLYN COVERT, WSUI Iowa City, Iowa, to continuity staff WOW-AM-TV Omaha.

RUTH CLYMER, Mason City Globe Gazette, Mason City, Iowa, to continue department KSTP (TV) Minneapolis.

BILL GORDON, sports director WNAW North Adams, Mass., to staff WENT Gloversville.

Robert McLaughlin, disc jockey KLAC Hollywood, appointed television producer and assigned to Les 'Carrot Top' Anderson Show on KLAC-TV. He will continue duties as disc jockey.

Jack Chancellor, TV writer NBC Chicago, father of girl, born July 31.

Frank McDonald, Hollywood director, signed to an exclusive term contract with William F. Brody Productions, same city, for both motion pictures and TV.

Muriel Gayle, appointed director of copywriting and acceptance department WIP Philadelphia, replacing Robert Laurence, who moves into a newly created job of program coordination. Miss Gayle was women's commentator WGM New Rochelle, N. Y.

JAY FROMAN appointed to announcing staff KXYZ Houston. He was with WIL Urbana.

JUDY THEOBALD named script girl on CBS Gene Autry Show, replacing Cappie Roberts, resigning to be married in fall.

ARCH GRiffin, cameraman KCAV Los Angeles, and MARY CROFFLET secretary to Cameron Pierce, station engineering operations supervisor, married in that city July 30.


Dexter Card, announces WMYW Pontiac, Ill., to WABI Bangor, Me., in same capacity.

Tom Belcher, program director KGWA Enid, Okla., father of boy, Robert Allen.

Rube Weiss, director WXYZ-TV Detroit, father of boy.

George Nemett, announcer KALI Pasadena, and Millie Cohen have announced their marriage.


Wayne Howell, NBC announcer and producer, replacing ELOISE MCELHONE as master of ceremonies on RCA Victor disc and guest show, Musical Merry-Go-Round, Sat. 8:00-9:30 p.m.

Grover Allen, ABC-TV Chicago director, and Elaine O'Malley, are to be married Aug. 18.

Hugh Green to NBC Chicago radio production staff. He was with WBNP Evansville Ill.

Don Faust, production director WTV (TV) Pittsburgh, and Barbara Wilson, married Aug. 4.

Rudolph Halley, who won national reputation via TV as chief counsel of Senate Crime Investigating Committee, signed as narrator for weekly TV version of Gangbusters, starting on CBS-TV Sept. 4 (Tues. 9:30-10 p.m., under sponsorship of Schick Inc. (electric razors). Out of his proceeds from programs, Mr. Halley said he will make weekly presentations to one or more charities.

Eunice Kettle, member of “The Pinafores,” trio on CBS Gene Autry Show, and James O'Bryan, married Aug. 4.

Clete Roberts, newscaster KFWB Hollywood, to KLAC that city, in similar capacity. He continues also twice daily telecasts on KLAC-TV.

Richard Mutter, newswoman staff ABC Chicago, to news staff WOW-AM-TV Omaha.

Stan Edwards, announcer CKFH Toronto, to Canadian Press, as rewrite man.

Pauline Fredericks, news commentator, ABC, awarded gold key to city by Birmingham, Ala., July 18 at the Annual Woodward Banquet, for her contribution to the “culture and information of Birmingham.”

Sandy Saunders, farm director WRY Oklahoma City, adopts boy, Lynne Charles.

Hal Fisher, newswriter WBBM Chicago, father of boy, Brian Joel.

Moscow Says

Coca-Cola may be “the pause that refreshes” to millions of American radio listeners—but the drink is downright “dangerous” to Europeans. That's what the Moscow Home Radio is telling its listeners. A special U. S. government-monitored broadcast claimed that the soft drink is “inundating the markets of all European countries, poisoning the health of the people, and increasing the profits of the American Coca-Cola concern.”

WJNR Newark July 10 and 20 aired 12-hour direct broadcasts from Atlantic City on U. S. Senate Crime Committee gambling hearings in that resort town.
malendes

WNHC-TV New Haven, Connecticut's only television station, receives congratulations at the beginning of its fourth year of telecasting. L to r: James T. Milne, WNHC general manager; Aldo De Dominicsi, secretary-treasurer; Gov. John D. Lodge, and Patrick J. Goode, WNHC-TV president.

**NEW ACCOUNTS UP**
Santa Ana Radio Credited

HOW a bank can use spot radio for direct selling as well as for institutional good will is superlatively illustrated by the Commercial National Bank, Santa Ana, Calif. Institution has just completed its first year on KVOE, that city.

Until the summer of 1950, the bank used other media exclusively. It then added a schedule of five spot announcements daily on KVOE, changing time slots every day and every week. With radio as the only new ingredient in its advertising, the bank gained 897 new accounts in the 12 months ending June 30, 1951, an average of 75 a month, according to executives. This is 69% higher than the best gain of any previous year, it was pointed out. The bank added 49 new accounts in the first 10 days of July.

**960 KC FIGHT**
Kinston Hearing Delayed

FURTHER hearing on competitive bids of WELS and WFTC Kinston, N. C., for improved facilities on 960 kc was postponed by FCC last week without date pending action on petitions to amend and modify issues in the case, involving inquiry by the Commission into alleged WELS stock transfers without consent.

**STAR SEARCH**
WLW Discovers Talent

AFTER 1,261 sets competing in 123 towns and cities of four states; the WLW Cincinnati "Star Search" contest has come to a close. Performers from Indiana, Ohio, Kentucky and West Virginia reached for fame in the northwest talent hunt.

First prize went to Wellington Blakey, a baritone from Gary, Ind. Mr. Blakey pocketed a WLW contract and $1,000 in cash. Prior to winning the "Star Search" contest, he was a television repairman.

A companion contest was held by WLW among 135 participating theatre managers to determine those who did most to promote the contest. Size of theatre or town had no bearing. Some 35 press books were adjudged July 26. The top six were given showmanship prizes ranging from $50 to $1,500.

ABC has launched new "supernatural" series, "Ghost Stories," heard Monday, 9:30-10 p.m. for 13 weeks.

