the biggest thing in tv
is WOR-tv
channel 9 in New York

why? . . . because one WOR-tv announcement sold $3,000.00 worth of watches.

. . . because WOR-tv is now carrying the only two local mystery shows in New York that are attracting hundreds of thousands of tv viewers.

WOR-tv is in many instances the greatest buy at less cost per dollar spent than any independent tv station in the area of Greater-New York:

. . . ask a few WOR-tv sponsors such as —
Philip Morris Co., Ltd.
O'Cedar Corp.
P. Lorillard Co.
Lever Brothers
Liebmann Breweries Inc.
Hoffman Beverage Co.
Curtiss Candy Co.
Willys-Overland Distributors Inc.
Tide Water Associated Oil Co.
F. & M. Schaefer Brewing Co.
N. Y. Telephone Co.
Here is a leader for Fall Sales Results...

"BOB ATCHER PRESENTS"

-The highest rated afternoon participating program originating in Chicago!

For Fall and Winter sales in the Midwest, WLS suggests "BOB ATCHER PRESENTS," a daily, 1:30-2:30 p.m. new and successful idea in afternoon programming. The combination of top WLS talent and a pre-tested, time-proven formula has won audiences throughout the entire Midwest.

Each 15-minute segment of "BOB ATCHER PRESENTS" averages a 3.2 rating—the highest of any Chicago originated participating program. Over a period of a week each 15-minute segment is heard in 792,500 radio homes!

This hour-long, live-talent "BOB ATCHER PRESENTS" program has proven its afternoon leadership. Featured on each day's program is a cast of WLS National Barn Dance favorites, headed by Bob Atcher, the Midwest's favorite cowboy entertainer. There are tailor-made audience builders—music to please all tastes—brief news and weather summaries—comedy—listener participation...all wrapped together for profitable radio with increasing listenership. And

INCREASED AUDIENCE MEANS INCREASED VALUE FOR INCREASED SALES RESULTS!

See Your Blair Man Today!

Source: A. C. Nielsen Chicago Station Area Report—April, 1951. Last full report prior to time change.
WHK

CLEVELAND

TAKES PRIDE IN

Announcing

THE

APPOINTMENT

OF

HEADLEY-REED COMPANY

NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO

PHILADELPHIA • DETROIT • NEW ORLEANS • HOLLYWOOD

AS

NATIONAL SALES REPRESENTATIVES

EFFECTIVE SEPTEMBER 1ST 1951
IN-THE-SHOP study that may turn into big boon for radio is being conducted by major advertising agency. Compton Adv., New York, is analyzing number of research techniques but paying special attention to ARBI, whose point of view that accurate measurement can be demonstrated radio's ability to out-pull newspapers.

**NTSC COLOR PROGRESS SHOWN AT LABORATORIES**

Progress being made by all-industry National Television System Committee toward development of compatible TV color system was shown last week to members of NTSC advisory panel headed by A. V. Loughren, research vice president of Hazeltone Labs, and to delegation of top FCC engineers.

FCC engineers were "impressed" with what they saw demonstrated by GE in Syracuse, Hazelene in Little Neck, N. Y.; RCA in Princeton and Philco in Morrisville, N. J., agreed that industry system was a "considerable improvement" over that shown during sometime-heated color hearings in 1940-50. They were loath to express more concrete opinion of what they saw on grounds they were just observers, being "educated."

Reporting for NTSC panel, David B. Smith, Philco engineering vice president, said last Friday that work toward a compatible system was indicated, last week's demonstrations were merely first of routine engineering tests to continue through autumn.

FCC, he said, has been invited to sit in on all future sessions as it did last week.

Industry committee has said it hoped to have compatible system ready for FCC consideration by end of year, following establishment of numerical values and period of extensive field testing.

**ECA LAUDS RADIO**

U. S. Radio networks and stations have devoted approximately $3.5 billion in time to keep public informed about government's Marshall Plan aid to Europe, Wallace Gade, radio director of Economic Cooperation Admin., said at Friday at ECA luncheon in New York honoring four radio networks. Mr. Gade presented awards to ABC, CBS, MBS and NBC for public service efforts in connection with Marshall Plan. Other awards set for some 500 radio stations, American Federation of Musicians, and American Federation of Radio Artists.

**UPCOMING BROADCASTING TELECASTING**

Aug. 21: BMI Clinic, Columbus, Ohio.

(Continued on page 98)

**ANNOUNCEMENTS**

PEPSODENT SPOTS • Pepsodent toothpaste planning to allocate almost its entire television and radio budget to saturation-type spots and to a long campaign, with a starting date around Oct. 1. Agency, McCann-Erickson, New York.


RINSO SPOT CAMPAIGN • Lever Brothers New York (Rinso), on Sept. 10 to start seven weeks spot announcement radio schedule on Eastern Seaboard through Ruthrauff & Ryan, New York.

GROVE SHARING • Grove Labs., St. Louis, to share alternate-week sponsorship of Life Like a Millionaire with General Mills on CBS, Fri., 9-9:30 p.m. (CST). Starting date tentatively set Sept. 21. Grove agency, Gardner Adv., St. Louis.

PARTIES, NETWORKS DISCUSS CONVENTION SPONSORSHIP

UNPRECEDEDENT joint meeting of representatives of both Republican and Democratic National Committees with representatives of all radio and TV networks called Wednesday (Aug. 15) in Washington to discuss pros and cons of sponsorship of national political conventions next year.

Conference will not result in decision on sponsorship of either broadcast or telecast. Decision will rest with respective chairman of national committees and their arrangements groups.

Meeting called after several representatives of networks had raised question about sponsorship plans. Sitting in for Democratic Committee at closed sessions will be Fred Var Devander, publicity director, and Ken Pry radio-TV director; for GOP, William Mylander publicity director, and Ed Ingle, radio-TV chief.

While no formal announcement was made, it was understood sessions would be purely exploratory and that probably other meetings will be held.

**CAMELS MIDNIGHT VIDEO**

IN 11-12 midnight time NBC-TV is turning back to its affiliates [CLOSED CIRCUIT, Aug. 6] R. J. Reynolds, Winston-Salem (Came (cigarettes), is buying three hour-long periods per week on at least nine stations, effective Aug 27. Camels will start with presentation of old movies in this time period. Cities already contracted for, through William Esty, New York (agency for Camels), are New York, Philadelphia, Baltimore, Washington, Norfolk and Chicago, and three other cities are expected to be cleared by starting time.
With this and many other fascinating stories of childhood, Mrs. Paul Bowermaster of the Lancaster Free Public Library thrills thousands of children Thursday afternoons at 5:15. During this show, the library-book stories are enlivened by slides of illustrations taken from the books. Frequently, too, Librarian Ernest Doershuch appears on the show to explain to children and adults how the Public Library can be used and enjoyed. The mail pull has been gratifying. In addition, another result has been the greatly increased attendance at the Library storytelling hour every Saturday morning, since the inception of the program.

With this, and other community service programs, WGAL-TV strives to broaden, enrich and enliven the daily lives of the people who live in the communities it serves.

WGAL-TV
LANCASTER, PENNA.
A STEINMAN STATION  •  Clair R. McCollough, Pres.
**POWER HOUSE**

**CLUB 1300, WFBR's great daytime audience show, has the highest Hooper of any radio show in Baltimore one hour or more in length.**

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

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

*May, 1951, Hooper report.

**MARYLAND'S PIONEER BROADCAST STATION!**

**WFBR**

**ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY**

**FABULOUS RESULTS:**

**VEGETABLES**

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

**TICKETS**

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

**CANCER DRIVE**

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

**FOOD SHOW**

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

...and others too numerous to mention.
Most Sponsored...

More advertising dollars are spent on KFRE than on any other Central California station.

You are in good company on KFRE. Seasoned advertisers, local and national, select it again and again. They value its sales power.

Dominant throughout this richest of agricultural areas, KFRE delivers more potential customers at a lower cost per thousand than any other media in the market.

Ask Avery-Knodel.

Paul Bartlett, President

KFRE

940 KC * CBS * 50,000 WATTS * FRESNO
We’ve pulled the big switch...
Now KCBS is ten times more powerful! Already the leading station, the most listened-to station in the San Francisco Bay Area—first in local programming and first in over-all share of audience*...

Now—with 50,000 watts at 740 and a brand-new transmitter at a strategically-located new site—KCBS is throwing a powerful, clear signal throughout virtually all of Northern California...reaching 9 out of 10 Northern Californians and delivering many thousands more customers for you.

Remember, Columbia-owned KCBS is

...now 50,000 watts!

Ask us or Radio Sales to show you what KCBS’ switch from San Francisco’s leading station to Northern California’s leading station can mean to you.

*KCBS: now ten times more powerful!
See How Much MORE You Get Using

CKLW

with its 50,000 watts!

If your product needs more sales and more dealers... if you want to look at a climbing sales chart in the productive Detroit area, use CKLW—your sales message will get the power of 50,000 watts day and night... a middle-of-the-dial frequency at 800 KC! And, since we're constantly AGAINST the high cost of selling, you get this complete coverage at the lowest rate of ANY major station in this market.

GUARDIAN BLDG. • DETROIT 26, MICH.

J. E. Campeau, President
Adam J. Young, Jr., Inc., National Representative

50,000 WATTS - 800 KC - MUTUAL

**Before You Decide on Your Fall Schedule in the Detroit Area**

- **NATIONAL BISCUIT Co., N. Y.** (Milkbone Dog Food), through McCann-Erickson, N. Y., preparing radio spot announcement campaign using day and night chain breaks for 17 weeks effective Sept. 1 in six markets.

- **AMUROL PRODUCTS Inc., Chicago**, for Amurol Tooth Powder, names Jones Frankel Agency, same city, to handle its consumer advertising. Frankel previously directed only trade advertising, on which most of ad budget was spent. Account, which has used lot of spot TV, is expected to buy broadcast media. Amurol is starting distribution of Amurol Ammoniated Chewing Gum, claimed to prevent tooth decay.

- **CITATION HAT Co., Chicago**, will promote its fall campaign with radio spots outside Chicago for first time next month in Indianapolis, Detroit, Cleveland and Minneapolis-St. Paul. TV spot is used in Chicago. Agency: Jones Frankel, same city.


- **BARNEY'S CLOTHING STORE, N. Y.,** planning to increase its radio advertising expenditures by 20% this fall, by addition of spots and 15-minute program on all New York City independent stations. Firm is also considering TV in New York.

**Spot...**


- **MARS Inc., Chicago**, to sponsor Art Linkletter's People Are Funny alternate Tues., 7 to 7:30 p.m. CDT on CBS from Oct. 9. Milky Ways and Forever Yours candy bars will be advertised. TV will be used for other Mars products. Snickers and Three Musketeers bars will be advertised on NBC-TV's Howdy Doody, of which Mars will buy the Mon., 4:45 to 5 p.m. segment, and that on Wed. from 4:30 to 4:45 p.m. starting Sept. 3. Agency: Leo Burnett, Chicago.

- **CHEVROLET Motor Div. and Chevrolet Dealers** slated to sponsor broad-cast of running of their annual All-American Soap Box Derby, at Akron yesterday (Sunday), over CBS Radio, 4:30-4:45 p.m. Agency: Campbell-Ewald, Detroit.

U. S. ARMY and U. S. AIR FORCE to sponsor Bill Stern's Sports

(Continued on page 15)
WE REPEAT — A STORY of LEADERSHIP*

A Story of Leadership

WHEN TULSA HAD ONLY THREE RADIO STATIONS
December 1943 through April 1944 HOOPER REPORT Showed:

<table>
<thead>
<tr>
<th>Time</th>
<th>KTUL Share of Audience</th>
<th>No. of Homes Reached by KTUL</th>
<th>KTUL 15-min. Cost Per 1,000 Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning 8:00-12:00 a.m.</td>
<td>26.2</td>
<td>2,264</td>
<td>$24.50</td>
</tr>
<tr>
<td>Afternoon 12:00-6:00 p.m.</td>
<td>17.4</td>
<td>1,932</td>
<td>$24.50</td>
</tr>
<tr>
<td>Evening 6:00-10:00 p.m.</td>
<td>26.7</td>
<td>5,832</td>
<td>$49.00</td>
</tr>
</tbody>
</table>

TODAY

TULSA HAS 6 AM RADIO, 1 TV AND 3 FM RADIO STATIONS
(Figures from Current January 1951 through April 1951 HOOPER REPORT)

<table>
<thead>
<tr>
<th>Time</th>
<th>KTUL Share of Audience</th>
<th>No. of Homes Reached by KTUL</th>
<th>KTUL 15-min. Cost Per 1,000 Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning 8:00-12:00 a.m.</td>
<td>22.9</td>
<td>3,621</td>
<td>$28.00</td>
</tr>
<tr>
<td>Afternoon 12:00-6:00 p.m.</td>
<td>18.3</td>
<td>2,936</td>
<td>$28.00</td>
</tr>
<tr>
<td>Evening 6:00-10:00 p.m.</td>
<td>30.7</td>
<td>6,630</td>
<td>$56.00</td>
</tr>
</tbody>
</table>

(The above are TULSA COUNTY figures ONLY. Add the entire KTUL coverage for the FULL STORY)

* Last year, a leading Tulsa Advertising Agency made a study of the EFFECTIVENESS of Radio in the TULSA MARKET. The survey disclosed some startling facts! On the basis of that survey, KTUL issued the "Story of Leadership."

Now, a year later, KTUL is proud to REPEAT THE STORY!

Just add the TULSA COUNTY picture (pointed up here) to the entire KTUL coverage, with its increases in every county—the answer, in GREAT BIG CAPITAL LETTERS: — KTUL, TODAY, IS STILL A BIGGER BUY THAN EVER BEFORE!

The Radio Business — like all others—is CONTROLLED BY THE SAME RISING COSTS OF OPERATION.

There is NO VALID REASON why radio advertising dollars—all of all business dollars — should REMAIN CONSTANT!

EVEN SO — KTUL, today, COSTS YOU NO MORE (even less).

KTUL TULSA'S EXCLUSIVE RADIO CENTER
avery-knodeL, INC.
Radio Station Representatives
John esau, Vice Pres. & Gen. Mgr.

Eastern Oklahoma's only CBS Station
Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City.
When you want to close a sale with a tough customer, you don't send a printed page. You send a man. And when that salesman gets there, he doesn't hold up a sign urging the prospect to buy. He opens his mouth and he talks.

Newspapers are a wonderful advertising medium—we use them ourselves. So are magazines. But the strongest sales message ever printed doesn't have the conviction of the same message delivered by a good salesman. And what is the closest thing to personal selling that you can get in any truly national advertising medium?

You know the answer. It's radio.

People sell on television, too, but television reaches only 3 out of every 10 families—compared to radio's 19 out of 20. Only with radio can human salesmen sell to a really national audience.

With a half hour evening show on network radio this fall, you can talk—yes, talk—to 2 3/4 million more people than you would reach with a black and white page in Life... And it'll cost you 95¢ less per thousand.

With that same show, you can talk—yes, talk—to 1 million more people than you would reach with a black and white page in This Week... And it'll cost you $1.11 less per thousand.

The money you spend for that fall show will sell—as only the voice can—to 8,289,000 peo-
than paper

The same investment in newspapers will reach only 3,696,000.

You know that 95% of America listens to the radio. But did you know that they listen more... 13 million man-hours more every week... than in pre-television 1946?

To get a man-sized share of that audience, NBC radio now offers a plan with which you can use the human voice to reach twice as many people in the evening hours as the average evening television show... At consider-
ably less cost.*

Above all, remember...

People sell better than paper. The voice is more persuasive than ink. You don't win an election by holding up printed speeches—and you can't expect printed salesmen to sell as well as human beings.

Like a demonstration? Just ask us for it. We'll be only too pleased to send around the complete story—delivered not by printed mat-
ter but by human beings.

*Ask us about "Tandem."

NBC Radio Network

a service of Radio Corporation of America
“What’s Cookin’?”

Popularity—Southern Style!

And presiding at the burners is Hal Benson of the restaurateur family who owns Dunbar’s in New Orleans. Lineal descendant of General P. G. T. Beauregard, and proud possessor of the General’s famous old recipes, Hal divulges some of the family cooking secrets to his avid listeners on "Household Quizzer" at 4:15 P.M. daily. Food for gourmets, timely tips on low-cost menus and practical household hints make "Household Quizzer" and Hal Benson mighty popular listening. Any Questions?

---

For participation details
Contact
Radio Representatives, Inc.

WMPS
Memphis, Tennessee
American Broadcasting Company

---

Warner S. Shelly, vice president N. W. Ayer & Son, Phila., elected to board of directors.


George H. Allen, Bisso Co., N. Y., to Grey Adv., same city, as copy chief.

Cecil & Presbrey, N. Y., has added two timebuyers and one copywriter to its staff. Charlotte Corbett was promoted to timebuyer and Hilda Dehart, Young & Rubicam timebuyer, to C & P, in similar capacity. Patricia Heyman, copywriter, McCann-Erickson, to C & P, in same capacity.

Mrs. Abner Dean, copy department Robert Orr Assoc., N. Y., to copy staff of Hewitt, Ogilvy, Benson & Mather Inc., N. Y.

Paul Schlesinger, timebuyer at Tatham-Laird Agency, Chicago, finds his enthusiasm soaring daily, despite handling overall planning and detail on six radio and TV accounts and six network shows. A two-year veteran with a five-year-old agency, he is completely sold on Tatham-Laird because of “the people themselves, the way they work, and the net result.”

These are some of the “net results: In five years, T-L has acquired numerous broadcast accounts—the Kix portion of General Mills, Max Factor, Wiedmann Brewery, Bendix washers and irons, Toni’s new products and Swanson poultry. Mr. Schlesinger buys Ted Mack’s Family Hour on ABC-TV alternate weeks for Swanson and Kix; the Edward Arnold Show on ABC for Kix; Chance of a Lifetime, ABC-TV for Bendix, and Casey, Crime Photographer, alternate weeks on CBS-TV for Toni’s new White Rain shampoo. Max Factor’s film show on NBC-TV with Sheikah Graham goes off this month, but more TV is expected to be used. Wiedmann is a heavy regional user of radio and TV spots.

Paul Schlesinger has “grown-up” with a fast-growing agency. When he joined the firm October 1949 he was the only person in the radio and TV department. Since then, five staffers have been added. Broadcast billings were a sixth of what they are now.

Mr. Schlesinger went to T-L from CBS Chicago, where he was network sales service manager. He joined CBS in 1947, after graduation from Northwestern University, and is sure he got the job only because he, among 30 applicants, was “blase and indifferent” during the interview. He knows better now, but the formula worked then. That was the first and only time he ever applied for a job.

He discovered initially why Daylight Saving Time broadcasts are taped and re-aired now. Four years ago that wasn’t the practice, and Mr. Schlesinger had to reschedule all network shows in all 160 markets for such clients as Miles Labs, Pillsbury and Pepsi. His previous radio training—radar with the Army Air Force—didn’t prove to be much help. After entering service in 1943, he was within two weeks of a weather forecaster’s commission at Brown U. when the Air Force decided it had enough weather prophets. He was transferred to radar and sent to Canada.

(Continued on page 84)
JOSEPH B. MILGRAM, advertising and merchandising manager, John F. Trommer Inc., N. Y., to Blow Co., N. Y., account management group on agency's beer accounts.

GORDON JOHNSON, with Dancer-Fitzgerald-Sample, N. Y., for past seven years as assistant account executive, promoted to account supervisor. IRVING SLOAN, manager of printed media department, named assistant account executive.

HOWARD EISENBERG, copy writer and assistant account executive Blackstone Adv., N. Y., and DAN WALLACK, promotion and publicity, Ted Mack's Amateur Hour, to Marfree Adv., Corp., N. Y.

FELIX JACKSON, Young & Rubicam, N. Y., named executive producer of Schlitz Playhouse of Stars starting Oct. 5 on CBS-TV, 9-10 p.m.


ARTHUR TOWELL Inc., Madison, Wis., elected to membership in American Assn. of Advertising Agencies.

ELLIOTT W. WOLF, consultant Smith & Bull Adv., L. A., to Vick Knight Inc., same city, as sales promotion director and account executive.


HOWARD M. WILSON, Kudner Agency, N. Y., to Kenyon & Eckhardt, N. Y., as copy supervisor.

JOHN E. McMILLIN, Maxon Adv., Detroit, to Cecil & Presbrey, N. Y., as account executive on Philip Morris account.

New Business
(Continued from page 10)

Newsreel of the Air on NBC for their recruiting drives, effective Dec. 7 for 26 weeks (Fri. 10:30-10:45 p.m.). Agency: Grant Adv., Chicago.


Gruen Watch Co. to sponsor new dramatic series, Gruen Guild Theatre, over ABC-TV Thurs. 9:30-10 p.m. beginning Sept. 27. Agency: McCann-Erickson, N. Y.

Agency Appointments • • •

MUNISING WOOD PRODUCTS Co., Chicago, names Bozell & Jacobs, same city, to handle advertising for its wooden ware. Media plans are now being made.

BANCO CREDITO Y AHORO POCENO, San Juan (bank), appoints Publicidad Badillo Inc., San Juan, to handle advertising in Puerto Rico.

AMERICAN BRANDS Corp., Redwood City, Calif. (Tobyjell, dehydrated mix), appoints Ley & Livingston, S. F., to handle advertising. Initial campaign will be launched in San Francisco Bay Area. All three TV channels will be used to tell story of making glass of jelly in five minutes for five cents.

Adpeople • • •


ROGER GREEN, assistant advertising manager in charge of printed media, Philip Morris & Co., N. Y., appointed assistant advertising manager of the company.

ROBERT I. GARVER, General Foods Corp. product manager for Certo and Sure-Jell, named sales and advertising manager for Certo Div.

Beat

what have you to sell to women?

ann rogers has a loyal audience in 23 counties!

Ann Rogers is a "local" celebrity to more than 300,000 radio homes in the rich Western New York and Northern Pennsylvania market. Daily, as 12:45 p.m., she beams at her listeners an informal, chatty program of household hints, beauty aids and news of interest to women—spicing it regularly with the appearance of interesting guests.

Loyalty is evidenced by fan-mail galore and the happy reports of current sponsors. Participation is open for a few accounts wanting acceptance in this market which is adequately covered by WHAM and WHAM alone!

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.

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

GEORGE P. HOLLINGSBERRY COMPANY, NATIONAL REPRESENTATIVE

August 13, 1951 • Page 15
Spectacular day-and-night coverage of huge oil fire which raged uncontrolled in the flood waters.

When the Flood Hit Kansas City...

Staff men and women, unsolicited, worked 24-hour shifts. Grimy, tired faces...gruelling assignments...in and out of flood areas...on the mike...before the cameras...writing, when there was time...ad-libbing magnificently when there was not...shooting film from planes and boats, often dangerously close to exploding oil tanks and chemicals...no let-up day or night.

That was the story of WDAF radio and WDAF-TV television when the Big Flood smashed into Kansas City where the rivers meet.

These stations were flooded with testimonials to the great job done. Here are just a few:

"The TV cameras plainly showed the lines of strain and fatigue on your faces as you covered the news, accurately and factually, hour after hour, by every means possible. Our sincere thanks to you."

"We followed your advice very carefully and made no attempt to visit the scene, but feel that we have a thorough knowledge of events through your TV news."

"We would like to have you know how greatly all of us appreciate your fine, tireless, accurate reporting of the flood."

"It took personal courage and stamina to televise the happenings during the flood and fire. WDAF-TV had them. Congratulations on a job well done."

"No one who saw the magnificent coverage of the flood and fire on television could help but be proud of you and the WDAF-TV organization."

"It was a wonderful service to the community and again demonstrates what an important factor television is to all of us."

"You have commended everyone who has had a part in this flood, but we think you and the staff of WDAF-TV deserve a large share for yourselves for the excellent factual reporting."

"I have heard again and again that you people did a marvelous job of keeping the situation under control and preventing people from getting panicky with the excellent coverage job you did."

"Allow me to say your coverage was the finest piece of off-the-cuff reporting I have ever heard anywhere."
WDAF-TV’s one-half hour documentary film of the flood, nationally televised over the Columbia Broadcasting System, constitutes perhaps the most extraordinary coverage of a natural catastrophe in the history of television. It was shown before Congressional groups and televised on leading stations to raise funds for the Red Cross and relief of flood victims.
feature of the week

DON'T tell Bill Schroeder, general manager of WOOD Grand Rapids, that he can't "make a silk purse out of a sow's ear."

On Aug. 3 the Grand Rapids Advertising Club had scheduled a local newspaper adman to describe the hopeful situation of "What Happens When Newspapers Don't Hit Town."

Slated for showing was the newspaper publishers' association film on the 1950 Pittsburgh newspaper strike.

Hearing opportunity knock, Mr. Schroeder hurriedly ordered 150 copies of the BAB printed answer to what happened when the newspapers didn't hit Pittsburgh.

Immediately after the film showing, Mr. Schroeder rose and good-humoredly asked to present radio's answer.

Ad Club members were surprised at this unscheduled byplay and were even more astonished when a lovely bathing-suit-clad girl strode into the room and began distributing the BAB booklets.

The newspapermen saw the humorous side of the incident but were observed carrying away the BAB booklet for further study.

When last seen, Mr. Schroeder was trying to hide a chuckle.

strictly business

GIVING service to advertisers is the way Wilfred Charles Dippie looks on his work of being a radio station representative. His theory has paid off in the 11 years he has been Montreal representative for Radio Representatives Ltd.

Wilf Dippie has not spent his whole business career in radio, though he has been connected in one way or another with radio stations since 1927 when he lived in Vancouver, and spent considerable time at CJOR Vancouver. Selling has been his life work, and selling brought him into radio.

Mr. Dippie was born in Toronto on April 9, 1899, and because of his father's work saw schooling not only in Toronto, but also in New York, Montreal and Vancouver. He did not finish high school, but instead enlisted with the Canadian Army in 1916 and was sent overseas during World War I with a Canadian trench mortar company. Like many others, he had added a few years to his age to get into active service.

Returning to Canada from overseas he soon realized his interest in selling, and began selling for various moving picture distributors (Universal Pictures, Fox, First National) in western Canada. From this it was but a step into other selling on the West Coast, and while there he became interested in the entertainment end of CJOR when that station was still a 50-watt.

Because radio fascinated him as an entertainment and education medium, he decided to start selling radio entertainment, and in 1939 joined Dominion Broadcasting Co. at Toronto. Hal Williams, owner of the company which distributed and made transcriptions and represented some stations, nurtured Mr. Dippie's interest in radio.

He did so well selling that when Jack Slatter, a partner in Dominion Broadcasting, formed his own representation company on a cooperative basis with a number of western Canadian stations, Mr. Dippie was asked to become the Montreal representative of the group. In October 1940 Wilf Dippie opened the Montreal office of Radio Representatives Ltd. and has since expanded the operation from representing about eight western stations to today when his office represents 18 Canadian stations at Montreal.

If asked about his work, Mr. Dippie will say: "I never did a day's work in my life." He likes his work, and doesn't consider giving up.

(Continued on page 58)
announce the appointment of George P. Hollingbery Company as their Exclusive National Representatives

New York, Chicago, Philadelphia, Boston, Detroit, Minneapolis, Milwaukee and Cincinnati will continue to be represented by WGN, Inc.

WGN - 720 on your dial - MBS
WGN-TV - Channel 9 - Dumont
We've got news for you. Amid all the huff-and-puff about the future of radio, several steady trade winds are prevailing here at Mutual... and one of the steadiest is news. This network has always been First for News—with more news, more often, and more of it sponsored.

IN NEWS TOO, MR. PLUS POINTS THE

Today, Mutual's lead is even wider on all these counts: 91 news programs a week (69% more than a year ago)...72 of them sponsored (67% more than last year). And boosting this trend along is a continuing updraft in news-listening on the Plus Network. Our average news sponsor now reaches 5% more homes than in 1950, (the only network gain in news-ratings). And actual tune-in to all MBS news periods now totals 13,722,000 family-hours a week (the largest news-audience on any network).

We still have 19 compelling news programs for sale, so if you've got selling news to tell America—we've got news for you!

— the difference is MUTUAL!
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
COLD REMEDY DRIVE

By FLORENCE SMALL

SPOT RADIO, by a larger margin than in 1950, will be the leading recipient of the cold remedy dollar this fall. BROADCASTING • TELECASTING learned last week in a seasonal check of advertising agencies currently preparing radio and TV autumn schedules.

Moreover, budgets among cold remedy and preventive advertisers will show an increase in the aggregate, with several clients exceeding last year's outlay by more than one-third.

Most singular development is the competitive scramble by these advertisers for the 7-8 a.m. availability. That time period has suddenly bloomed as one of the most desirable of the day, with radio stations throughout the country reporting heavy bidding for the spot.

Reasons for its popularity are the steady increase in listenership reported for that time, freedom from television competition, and, in the case of the cold remedy advertiser, the advantage of reaching the listener before he departs for work.

Grove Labs, St. Louis (4-Way cold tablets), one of the major cold remedy advertisers, will launch its schedule on Oct. 1 in more than 150 radio and TV markets. The firm will use everything from half-minute spots to quarter-hour news and hillbilly programs in radio.

"We're buying the best timebuyes, whatever and wherever they are," Mary Dunlavley, head radio and television timebuyer for the Harry B. Cohen Agency, New York, told BROADCASTING • TELECASTING.

Budget Increased

The overall budget, it was understood, has been increased over last year's, when the firm used one-minute transcriptions, participation programs and chainbreaks in all principal radio and several television markets.

Bromo-Quinine, made by Grove Labs and serviced through the Gardner Adv. Agency in St. Louis, has increased its budget in radio and television 25% over last year. The nationwide spot campaign will start coincident with daylight time changes in most markets (late September) and will continue for 23 weeks.

The firm will use 15-, 20-, and 30-second announcements in radio and one-minute, 20-second films on television. The 7-8 a.m. period in radio will be used wherever possible. At least 150 markets will be used.

Vicks Chemical Co., New York, a veteran spot advertiser, will be using a slightly increased frequency, although the number of stations employed will be the same as last year. The company will start Oct. 1 on more than 100 stations with E7' spots in radio only. Morse International, New York, is the agency.

Vick Chemical Co.'s television plans, through BBDO, New York, are as yet undecided but it was understood that a network television show is under consideration for fall launching.

Seeck & Kade, New York, maker of Pertusin, is understood to have increased its budget over one-third (Continued on page 76)
NEW ZIV SERIES

FILM STARS Irene Dunne and Fred MacMurray were signed to 10-year contracts by the Frederic W. Ziv Co. last week to co-star in a series of transcribed-syndicated radio shows, Bright Star, whose production budget is $12,500 per half-hour program. The program will start Sept. 2.

John L. Sinn, executive vice president of Ziv, announced the signing of Miss Dunne and Mr. MacMurray and revealed plans for the series, a situation-comedy show, which is said to be probably the highest budgeted of all new radio programs being prepared for debut this Fall.

It was estimated that Miss Dunne and Mr. MacMurray will each gross $300,000 from the series, via their guarantees—against percentage of sales deals.

The open-end transcribed series will be offered for sale starting today (Monday). As in the case of other Ziv shows—which include Bold Venture, The Guy Lombardo Show, Boston Blackie, Cisco Kid— the sales will be handled by Ziv’s staff of 100 salesmen. The series will be offered to agencies, local sponsors and stations, regional sponsors and networks, and national sponsors for spot advertising. On a similar basis, the Bold Venture series, starring Humphrey Bogart and Lauren Bacall, has been sold in more than 500 cities thus far this year, Ziv reports.

Taping of the first Bright Star show will begin immediately in Hollywood. Scripts, which were written by Ziv’s production office, will be on sale early next month.

MacMurray, Dunne Signed

DRAWN FOR BROADCASTING • TELECASTING by Sid Hix

"Can spring be far behind?"

CBS INCOME

Gross Up For Six Months

GROSS income of CBS and its domestic subsidiaries for the six months ending June 30 totaled $54,622,665 after deduction of discounts, commissions and returns, compared with $42,671,974 computed on a similar basis for the same period of 1950, a consolidated income statement showed last week.

Eleven of the 12 transcribed series are reported, however, dropped from $2,495,870 for the first six months of 1950 to $2,221,317 for the first half of this year.

The figures do not include earnings of Hytron Radio & Electronics Co. and CBS-Columbia Inc., which became a part of the CBS group on June 15. Their operations are expected to be reflected in the CBS consolidated income statement for the nine months ending Sept. 29, officials said.

Income before federal taxes ran ahead of last year’s period—$5,346,317 to $5,782,070. But provision for federal taxes increased from $2,286,700 for the first half of 1950 to $4,125,000 for the first half of 1951.

A dividend of 40 cents a share on CBS Class A and Class B stock was announced coincident with release of the first-quarter report. The dividend is payable Sept. 7 to stockholders of record at the close of business Aug. 24.

DEFENSE FUNDS

Radio and television would derive from U.S. Army and Air Force recruiting activities during the current fiscal year, under the omnibus Defense Dept. appropriations bill passed last week, being offered as a rough guess by National Guard authorities.

In allocating the Army and Air Force its full estimate, the House Appropriations Committee generally adhered to the sentiment of at least some of its members, who felt that some advertising activities could be curtailed (also see separate story).

Here is how the two services propose to slice their recruiting mezon:

Radio and television, 35%, $725,000; national magazines, 25%, $525,000; transcription, 15%, $210,000; publicity, 5%, $105,000; film, sales and training aids, 4%, $40,000; research, 1%, $21,000; newspapers and supplements, 20%, $420,000. This accounts for a total of $2,105,000.

An additional $1 million, to be split equally among radio stations and newspapers, will be apportioned to the six Army corps for local advertising.

House OK’s Recruiting, Equipment Funds

DEFENSE FUNDS

ABC GROSS

Quarter Over $14 Million

ABC gross sales for the quarter ended June 30 (less discounts, returns and allowances) amounted to $14,869,456, according to a report on file with the Securities & Exchange Commission.

By comparison ABC’s report for the same quarter of 1950 showed, on the same basis, gross sales totaling $11,131,966.

Network’s gross for the second quarter last year represents an increase of 33.5% over the ABC gross for the same period of 1950.