Charles E. Whyte

FUNDAL services for Charles Evers Whyte, 48, Los Angeles advertising agency executive, were held last Monday in the Church of the Recessional, Forest Lawn Memorial Park, Glendale, Calif. He died at Hollywood Presbyterian Hospital in Los Angeles on July 27 from a heart ailment. Mr. Whyte was president of the California advertising agency bearing his name.

Besides his widow, Mrs. Eda Whyte, surviving are three sons, Charles Jr., Robert and Anthony; a daughter, Penelope; his mother, Mrs. Ann Whyte, and a sister, Mrs. Ruth Moore, all of Los Angeles.
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'FAMILY DAY'

WFBR Outing Draws 25,000

SIX weeks of build-up for WFBR Baltimore's "Family Day" paid off July 25 when 25,000 persons crowded Gwyn Oak Park, Baltimore amusement area. While John E. Surrick, WFBR-vice president and general manager, acted as over-seer, the station staff saw to it that entertainment activities kept moving.

Jim Crist, morning personality, emceed a "Diaper Derby" for crawling babies and a "Husband Calling Contest" for housewives. Winners appeared on Club 1500 emceed by WFBR's Henry Hickman. Lou Corbin took charge of a "Surf Suds Blowing Contest," and a "Pop Drinking Contest."

Helen Brooks, director of women's programs, and Don Hamilton conducted an "Artists Delight Contest." In addition, the station gave away 5,000 WFBR balloons. Prizes for the contests were offered by local merchants.

Canadian Set Sales

APRIL SALES of television receivers in Canada were four times as great this year as in April 1950, according to the Dominion Bureau of Statistics. The sets were sold in Southern Ontario where reception of United States stations is seen. A total of 4,072 sets were sold.

FARM POPULATION

10-Yr. Drop 5 Million

REVISED estimates of farm population in the U. S. by the Commerce Dept. show a decrease of nearly 5 million between April 1940 and the same month last year.

Revisions of the 1940 census figure and of the Census-Bureau of Agricultural Economics figures for 1941-1949 were made so as to comply with new definitions of farm population adopted for the 1950 census. The new definition excludes from farm population those living in houses located on farms if the occupants pay cash rent for the house and yard only without any farm land. Decrease in population on the farms continues a trend that has been marked in this country since the early years of the Twentieth Century, it was noted.

Audio Fair Exhibit

AUDIO FAIR, to be held at the third annual convention of the Audio Engineering Society Nov. 1-3 at the Hotel New Yorker, New York, will include an exhibit of high quality-sound recording and playback equipment located on the fifth floor of the hotel, Harry N. Reizes, fair manager, has announced. Audio Engineering Society will conduct a technical session of engineering papers for which a charge will be made. However, there is no charge to the fair, which is open to the public.

Diligent Digger

A WELL DIGGER in Omaha, Neb., brought in a gusher of complaints a fortnight ago when he severed cables carrying major network radio programs, wire service and some military installations. According to a United Press report, all CBS, Mutual and NBC programs west of Omaha were interrupted from 25 minutes to more than an hour as telephone workers tried to repair cables.

Mr. Crist looks on in amasement as Mrs. Walter Hayes, winner of the 'Husband Calling Contest,' demonstrates the power of her lungs. 

July 27 Applications . . .

ACCEPTED FOR FILING

License Renewal

Following the approval of the application of WQRF Rock Island, Ill.; WISS Indianapolis, Ind.; WLCU Luverne, Ky.; WFBR Baltimore, Md.; WVFY Rochester, N. Y.; WHBQ Madisonville, N. C.; KMO Tacoma, Wash.; WBA Madison, Wis.

License to cease operations.

WJSW-FM Altoona, Pa.—License for CP new FM station.

July 30 Decisions . . .

ACTION ON MOTIONS

By Comr. Paul A. Walker

Harding College and Edith Wood Sweeney, Kearny, Ark.—Grant petition for Harding College requesting dismissal without prejudice of its application, on Commission's own motion removed from hearing docket application of Edith Wood Sweeney.

Watertown Radio, Inc., Baraboo, Wis.—Grant petition requesting dismissal without prejudice of its application.

WLNZ Bridgeport, Conn.—Grant petition for license for terrestrial FM station WLNZ at Bridgeport, Conn. from Aug. 13, to Oct. 12 in Washington.

WJON Rick, Co., Fort Worth, Tex.—Grant petition for waiver of Sec. 1.9 of the Rules and for acceptance of Department's Notice of Intent to appear and participate in oral argument on application for modification filed in connection with applications of KATR Baton Rouge, La. and WSHO Baton Rouge, La.

By Hearing Examiner J. D. Bond

KOCG Centerville, Iowa.—Granted petition for leave to amend application so as to supplement with respect to program service proposed.

By Hearing Examiner Basil P. Cooper

WEL and WPCT Clinton, N. C.—Granted motions for continuance of further hearing in proceeding upon applications and further hearing continued until a date to be announced after Commission has acted upon petitions to amend and modify issues.

By Hearing Examiner N. C.—Further ordered motion of WELS to discontinue this petition for authority to take deposits is granted and petition for authority to take deposits was dismissed.

FCC actions

JULY 26 THROUGH AUGUST 2

CP-construction permit

DA-directional antennas

ERP-effected radiated power

STL-studio-transmitter link

Synch.-synchronous amplifier

STA-special temporary authorization

antenna-conditional

d-d.y.-LS-local sunset

N-night-mod.-modification

aur.-aural-transmitter

vis.-visual-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at this end of the day, accompanied by a roundup of new station and transfer applications.

July 29 Applications . . .

ACCEPTED FOR FILING

License for CP

WMMN Melbourne, Fla.—License for CP to cease programming during power and hours operations.

WHM Williamson, N. C.—License for CP new AM station etc. AMENDED to change name from S. B. Adcock to James H. Gray Sr., Henry A. Johnson and Charles R. Gray Jr. as Martin County Bank Co.

WRSF New Orleans, La.—License for CP new FM station.

License Renewal

Following the approval of the application of WJW, Peoria, Ill.; KAMO Sioux City, Iowa; WFBK Brooklyn, N. Y.; WLSW-AM Lansing, Mich.; KSNY Snyder, Tex.; WTAH, Willsboro; WAKM Neenah, Wis.; KXBO Aberdeen, Wash.

July 31 Decisions . . .