6E FOOTBALL

Sets CBS Roundup Coverage

HIGHLIGHTS of major college football games will provide the basis for a radio and merchandising program slated to be launched by the Receiver Dept. of General Electric Co. Sept. 29. Sponsoring of the GE Football Roundup on the coast-to-coast CBS Radio Network will spark the campaign.

Each Saturday GE will present highlights of five games from the field with Red Barber, CBS sports director, coordinating the remote broadcasts. Telephone reports from 15 other games will be interspersed with the direct accounts, to be handled by CBS correspondents on the gridsiron.

All commercial time will be used by General Electric to promote its line of radio and TV receivers. Commercial materials for tie-in announcements will be supplied to dealers in those cities carrying CBS broadcasts from 2:30-5:30 p.m.

Jopped off $145,130,500 for increases in civilian employees, recommending that the Defense Dept. be "not extravagant." It ordered a sharp reduction in publicity and information staffs.

Electronics manufacturers are expected to cut heavily into a near $30 billion set aside for major procurement and production for the Defense Dept. While a precise overall figure was impossible to obtain, it was felt that perhaps $3 billion—or 10%—would involve electronics contracts on the basis of past allocations.

The Air Force alone will receive $384,167,000 for electronics and communications equipment to continue a modernization program large enough to cover the fiscal year which ended June 30.

Another Air Force program calls for $30,657,000 to be spent for purchase of 257 radio and radar trainers— electronic equipment which has already converted war production.

For the Navy $4 billion is earmarked for procurement of electronic equipment. The National Security Resources Board was voted $1.6 million to carry on its security, censorship and other activities.

Page 24 • August 13, 1951
SALE OF WOW radio and TV properties to Meredith Publishing Co. for $2,525,000, announced last week, puts the $20 million Des Moines national magazine publisher (Better Homes & Gardens, Successful Farming) into broadcasting business more heavily than ever.

Meredith owns 2 1/2-year-old WHEN (TV) Syracuse, N. Y., and is a TV applicant for Albany and Rochester, N. Y. It also announced last week that it had bought a substantial interest in Princeton Film Center Inc., Princeton, N. J., TV-industrial film producer and distributor.

Purchase of WOW-AM-TV Omaha from a group headed by Ambassador to Ireland Francis P. Matthews, ex-Secretary of the Navy, was consummated Aug. 7. Application for FCC approval of transfer of the NBC-affiliated WOW (990 kc, 5 kw) and of WOW-TV (Channel 6) was filed last Friday.

Sale took place after month of reports that the Omaha stations were on the block [Broadcasting • Telecasting, July 16, 8, 2]. At one time, Edward Lamb, owner of TV stations WICU Erie and WTVM Columbus and of AM station WOTD Toledo, put up $100,000 in earnest money for the stations, but he apparently was unable to meet the cash terms Meredith offered.

In an Aug. 9 letter to Mr. Matthews, acknowledging return of his $100,000, Mr. Lamb said: "My own financing arrangements permitted me to pay off the sum of $2,525,000 in full within eight months, but I appreciate the reasons which compelled you to accept a cash offer."

Included in the terms of the sale are the equipment, building and ground leases held by WOW stations from Woodmen of the World Inc., national fraternal organization, which gave up ownership of WOW in 1942. Leases have 19 years to run.

Net worth of WOW Inc., as of June 30, 1951, is set at $919,978, according to financial statement filed with the transfer application. Current assets are given as $737,883; liabilities, $229,453.

Operating income of WOW Inc. ** * *

SALE OF TV stations reached a peak of postwar activity last week with $2,525,000 purchase of WOW-TV Omaha by Meredith Publishing Co. and FCC approval of sales of WSB-TV Atlanta and KFI-TV Los Angeles.

Meredith Publishing Co., publishers of Better Homes & Gardens and Successful Farming, owner of WHEN (TV) Syracuse, N. Y., TV applicant for Albany and Rochester, N. Y., is also buying 5 kw WOW on 990 kc.

Approval of $255,000 sale of WSB-TV Atlanta to local business group headed by cotton mill magnate Walter C. Sturdivant is only for the Channel 8 facilities of that Atlanta Journal and Constitution-owned station. Actually, WSB-TV will continue operating on Channel 2, now held under CP for WCON-TV.

With the consent of the FCC, KFI-TV reinstates the Los Angeles TV outlet for the Don Lee Network now owned by General Tire & Rubber Co. At the time of Don Lee's purchase by the O'Neill Interests, KTSU (TV) was sold to CBS.

Still pending FCC approval is the sale of WLAV-TV Grand Rapids to WFBM-AM-TV Indianapolis interests [Broadcasting • Telecasting, July 9]; KEYL (TV) San Antonio to Fort Industry [Broadcasting • Telecasting, Aug. 6]; and, of course, the United Paramount-ABC merger which involves the five ABC-owned TV stations in New York, Chicago, Detroit, Los Angeles, San Francisco—as well as the sale of WBKB (TV) Chicago to CBS.

for the first six months of 1951 is given as $996,387. Profit before taxes was $188,902; after taxes, $91,102. No separate breakdown for WOW-AM-TV was given.

Sale technically is to a Meredith subsidiary, Meredith Engineering Co. Only other stockholder of Meredith Engineering is Champlain Valley Broadcasting Corp., licensee of WXXW Albany, N. Y., which owns 420 preferred voting shares. However, these shares are callable by Meredith.

Net worth of Meredith Engineering, as of May 31, 1951, is given as $516,377. Current assets are listed as $1,636,044; liabilities, $617,597. Financial statement indicates that Meredith has put $1,025,000 into WHEN.

Meredith Publishing Co. financial statement gives net worth as of the end of May 1951 as $13,080,961, with current assets of $12,287,210 and liabilities of $5,011,540. E. T. Meredith Jr. is vice president and general manager of the publishing company, Payson Hall is (Continued on page 8)

KFI-TV SALE

$2.5 Million Purchase Approved by FCC

PURCHASE of KFI-TV Los Angeles by General Tire & Rubber Co., parent company of Don Lee Broadcasting System, for $2,600,000 was approved Thursday by the FCC.

The decision was handed down without comment. Comr. Paul A. Walker dissented.

Equipment of the deleted KFI-FM is included in the TV station assignment. The AM station, KFI, remains in the hands of Earle C. Anthony Inc.

Sale of the three-year-old KFI-TV was regarded as springboard for a projected MBS national network, at the time the sale was consummated [Broadcasting • Telecasting, June 11]. General Tire & Rubber owns Yankee Network which in turn controls a major portion of Mutual stock.

General Tire acquired Don Lee last year and sold its KTSU to CBS. Don Lee has Channel 2 reserved in San Francisco. This reservation had been made because of the then undetermined status of Don Lee

station renewals. When these renewals were granted the TV freeze was in operation.

Negotiations for the sale of KFI-TV were reached by Earle C. Anthony, head of Earle C. Anthony Inc.; Thomas F. O'Neil, General Tire & Rubber vice president and director; Louis G. Caldwell, of Kirkland, Fleming, Green, Martin & Ellis (for seller); and W. Theodore Pierson, Pierson & Ball (for purchaser).

KFI-TV operates on Channel 9 and is now in its 19th week of a strike by Television Authority. The KFI AM operation is a clear channel outlet with 50 kw on 640 kc and serves as NBC's Los Angeles outlet.

Mr. Meredith Mr. Bohen

OMAHA

OMAHA

Meredith Buys WOW-AM-TV for $2,525,000; FCC Approves Georgia Transfer

Mr. Meredith Mr. Bohen

ATLANTA

ATLANTA

OCT. 1 is billed as "Television Moving Day" in Atlanta. On that day:

- The 108th TV station is slated to take the air with Broadcasting Inc. as operator. The company last Thursday cleared its last FCC hurdle when WSB-TV was granted consent to assign its Channel 8 license.

- And on that day WSB-TV is to move from its present transmitter site to the 1,050 ft. tower originally erected for the projected WCON-TV. Too, WSB-TV will shift from Channel 8 to the original WCON-TV Channel 2.

Third Atlanta TV outlet, WAGA-TV, is operated by Fort Industry Co. on Channel 5. In a 5-0 vote the Commission resolved a reported 3-3 deadlock and approved assignment of the WSB-TV license to Broadcasting Inc. as requested last March [Broadcasting • Telecasting, April 2].

Broadcasting Inc., comprising a group of Atlanta business and civic leaders, is headed by Walter C. Sturdivant, owner of Montgomery Knitting Mills, Summerville, Ga.

When Atlanta Newspapers Inc., headed by ex-Gov. James M. Cox of Ohio, merged the Atlanta Constitution into its Atlanta Journal, the company held two TV facilities. These were WSB-TV on Channel 5 and WCON-TV, conducting programs tests for Channel 2 operation.

Atlanta Newspapers Inc. was granted approval of transfer of its operation to Channel 2 on condition it surrender its second TV facility. Last March, however, the company sold the WCON-TV transmitter, along with building and land as well as FM equipment, to the new Broadcasting Inc. for $555,000.

Using tentatively the call letters WYES, Broadcasting Inc. already is under way in an effort to take the air Oct. 1. William T. Lane, co-owner, general manager and vice president of WAGE Syracuse since (Continued on page 78)

Mr. LANE

August 13, 1951 • Page 23
ATTENTION! Citizens of Praesov, in your town the national manager of the Cafe Cerveny, Stefan Stupinsky, is a dangerous agent of the State Security Police... Stupinsky and his helpers take advantage of the people who are intoxicated and try to draw things out of them to report to the state police...

Hello, Bratislava! In the office of the Resettlement Bureau and the National Reconstruction Fund is employed one Comrade Absolonova... Absolonova is about 170 centimeters tall and blonde. She concentrates her attention on young men whom she seduces and then blackmails them into collaborating with the police. We warn you against this fanatical Stalinist informer...

A drumfire of warnings like these is beating through the Iron Curtain every day from the powerful stations of Radio Free Europe, a privately-financed "voice of America" that shouts far more boldly than the official Voice of America dares.

Radio Free Europe is smacking the Red satellite regime where they are most vulnerable. It penetrates their rigid censorship with a weapon they fear more than a hostile army—the truth.

The success of RFE in reaching the captive people of Europe can be measured by the degree of official Communist wrath its operations arouse.

Last May Day, Clement Gottwald, Czechoslovakia's Red boss, viciously attacked Radio Free Europe for using "traitorous, Fascist exiles" to warmonger against his government.

- The official Communist radio at Leipzig, in the USSR zone of Germany, followed this with an announcement that all American and exile employees of RFE would be executed when the Reds "liberated" West Germany.
- Czechoslovakia has delivered a formal protest against Radio Free Europe to the U. S. State Dept.
- So desperate is Czechoslovakia to get Radio Free Europe off the air and out of its hair that the Czech ambassador to the U. S. recently hinted to a Scripps-Howard reporter that William Oatis, A.P. correspondent who has been jailed by the Czechs, would be released if RFE were silenced.
- The accuracy of RFE reports such as those concerning Stupinsky, the tavern keeper, and Comrade Absolonova, the seductress for the Secret Police, depends upon an extraordinary system of intelligence from inside the Iron Curtain. At this moment, according to reliable reports reaching RFE, Communist informants throughout Europe are conducting a continent-wide search for Radio Free Europe's sources of information.

Radio Free Europe went on the air on the Fourth of July, 1950, with a 7.5 kw shortwave transmitter near Frankfort. Last May Day it began operations with a new mediumwave transmitter at Holzkirchen, near Munich.

It is the Holzkirchen transmitter, which radiates 700 kw power by directional antennas, that has kicked up so much trouble for the Reds.

It was only two hours after Holzkirchen went on the air that Gottwald issued his blast at Radio Free Europe, and before that day was over the Reds in Czechoslovakia had put two powerful transmitters at work trying to jam the RFE signals.

RFE's Frankfort Station

RFE got warmed up for its job on its relatively weak Frankfort station, which beamed broadcasts at Bulgaria, Czechoslovakia, Hungary, Poland, Rumania and Albania, each of which countries received an hour and a half of programs per day. All programs were taped in New York. Those with time elements (like newscasts) were shortwave to Frankfort for retransmission; others were airmailed.

Radio Free Europe, a branch of the National Committee for a Free Europe, decided at the outset to wage a no-holds-barred kind of psychological warfare. Robert E. Lang, director of RFE and former executive officer of OSS, program manager, writer and publicity ex-

(Continued on page 55)
NARTB DISTRICT MEETS

By J. FRANK BEATY

The new model NARTB, serving both radio and television, will be unveiled to the membership next week in the first of a three-month series of district meetings. Station executives will have their first view of the new operation, moving swiftly since President Harold E. Fellows took over as little over a year ago. In that brief period he has started a series of projects designed to increase the efficiency and impact of the association in broadcasting and television affairs. More changes are in the works.

Opening at the Hotel Roanoke, Roanoke, Va., Thursday-Friday, August 23-24, the annual district meeting schedule will run through mid-November (see Upcoming, page 96). Several other association meetings will be held during the period. These include a meeting of the TV Board, scheduled Sept. 6-7 at the Cavalier Hotel, Virginia Beach, Va.; meeting of the full TV Program Standards Committee Oct. 2-3 in Washington or Chicago, winding up a series of subcommittee sessions; meeting of the association's TV members at the Stevens Hotel, Chicago, Oct. 19; meeting of the combined NARTB Radio and TV Boards in Washington in early December.

While the district meeting programs will be built around radio, individual directors will arrange time and speakers for telecasting. Stations will be expected to attend the district sessions along with AM members.

The district meetings open with an AM membership of approximately 950 plus around 300 FM, 69 TV and about 70 associate members.

NARTB's 17 district directors are expected to invite guests or members, some of the non-member stations whose operators have evinced an interest in association activities.

Thad Brown, NARTB's TV director, is to attend the first meeting at Roanoke but it was felt at headquarters he would be unable to make the district circuit because of the critical Washington situation.

A new phase of this year's meetings is expected to be a program spot for the military. Preliminary plans are under way for participation of military spokesmen at each of the 17 meetings.

Fellows at all Meetings

President Fellows plans to attend all 17 meetings. Accompanying him will be Richard P. Doherty, employee-employer relations director, and John W. Hardesty, station relations director. Robert K. Richards, public affairs director, and Ralph W. Hardy, station relations director, will alternate, with

Mr. Richards attending the Roanoke meeting, and Mr. Hardy attending all eastern meetings.

Harold Essex, WSJS Winston-Salem, N. C., will open the Roanoke meeting as District President. After announcing new personnel and committee appointments he will introduce NARTB associate members and Carl Haviland, BMI president and board member, will open a clinic, Wednesday, Aug. 22, one of a nationwide series. Mr. Fellows will take part in this clinic.

Mr. Richards will give an illustrated talk on functioning of the new NARTB and review such activities as the Voice of Democracy contest. He will be followed by Mr. Hardy, who will discuss government and industry relations. At the remaining 16 district meetings these talks will be combined. Mr. Richards will also conduct a clinic on the place of news in the station operating picture.

No Luncheon Speeches

No luncheon speakers are scheduled at Roanoke. The afternoon will be devoted to a talk by Mr. Fellows on radio's role in the national scene, with emphasis on a question-answer format and discussion by members.

Much of the TV discussion around the district circuit will come from the floor, with TV operators going into actual operating problems and how they have been handled.

Concluding the first day at Roanoke will be a cocktail party, unless a social program is arranged for the evening.

Most of the second morning will be occupied by Mr. Doherty. He will take up such matters as basic yardsticks for sound management, staff problems, personnel costs and

(Continued on page 78)

LAUDS WORKSHOP

NARTB Gives Support

NARTB will throw its support behind the Ford Foundation's television-radio workshop, President Harold E. Fellows told Broadcasting Telecasting Thursday. Terming the workshop project a far-sighted, pioneering action, Mr. Fellows said the foundation's decision to improve the public welfare via mass circulation of cultural programs constituted recognition of the achievements of established media.

As conceived by the foundation, the workshop is an appropriate effort by an organization which came into being because Henry Ford worked on behalf of the free enterprise system, Mr. Fellows suggested.

Mr. Fellows said:

The foundation trustees have taken this far-sighted, pioneering action in the belief that even though specialized uses of television may develop, commercially operated stations are best equipped to accomplish the foundation's purpose: Overall improvement in the public welfare through the mass distribution of cultural programs designed to attract widest possible interest and attention.

This year's American broadcasting demonstrate the validity of the trustees' judgment, that the way to do the big job is to use established and proven media.

James Young, consultant to the foundation, whose emphasis of this plan has contributed so much to its accomplishment, deserves and will get the complete cooperation of American broadcasters, I am sure. He may be certain of the gratitude of the NARTB, and accept this pledge of its full understanding and desire to help.

Most significant in this action is the fact that the Ford Foundation trustees have recognized and seek to utilize a medium nurtured through creation of free enterprise. There could be no more appropriate effort by an organization which came into being because a great American devoted his energies, his ingenuity and his affection to that way of living.

FORD'S FIRST

On Solving Local Problems

INAUGURAL program of the Ford Foundation's new Television-Radio Workshop [Broadcasting Telecasting, Aug. 6] will be an adult education series designed to show how people solve community problems at the local level with minimum outside help and will start on CBS Radio in November.

Plans for the series, to be known as The People Act and to be heard weekly, were announced for release Monday (Monday) by Dr. Milton S. Eisenhower, president of Pennsylvania State College and chairman of a national committee created to advise and assist in the project.

Under the foundation's workshop plan, which has $1.2 million of foundation funds "immediately available," radio and TV programs combining "cultural, public service and entertainment qualities" will be created and offered free to commercial broadcasters. They will be available for commercial sponsorship, in which case the broadcaster will recover his time costs and the workshop its production costs.

Emphasis on Television

Though the workshop's major emphasis will be on television programs, the inaugural project is for radio. Elmore McKee of New York, who originated a similar radio series for the 20th Century Fund last year, has been named director of the project, and Ray H. Smith, former deputy secretary of commerce for Pennsylvania, has been named educational director with an office at State College, Pa.

where Pennsylvania State College is located.

The half-hour series on CBS Radio will be set and headed by Irvin Gitlin, under the supervision of Stuart Novins, associate director of CBS public affairs, in cooperation with Mr. McKee. It is tentatively slated for early Sunday afternoon. Sponsorship has not been set.

Already in production, the series will present tape-recorded stories of how people are solving pressing local problems. Voices of the actual people involved will be used. The stories will come from both rural and urban area throughout the nation, and will be selected for

(Continued on page 95)
IN REVIEW...

THE LONESOME ROAD, in eight, half-hour episodes, tackles the misunderstood problem of alcoholism with restraint and sympathy at no sacrifice of candor.

No attempt is made to pretty up the alcoholic’s life (“Sunday is when they started going haywire for me.”) The match stems started getting up off the floor and turning into little people playing banjos”) or to minimize the trials of a cure (“I tried everything for my husband, put him in hospitals, sometimes even called the police, and then I even left him.”)

Program: The Lonesome Road, a series of eight quarter-hour radio programs.
Price per set: $46.
Writer and Narrator: Gunnar Back.
Production Manager: Dorothy Qualls.

But the prevailing tone of the series offers hope. Alcoholics can be redeemed if they are accorded patient care. Says the wife of a recovering alcoholic: “The first thing I had to realize is that alcoholics are sick. You have to discard anger, hatred, abuse, harsh words.”

The sentence with which Gunnar Back, writer and narrator, opens the series, is a good statement of the nature of the show: “We’re going to talk about those moments when drunkenness in your town, but this time not with the futile anger and scorn of the past.”

Some of the most effective parts of the programs are interviews with people who have had bitter personal experiences with compulsive drinking.

They range from a panhandler on Skid Row to a well-to-do housewife, illustrating Mr. Back’s point that alcoholism exists in all kinds of neighborhoods, and from middle-aged executives to teen-age girls (“I’d be fine up to a point and then I’d go to pieces. I drew blanks at a very early age”).

Mr. Back offers no quick cures for the drinker who is out of control. He suggests only that they may have been helped by Alcoholics Anonymous, the National Committee on Alcoholism and by public health centers equipped especially for the NBC radio network.

This series is being released by the Communication Materials Center of the Columbia U. Press, which has had experience in handling topics bearing on the radio. Its series on venereal disease a couple of years ago received wide acclaim.

The new series, skilfully written and narrated by Mr. Back (who is an ABC newscaster), should do as well as the earlier one, and perhaps better.

CAMEO THEATRE on July 30 discovered the dope menace in a drama that survived a black script because of some of the most imaginative camera work and direction to be found anywhere. The plot, if the script itself was too strong a word, centering around an actress’ cure of the drug habit. Iona Massey was admirably distraught as the addict, bearing up well despite such lines as: “Merciful God, why don’t you let me die?”

Lorence Kerr, as her husband and father of her 4-year-old son, was as effective in constructing the dialogue. Sample: “I won’t have this boy brought up in the same house with heroin.”

The vehicle was played and produced better than it had a right to be. Cameo substitutes creative direction for cluttered scenery, can get more mood out of a close-up of a face coached as little prop than may other shows get out of $10,000 worth of settings.

The camera on Cameo is irresponsibly inquisitive, at times creeping right up to a talking mouth to catch important lines.

Program: Cameo Theatre, Third Time” July 30, NBC-TV

Monday, 8:30-9:30 p.m.
Agency: Sullivan, Stauffer, Colwell & Bayles, New York
Devised and produced by Albert R. Mclellan
Director: David Candall
Telecasting: From Studio 7, Pups
Writer: Harry W. Junkin
Cast: Iona Massey, Lorence Kerr, Dan Morgan, Rita Shaw, Roger de Vonne, Jane de Vyne.

The first commercial was inserted, perhaps intruded would be a better word, immediately after the actress had been established as a heroine. It came as Miss Massey was about to plunge a needle in her quivering arm, and a film of a happy family of picnicers appeared. In unison they exclaimed to themselves with Noxepia to ease sunburn, insect bites, and other afflictions that seemed absurdly inconsequential compared with Miss Massey’s ordeal.

CBS TELECASTING • Broadcasting

Le Blance Gets 70% of Stock

SEN. DUDLEY J. LE BLANC, the man who sparked Hadaocol tonic into a nationwide commercial miracle, has bought KVOB Alexander, L.A., about 100 miles from his hometown of Lafayette. The station operates on 970 kc with 1 kw power.

Application is scheduled for early filing at the FCC by Haley, McKeever & McKeever. Sen. LeBlanc is buying majority interest in the licensee, Central Louisiana Broadcasting Corp., for $58,000 from Louisiana Baptist Convention, holding 70% of the stock. Terms call for $20,000 down payment, with the remaining $38,000 payable over a two-year period.

Sen. LeBlanc has long conceded the much of Hadaocol’s pyramiding sales in Lafayette and credited to use of large blocks of time on hundreds of stations. His radio buyers have obtained attractive rates on a volume-discount basis.
SUPREME COURT has been asked to rule on FCC's 10-year-old anti-newspaper broadcast law. In a petition for a writ of certiorari (request that the court accept the case for review), Scripps-Howard Radio Inc. last week told the Court it is necessary to have a definitive ruling clarifying the constitutionality of FCC's policy on newspaper ownership of broadcast stations.

That policy, essentially is that where there are two or more applications for a broadcast facility, all other things being equal, FCC will favor the non-newspaper applicants on the grounds that such an action "diversifies the media of communication" in a community and is in the public interest, convenience and necessity.

Scripps-Howard petition is an appeal from the May 10, 1951, decision of the Court of Appeals affirming the 1949 FCC grant of 5 kw AM station WENE on 1300 kc to Cleveland Broadcasting Inc. [Broadcasting * Telecasting, May 15].

FCC granted the broadcast facility to the Cleveland Broadcasting on the grounds it was locally owned, and that it promised greater local management integration than did Scripps-Howard. At the same time, the Commission frowned on Scripps-Howard's newspaper affiliation in the city (Cleveland Press) in line with its established policy.

Local Ownership
Cleveland Broadcasting is owned by a group of local businessmen, including Ray T. Miller, former Mayor of Cleveland; Robert J. Bulkley, former Ohio Senator; Paul Aiken, former master General; Alvano Johnston, head of the Brotherhood of Locomotive Engineers, among others.

Petition to the Supreme Court asks that the case be taken to decide these main points:

(1) Whether the FCC has the statutory authority or discretion to discriminate against an applicant because it is owned or controlled by a newspaper?

(2) Whether the FCC can prefer an applicant, just because he has a greater extent of local ownership or integration of local owners in the management than a competing applicant?

Nub of the Scripps-Howard complaint is that it was denied an AM grant substantially because it was owned by a newspaper for the first time.

Although there may be greater local ownership and management integration on the part of Cleveland Broadcasting, the Scripps-Howard petition states it would have furnished better service to the community. It calls FCC's ownership and management reasons for making the grant to Cleveland firm "mere make-weight."

If the Commission's preconceived view that newspaper affiliation is a ground for disqualification because the licensing of such an applicant 'tends to concentrate the control of the media of mass communication in an authorized standard, no hearing is required to establish that one applicant is associated with a newspaper since that fact will be disclosed in the application. Manifestly the purported holding of a hearing upon such an issue is a mere sham and pretense, the petition declares.

Importance of the question, Scripps-Howard indicates, is in the number of newspaper-owned broadcast stations and, particularly, TV applicants. Brief states there are 20 AM stations, 250 FM stations and 45 TV stations owned by newspapers. Of more than 400 TV applications new pending in FCC files, more than 90 are from public or affiliated applicants, it states.

One aspect of the unfairness of the FCC's policy, Scripps-Howard attorneys point out, is this:

If a newspaper applicant is unopposed, the grants is forever granted. If, on the other hand, he has competition, he is just as sure of not getting the grant.

That does not square with the principle the FCC propounds, they say.

Principle could be extended to other groups, the petition asserts. It quotes a decision in the 1942 Stahlman case in which Judge Gro- ner of the U.S. Court of Appeals wrote that if the newspaper ban were permitted, FCC could exclude "schools and churches...[and the ban] might be applied wherever the Commission chose to apply it."

Even Congress has taken cognizance of FCC's bias to newspaper applications, the petition states. It cites a 1947 bill introduced by Maine Senator White, then chairman of Senate Interstate & Foreign Commerce Committee (and father of the Communications Act), as well as the original version of the 1949 McFarland bill.

Both, the petition says, contained a provision specifically forbidding the FCC from discriminating against any class of applicant. Reintroduced McFarland Bill (S 585) has passed this session's Senate—without that provision, however. It is now before the House Interstate & Foreign Commerce Committee [Broadcasting * Telecasting, June 25].

Would Reinsert Clause
Recently there have been indications on the Hill that some House members were interested in reinserting that clause in the McFarland Bill [Broadcasting * Telecasting, July 23].

General opinion among Washington Postmen is that the Supreme Court will not take the case. They claim it is not the kind of case to interest the Justices. They do admit that the principle should have a definitive ruling, but they feel this is not the right case.

One legal wag moaned: "If they do take it, I'm afraid they'll'll afffirm the FCC's right to take newspaper ownership into account. Then where'll we be?"

Scripps-Howard Radio owns WEWS (TV) Cleveland (Cleveland Press); WCPO-AM-TV Cincinnati (Cincinnati Post); WMC and WMCT (TV) Memphis (Memphis Commercial Appeal and Press-Sentinel); KMOV St. Louis; KTVI St. Louis; WNOX Knoxville.

HAL THOMPSON (R), program director of KFJJ Fort Worth, receives golden trophy from Cleveland station vice president, after winning KFJJ's First Annual 30,000 Cent Tournament. All 18 station employes who entered the tournament received some prize, with the one who finished lost being awarded three golf lessons.

BASEBALL PROBE

A. B. (Happy) CHANDLER, former baseball's reserve clause, which he defended, before the House Judiciary Monopoly Subcommittee. He has figured in the high-priced negotiations for baseball, winning for the second time the contract for coverage of World Series games and the All-Star contests.

Mr. Chandler's testimony came amid growing apprehension of committee members that radio-TV could face wholesale restrictions in the professional sports world.

Mr. Chandler, before the public interest, Mr. Chandler emphasized. The only condition, he said, is the necessity for a "respectable sponsor."

The former Kentucky Senator was deposed as baseball's czar July 15 when club owners failed to renew his six-year contract.

Mr. Chandler appeared to be in disagreement with George C. Traitman, president of the National Assn. of Professional Base- ball Clubs, when the minor league head testified a week ago Friday [Broadcasting * Telecasting, Aug 8].

Mr. Chandler said he did not think broadcasting of ball games had hurt attendance in either the major or minor leagues.

Mr. Traitman said that satura- tion of minor league territories by big league broadcasts is hurting attendance and is the sport's biggest problem.

Possible new restrictions arising against broadcasts and telecasts of "professional sports events," should legislation pass exempting baseball from anti-trust laws, came up when Sen. Ed C. Johnson (D-Col.), chairman of the radio-communications committee in the Senate, testified Tuesday.

While familiar with broadcast problems as the key legislator in matters concerning the medium before the Senate, the Coloradan also is president of the Western League, a Class A minor league operating in his home state, in Nebraska, Iowa and Kansas.

He also is a sponsor of a bill (S 1586) pending in the Senate Interstate Commerce Committee, identical to those before the House subcommittee and which led to its baseball probe. The legislation would exempt baseball and other professional sports from provi- (Continued on page 97)
A 600% sales increase is the harvest reaped by Sealy Mattress Co. of California as the result of a 10-year campaign which devotes 90% of its advertising dollar to radio.

This amazing success story, which places Sealy mattresses in the number one bracket in sales among standard brand mattresses on the West Coast, is the result of far-seeing coordination between three men. They are Seniel Ostrow, president of the California mattress company; Joe Willins, Los Angeles factory manager, and Alvin Wilder, head of Alvin Wilder Adv. Agency, Los Angeles, which services the account and created the campaign.

Key to the firm's spectacular rise has been its consistent use of radio and acute awareness of the type of audience its radio dollar is reaching, according to Mr. Ostrow.

Radio Lauded For Role In Furthering Policy

"Radio has created for us a tremendous good will, both on the part of the dealer and the consumer," Mr. Ostrow said. "It is the one medium which has brought Sealy products before the public effectively and fits perfectly with the Sealy corporation's national advertising support.

"The fact that our radio advertising has pre-disposed most potential mattress buyers toward Sealy has also been a large factor in increasing retailers' interest in Sealy merchandising and promotions," he continued.

The firm's radio advertising has consisted of public service programs—news and news analysis—on a local and regional network basis. Spot announcement schedules are also used at various times on selected California stations. Currently, Sealy sponsors The World Today on eight CBS California stations, Tuesday, Thursday and Saturday, 5:30-6:45 p.m. (PST).

Periodically active in California Commercial copy theme for thrice weekly The World Today is discussed by Alvin Wilder (standing), head of Alvin Wilder Adv. Agency, with Joe Willins (l), Los Angeles factory manager, and Seniel Ostrow, president of Sealy Mattress Co. of California.

radio since 1924, it was not until 1940, following appointment of Alvin Wilder Adv. Agency, that Sealy began its first sustained advertising campaign.

Sealy Mattress Co., organized in Sealy, Tex., in 1881, started a system of enfranchised manufacturers in the early 1920's as the first step in its campaign to increase national distribution. Mr. Ostrow, now operating factories in Los Angeles and Oakland, became owner of the California franchise. He had been a leading mattress manufacturer prior to that time.

On acquiring the account, Mr. Wilder made a study of the firm's 1940 market position. Then he drew up a presentation embodying techniques which are still used with great effectiveness.

Presenting it to Joe Willins, the agency soon had an ally who was to help convince Sealy executives that radio was the one medium which could enable the firm to capture a goodly share of California's quality mattress market.

Mr. Wilder's proposed campaign stressed the essentials of all radio timebuying—program and copy. Seldom has either captured its intended audience so completely, discuss among themselves before buying, Mr. Wilder sought in news analysis a type of programming that would place copy before the entire family, rather than a show with a predominantly male or female audience.

Himself a news analyst, Mr. Wilder knew from audience figures that analysis programs ranked highest with the type of listener his client wanted to reach.

Late afternoon time for broadcast was selected, according to Mr. Wilder, because during that period, just before the evening meal, listeners already tired from the day's activities, are much more receptive to Sealy's slogan—"Sleeping on a Sealy Is Like Sleeping on a Cloud"—than they would be during other key news periods of early morning or late evening.

First Show Doubles Sales in 90 Days

The firm started its campaign in early 1940 with a weekly Sunday program on KBOA Los Angeles. Within 90 days the program had doubled local sales, according to Mr. Willins. The firm's advertising budget went up accordingly.

The Sunday series, A Layman's Views of the News, with Mr. Wilder as analyst, went NBC Pacific Coast about a year later. This was supplemented some time later with news commentaries on CBS and Don Lee California stations.

Sealy experimented with Cecil Brown thrice weekly in an early morning time on Don Lee California stations, for several months.

Harry Flannery, news analyst, was bought on eight CBS California stations, thrice weekly, in the summer of 1948, with Sealy utilizing the 5:30 p.m. time slot. He was followed by Charles Collingwood a couple of months later on that same list of stations. When CBS transferred Mr. Collingwood to its Washington bureau in the fall of 1949, Chet Huntley became news analyst on that program, continuing the thrice weekly schedule.

Keyed its news programs to the critical events of the Far East and rotating correspondents to bring a monthly change of personnel and a fresh viewpoint to West Coast listeners, CBS changed format and title of the 5:30 p.m. program in March 1951. It became The World Today and Sealy continued to sponsor it thrice weekly.

Then Chet Huntley left the CBS Hollywood news staff and joined ABC as a news analyst. Sealy, reasoning that he would hold part of his listenership, immediately sponsored Mr. Huntley for 13 weeks on ABC California stations on a twice weekly late afternoon schedule.

Sealy of California can devote 90% of its advertising budget to radio because of two unique reasons, according to Mr. Wilder.

"First is display advertising support, in the form of regular schedules in national magazines, and second, point of sale merchandising and display material, both furnished by the parent Sealy Corp. of Chicago."

Mr. Wilder recalled that when Sealy began its California radio campaign, it was the only one of 28 franchise holders to use that medium. Today more than half the franchise holders have their own radio campaigns under way, inspired by the California success.