BY THE SECRETARY

KSTP-FM St. Paul, Minn.—Granted license for CP station: Ch. 27 (106.1 mc); 50 kw, 500 ft.

KLIF Oak Cliff, Tex.—Granted license for CP station: Ch. 13 (165 mc); 50 kw, 500 ft.

WMGC Portland, Me.—Granted license for CP station: Ch. 14 (110 mc); 100 kw, 500 ft.

WHB Rock Island, Ill.—Granted license for increase in power and installation of new trans.; 190 kw, 1800 ft.

WHF Simplex, St. Louis, Mo.—Granted license for CP station; Ch. 26 (108.5 mc); 100 kw, 500 ft.

WTVF Nashville, Tenn.—Granted license for CP station; Ch. 1 (54 mc); 100 kw, 500 ft.

WUSX-Baton Rouge, La.—Grant license for increase in power service phone


RXNO-FM St. Louis, Wis.—Granted mod. license to change name to XKKO, Inc.

KFYD Los Angeles, Calif.—Granted CP to change trans.

WHEZ Monroe, Wis.—Granted mod. CP to change trans.

WNEW New York, N. Y.—Granted mod. CP to change trans. and change trans. and station location and change trans.

KSSO Sioux Falls, S. D.—Granted

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

Sterling 3526

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

"A reliable service for over 15 years" For immediate equipment

JACKSON 5302

P. O. Box 7037 Kansas City, Mo.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
A.D. 2414
Member AFCC*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
D. L. 1319
WASHINGTON, D. C.
P. O. BOX 7037
JACKSON 5202
KANSAS CITY, MO.

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCC*

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 2247
WASHINGTON 4, D. C.
Member AFCC*

A 15-year background
- Established 1916 —
PAUL GODLEY CO.
Upper Mandan, N. D.
Monteith
3-3000
Laboratories
Great Natch, N. J.

GEORGE C. DAVIS
501-314 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCC*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCC*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG.
EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCC*

McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCC*

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Rep. 3994
Member AFCC*

RUSSELL P. MAY
WASHINGTON, D. C.

McKINNON & GLICK
1302 18TH ST., N. W.
HUDSON 9900
WASHINGTON 6, D. C.
Member AFCC*

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television- Electronic Communications
1533 M St., N. W., Wash., D. C.
MICHIGAN 2261
Member AFCC*

Kear & Kennedy
1302 18TH ST., N. W.
HUDSON 9900
WASHINGTON 6, D. C.
Member AFCC*

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Calif.

John C. Hutcherson
1100 W. ABRAM ST.
AR 4-8721
ARLINGTON, TEXAS

Guy C. Hutcherson

Johnnie Westra Crabtree, Oklahoma City, Okla.—Designated for hearing in Washington on Sept. 11, application for new station on 1230 kc 250 w un., and made XKO El Centro, Calif., party to proceeding.

Lynne C. Smeby
“Registered Professional Engineer”
1311 G St., N. W.
Washington, D. C.

William L. Foss, Inc.
Formerly Callan & Foss, Inc.
927 13th St., N. W.
Republic 2883
WASHINGTON, D. C.

Lynde C. Smeby

A. R. Bitter
CONSULTING RADIO ENGINEER
1700 Wayne St.
TOLEDO 9, OHIO
Telephone—Kingwood 7631

Member AFCC*

August 1 Decisions . . .

BY THE COMMISSION EN BANC
Designated for Hearing
Desert Radio and Telecasting Co., Palm Springs, Calif.—Designated for hearing in Washington on Sept. 1, application for a new station on 1290 kc 250 w un., and made XKO El Centro, Calif., party to proceeding.

August 1 Applications . . .

ACCEPTED FOR FILING

License Renewal
Following stations request renewal of license: WOTC Savannah, Ga.: WILK Ashbury Park, N. J.; WADC Akron, Ohio; KOME Tulsa, Okla.; KBBN Bend, Ore.: WJAS Pittsburgh, Pa.; KRGY Waco, Tex.; KUTI Longview, Tex.; KIT Yakima, Wash.; WEBC Duluth, Minn.

Adler Communications Laboratories
Broadcast, Communication and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-8260

Modification of CP
WCAR-FM Pontiac, Mich.—Mod. CP to change trans. location to Pontiac, Mich.—Granted authority to remain silent for 60 days from July 16, pending reorganization.

August 6, 1951 · Page 87
Help Wanted

Announcer

Immediate opening announcer with first class ticket, good pay for qualified man. Excellent opportunity with training and ability. Send disc and details. Box 471K, BROADCASTING.

Announcer-engineer, network station making good profits, congenial small staff. Excellent living conditions. $65 to start. Selling not required, but will pay 29% commissions on all sales. Located in southeast. Box 358K, BROADCASTING.

Open night man who can handle football also. Send resume. Texas. Box 659K, BROADCASTING.

We are interested in a solid responsible management man, experience must be to $26 to $38 with a good news voice who would have a real interest in taking on a new challenge. Developing high caliber news programs for this station, he must be able to collect and write local news properly. He should be a family man with an interest in permanence. We can offer a high type community to live and work in, pleasant and congenial conditions and a responsible salary to the right man. Box 425K, BROADCASTING.

Announcer-engineer, opportunity for advancement in profitable network station located near Birmingham. $35.00 to start, small competitive position, developing and perfecting newscast for women's audience. Openings occur occasionally. Box 452K, BROADCASTING.

Football announcer plus staff duties. Tell all. Box 406K, BROADCASTING.

Announcer-engineer, dependable, conscientious, wanted by Minnesota station. Good salary, send details to Box 463K, BROADCASTING.

Announcer-engineer, Start class ticket. Excellent opportunity. Good voice, versatile and stable. Outstanding college education. Box 471K, BROADCASTING.

Announcer-saler: Experienced man capable managing remote studio medium. Outstanding management and sales experience. Announcer strong on sales. Earnings plus. Box 495K, BROADCASTING.

Announcer-engineer, wanted by Minnesota station. Must be good voice, versatile and dependable. Send resume and details. Box 475K, BROADCASTING.


Help Wanted (Cont'd)

Announcer-engineer! Progressive western network station. Must be outstanding salesman. Staff salary commensurate with living standards. Experience necessary. Box 429K, BROADCASTING.

Wanted—announcer, colored. Must be familiar with disc, radio, TV. Previous experience and references necessary. Complete information and details. Box 445K, BROADCASTING.

Wanted. Two announcers for northern Michigan station. At least one year experience. Send letter, disc and starting salary requirement. Box 502K, BROADCASTING.

Sportscaster-announcer. Must be tops-play-by-play and competent special event announcer. Pay plus good earnings right man. Write. All replies held. Box 476K, BROADCASTING.

September opening Texas station announcer with deep voice, experienced board work. Good starting salary, raise dependent upon individual details first letter must include salary expected. Box 450K, BROADCASTING.

Announcer with ticket, 250 watt, near N. Y. C., with excellent pay. Must be Neenah, Wisconsin, minimum $75,000 if you can sell radio time, I'd like to hire you. Located in a medium sized city. Box 451K, BROADCASTING.

Wanted: Salaried announcer-engineer, network station making good profits. Good voice, versatile and dependable. Send full information and $50.00 minimum. Box 437K, BROADCASTING.

An engineer with good voice and versatile individual, interested in making permanent business connections. Box 477K, BROADCASTING.

Wanted. Engineer-announcer at 250 watt west coast network station. Must be quick, decisive and with ample experience. Box 449K, BROADCASTING.

Control operator, first class license. WANTED for Boat Call. Send letter, photo and references to KBXK, Muskogee, Oklahoma.

Wanted engineer, experience unnecessary. $100.00 a month. Address all replies to Box 322, WYV, Daytona Beach, Fla.

Transmitter operator needed immediately for 24/7-250 station near beautiful Wolf Creek Lake, Neb. Must be experienced engineer, paid weekly. Write first letter, photo and details. Box 627K, BROADCASTING.

Immediate opening for a combination first class engineer-announcer, or an engineer with good voice and experience. Telephone J. Eric Adams, WAGT, Athens, N. C.

Radio and TV writer, script and commercial, by medium-sized Pittsburgh agency. Good opportunity to get into national department. Moderate salary, good opportunites for growth. Send photo, experience outline, available dates. Reply Box 338K, BROADCASTING.

Wanted immediately first class licensed operator with some experience at coax, 150 w. ad. to 200 watt. Box 389K, BROADCASTING.

Engineer AM and FM NBC affiliate WQCD, 1500, 3300. Address all replies to Box 438K, BROADCASTING.

Wanted: Experienced program engineer. Send photo, experience outline, available dates. Reply Box 339K, BROADCASTING.

Wanted: experienced engineer, 1 kw ABC. Send photo, experience outline. Reply Box 338K, BROADCASTING.

Help Wanted (Cont'd)

Managerial

Sales promotion manager needed by outstanding midwest, regional network affiliate. Must be creative, thorough knowledge of graphics. Must be an articulate writer and public speaker. Box 510K, BROADCASTING.

Manager - salesman to assume full charge of station's sales. Good opportunity for man with most modern equipment. Excellent opportunity for steady work. Box 500K, BROADCASTING.

Salesman

Head salesman wanted. Pennsylvania area, 15% commission, $75.00 per week draw. Reply Box 441K, BROADCASTING.

If you can sell radio time, I'd like to hire you. Located in a medium sized city. Box 451K, BROADCASTING.

5 kw Mutual station in market of over 100,000 has opening for experienced salesman. Must have 3 years experience. Will consider national and regional accounts. Adequate draw and salary. Reply Box 565K, BROADCASTING.

Good deal for man experienced sports and sales. Upper midwest. Box 511K, BROADCASTING.

Progressive independent station needs experienced salesman with dealers in mind. Air time optional. Full time or part time. Reply Box 567K, BROADCASTING.

Wanted: Account executive, with radio or television experience, by medium size station. Location is not important. Reply Box 502K, BROADCASTING.

Experienced time salesman. No floats. Good proposition for right man. Reply Box 566K, BROADCASTING.

Wanted: Salesman—must have background of market and should have knowledge of the south but not necessarily speaking. Give full details and picture in first letter. Reply Box 568K, BROADCASTING.

Wanted: Salesman—must have background of market and should have knowledge of the south but not necessarily speaking. Give full details and picture in first letter. Reply Box 569K, BROADCASTING.

Chief salesman wanted in Berkshire, N. Y. Call WNYN, 1020, 400 at night. Good commission, $100.00 guaranteed draw for 500 watt plus. Box 404K, WNYN, North Adams, Massachusetts.

Florida newspaper owned station with Fall, Winter, Spring and Summer time salesmen. Famous resort city, excellent opportunity. Car essential. Write Jerry Bone, WDBS, Daytona Beach, Fla.
**Television**

### Announcers

**Manager-program director-director sales**

- **Seeking** top-notch announcer for 11-year-old radio and television station. Applicants must have minimum 2 years experience in all phases of radio and television. Excellent production capabilities. Ability to create and produce commercials. Willing to relocate. Box 516K, BROADCASTING.

**Sportscaster**

- **Seeking** full-time announcer and sportscaster for the National Basketball Association's Los Angeles Lakers. Must be able to handle commentary, play by-play, and interviews. Box 516K, BROADCASTING.

**Network references, network**

- **Looking for** experienced network sportscaster. Must have strong ability to handle telecasts of national and international events. Excellent references. Box 450K, BROADCASTING.

### Salesmen

**Experienced** salesmen, desire positions in television station. Must have at least 5 years experience in television. Box 494K, BROADCASTING.

**Announcer**

- **New York station** seeking sales representative to handle commodity and advertising accounts. Must have at least 2 years experience in the medium. Box 514K, BROADCASTING.

**Copywriter**

- **Copywriter** with 4 years experience sought by a top television station. Box 514K, BROADCASTING.

**Technical**

- **Announcer** desired. Must have 3 years experience. Send resume, references, and hourly rate to Box 450K, BROADCASTING.

**Announcer**

- **Looking for** experienced sportscaster with knowledge of football, basketball, hockey, and baseball. Must be willing to travel. Box 451K, BROADCASTING.

**Expert copywriter**

- **Experienced** copywriter with proven record of success in the television industry. Must be able to write compelling copy for commercials and promotions. Box 451K, BROADCASTING.