Sealy copy, as designed by Wilder Adv. Agency, has blazed (Continued on page 88)
DEADLINE on applications by manufacturers of radio-TV receivers, phonographs and other consumer durables of certain raw materials has thus far proven ineffective.

Extension of the deadline from July 31 to Aug. 15 was announced by the National Production Authority as the government moved officially to place all nonessential civilian goods under its Controlled Materials Plan beginning Oct. 1.

In a word, this was interpreted by Manley E. Fife, Deputy Production Administrator, as meaning that electronics and other producers will operate under a system whereby they may draw a certified check on a bank account of "existing materials" (steel, copper and aluminum). NPA is the operating agency of the Defense Production Administration.

At the same time there were indications that NPA will tighten its restrictions on new building construction or the operation of existing plants by further discrimination between types of projects, with more scrutiny of the factor of "essentiality." This was the consensus of authorities.

AD BUDGETS

Effective Date Postponed

OFFICE of Price Stabilization last Thursday indefinitely postponed the date—today (Monday)—that the new ceiling, price manufacturers' regulations were to have gone into effect.

Included in the order is Ceiling Price Regulation 22, which only a few days earlier, OPS had reminded would still have to be followed since it had been issued before the newly written Defense Production Act.

Action was taken, according to the OPS, to give the agency more time to work out methods for putting into effect its plans for permitting new cost allowances to be added to rollback ceilings, as contained in the amended act's formula, known as the Capehart amendment, named after its sponsor Sen. Homer E. Capehart (R-Ind.).

This new formula leaves room for a firm to apply advertising and selling costs to its product in setting price ceilings [BROADCASTING • TELECASTING, Aug. 6].

Overhead Costs

CPR 22 and its companion regulations on ceiling prices do not provide for increases in overhead costs, an issue that has been criticized because of fears that advertising budgets might be cut, in maintaining ceilings.

The Capehart amendment permits increases (or rollbacks) on the ceiling on overhead costs. When rollbacks are added to the base period—the highest price between Jan. 1, 1949 and June 24, 1950. This would allow the producer to add to costs increases during the June 24 to July 26, 1951 period.

MORE CBS CHANGES

THE PROCESS of filling up the structures of the new CBS Radio Division continued last week, with new appointments in both units.

At the same time it was reported the new studio building at 799 5th St., a short distance from its New York headquarters, and that the CBS Radio Division will occupy the space beginning Oct. 1.

Work on the building at 55-61 East 53rd St., adjacent to the CBS studio building, is slated for completion this fall. Though details were not made known, officials have disclosed plans to house the Radio Division "in its own contiguous quarters."

Among last week's appointments were these:

W. Eldon Hazard, formerly assistant sales manager of the CBS network, was appointed sales manager of the CBS Radio Network.

Arthur Duram, market research counsel for CBS Television since February 1950, was appointed assistant manager for CBS Network Television.

Robert Kelleher, formerly on the sales and promotion staff of The Tablet, Catholic weekly, was named assistant promotion manager of WBBS New York.

Earlier, Carl Burkleu, who has been general sales manager of Radio Sales, Radio & Television Stations Association, was given the position in charge of CBS-owned radio stations.

Reports meanwhile circulated that Carl Ward, assistant general manager of general sales manager of CBS-owned WCCO Minneapolis, would be named general manager of WCCO New York; that Wendell Campbell, manager of the Chicago office of network sales, would get the appointment as Radio Sales manager for the Radio Division; and that William Shaw, eastern sales manager of Radio Sales, would become general manager of CBS-owned KNX Hollywood.

In his new post of sales manager of CBS Radio Network, Mr. Hazard will supervise CBS Radio Network sales departments in New York, Boston, Chicago, and Los Angeles. His appointment was announced by John Karol, Radio Division vice president in charge of network sales. Mr. Hazard joined CBS in 1940.

Duram's Duties

Mr. Duram's new post of assistant sales manager for the CBS Television Network, announced by David V. Sutton, Television Division vice president in charge of network sales, puts him in charge of black-and-white television sales, under Mr. Sutton. Mr. Duram has been with CBS since 1949 and formerly served CBS-owned WBBM Chicago for two years.

Mr. Kelleher, named assistant promotion manager of WCBS, was with Birmingham, Castleman & Pierce for two years before joining CBS Radio, and previously was a space salesman for the New York Sun for nine years. His appointment was announced by Robert G. Patt, director of advertising and sales promotion for WCBS-AM-TV.

Felt that officials will review more closely such factors as essentiality to the defense effort, community hardships, public health and safety, civilian defense and labor dislocations.

In any event, government officials doubtless will not approve of any applications where the FCC has not granted a construction permit or issued a license, it was emphasized.

Construction already underway for which materials have been allotted is not affected by the freeze, which is giving broadcasters with approved bids authority to commence building together with an allotment of materials, but not exceeding 200 tons of steel or any quantity of aluminum need no authorization. Broadcasters contemplating future constructions must apply for CBS-issued licenses with NPA Washington headquarters.

The definition of "commence construction" needed to mean "incorporating into a building, structure or project, a substantial quantity of materials which are to be an integral part of the construction for "site clearance" was deleted.

RACE RESULTS

Station 'Flashes' Charged

CHARGE that radio stations are supplying flash news on race results, "beating us by 10 minutes right now," was made before the Senate Radio, Music Committee last Wednesday by a Baltimore news distributor.

Leonard J. Matsuyuki, president of Worldwide News & Music Service Inc., Baltimore, said the presentation over stations has been speeded up since his service was restricted by investigations and "had published."

"They'll even break a record to give a race result," he asserted. Mr. Matsuyuki said he heard an announcement which gave results of a race that had run only seven minutes before.

Another witness before the committee, Harry Bilson of Baltimore, an official of Howard Sports Daily, said radio generally was supplying race news information to Washington, D. C. He said he did not know what had been done in the Pennsylvania area because of the existence of an "agreement."

He told the committee that radio, particularly WAGY Silver Spring, Md., suburban Washington (licensed to Tri-Suburban Broadcasting Corp., operating on 1050 mc with 1 kw) day broadcast the information "faster than we can."

Meanwhile, the National Assn. of Attorneys General last Thursday called on Congress to strengthen federal laws outlawing gambling and horseracing syndicates. Only urged enactment of a wire-service act to prohibit transmission of gambling information across state lines, rather than type, radio or other means of communication.
Give WBAP'S Reason

The WBAP "success" story of audience, Hooper and coverage is attributable in part to its unmatched facilities. This aerial shot, to the left, of WBAP's building and tower gives an idea of the size of the plant which nestles in an 84 acre area. The tower is 502 feet tall and reaches 1138 feet above sea level assuring WBAP-TV's complete coverage of it's wealthy 16 county area - the South's top ranking money market.

There are some 70,000 square feet of floor space in WBAP's studio-office building comprised of six radio studios, each individually acoustically designed, and each having its own control room, three television studios, TV dressing rooms, and supply, maintenance and storage facilities. It requires a staff of 153 to keep this vast and complete arrangement of TV, AM and FM facilities operating.

1. The commercial film department is fully equipped to make any type film commercial either in the studio or "on location." Facilities for making sound-on-film commercials include the Maurer Sound Recorder. Camera equipment includes Bell & Howell, Cine Special and the Auricon 1200.

2. The art staff is made up of highly skilled artists, qualified for every type of art work including the most complicated animation.

3. A portion of WBAP's film laboratory with its two Houston developers, Bell & Howell Model J16mm contact printer, Art Reeves sensitester and complete still picture equipment.

4. TV Studio No. 1, besides taking care of huge sets and background scenes, has housed elephants, automobiles, trucks, fire wagons, the famous Budweiser horses and wagon, sailboats and gliders. This is TV at its biggest and best!

5. WBAP's "portable" TV station! Equipped to handle up to four cameras, this remote truck is used for wrestling, baseball, and all kinds of special events and public service features.
for Leadership in the South's No. 1 Market

And, here is the great story at a glance, of WBAP-820 and WBAP-570! WBAP-820 . . . 50,000 watts, clear-channel . . . daytime BMB 976,380 families, 291 counties, 8 states; nighttime BMB 1,078,200 families, 511 counties, 16 states. WBAP-570 . . . 5000 watts . . . daytime BMB 656,850 families, 193 counties, 2 states; nighttime BMB 581,810 families, 190 counties, 2 states.

There are six radio studios each with its own individual acoustical design. Each radio studio has its own color scheme and control room. The two large radio studios measure 40 x 26 x 21.

Master control for studio switching is equipped to handle ten channels simultaneously. Fairchild Heated Stylus Kits are available upon request.

Complete remote equipment is available.

The WBAP-820 and 570 transmitters are located at Grapevine, halfway between Dallas and Fort Worth.

For the South's finest facilities, it's WBAP-AM, FM and TV!

6. One of WBAP's six radio studios. The measurements are 40 x 26 x 21. Each studio has its own color scheme and control room and is specially acoustically designed.

7. Master control handles the three channels required for WBAP-820, WBAP-170 and FM, plus the facilities to control seven other channels simultaneously.

8. Recording facilities include the latest 73-B RCA Disc Type recorders, Model 300-C Ampex Tape recorders, RCA 70-D turntables and complete field recording equipment. (Fairchild Heated Stylus Kits are available upon request.)

9. The Fourth Estate in radio and television! Nineteen newscasters, rewrite men, reporters, cameramen and film editors make up the news service staff of WBAP, one of the largest in the nation. WBAP-TV carries a five-a-week Texas Newsreel series in addition to the numerous newscasts aired by WBAP-AM and FM. In 1948, the National Association of Radio News Directors voted WBAP-TV's Texas News the best in the nation.

WBAP AM-FM-TV
570 - 820
Channel
NBC Wins Award
In National Musical Poll

SPECIAL award for "the network which consistently through the year served most faithfully the cause of serious music" went to NBC last week in the results of Musical America magazine's eighth annual national radio poll. It is the fifth year NBC has won the award.

In the balloting on TV music, ABC's telecast of opening night at the Metropolitan Opera won first place. The poll was conducted among 850 music critics and editors of newspapers in U.S. and Canada.

Arturo Toscannini continued his straight sweep of first place as regular symphony conductor, and his NBC symphony presentation of the Verdi "Requiem" was named the outstanding musical broadcast of the year. The Telephone Hour (NBC) won for the eighth time as orchestra with featured artists.

Voting for the best Metropolitan Opera broadcast (ABC) put "Fledermaus" first, and ABC's Metropolitan Auditions of the Air placed first in the opera program category. Other winners: NBC Summer Symphony; Pine Arts Quartet (ABC); New York Philharmonic-Symphony (CBS); Longines Symphonette (CBS, WOR New York and local); Milton Cross, ABC announcer-commentator; Concert of Europe (ABC); Robert Shaw Chorales (NBC).

18 of the 20 top-rated programs are on CBS
... and in Buffalo

CBS is WGR

Rand Building, Buffalo 3, N. Y.

Lea J. ("Tiz") Fitzpatrick
J. R. ("Ike") Lounsberry

July Box Score

STATUS of broadcast station authorizations and applications at FCC as of July 31 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2388</td>
<td>658</td>
</tr>
<tr>
<td>Total on the air</td>
<td>2286</td>
<td>647</td>
</tr>
<tr>
<td>Licensed (All on air)</td>
<td>2254</td>
<td>542</td>
</tr>
<tr>
<td>Construction permits</td>
<td>134</td>
<td>114</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>1*</td>
<td></td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1916</td>
<td></td>
</tr>
<tr>
<td>Total applications in hearing</td>
<td>261</td>
<td></td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>282</td>
<td></td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>233</td>
<td></td>
</tr>
<tr>
<td>Deletion of licensed stations in July</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

* On the air.

Gillette Renews

GILLETTE Safety Razor Co. has renewed for the eighth consecutive year its sponsorship of Cavalcade of Sports Friday evening boxing bouts over ABC, 10 p.m. beginning Sept. 7. The 38-week contract was placed through Mazon Inc., New York.

Cold Remedy

(Continued from page 88)

this year, with the additional money being directed to heavier frequency. The company effective Sept. 18 will embark on a 30-week campaign on 100 radio stations and several TV stations. The average frequency is about six per week on each station. Erwin, Wasey & Co., New York, handles the account.

Musterole Co., Cleveland, also through Erwin, Wasey & Co., New York, will use 100 radio stations starting Nov. 5 for 22 weeks.

American Cidco Co. (Crawford's Cough Gum) is understood to be planning to pick up the spot campaign currently used by Clorets (its chlorophrile chewing gum) on 100 ABC stations via the "Pyramid" plan and on 100 other outlets. Dancer-Fitzgerald-Sample, New York, is the agency.

The Anahist Co., New York (Anahist anti-histamine tablets), has launched an anti-hayfever schedule on Cavalcade of Bands and Cavalcade of Stars, both on DuMont TV Network, for four weeks starting Aug. 10. Company's fall plans, which may include spots or network, is still being considered by the agency, BBDO, New York, and a specific recommendation is expected within 10 days.

The majority of anti-histamine tablets, which last year helped fill radio coffers, such as Resistab, Antamine, Inhiaston, etc., this year have curtailed their advertising budget because of sales resistance, it was understood.

Ludens Inc., Reading, Pa. (Ludens cough drops), which sponsored a CBS network show last year featuring Frank Sinatra, is understood to be considering a television show in New York only, effective early in October. The station and format of program have not been revealed. J. M. Mathes, New York, is the agency.

In the aspirin and similar fields, Whitehall Pharmacal's Anacin continues to sponsor its daytime network show Just Plain Bill, five times weekly on NBC, and Our Gal Sunday, five times weekly on CBS. Both network shows are serviced by the John F. Murray Co., New York.

Sterling Drug, New York, maker of Bayer Aspirin, has just bought $2 million worth of morning time on Mutual over the full 535 stations five times a week, starting Oct. 1 [BROADCASTING • TELECASTING, July 30], with sponsorship of Ladies Fair (Monday through Friday, 11-11:25 a.m.) through Dancer-Fitzgerald-Sample, New York, in addition to its network daytime schedule of Stella Dallas Monday through Friday, 4-15-30 p.m. and Young Widder Brown, five times weekly 4:30-4:55 p.m., both on NBC.

Bristol-Myers (Bufferin) is using hitchhikes on the parent company's Break The Bank, Monday, Wednesday and Friday, 11-13:30 a.m. and Mr. District Attorney, Wednesday, 9:30-10 p.m., on NBC.
Title: Agency Time Buyers -

Time: Familiar form, isn't it?

Type: Each is a brief about -

Format: Successful program - established familiar program. Successful programs:

Personality: Buy them for real sales results!

Success: Georolling

COST:

PS: These regular mailings are designed to tell you the whole story in capsule form - to save your time - to keep you informed.
A CONGRESSIONAL charge imputing political favoritism to FCC's approval of the CBS color TV system and questioning the employment of four network commentators by the State Dept.'s Voice of America has drawn a sharp disavowal from CBS President Frank Stanton.

Mr. Stanton told Rep. William S. Hill (R-Col.), who leveled the charges on the House floor last month, that "your statement is unjust to our employees, to CBS and to the FCC." Additionally, Mr. Stanton declared, "there can be no question but that the CBS system of color television was adopted on its merits."

The CBS president's reply was inserted into last Wednesday's issue of the Congressional Record by Rep. Hill with a summary of his earlier blast at the network and, in particular, at NBC Commentator Ben Grauer for alleged Communist-front affiliations.

Rep. Hill had charged that CBS has a "reputation of being...a strong supporter of the Truman administration, and of social trends generally," and asserted that the State Dept. had placed itself in a "highly dubious position" by employing "certain political commentators," notably those with CBS [Broadcasting • Teletcasting, July 30].

Tracing the history of the color TV issue, Mr. Stanton noted that FCC adoption of the CBS system was strongly contested in the courts and finally upheld by the Supreme Court.

Mr. Stanton also recalled that "one of the most enthusiastic advocates" of color TV was a Republican, (FCC) Comm. Robert F. Jones, formerly a member of the House from the Fourth District of Ohio. With respect to the commentators, Mr. Stanton felt it was "highly unfair to criticize expert newsmen such as (Griffing) Bancroft, (Charles) Collingwood, (Bil11) Downs and (Ernie) Sevareid for performing a patriotic duty. On the contrary, I think they should be praised for performing such services on the same basis as experts in any other field would perform...".

Rep. Hill, who noted that the four CBS newsmen and Mr. Grauer had earned $1,780 for private services, questioned the sole patriotic motivation of the commentators and CBS, and asked "why do they charge anything at all?"

The Coloradoan also singled out a rule covering the Radio Corre-

ponents Galleries of Congress which, he implied, had been violat-

ed by the member newsmen. The rule, he said, provides that radio correspondents "shall further de-

cline pay for any services rendered to the Commission or made without any other compensation than

approval of the same."

Mr. Grauer for NBC, when testifying before the Telecasting that its executive committee had taken the matter under advisement and that final determination rests as always with the Senate Rules Committee and the Speaker of the House.

Referring to Mr. Grauer, Rep. Hill cited Red Channels, a publica-

tion on alleged Communist influn
dences in radio and TV, and noted mention of five organizations with which the NBC commentator had been linked.