**Tag line**

- **Seeking** an experienced sportscaster with strong knowledge of college football. Must have the ability to handle telecasts of major conference games. Box 451K, BROADCASTING.

**Announcer**

- **Looking for** an experienced sportscaster with a proven track record of success in the television industry. Must be able to handle telecasts of major sporting events. Box 451K, BROADCASTING.

**Director**

- **Required** for television station. Must have at least 5 years experience in television production. Box 451K, BROADCASTING.

**Engineer**

- **Wanted** an experienced engineer with at least 3 years experience in television engineering. Must have knowledge of all phases of television production. Box 451K, BROADCASTING.

**Announcer**

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**Technical**

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For Sale
Confidential—All or 1/4 interest in nation-wide business closely allied with radio broadcasting. Offices in principal cities, Headquarters Pacific coast. Long established. Requires sales and public relations experience. Owners can make $25,000 year or more. Reference required. Address Box 625 Market Street, San Francisco, Calif.

Stations
Established (1000 watt) daytime station in growing developing area in central Massachusetts. Owner has other interests and plans to spend more time back East. Price, terms, gross. Keep your contact confidential. Please write for appointment. Price right to sell. Box 643X, BROADCASTING.

Equipment, etc.
GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Gates CBB recorder, RA 10 recording amplifier and Gates 68 A Preamp. Make reasonable offer for all or any piece. WBRK, Canton, Illinois.


RCA 1 kw FM transmitter, 2 section Pye -50 West Packard FM monitor, 106 ft. Truscon tower. Combination price $2,000.00. Address Charles W. Hoefzer, Aurora (Ill.) Beacon-News.

Raytheon RA-250 transmitter, like new condition. 2 sets tubes, 2 crystals, 1400 ft. 1/2 wave antenna. Cash. Box 256X, BROADCASTING.

Wanted to Buy
Stations
Want to buy west Texas station. Will keep your reply confidential. State price, terms, gross. Box 611X, BROADCASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE
Confidential, nationwide service specializes in placing ad sales managers, radio and television news directors, program directors, chief engineers, station managers, commercial managers, program directors, sales managers, chief engineers, station managers, and sales managers. Inquire invited from qualified persons. Excellent opportunities. EOBD S. FLAXER

TV & Radio Management Consultants
23 Woodridge, Washington, D. C.

Southeastern Network Station
$225,000.00
This outstanding high power station is located in one of the most attractive southern markets. Appraised value of fixed assets is in excess of purchase price. Gross and profits are increasing. Property has excellent TV potential. We can finance at least 50%.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKHAM-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D.C.
D. W. Blackmer
Washington Bldg.
Sterling 441-2

CHICAGO
Harold R. Hamilton
Truax Tower
215 Montgomery St.

SAN FRANCISCO
Rolph Blackmer
3741 S. Hill St.
Los Angeles 7, Calif.

Help Wanted
Announcers

DISC JOCKEY WANTED
Must have proven success record at D.J., in a competitive market. A real opportunity awaits the man who can deliver 5 kw network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and all other material information. Confidential. Box 450X, BROADCASTING.

Situations Wanted
Production-Programming, Others

EXPERIENCED WOMAN'S COMMENTATOR AND DIR. OF EDUCATIONAL & WOMAN'S DEPARTMENT
Twelve years with outstanding station properties, all sizes including 50 kw. Recommendations available from former associates including important national representatives.
Works from microphone and platform to further community and station relations. Develop woman's end's audience. Complete understanding sales and merchandising requirements.
Offer proven experience and congenial personality for opportunity to demonstrate sales ability local and national accounts. Box 523X, BROADCASTING.

WANTED
FM Monitors
Hewlett-Packard Model 335B
Crystal and oven not required STATE CONDITION AND PRICE ADDRESS RESPONSE TO G. GOCHIS HOFFMAN EXBRook 3-2763

For Sale (Cont'd.)

WANTED
Your... your headache!
I want a ‘dog’... preferably a 250 or 250+ trunk. Must have all fulltime, independent or network. MUST be in a competitive market and MUST be making money! Will buy all, port... or I'll bring it up. F.A.S.T. for a working shore. Contact:

GEORGE R. TURPIN P. O. Box 877
Ft. Worth, Texas

book reviews

RADIO AmATEUR'S LICENSE MANuAL
UNDER FCC REGULATIONS, 1951
Completely rewritten and revised, the current edition follows a new pattern in its 10 chapters. Discussed in detail are the six classes of amateur license plus general information on amateur licensing, portable and mobile operations, overseas licensing, international regulations. Other features: FCC regulations and an editorial discussion of same; scope of FCC examinations and sample questions; a full-page map of the amateur bands; the listing of various classes of licenses with operating privileges and requirements for each; a two-page topical index for the amateur aspirant to quickly locate any licensing subject. ***

This book discusses in detail the components of speech-making—phonetics, semantics and personal attributes. It deals with, as the title states, the fundamentals of speech.

It is written as guide for general speech-making, rather than strictly for radio and/or television. The book should be of value to anyone whose livelihood depends on public speaking or to those whose social or business standing could be bettered by improved speaking habits. There is a brief chapter on radio and television speaking.

RACING PROBE
Requested by Rep. Anfuso
INVESTIGATION of horse racing by a select committee has been requested in the House by Rep. Victor L. Anfuso (D-N. Y.). It would include a probe and study of the wagering, legal or illegal, utilizing instrumentality of interstate or foreign commerce.
Rep. Anfuso's request was in the form of a resolution, introduced in the House and referred to the House Rules Committee. The committee would be made up of five members and have subpoena power. The Congressman indicated that federal regulation of horse races "may be the only effective method" of preventing illegal activities and ensuring operation of tracks "in the public interest."

Strictly Business
(Continued from page 10)
cheaper insurance for the first time because the risk of spoilage on top was cut sharply.

From railroad shipping, Mr. Stebbins went to another transportation medium and joined United Air Lines in New York as a trainee. He studied equipment of planes, passenger service and sales structure before selling the firm's script service, the forerunner to air travel cards. Sold on his own pitch, Mr. Stebbins jaunted off almost every weekend on long hops.