In a letter to Rep. Frederic Cou
tert (R-N.Y.), who represents Mr. Grauer's district, a copy of which was sent to Rep. Hill, the NBC commentator stated:

"As a member of the national board of the American Federation of Radio Artists, American Federation of Labor, I have signed formal non-Communist oaths. I signed them with a clear conscience and without hesita-
tion."

MUSIC CATALOGUE

MPA Sounding Out Stations

MUSIC Publishers Assn., an organ-

ization of 54 standard and educa-
tional music publishers, is conduct-
ing a sample testing of 100 radio and

100 television stations to de-
termine their interest in the pro-

posed publication of an all-inclusive catalogue of copyrighted music. Work on the catalogue, which would be sold on a subscription basis, is to be shared jointly by the association and the Library of Congress in Washington.

The association reported last week that the television stations unanimously have indicated "that they will pay almost anything" for such a catalogue, but the radio stations, particularly those primarily featuring record programs, have displayed a spotty interest due to budget restrictions.

The catalogue will be produced in five volumes of which would include all music copyrighted in the 1910-1960 period, compiled at an estimated cost of from $50-$100, de-

pending on sales volume. The four succeeding catalogues would be undertaken in similar 10-year peri-

ods, looking backwards, until the entire 1900-1950 copyrighted music field is covered.

Supplements would be published.

Omaha (Continued from page 25)

Mr. Meredith is president and Mr. Van, vice president of Meredith Enterprises, which runs the broadcast properties.

Better Homes & Gardens has a circulation of 3,559,242, is a leading home service magazine, rank-

ing first in that field in circulation, advertising lineage and revenue, according to that company. Successful Farming, begun in 1905, is read by 2,222,900.

Meredith application for Albany is in conjunction with WXXW and is in the name of Meredith Champlin Telecasters, Inc. After Woodmen of the World relinquished control of WOW in 1942, the late John J. Gillin Jr. took the helm, directed it to a top Midwest position, and got WOW-TV on the air in July 1949. Mr. Gillin died in July 1950, and was recently eulogized at the NARTB dinner meeting. Jr. is president, Harold E. Fellows [Broadcasting • Teletcasting, June 11].

Omaha's other TV station is KMTV which signed on Sept. 5. It is affiliated with KMA Shreveport, La., and through the Palmer family stock interests with WON-WAM-AM-TV Davenport and WHO Des Moines. Only available VHF wavelength remaining in Omaha is Channel 7, which the FCC proposes to reserve for educational TV. FCC also proposes assignments of UHF Channels 16, 22 and 28 to Omaha.

Matthews' Statement

Mr. Matthews, in an Aug. 8 statement issued in Omaha, said: "The complexities of management and operation, particularly in the television field as they are presently developing, require the greatest personal attention on the part of the owners. None of the present stockholders of WOW Inc. have been in a position to give undivided attention to its management."

Commenting on the reputation of Meredith Publishing Co., Mr. Matthews stated: "They are Midwesterners. They are friendly neighbors...[the] acquisition of WOW radio and television stations will bring to Omaha highly capable civic-minded business executives. Mr. Meredith has authorized me to say...that no material change in the management and operating policies of WOW will be made."

Sale was handled by Washington law firm of Haley, McKenna & Wilkinson.

Meredith purchase of interest in Princeton Film Center includes 25% of the voting stock and 40% of the dividend earning stock.

Gordon Knox, who founded the film center in 1938, continues as president. Jack Bassett continues as executive vice president. On the board for Meredith are Messrs. Meredith, Hall and Bohem. Princeton Film recently completed a three-year film project in Venezuela for American and British oil interests.

BROADCASTING • Teletcasting
YOU MIGHT FLY NON-STOP AROUND THE WORLD*—

BUT... YOU NEED THE FETZER STATIONS FOR "AIR SUPREMACY" OF WESTERN MICHIGAN!

"Operation Fetzer" is your best approach to the Western Michigan market—WKZO-WJEF in radio and WKZO-TV in television.

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, are among America's most obvious radio buys. Always outstanding in their home cities, 1949 BMB figures prove largest rural audiences, too—up 46.7% in the daytime, 52.8% at night, over 1946! WKZO-WJEF cost 20% less, yet deliver about 57% more listeners, than the next-best two-station combination in Kalamazoo and Grand Rapids.

TV: WKZO-TV is Channel 3... the official Basic

*The United States Air Force did, in February, 1949.

CBS Outlet for Kalamazoo-Grand Rapids. WKZO-TV's coverage area wraps up a far bigger market than you'd guess—133,122 sets, or more sets than are installed in such "big-town" cities as Ft. Worth-Dallas, Kansas City or Syracuse.

WKZO-TV is the only television station serving these five Western Michigan and Northern Indiana cities: Kalamazoo, Grand Rapids, Battle Creek, South Bend and Elkhart—representing a buying income of more than $1,500,000,000!

It will pay you to get all the facts. Write direct or ask Avery-Knodeel, Inc.

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
HOMING AIDS
Cubans Study Control
HEMISPHERIC cooperation by the U. S., Cuba and other NARBA signatory nations on control of broadcast and other electromagnetic radiation was forecast last week following a series of discussions among representatives of the two countries. It was learned that a Cuban delegation had agreed to study an agreement involving legislation comparable to that now before the U. S. Congress — legislation designed to assure the elimination of broadcast stations and other radiating devices in the event of imminent attack on the western hemisphere. Specifically, this would involve proposals tending to minimize the possibility of enemy aircraft navigating on broadcast and other electronic signals. U. S. broadcast control in the wake of the enactment of the Communications Act, was stricken from a bill passed by the Senate and now pending before the House Interstate & Foreign Commerce Committee. It encompasses other than broadcast devices.

The four-day conference was called at the request of the Dept. of State, whose telecommunications authorities participated along with staff members of the FCC, U. S. Air Force and the Federal Civil Defense Administration.

Among those present at the sessions were Francis Colt De Wolf, chief, and Don MacQuivey, Transport, both of the Dept. of State, telecommunications staff members; Ralph Benton and C. E. Johnson, FCC Engineering Dept., and Benito Giguere, assistant to Comm. Rosel Hyde; Lt. Col. Colmer Lewis, USAF communications, and two staff members of FCDA, as well as Joseph Ramon Oliveri, chief of NARBA Agriculture, and Capt. Mario Torres, plus four other representatives. It was hoped that other NARBA countries would enter, along with Canada and Cuba, in a conference which delegates agreed in principle last week. It also was learned last week that:

(1) The long-anticipated executive order (under which the President would serve notice that he is empowered to institute control) under the Communications Act in the event of a critical emergency, has been channelled from the White House. The order had been pending in the Bureau and within the Defense Dept. for a month or more. It now bears the President’s signature.

(2) Mr. Gen. Francis Ankenbrandt, USAF, chairman of the conference with members of the House Commerce Committee on the radiotelevising bill which was approved by the Senate in July, is in favor of amending the Communications Act.

While the committee has scheduled no definite action on the measure (S 537), there were indications that it would consider it shortly and urge perhaps only minor amendments to the technical nature after brief hearings [BROADCASTING • TELECASTING, July 30, 23].

The Air Force, as spokesman for the Defense Dept., has repeatedly stressed the need for such legislation in conjunction with FCC’s broadcast operational alert plan. When the operational alert plan will take precedence over the New York and other state alert systems now being devised. FCDA officials still had no formal comment on the New York proposal evolved by that state’s Civil Defense Commission [BROADCASTING • TELECASTING, Aug. 6].

NEW NETWORK
Six Wash. Stations Link
FORMATION of the Evergreen Network of six stations in Washington State, designed to cover the state, was announced last week. This low cost, was announced last week by Elroy McCaw, owner or part-owner of five of the six outlets.

The stations and markets are as follows: (1) The Seattle-Tacoma area; KYAK Yakima (250 w fulltime independent for the Seattle-Tacoma area); KYAK Yakima (250 w Mutual Don Lee outlet); KALE Richland (1 w daytime Liberty affiliate) for the Richland-Pasco-Kennewick area; KEA Centralia (1 w Mutual Don Lee outlet) for the Centralia-Chambers area; KAYS Rayonier (250 w fulltime independent); and a station yet to be announced in Spokane.

Mr. Pearson Co. was named national representative for Evergreen except on the West Coast, where sales will be handled by Tracy Moore in San Francisco and Jack Hail in Los Angeles.

Group rates for the six stations will be published shortly.

HITS NBC Chime Plan
In Letter to NARTB
“THE ENTIRE radio industry, the networks themselves, are being hit by network attrition,” Murray Grubhorn, managing director, National Assn. of Telecasting Station Representatives, declared at Fellows, president of NARTB.

“Because this is an all-industry threat or problem,” Mr. Grubhorn said, “we do not address the president of NARTB, and request that you lend the weight and influence of your position to eliminate current conditions and encourage the return to normal policy under which the economic balance between network and spot revenue has been and must continue to be maintained.”

Citing NBC’s consideration of a plan to sell announcements on a network basis as part of its chimes identification, Mr. Grubhorn addressed his letter to the Association’s president.

Tuesday at a letter to Harold E. Fellows, president of NARTB.

“We understand that NBC has foreseen the need to eliminate a network service,” Mr. Grubhorn said. “We do not wish to see the network chimes proposal become an announcement if sold as network!”

Noting that the “arbitrary, uniform network rate cuts,” which have been described as disregarding interest and “even contrary to the ANA’s selection evaluations,” are now in effect, Mr. Grubhorn asked: “How much longer will stations continue to suffer from NBC’s announcement 70% dollars to be diverted into network announcement 30% dollars? Are the stations going to wait until it is too late to negotiate revised rates?”

“Competitive media,” he averred, “have never hurt radio as radio is hurting itself.”

FOOTBALL PACTS
Humble, Standard of Ind. Sign
FOOTBALL’s radio sponsorship list continues to grow with signings by Humble Oil and Standard Oil of Indiana reported last week.

Standard Oil of Indiana will sponsor all regular season games of the U. of Michigan, Minnesota, Nebraska, Wichita and Wisconsin on radio through McCann-Erickson, Chicago.

The contracts to be used are KOA Denver, WHO Des Moines, WOC Davenport, WDC Waterloo, WCCO Minneapolis, KFAB Omaha, KOLT Scottsbluff, Neb., KFH Wichita and WMJW Milwaukee.

The firm also will buy the U. of Notre Dame’s of Detroit game over WJR as a feature of the Motor City’s 250th anniversary through McCann-Erickson, Chicago.

Texas State Network will air Humble Oil & Refining Co.’s exclusive coverage of Southwest Conference games for the 11th consecutive year, Gene L. Cagle, TSN president.

Charlie Jordan, TSN vice president, will give the play-by-play reports. Wilkinson-Schiwetz & Tips Inc. of Houston, handles the Humble Oil account.

The Red Grange Football Show featuring the all-time grid great will be available again this season through Green Assoc., Chicago, Radio-Television Network Production Co. Show is a transcribed, open-end 15-minute program including name guests, highlights of college and pro games and Red Grange’s predictions for each game.

Tel Ra Productions, Philadelphia, reported advance sale in the following video markets for Touchdown, its 15-week half-hour package series covering collegiate games:

WMAR-TV Baltimore, WNCN-TV Raleigh, WSCC-TV Cincinnati, WEXL-TV Cleveland, WBNB-TV Columbus, WIOD Miami, WXYZ-TV Detroit, KTBV (TV) Los Angeles, KTRK (TV) Houston, WTIC-TV (TV) Miami, WDSU-TV New Orleans, WMAR-TV San Antonio and KING-TV Seattle.

First release is slated for Sept. 24. Commentary will be handled by Byrum Saam. Two other shows, Dick Dunkel’s Football Ratings and National Pro Highlights, are scheduled for release in mid-September.

KSON CONTROL
Studebakers Selling 85%
EIGHTY-FIVE percent stock control in KSON San Diego, 24-hour station, has been sold for $122,888 by Dr. John Ward Studebaker and his son, John Gordon Studebaker, president, and upcoming, 24-hour station, has been sold for $122,888 by Dr. John Ward Studebaker and his son, John Gordon Studebaker, president, and general manager. Dr. Studebaker is first vice president and general manager.

Dr. Studebaker is first vice president and general manager.

Studebaker, program director, subject to FCC approval.

Under the new setup, Mr. Rabell would have 66% stock with Miss Barbara. Dr. Studebaker, he said, would have found the station 4% years ago and had 15% stock interest. KSON operates with 260 w on 1240 kc.
YOU’LL LAUGH!
YOU’LL ROAR!
YOU’LL SHOUT
WITH GLEE!

Here comes

ZIV

with...

THE
HOWLINGEST
HIT
THAT EVER HIT
THE AIR WAVES!...
He's a reporter who hates bosses,
She's an editor who hates reporters...
It's action-full, event-full fun
for the entire family!

NOT JUST ONE, BUT TWO
GREAT HOLLYWOOD STARS... BOUND TO BE THE MOST POPULAR PROGRAM IN YOUR CITY!

THEY MAKE RATINGS JUMP!
THEY'RE TERRIFIC BOXOFFICE... WITH MILLIONS OF WAITING FANS!
THEY MAKE
LISTENERS
BUY!
LAUGHING THEIR
WAY RIGHT INTO
HEARTS AND
POCKETBOOKS OF
YOUR AUDIENCE!

FOR THE
TOP
PROGRAM IN YOUR
MARKET ... WRITE
WIRE OR PHONE
TODAY ...
TR LEGALITY

FOUNDAION for a high court review of the constitutionality of the United States was heard Aug. 3 by the advocate-triumvirate of the service in the District of Columbia. States, now in recess for the summer, was asked by Washington Transit Radio Inc. (WWDC-FM), Capital Transit Co. and the Public Utilities Commission of the District of Columbia to review the judgment of a U.S. Court of Appeals that segments of the broadcasts are "unconstitutional."

At the same time attorneys for anti-transit FM factions disclosed that they will file a brief with the high tribunal shortly, possibly within the next fortnight.

Specific tack the brief would take was determined last week, but it was known that the legal firm of Segal, Smith & Hennessey plans to file a consent for the writ of certiorari requested in the triparte petition. Purpose is to attain a SCOTUS decision that would become an appellate court's application beyond the District and out

In filing for a writ, which would stay the lower court ruling pending final judgment by SCOTUS, and that permanent continuation of the broadcasts, the three petitioners called for a review of transcasting's relation to both the Fifth Amendment of the Constitution (due process of law) and the First Amendment (freedom of press).

"The lower court's decision that the dissemination of programs ... are not protected by the First Amendment, because such programs have as a part thereof commercial advertising, is in conflict with the decisions" of the Supreme Court, the joint petition charged. Moreover, it "confuses the Constitutional limitations upon governmental power to restrain communication."

Other arguments projected by the petition were these:

"The decision of the (Circuit Court) is in conflict with the settled principles that the Fifth Amendment is a limitation only upon the powers of the general government and is not directed against the actions of individuals.

"The lower court has taken upon itself to reconcile and adjust competing constitutional interests, to balance the relevant factors, and to ascertain which of the competing interests is to prevail. There is no specific legislation governing the subject.

"In holding the radio reception of Capital Transit's vehicles depriving objecting passengers of constitutional rights, the appellate court ignored the prior decisions of this court which show that passengers have no constitutional right to use the service of Capital Transit and that their rights are governed wholly by statutes that do no more than require equal and non-discriminatory treatment of all.

"The (appellate) court has so far departed from the accepted and usual course of judicial proceedings on review of administrative orders, con
In addition to topnotch network shows*, WAVE and WAVE-TV also have a spectacular array of local talent. Our Pee Wee King, for example, has again been chosen “The Nation’s Number One Western Band Leader” in a national public opinion poll conducted by Orchestra World Magazine. You probably know him best as the composer of “Tennessee Waltz” and “Bonaparte’s Retreat”!

Pee Wee and his Golden West Cowboys are on the air 6½ hours a week, with a half-hour evening show on WAVE-TV and 12 half-hour daytime shows on WAVE. His television show is the highest-rated, locally-produced TV studio show in Louisville, while his radio programs are a local institution with some of the fanciest Hoopers you ever saw.

Write direct or ask Free & Peters for all the “network-plus” facts on WAVE and WAVE-TV!

*WAVE—NBC • WAVE-TV—NBC, ABC, Dumont

WAVE AM TV

FREE & PETERS, INC.
Exclusive National Representatives

LOUISVILLE
SUMMER P.I. CROP

The prosaic business of doing out station time to per inquiry and mail order houses has assumed a sporting aspect.

Newest idea in the field comes from Majic Kitchen Queen Co., P. O. Box 962, Poughkeepsie, N. Y. The firm's ambitious goal "is one brush in each of the 60 million homes in America."

To attain this goal, Majic Kitchen Queen Co. is letting stations decide what commission they want, in lieu of normal advertising charges, every time a $2 Majic Kitchen Queen brush is sold.

In its offer the brush firm makes this statement, "You must have a few spare moments now and then when you could broadcast about the Majic Kitchen Queen. Please let us know what you think, and what percentage you would broadcast for."

William L. Browne, whose name is signed to the offer, informs stations that "not since the days of your great-grandmother, not since the days of carrying water from the old well in the backyard, has there been such a complete fulfillment of a kitchen need; as the Majic Kitchen Queen."