From transportation he went into communication—and radio as an announcer in Jamestown when he was called back because of illness. After acquiring announcing, production and radio sales experience at XMGR, he branched out to KOB Albuquerque, WJR Detroit and WGN Chicago before going into the representative field with George Hollingbery Co., Chicago.

As Bolling's Midwest manager, Mr. Stebbins covers major markets in the Midwest areas north of Memphis, Tennessee—movers like former Elizabet Buck of Lake Forest, Ill., and they have an apartment on the city's North Side. Their son, Jack, is 8 years old.

Mr. Stebbins hunts all year around—for business on Bolling's 60 stations—but his favorite form of sport involves ducks and pheasant. Radio is still the best buy in any media, he says. But "managers should stick to their guns and not undersell radio by getting nothing in six and a half years. They should improve their programming and think of new ideas for their present advertisers and potential buyers."

OPS Names Smith
EARL R. SMITH has been named chief of the Electronic and Musical Instrument Section, newly created in the Office of Price Stabilization's Consumer Goods Division, according to Harold B. Wess, the division's director. Mr. Smith is on leave from Connecticut Cabinet Co.
N. Y. Alert Plan  
(Continued from page 87)  
spect to civil defense, these authori-
ties asserted. Thus, the possibility
was disclaimed that any station
may be silenced at the whim of a
state governor, say, under the
law. At the most, governors or
civil defense officials would be au-
thorized to "commandeer" station
facilities for particular roles.

Engineering authorities seriously
questioned at least one phase of
the New York state plan—that of
reducing power of stations to 250 w.
Questions were asked as to the
difficulty some stations (those 1 w
or above) would confront in mod-
ifying their facilities to accommodate
that provision, and whether reduction of power would mitigate
the feasibility of enemy craft navig-
ating on transmitter signals. Ad-
ditionally, the issue of power reduc-
tion is not the only factor in hom-
ing, it was pointed out.

The New York order prescribes
procedures to be followed by AM,
TV, and FM stations and the ama-
teurs of the state from the time a
confidential "yellow" alert signal is
given, indicating enemy attack is
likely, to the issuance of the "white"
or all-clear signal. The rules also apply during official CD
tests.

The regulation—identified as
"No. 8"—is designed, according to
Col. Wilkinson, to "deprive the
enemy of the assistance of high-
powered transmitters on which to
home," to spread the alarm when
attack is imminent, to provide com-
mand and information channels for
CD in event of attack, and to pro-
vide for periodic tests of the CD
radio network.

When the confidential "yellow"
alert signal is given, which means
an enemy attack is likely (but
which may also be used in CD
tests), commercial radio and tele-
vision stations are required imme-
diately to monitor the AM or FM
station from which they ordinarily
relay state CD programs.

If they are not on the air when
the "yellow" alert comes, AM and
FM stations shall make ready to
begin broadcasting if they are in-
structed to do so via the monitored
stations. TV stations which are off
the air may disregard the alarm
until the danger is declared passed.

If no official CD instructions are
received via the monitored stations
during the 30-minute period imme-
diately following a "yellow" alert,
monitoring may be discontinued.
If instructions are re-
ceived during that period, stations
are required to interrupt whatever
program they are carrying at the
moment and repeat the instruc-
tions verbatim. They will then con-
tinue monitoring, complying with
official CD instructions, until of-
icial word comes that the alert is
over. If instructed to join the CD
network and carry only the CD
program, they must do so.

The regulation stipulates:
"Since the "yellow" alert may be
ordered for either communications
tests or in anticipation of actual
enemy attack, it is forbidden for
any station to make announce-
ments on CD which are not con-
nected with the alert other than those received from the
station being monitored. Any
breach of this prohibition con-
stitutes a felony as provided in
the Defense Emergency Act of
1917."

Reports to be Filed
Within 12 hours after a "yellow"
alert is terminated, the regulation
provides, all commercial radio and
tv stations must send to the civil-
ian Defense Commission a report
on their activities during the alert,
including:
(A) The frequency and call letters
of the station, the program of
which was monitored;
(B) The time period during
which monitoring was maintained;
(C) The content of the program
received during such monitoring;
(D) A copy of each official civil
defense instruction or message
which was received during such
monitoring, together with infor-
mation concerning the time of its
receipt, the action taken with respect thereto, and the
time such action was taken.

Upon receipt of a "red" alert—
meaning attack is imminent, and
sounded by "sirens, whistles, horns,
or other official means"—AM sta-
tions are required to do as follows:
(1) Announce that a 'civil
defense alert has been sounded;
(2) Sound the "red" siren warn-
ingsignal over its facilities for
three minutes;
(3) Where its licensed power
output is more than 250 w, reduce
its power to as near 250 power
output as possible, and
(4) Broadcast a sustaining re-
cord of the original program, or
recorded civil defense instructions ap-
proved by this commission, for the
duration of such alert. At five-
minute intervals after its first an-
nouncement of the sounding of the "red" alert and during the period of
such alert, it shall announce that
the "red" alert has been sounded;
other announcements shall be made
during the period of such alert.
The call letters and location of
the station shall not be given.

Upon the sounding of the "white" or
all-clear alert, AM stations shall
return to their normal powers, tie
into the state civil defense radio
network—to be programmed via
WCBS-AM-FM and WOR-AM-FM
New York—and rebroadcast the
CD network program, making no
announcements of their own. Sta-
tions which cannot pick up a feed
from WOR, WCBS, or WOR sta-
tions shall pick up the CD pro-
gram from another New York
station.

FM stations, upon hearing the
"red" alert, must "immedi-
ately" announce that a "red"
warning has been sounded, then
broadcast the "red" siren warning signal for
one minute and then go off the air
without further announcement.
When the "white" signal comes, TV
stations may either remain off the
air or go on with their audio
feed into the state CD network
program until it is completed, at
which time regular programming may
be resumed.

FM Stations Procedure
In the case of FM stations, re-
ceipt of the "red" alert must be
followed immediately by an
announcement that the "red" alarm
has been given, then by the sound-
ing of the "red" siren warning
signal for one minute and then by discontin-
Uation of operations. When the
all-clear comes, FM stations shall tie
into the CD network and rebroad-
cast its program until it has been
completed.

Amateur stations must go off the
air upon receipt of the "red"
alarm, with those designated to do
so monitoring the interim state
control station.

The regulation also provides:
Within 12 hours after the termina-
tion of the program of the New York State
civil defense radio network fol-
lowing the "white" alert, each AM
and FM radio station, each tele-
vision station, and each amateur
radio station designated to monitor the in-
tern state control station and to link
itself into the state-wide network
of amateur operators, shall complete
and mail to the New York State
Civil Defense Commission— a full re-
port concerning its activities from
the time of its receipt of the "yellow"
alert (if it was received) or of the
"red" alert (if the yellow alert was
not received) to the termination of
the program of the New York State
civil defense radio network follow-
ing the "white" alert.

With the exception of those com-
mercial radio stations which have
been specifically designated by
this commission as state-wide stations,
and of those amateur radio stations
designated by this commission to link
themselves into the state-wide net-
work of amateur operators. . . All
radio and television stations located
within the area of an office of civil
defense which has sustained enemy
attack will, after the "white" alert,
conform their functions to the orders
and programming issued by the direc-
tor of Civil Defense of their area.

The rules were effective Aug. 1.
Within 30 days each commercial
radio and TV station in the state
must file with CD headquarters "a
detailed plan of the individuals
to be notified and the actions to be
taken by them, upon receipt of
the "yellow" alert." Notification of
the "yellow" alert is to be limited to
the individuals so listed.

Stanley P. Irvin
STANLEY PIFEFFER IRVIN, 58,
vice president in charge of the Buf-
fo office for BBDO, died of a
heart ailment July 31. He joined
BBDO in 1927 as copy writer and
account executive. He became a
vice president in 1935. He had
charge of the Buffalo office since
1939 and was named a director of
the company in 1940. He is sur-
\vived by his widow, the former
Mary McClurg Mix, and a son, John
Elliott.
Box Score
SUMMARY THROUGH AUGUST 1951
Summary of Authorizations, Stations on the Air, Applications

Class | On Air | Licensed CPs | Cond/s Appls. | AM Stations | 2,285 | 2,252 | 126 | 13 | 190 | 173
FM Stations | 652 | 540 | 121 | 13 | 171
TV Stations | 67 | 62 | 28

On the air.

Docket Actions

Favoring denial of mutually exclusive applications.

AUGUST 2 DECISIONS

BY THE COMMISSION

J. O. WOODY, M. A. C. RUSSELL, M. A. C. ROBERTS.

WINX Washington, D. C.—Granted in part application to change main transmitters location from 980 kc to 2,286 kc, along original line, and to use original transmitter with 10 kw power, at 980 kc, for AM operation.

NEW GRANT ROUNDUP

Applications Cont.: Hearing status, 1951.

KWWK Pasadena, Calif.—RETURNED application for assignment of license.

KPOW Powell, Wyo.—RETURNED application for license renewal.

ANTIOH, OHIO.

Applications Cont.: Hearing status, 1951.

KWWK Pasadena, Calif.—RETURNED application for assignment of license.

KPOW Powell, Wyo.—RETURNED application for license renewal.

AUGUST 2 DECISIONS

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WINX CHANGE

Transmitter Move Granted

WINX Washington, which has been sold to owners of WOOK to subject to FCC approval (BROADCASTING • TELECASTING, June 18), was granted consent by the FCC to move its transmitter site from Arlington, Va., to the present WINX studios in downtown Washington and to continue its two synchronous transmitters.

The Commission, however, ordered hearing Sept. 17 on the request of WOOK to establish a new synchronous amplitude at Creek Park. Comr. Robert F. Jones dissented from the order. WINX is assigned 250 W full time on 1,340 kc. Renewal of the station's present synchronous amplifiers had been set for hearing in May on policy issues similar to those specified for the Sept. 17 hearing on the new grant.

The station's present owners,

WEAM LABOR CASE

NLRB Upholds Examiner

PRELIMINARY findings of a trial examiner involving a labor dispute between WEAM-Fox Broadcasting Co. (WEAM Arlington, Va.) and iBEW Local 1218 were partially upheld by the National Labor Relations Board last Friday.

The board ordered WEAM to bargain collectively with the AFL union, upon its request, and to reinstate Robert E. Dalton, an employee whom the station had discharged. WEAM also was asked to "cease and desist" from "threatening to close its station" and interfering employees on their union activities. Station was charged with refusing to bargain with the local on and after March 29, 1950.

William and Dolly Banks, also operators of WHAT Philadelphia, propose to sell WINX for $120,000 to United Broadcasting CO., successor to WOOK and headed by Richard Eaton. With approval of the transfer, United Broadcasting proposes to switch WOOK from Washington, where it now operates on 1590 kc with 1 kw day, to nearby Rockville, Md., with new assignment of 1 kw day on 1600 kc.


Contempt Citations

(Continued from page 59)

Telecasting about this allegation, Sen. Cain said the charge was "unworthy of comment." He said "at no time or under any circumstances has any representative of any TV company talked to me about this question." Sen. Cain emphasized: "I have no news to grind."

Sen. Cain told the Senate: "The question to which I origi- nally took exception has . . . already been clarified away by the Senate Crime Investigating Committee no longer requires a witness to testify in front of a television camera against his will. We do not have to be concerned with that question in the future . . . at least from my point of view."

It is understood that Senate Majority Leader Ernest W. McFar- dale (D-Ariz.) and Sen. Cain later agreed that the motion to reconsider should be brought before the Senate for a vote as soon as the schedule of business permits, possibly this week.

If Sen. Cain's motion is defeated the citations then will go to the courts where the Justice Dept. will prosecute. Observers concede an even chance that the courts will decide the TV issue, i.e., whether making witnesses to testify on TV cameras constitutes an invasion of the Constitutional right of privacy. It is pointed out, however, that the courts may conclude the refusal to testify when the chairman offered to "shut off" TV, stating they are deciding that issue but not the legality of whether televising witnesses is an invasion of privacy. This would place the issue back in Congress.

There is also the presence of cases in the courts which may get into the question of all media, particularly newspapers.