Explaining that the brush "is a wonderful fascinating kitchen brush used with one hand," Mr. Browne emphasizes that it comes "in four brilliant colors — red, green, orange and white, and sells not for what you would expect, but just $2 tax paid."

With this technical description, he gets to the nugget of the offer, "Gentlemen, we have presented our case to you. We have already broadcast over several radio stations, and the results have certainly been gratifying. Please give this sure fire sales builder consideration for time fillers in your broadcasting schedules. A few minutes now and then will certainly pay you big dividends."

The summer crop of per inquiry offers also features a well-circulated memo to "50 selected top radio personnel." The memo is written by Russ Pelletier on behalf of Mary Greene (U. S. Trade Mark 384-287), scientific hair, scalp, skin preparations for men and women.

The fortunate 50 top radio personnel are informed that Mary Greene and associates need "your immediate reaction. We have just won the first round in an internal office battle and have the green light to prove that radio is the one medium that will keep our mail-order department going at top speed the year round."

After citing this hard-won victory, Mr. Pelletier explains, "When we proposed that a large percentage of next year's budget be spent for air-time, our president looked shocked."

At that point comes the gimmick, "Would you be interested in entering upon a 30-day (or longer) cooperative campaign, on a per inquiry basis, with the Mary Greene periodical "Cream"? The campaign gets 50% of each $1.50 sale, or 75 cents, plus 50% of the 20-cent handling charge, or 10 cents. Total price of the item is $2, including 30 cents tax.

Bulb Offer

A number of stations have commented with varying degrees of enthusiasm on autumn bulb and rat-killer offers submitted by National Radio Advertising Co., Seattle, of which Edwin A. Kraft is managing director.

The agency makes a pitch for combination rates, confronting station operators with novel types of discounts. "For example," Mr. Kraft writes, "we may use four accounts, four five-minute periods daily, 24 per week. We would want to get two-hour rate per week. Possibly we can use six or eight periods a day, in which case we would be billed for three or four hours weekly. In other words, we are shopping for bargains; it's the only way we can stay in business."

Then comes the clincher, "In order to help us analyze your suggestions, will you kindly head your letter, 'Suggestions for Increased Schedule on ___'?

Lannan & Sanders Adv., Dallas, is offering stations a mail order deal for hillbilly and race records, ranging from $1 payment on a $3.25 record package to 20% commission on albums. Client is The B. B. H. Co. (Johnny Hicks' Record Shop), Dallas. The agency says it guarantees delivery and payment.

The annoying problem of free-time bids from advertisers spending money in other media has been tackled head-on by KOKO La Junta, Col.

Iried by a request from Ralph W. Ater, director of TOPEKA & SANTA FE RAILWAY System's public relations office, urging KOKO to send for a set of musical programs put out by the National Safety Council, KOKO went straight to the railroad about the matter.

Larry Gordon, KOKO general manager, made this suggestion in a letter to Mr. Ater, "Since you realize that radio is a powerful influence in the country, why don't you spend some money with radio stations now?"

Mr. Ater replied that he had turned the letter over to the Santa Fe's advertising agent.

After waiting a month-and-a-half for a reply, Mr. Gordon wrote Mr. Ater that he still sees frequent high-cost Sante Fe ads in the local paper, "and that's like waving a red shirt in front of a bull. For years now have been giving free time to practically anyone requesting it and at the same time seeing paid ads in newspapers and magazines."

PROTESTANT PLANS

Major Emphasis on Radio

PROTESTANT churches will put major emphasis on radio rather than television during the next 12 months, Albert Crews, director of radio and television for the National Council of Churches' department of broadcasting and films, told a Religious Radio Workshop at Butler U., Indianapolis, last Monday.

"With radio in 95% of American homes and television in only 25%," he said, "the major share of the audience is still with radio and will remain substantially that for the coming season. We feel, consequently, that for the coming year we must place major emphasis on radio as the most powerful medium to serve the cause of Protestantism."

"This does not mean, however, that the church will ignore television. The church was 20 years late in learning to use radio. We must not make this mistake again. Twenty-five percent of our budget will go into television, both live and films."

The Workshop is conducting a month-long training session for ministers from throughout the U.S. and from four foreign countries.

No 'Rating' Worries

ONLY 16 sets-in-use is the standard, unchanging "Hoo-ping" for one of Texas State Network's daily programs—but company executives are very satisfied with the reception. Forrest Clough, TSN traffic manager, broadcasts on a closed circuit six days a week to staff members of network stations, giving information on program changes and business matters. The 15-minute program originates at KJPZ, Port Worth, key TSN station, and has been a business-expeditor of the network since 1930. Salesmen, who told Mr. Clough about having the oldest program on the network without a sponsor, jokingly threaten to peddle his broadcast commercially. But Mr. Clough likes it better this way. He knows his rating will always be the same. His listeners are paid to listen.

WDUZ

Green Bay, Wisconsin

announces

the appointment of

John E. Pearson Company

as

exclusive national representatives

EFFECTIVE

August 1, 1951

WDUZ • GREEN BAY, WIS.

Affiliated With

AMERICAN BROADCASTING COMPANY
"Let him talk"

"Get a load of him!

"In the ten years I've been patrolling this park, I've seen and heard all sorts of crackpots. One guy said the only good food for people was... grass! Imagine me turning down a steak dinner for grass! And only last week some wild-eyed old coot was warning the people the world would pos-i-tive-ly come to an end today.

"Now take that bird over there. He's telling everybody to quit work and let the government support them for the rest of their lives. Pretty soon somebody in the crowd'll ask him where the government's going to get the money to do it... and the answer ought to be a honey. Why, listening to answers like that keeps me laughing hard enough to forget my feet are killing me!

"Run 'em in? Nah!... let 'em have their say. This is one country where a guy can speak up without getting beat up for it. Which reminds me of the foreign lad who stood on that same bench yesterday, telling people how lucky they were to be living here in America.

"Where he came from, there wasn't any Free Speech. He couldn't go to the church he wanted. Couldn't own property. Had his own business but they took that away and made him work in a slave camp. But in this country he picked out his own job... at the Republic Steel plant here in town... and he's never been happier, helping to make steel for his adopted country.

"Matter of fact, he pointed right at me and told the crowd I was there to serve and protect them. In his country, he said, everybody ducked when a cop showed up. Funny thing, I didn't mind him speaking about me. Me... part of Freedom!

"I listened to him so long, I was late ringing in, and the Sergeant gave me what-for. But that foreigner brushed up my memory about a lot of things I'd been taking for granted. And me with two kids in the Service!"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America whose great Steel Industry is second to none. Republic is increasing its annual steel-making capacity by 1,174,000 tons! Republic's huge over-all expansion program will cost about $250,000,000... for new mills, mines, furnaces, and improved facilities. It is money well spent... to help keep America strong at home and abroad!

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or televise, write Dept. M, Republic Steel, Cleveland 1, Ohio.

August 13, 1951 • Page 45
DEPARTMENT NET DEVELOPMENT.

**$2,294,535.000**

INCOME among 13,000,000 U. S. SALES in 1951 in concerns not the medium used, but the

**$809,026.000**

ADVERTISING success stories of WJR Detroit as seen in this series of its Broadcastmg • Telecasting ads are pointed out to colleague Goodwill Station executives by WJR Vice President and General Manager Worth Kramer. Executive quarterback are (1 to 1): Mr. Kramer; John Pott, WJR, WGAR Cleveland and KMPC Los Angeles president; Gordon Gray, head of stations' New York sales office, and Carl George, WGAR Cleveland vice president and general manager. Two-day advertising clinic was held at WJR offices for stations' department heads.

DEFEND 'VOICE' Mundt, McCarran Ask More Strength

IN A MOVE to stem the swell of America, two security-conscious Senators last week called for a bolder and urged America's overseas radio Communist-controlled countries.

The counter-attack was launched last Monday by Sens. Karl E. Mundt (R.S.D.) and Pat McCarran (D-Nev.), chairman of the Senate Judiciary Internal Security Subcommittee, as the upper chamber awaited action by the Senate Appropriations Committee on the House-passed State Dept. Funds bill [Broadcasting • Telecasting, July 30].

Sen. Mundt expressed hope that funds for the Voice would not be "unduly crippled at a time when the program is doing such excellent work." He alluded specifically to the escape of 12 Polish seamen from Communist tyranny, which he attributed largely to the "effectiveness" of the foreign broadcasts which they had heard.

No Action Yet

The Senate Appropriations Committee has not acted on the combined State-Justice-Commerce department bill. Voice monies are now before a subcommittee (also headed by Sen. McCarran), which was expected to make its recommendations to the full committee momentarily. As passed by the House, the U. S. information program was allotted $85 million, with perhaps $25 million earmarked for broadcasting operations.

In a similar speech, Sen. McCarran also called for active efforts to promote TV in Europe, and Iron Curtain countries and held that "effective propaganda is inseparable from effective national policy" now lacking.

This is the answer to those who say that broadcasting to the Soviet sphere is useless because it does not reach enough people. Proper criticism concerns not the medium used, but the

CIVIL DEFENSE

Two States Air Series

A SERIES of civil defense reports are being broadcast to Alabama residents during August by a special network of 58 stations, and also to Wisconsin listeners by 41 stations under a similar project in that state.

The Alabama series is being produced by the Radio Broadcasting Services of the U. S. Office of Civil Defense for the Alabama Dept. of Civil Defense. Programs will emphasize the need for civil defense in all Alabama communities.

Seven Birmingham stations will originate the programs. The first was aired last week with four others to follow.

An awareness on the part of Wisconsin radio stations of the "importance of civil defense and of a desire to serve the public by helping to keep them informed," is pointed up by Richard C. Wilson of the Wisconsin Office of Civil Defense.

Of the 52 stations in the state, 41 are carrying a series entitled Civil Defense Report, Mr. Wilson reports. The program is broadcast by the seven stations of the Wisconsin State FM Network Monday at 7 p.m. and 34 commercial stations carry the series either as live rebroadcasts or by tape recording for later broadcast.

Col. J. M. Garratt Jr., director of the Alabama CD department, declared that its series marked the initial phase of a constant campaign to make Alabamians conscious of the peril of unpreparedness.

The entire series was written by LefRoy Bannerman, script writer of the University's Radio Broadcasting Services. Production and direction was divided between William A. Nall, production assistant with the Voice of America in New York City, and Edward Wooten, of Birmingham, of the production staff of the U. S. and coordinator of the Alabama Civil Defense Radio Project.

Wisconsin broadcasts are in the form of reports to the people by Maj. Gen. Ralph J. Olson, state director of civil defense, informing the public on progress and developments in civil defense in the state.

Future plans of the CD office include a 13-week series to be initiated early in the fall. Format will be question and answer and panel discussions with specialists in various phases of civil defense explaining their programs.

OPS Survey

OFFICE of Price Stabilization investigators are surveying radio-TV set retail dealers to determine whether they are complying with OPS regulation that price charts must be posted. Dept. of Justice has instructed its attorneys in the field to enforce the OPS requirement.
SELF-SUPPORTING AND UNIFORM CROSS-SECTION GUYED TOWERS

Illustration above shows five Truscon Steel Radio Towers operating for Radio Station WMAK, Nashville, Tennessee

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
Bab Reports

Outlines Independent Unit, Future Projects

A 16-PAGE BROCHURE describing the results of BAB's first three months of independent operation and outlining its plans and projects for broad radio promotion was being circulated by the bureau last week to both members and non-members.

With it went to non-members a letter urging "full and unqualified support" of BAB, and to members a letter asking that each one solicit at least one new member for the agency.

"All-out, fully financed promotion, unanimously supported by ALL radio, alone will provide the answers you need," BAB President William P. Bishop said. "If the job is not done now, I predict that very soon radio may well have few standards of practice or ethics and no semblance of an equitable price structure."

The report covers the three months since BAB became an autonomous independent operation on April 1. The two immediate objectives of that period—"the immediate need to get into position to serve the entire radio industry, and to expand the services formerly provided to AM and FM stations via NABC—have been reached, the report asserts.

Future Plans

Though "for the time being" it "will remain essentially a home-based operation," BAB expects to develop gradually into "a complete, fully integrated national operation," with National Sales Division, Retail Sales Division, and field offices. "Starting with a Field Dept. in New York, field offices are to be opened in Chicago and in either Los Angeles or San Francisco," the report says.

In reporting on the bureau's progress, the brochure points out:

BAB has extended both the number and variety of sales aids and services to its members. New projects are in production. Others will go into production shortly.

Some of BAB's most constructive projects—particularly its program of fundamental, basic research—must wait. But with an adequate supply of time and personnel, the bureau is in a position to "audit, document, and organize the monetary and financial backing of every responsible operator in the industry, BAB will eventually reach all of its goals."

In the field of original research, BAB regards a nation-wide research program "to establish the fundamental values" of radio and show it to be "vital." Until that project can be started, "BAB will endeavor to conduct one or more small-scale pilot studies. These experimental projects will probably include studies to appraise the relative positions of radio and the other major media."

BAB's library, the report says, has "a top priority." It is envisioned as "a national repository for statistical information related to commercial radio," operating as "a clearing house for media and sales data." A semi-monthly information digest is being planned as part of the library service.

"The library will compile data on radio advertising for use in competitive selling," the report explains. "It will chart budget allocations, advertising costs, result stories by business, product and media. It will serve as the central file for radio case histories and documented success stories. It will gather factual information and keep up-to-date figures on commercial radio's growth, coverages, audiences, etc."

One of the long-term projects of the library "will be to chart the history and evolution of radio rates and their relationships to other media."

Among other projects are:

A basic presentation on radio's selling power, now in production; plans to publish summaries of more than 50 radio -vs.- newspaper tests of the Advertising Research Bureau Inc.; plans to publish advertising and seasonal sales patterns of 91 hard and soft goods items; plans for a series of controlled tests on sales results, with particular attention to commercial copy and merchandising and perhaps collaborating with the "Operator's Guide" service of the Distribution Council of National Advertisers; clinics on commercial copy and merchandising; continuing information service on advertisers' cooperative advertising policies; bi-monthly publication of "sales opportunities"; a continuous series of radio success stories, being collected via a content among member stations; retail information folders; stripflips on the power and use of radio; a direct mail series stressing advantages and expenses of retail radio advertising; and transcribed sales aids, for station staff training and presentations to advertisers.}

BMI Display

BMI'S "American Music Hall" collection of musical rarities will be displayed at the Illinois State Fair at Springfield this week (Aug. 10-19) at the request of Gov. Adlai E. Stevenson and the Illinois Broadcasters Assn. Hy Reiter, BMI advertising and promotion manager, designed the exhibit and supervised its assembly at Springfield. The display will be shown at the Wisconsin State Fair later this month and plans have been made for showings throughout the country through arrangements with broadcasters associations in each state.

KLAUS LANDSBERG, vice president Paramount Television Productions, and general manager KTLA (TV) Hollywood, and the station itself have been contracted by Los Angeles District, California Congress of Parents and Teachers, Inc. on KTLA coverage of the recent fire at Wilmington Oil Refinery.

FRIDAY the 13th is considered a lucky day for KGO-AM-TV, ABC and O&O stations in San Francisco, by General Manager Gayle V. Grenello and Chief Engineer A. E. (Shorty) Evans. It was Friday, Aug. 13, 1948, when KGO formally took possession of its current TV studios atop Mt. Sutro. Twenty-eight years later, Friday, July 13, 1951, ABC formally took possession of the Eagles Bldg., which will be remodeled to house the network's radio-TV facilities there.

HAZEL BISHOP

Sets $2 Million Ad Budget

HAZEL BISHOP Inc., New York (lipstick), will be spending over $2 million in advertising for 1951-52 with sponsorship of its newest radio network show and the two-year renewal of its half-hour television show.

The non-smear lipstick firm effective early in September will sponsor a five-minute program, 8:35-9:00 a.m., on 200 ABC stations. The format of the show is not yet complete but will most likely be a news or human-interest type. The show precedes ABC's Breakfast Club.

The Freddy Martin Show, after a summer test on 62 NBC-TV stations, Thursday, has been so successful that Hazel Bishop Inc. has signed a two-year renewal contract with the network for a permanent time, Wednesday, 10:30-11:00 p.m. effective Sept. 5. It is expected that more than 55 stations of the TV network will clear before the end of the month.

Sponsorship of the Freddy Martin Show may be shared on an alternate-week basis with Bretton Watch Bands, it was understood, although official confirmation was not available last week.

Both Hazel Bishop and Bretton Watch Bands are handled by the Raymond Spector Co., New York, advertising agency.

Nielsen Signs MBS

MBS has signed to become the second national network subscriber to the Nielsen Marketing Service, designed to aid it in coordinating food and drug sales information and other Nielsen marketing data with the audience measurement reports it already receives in the Nielsen Radio Index. ABC began using the marketing service in April.
FOR YOUR INFORMATION:

Over a 20-year period, it has been found that it takes roughly one pound of steel to bring one barrel of oil to the surface of the ground.

The oil industry needs steel for drill pipe and casing; for gathering pipe lines and cross-country pipe lines; for tankers, barges, tank cars, trucks and trailers; for refinery expansions and replacements; for storage tanks holding millions of barrels and service station tanks holding a few thousand gallons and for the 16 million drums for "packaged" goods. If steel is not available for all of those uses the oil industry cannot increase its production and delivery of gasoline and other products to the American public in time to meet expected demand.