Sarnoff in 'Record'

REPUBLIC. EMANUEL CELLER (D. N. Y.) had inserted into last Wed- nesday's Congressional Record the July 7th issue of the magazine. Gen. David Sar- noff, RCA board chairman, Rep. Celler, in the Record, expresses the article by commenting: "... The amazing scope of the mind of Sarnoff together with his vi- tality have enriched our country and added materially to its prog- ress."

IBA MEETING

Sports Top Agenda

SEVENTY Illinois radio men met for the first full-summer session of the Illinois Broadcasters Assn. at Pere Marquette Park Thursday and Friday. President Ray Livesay, of WLBD Mattoon, called the busi- ness meeting to order after a board luncheon.

Most discussion during the busi- ness session concerned sports and fees charged by high schools and colleges for athletic event broad- casts. Oliver Keller, of WTAX Springfield, reported on legislative matters.

Friday morning agenda included: A sales session headed by Walter Rothschild, WTAD Quincy, a report by Lee Hart on activities of the Broadcast Advertising Bureau, and an illustrated lecture by Oliver Gramling of Associated Press on "Your News and Its Revenue Poten- tial." Merrill Lindsay of WSYQ Decatur outlined "How To Ring the Cash Register With Sports," while Lloyd Loers, WTAD, explained how to make the most of your station's sales panel discussion which followed was directed by Mr. Rothschild, appear- ing with IBA sales committee.

Charles Shuman, president of the Illinois Agriculture Assn., gave the luncheon address, after which Merrill Lindsay spoke on NARTR. Other subjects discussed included Broadcast Music Inc.'s composers' contest, the Illinois State Fair, problems in broadcast of baseball, and TV in general.

Special guest speaker was Charles Warren, WCMJ Ashland.

Available!

RhymeTime, featuring emcees David Andrews, pianist Harry Jenks and MKBC-FK's celebrated Tune Chasers, is one of the Heart of America's favorite morning broadcasts. Hear each cast's afternoon program from 7:30 to 8:45, RhymeTime is a musical-comedy program that pulls muscle mail any other current "Team" feature.

Satisfied sponsors have includ- ed, among others, Katz Drug Company, Land-Spark Motors, Jones Store, and Continental Paints New York Co.

Contact us, or any Free & Peters "Colonel" for availabilities!

August 6, 1951

Page 93
SENATE 'SPKSMEN' BILL GIVEN SUPPORT OF FCC

FCC SUPPORTS Senate bill (S 1379) that would place broadcasts of authorized spokesmen under FCC's jurisdiction. The bill, introduced last spring by Sen. Ed. C. Johnson (D-Col.), would clarify Sec. 315 of Communications Act that deals with use of broadcast facilities by candidates for public office [BROADCASTING * TELECASTING, April 30].

Com. Walker said FCC recognizes purpose of section "can be effectively circumvented" if licensees permit candidates' spokesmen to use facilities without obligation to afford equal time to other legally qualified candidates.

FCC also suggested equal opportunities be given to: (1) candidate or someone designated by him to answer broadcasts by a spokesman for another candidate; (2) persons advocating opposite side of public opinion to be voted upon in election if proponent is permitted facility by licensee. FCC would clear up its famous Port Huron opinion by "specific language in statute making clear that since licensees may not censor programs they are exempted from any liability in any local, state or federal court in actions arising out of the possibly defamatory nature of such broadcasts [liable] or slanderous statements made over station."
TO: All Radio Timebuyers

FROM: Radio Station WMBG

SUBJECT: RATE REVISION AND IMPROVED FACILITIES

It is the purpose of this to advise you of a number of changes which have occurred at WMBG in recent months, all of which are to the greater advantage of national and regional advertisers who are now employing our facilities or might do so in the future.

Recently our transmitting equipment was re-engineered, and we began to use our FM tower as the radiator of our AM signal. The FM tower which stands 642 feet above sea level is three times taller than the tower we have employed previously. In fact, it is a full 5/8 wave length long, if you are interested in the technical side—so that the result has been a very substantial increase in coverage. As a matter of fact, THIS CHANGE HAS ADDED 84,968 FAMILIES to those who can receive our signal clearly.

More than this, however, is the fact that our new transmission method has substantially increased the strength of our signal within the area previously covered. As a matter of fact, at one mile from our antenna, our signal strength has increased from 405 mv/m to 605 mv/m, an increase in signal strength usually associated with an increase in power up to 10,000 watts. This means that WMBG, with its top grade NBC and local programs has by far the clearest voice in its service area.

At the same time, we have completed an analysis of the rate structures of a great many radio stations throughout the United States, and we have come to the conclusion that WE MUST PRICE OUR PROGRAMS AND MEDIUM REALISTICALLY AND IN KEEPING WITH THE TIMES. Consequently, we have issued a new rate card number N51 which streamlines our rates to conform with current industry thinking. THIS DOWNWARD ADJUSTMENT IN OUR RATE IS EFFECTIVE AUGUST 1. If one or more of your clients are presently using WMBG, you will have already been notified by your Blair man of this adjustment. If your clients are about to become new advertisers, the new rate will apply.

It has always been our effort at WMBG to deliver the greatest possible service to the advertiser at the lowest possible cost. The moves we have made to increase our circulation and hold our rates at an attractive and desirable level are simply another reflection of this attitude. Your Blair man will be delighted to supply you with any additional information relating to our coverage, rates, programming, merchandising, and promotion or any other facts about our operation.

Very truly yours,

Wilbur M. Havens
Radio Station WMBG

Established 1926
World's first custom-built UHF station — points the way to more TV for more people

Although television now reaches 45 million people in more than 12 million homes, thousands of communities are still too far from existing stations to be reached by any programs. Moreover, under present conditions, many cities with limited program service want, but can’t have, additional stations.

In preparation for the establishment of a country-wide television service, RCA has pioneered for many years in ultra-high-frequency (UHF) research to gather basic facts.

Today—an experimental station built by RCA at Bridgeport, Conn., is supplying the practical experience and engineering facts needed to design the best UHF equipment—including transmitters, receivers, and converters. NBC programs on the air during the full broadcast day are used by RCA—and other manufacturers, too—for large-scale field tests.

From results of this pioneering, RCA engineers have determined that practical UHF television equipment can be built to serve the public, and that present RCA Victor television sets can be readily adapted to give equally fine performance on both UHF and VHF.

See the latest in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.