It is estimated that not more than 75 million tons of finished steel shapes will be available this year for all purposes. One of the most difficult tasks facing defense mobilization officials and the men from various industries who are cooperating with them is that of allocating the available steel so as to do the most good for the over-all defense program. Because the total military and civilian demand exceeds supply, some needs will not be met.

Oil men believe their steel requirements deserve high priority. If the 11 million tons of steel needed by the oil and gas industries are not supplied, then the oil and gas expansion programs cannot be carried out. Failure to sustain an adequate well drilling program, for example, would result in a decline in our moderate margin of productive capacity within a few months.

The Petroleum Administration for Defense and the National Production Authority agree that at least 43,400 wells must be drilled this year. To accomplish this 1,890,000 tons of oil country tubular steel goods must be made available.

Oil men, on their part, have rolled up their sleeves and are hard at work putting every ounce of steel to the very best use so as to help provide for another probable all-time high in demand for petroleum products. They know that military requirements for petroleum products almost doubled after fighting started in Korea. They also know that military plus civilian demand is expected to go up about ten per cent this year, even if that fighting does not spread.

Oil men realize that a tremendous job lies ahead of them, but they are convinced they can handle it if they continue to get steel.

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

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

P. S. You likely have in your morgue the new edition of "Petroleum Facts and Figures". It can be a valuable reference for you.
THE LATEST WCKY STORY

THE WCKY JAMBOREE IS YOUR BEST SALESMAN TO COVER THE SOUTH!

WCKY HAS MORE CONSISTENT LISTENERS THAN ANY OTHER 50,000 WATT STATION COVERING THE SOUTH

BMB PROVES IT!

610,790 BMB FAMILIES LISTEN TO THE JAMBOREE 3 TO 7 TIMES A WEEK IN THESE SOUTHERN STATES:

KENTUCKY
TENNESSEE
ALABAMA
GEORGIA
MISSISSIPPI
FLORIDA
NORTH CAROLINA
SOUTH CAROLINA
VIRGINIA
WEST VIRGINIA

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

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

WCKY HAS THIS COVERAGE AT A LOWER COST PER THOUSAND BMB FAMILIES (3 to 7 times per week listening) THAN ANY OTHER 50,000 WATT STATION.

MINUTE PARTICIPATIONS COST ONLY $45.00 ON THE 52 TIME RATE.

IF YOU WANT THE SOUTH FOR YOUR SPOT CAMPAIGN, INVEST YOUR ADVERTISING DOLLARS WCKY’S-LY

FOR MORE DETAILS CALL COLLECT OR WRITE:
Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6365
TWX: Cl. 281

FIFTY THOUSAND WATTS OF SELLING POWER
The Non-Profit Motive

SEN. WILLIAM BENTON, who these days seems to be getting more and more impractical about everything except managing his own financial interests, has expressed the wish that educational broadcasting under the FCC's proposed allocations be permitted to sell enough of their time to defray expenses.

In Senator Benton's case, the wish is father to the campaign. Although he has not attempted through legislation to alter the FCC's proposals, he and other spokesmen for the organized group which is lobbying for educational TV would be willing to go to the Supreme Court to have the FCC's proposed rules limiting educational stations to strictly non-commercial operation, if the FCC's proposed allocations be permitted to sell enough of their time to defray expenses.

It was inevitable that this question of non-profit, as compared with non-commercial, educational television would be brought up, if not by Senator Benton then by other spokesmen for the organized group which is lobbying for educational TV.

The reason is simple. By now, a lot of schools that were entrenched in expressing "an interest" in the reservation of channels for their use have learned that the costs of operating a television station non-commercially are hopelessly beyond their means. If they are to entertain any notion whatever of going into television, they are aware of the necessity of obtaining some kind of income from it.

They naturally see virtues in "non-profit" operation (the term TV commencing a scholarly disinterested in sordid commercialism). It would enable them to escape vexatious taxation on the one hand and, on the other, take in as much revenue as possible the way, adjusting their expenses to match their income.

Above all it would place them in an advantageous competitive position with commercial telecasters who are obliged by law to pay heavy taxes and who must make a profit to exist.

Nobody would suffer by this arrangement except the commercial telecasters who risked their substantial investments in pioneering the field, building the audience and creating the vast public interest in television from which no educational station could possibly function.

Now the truth is that "non-profit" is a meaningless term. A station is either commercial or non-commercial, and if it accepts one dime of revenue from selling time or programs, it must be classified as commercial, whether it makes a profit or not.

Those applicants who confess to being commercial must run a fierce gauntlet of competition for admission to the educational institution wishing to occupy one of the channels that the FCC proposes to reserve does not.

FCC Chairman Wayne Coy, testifying a fortnight ago at a Senate hearing, made the point very clearly. To change the educational reservations from non-commercial to non-profit, he said, would be to "run into a barrel of snakes." He explained:

"If they [the educators] were going to run a commercial station, whether they are running it for profit or not, it last to get enough revenue to pay their expenses, the only way to get such a station is to compete with others that want to do the same thing."

Chairman Coy is commendably correct in that analysis. We hope that as the pressure rises for a change to non-profit classification he and other Commissioners will maintain that stand.

Unification & Pratt

WHEN Haraden Pratt assumes his post this fall as telecommunications advisor to President Truman, it is logical to expect that he will first define for himself the area in which he will operate. Actually, the whole spectrum—from 10 kc to infinity—will be his oyster.

Reason for the appointment, as emphasized in our issue of Aug. 6, is to bring about equitable allocations of spectrum space between government and civilian users. And by government is meant mainly the military.

Two years ago, following the most acrimonious kind of intramural conflict, the military services were unified.

But have the military communications been unified? There is nothing to indicate that they have. Each major branch—Army, Navy, Air Force—maintains its own communications. Wouldn't it be in the interest of unification and of economy of valuable frequencies as well as of operation to unify them? Couldn't much of this spectrum space be diverted to the benefit of the people—for television and for other services—through communications unification?

Presidential Advisor Pratt, it seems to us, has an ideal starting place.

ASCAP on the Prowl

TEN YEARS ago an all-out war between the broadcasters and ASCAP ended with a defeated society preserving its life by accepting a government consent decree whose terms limited its previous monopolistic practices.

Today, ASCAP is asking the government to strike from the decree two requirements which have been among the strongest protection of the society's broadcast licensees: To provide per program licenses for stations desiring to buy music on the basis of use and to base fees only on shows containing ASCAP tunes.

If its first request were granted, ASCAP would be able to force all stations with BMI licenses to take out blanket licenses from ASCAP, which would then receive payment based on station revenue from all sources regardless of the use of its music.

If its second plea were successful, ASCAP would be able to include in the base for its per program fees not merely station income from programs containing its music but also ad-jacent announcements as well. The rejection of this demand by the TV industry was the major cause of ASCAP's breaking off negotiations for per program license terms and issuing its own unilateral form.

The universal rejection of that form and the inability of TV broadcasters to obtain acceptable terms in individual negotiations led the majority of the nation's TV stations to exercise their right under the terms of the consent decree and ask the court to set fair and reasonable terms for their use of ASCAP compositions. Now, ASCAP is trying to re- vive the decree to keep its old dominant status in its dealings with its broadcast customers.

But there is a vital difference between today's situation and that of a decade ago when BMI was new-born. The difference in the broadcast-er's relationship with ASCAP is clearly shown in the society's plea that the consent decree terms must be changed to protect it against the "unfair competition" of BMI.

Injection of this proposal into the petition of the TV broadcasters for fair terms makes it clear that ASCAP cannot present its present operators as it does to the television broad-casters. The same united front that beat ASCAP to its knees a decade ago is needed now. With it, victory will again be assured.
THESE SIGNS* ARE NORMAL IN NEW YORK

Italian traffic signs* are a realistic recognition of the fact that the Italian language is more commonplace on the streets of New York than any other except English. More than 2,000,000 Americans of Italian origin live in the New York area. Their buying power exceeds $2,300,000,000 a year.

By showmanship, service, facilities and tradition, WOV long ago became the unrivalled first choice of the New York area Italian audience. So much so, that 90% of all expenditure for Italian-language radio advertising in New York is on WOV.

The only direct and inexpensive way to influence the buying of these 2,000,000 Italian-Americans is through WOV. Put it on all your New York schedules!

*The sign says "Pedestrian Crossing."

ROME STUDIOS: VIA di PORTA PINCIANA 4
National Representative: John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19
City. In 1922, when his father died, he switched to night classes while working daytime with the American Hard Rubber Co., manufacturer of assorted products from combs to rubber pipe and fittings, automobile steering wheels and dashboards, and radio panels for the new fad of home built radio sets. He was then 17.

Three years later he moved from New York to Chicago as assistant manager of the company’s office there, continuing his night studies at the U. of Chicago, and from that point progress has been steady.

One of his associates at American Hard Rubber, who had gone to the Reuben H. Donnelly Corp. in New York to establish a merchandising and point-of-sales agency in the automotive field, invited him to come along as co-manager. He accepted.

Next step, in 1933, was Ketterlinus Lithographic Co., Philadelphia, as vice president and manager of its newly-formed sales promotion division. There Mr. Madden conditioned himself in such diverse fields as display advertising, printing, broad point-of-sales techniques, merchandising, and promoting planning.

Then in 1936 Standard Oil of New Jersey and McCann-Erickson asked him to join the agency and handle the Standard Oil account. He went to McCann-Erickson as a vice president and director, gradually took on other accounts and meanwhile, for the first time, introduced sales promotion as an integrated part of agency service. He also established a publicity and public relations division for the agency and, between other chores, introduced Standard Oil to the South American market.

First Radio Use
It was about this time, in the mid-1930s, that Mr. Madden first encountered radio programming on a media basis. For Standard Oil he introduced a new motor oil with the Five Star Revue, which ran the gamut of program types with its five evening half-hour shows a week, as well as the Babe Ruth’s Boys’ Club, which is still good for entertaining stories whenever radio oldtimers gather.

For three and a half years, from late 1942 to early 1946, at McCann-Erickson Mr. Madden was in charge of new business. The agency’s annual billing went from $25 million to $60 million during this period.

It was at McCann-Erickson, too, that Mr. Madden got his first experience in television, taking an inquisitive and active part in the agency’s experiment in the new medium just before World War II broke out and halted its development.

From the agency Mr. Madden went to the American Newspaper Advertising Network in May 1946 as executive vice president and director. He found the work fascinating—and not dissimilar to radio and TV, since it, too, sold “continuity of coverage”—but rising newspaper publishing costs and much smaller profits by 1950 had put the handwriting on the wall, despite the fact that ANAN then had more than 50 major newspapers for members and a billing volume of $10 million annually.

Effective Feb. 1, 1950, Mr. Madden left ANAN to become assistant to NBC President Joseph H. McConnell. Seven months later he was named to his present position.

Mr. Madden is married to the former Janet Wayne, petite blonde socialite of London and Paris, and is the father of two children: Donald Brian and Edward D. Jr. He is a member of New York’s Radio Executives Club, and his hobbies, aside from television, include baseball, prize fights and generally keeping fit.

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Still Waiting, Caroline?

WALTER HAASE, manager of WDRC Hartford, has just received a fan letter written 17 years ago in Win-

sted, Conn. The delayed letter was addressed to “Uncle Walt,” a radio role Mr. Haase was playing as a WDRC announcer in 1934.

It contained a request that “Uncle Walt” play the record, “Lonesome for You, Caro-

line.”

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If you have a "better mousetrap" WIBW can sell it!

WIBW pioneered the change from threshing machine to combine...from hand-selected seed corn to hybrid...from horses to tractors.

We’ve taken the lead in programs of home modernization, soil conservation, improved strains of livestock, and 4-H activities.

WIBW has long been recognized as the state’s greatest single factor in changing established habits of Kansas Farm Families.

And because these changes have benefited our farm audience, they have confidence in us...listen to WIBW more than any other station*

* Kansas Radio Audience, 1950

WIBW is serving and selling THE MAGIC CIRCLE

Rep.: Copper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

Page 54 • August 13, 1951

BROADCASTING • Telecasting
Graybar recommends New CP SUPER TRANSMISSION LINE

One Line for Any AM, FM or TV Frequency Up to 1000 Megacycles


This sectional view of an insulator with its compensating groove clearly shows the full radii at the edges and the inside surface of the inner conductor.

Here’s a line you won’t have to change for any shift in frequency, a line that can be used in any portion of the present or proposed TV band!

The new CP Super Transmission Line makes use of the new Dupont plastic, Teflon — the plastic characterized by an incredibly low dielectric constant and power factor. Its loss factor is a small fraction of that of most ceramics. Teflon is practically unburnable, unbreakable, arc-resistant, and repellant to water. The use of specially-undercut inner conductor mounting fully compensates for the supporting Teflon insulators and makes CP Super Transmission Line available for use in existing or proposed television channels. This transmission line will have wide application in any broadband service in the 1-1000 MC frequency range.

The complete compensation at each insulator is accomplished by forming the inner conductor adjacent to and immediately under each insulator so that the discontinuity capacitance at each insulator face is corrected. The special shape of the groove under the insulator decreases the overall insulator shunt capacitance to a point where the ratio of the total shunt capacitance to the total series inductance in the region of the insulator is equal to the capacitance inductance ratio at a point remote from the insulator.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts and figures about this new line. Or, if you prefer, send for the new Bulletin 850 which describes it.

Graybar has everything you need in broadcast equipment . . . plus everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.
HAROLD E. KING named general manager WTWH Port Huron, Mich. Mr. King managed radio station in Oklahoma and Kentucky before joining WTWH.

TOM FLEET, station director and salesman KVOB Alexandria, La., named manager KCNY San Marcos, Texas. He replaces JOEL HIRSCH, who is re-entering management consultant field.

EDWIN J. CHARLES, account executive WEAM Arlington, to WOL Washington, in same capacity. He was with WINX and WGMS Washington.

Mr. King

CHARLES GEORGE Jr. named to sales staff WPTF Raleigh, N. C., as local and regional sales representative. Mr. George was former station page and has just graduated from U. of North Carolina.

WALKER Co., N. Y., appointed national representative for WGTW Wilson, N. C.

WILLIAM L. SNYDER, Chicago Tribune, to Forjoe & Co., N. Y., as sales account executive.

FLAVIUS DANIEL, head of public relations department CKAC Montreal, appointed manager CHLP Montreal.


ROBERT MEEKER & Assoc., N. Y., named national representative for KYOS Bellingham, KPQ Wenatchee and KWIE Kennewick, Wash.

WILLIAM R. DOTHARD, director of local sales WBFR Baltimore, appointed assistant director of sales.

DEANE LONG, program director KFSD San Diego, appointed station manager KVOE Santa Ana, Calif.

WALTER C. WARD, general manager WBCC-AM-FM Bethesda, elected president Broadcast Management Inc. (WBCC-AM-FM). He succeeds WILLARD D. EGOLF.

WALLY SEIDLER, commercial manager KOCO Ontario, Calif., resigns, effective Sept. 1.

Mr. Dothard

NORMAN V. FARRELL, Weed & Co., N. Y., appointed assistant sales director Bremer Broadcasting Corp., licensee WTV (TV) and WAAT Newark.

WILLIAM ENDICOTT, program director KBEE Modesto, to KGO San Francisco, as sales representative.

LARRY BUSKETT, account executive KLAC-TV Hollywood, named sales manager KLAC.

JOHN McCAY, director of operations WPIX (TV), New York, returns to WCIV-TV Philadelphia as assistant manager. Mr. McCay was director of operations at WCAU-TV for two years before joining WPIX. He will be responsible for program development and special writing, as well as coordination of local and network programming, studio assignment and overall scheduling.

RAY TENPENNY, account executive KEYD Minneapolis, appointed commercial manager.


Mr. McCay

PERSONALS

GEORGE F. LEYDORF, vice president in charge of engineering WJR Detroit, elected chairman Communications Engineering Committee of Michigan Office of Civilian Defense. . . HUGH B. TERRY, vice president and general manager KLZ Denver, named senior advisor to Denver Executive Club. . . GENE W. LEE, vice president and general manager KFXM San Bernardino, and vice president Southern California Broadcasters Assn., appointed coordinator of communications for Region 8, California Office of Civil Defense. His territory embraces San Bernardino, Riverside, Mono and Inyo counties. He has under his duties of chief of communications for San Bernardino city civil defense to JOHN HARDER, KFXM staff . . . RICHARD GERKEN, John Blair & Co., N. Y., father of twins, a boy, Daniel Paul, and a girl, Anne Louise, July 29. . . BANK, general manager Tuscaloosa Broadcasting Co. (WTBC Tuscaloosa) was appointed chairman of public relations committee. . . FRANK BURKE Jr., general manager KFVD Los Angeles, appointed chairman for second consecutive year of seventh annual fall "Whinging" of Southern Calif. Broadcasters Assn.

Strictly Business

(Continued from page 18)

ing service work. But his service includes handling some of the largest advertising accounts to use radio out of Montreal for his stations. He is always ready to help Montreal advertising agency men with data on his stations.

Other Activities

He also has made a name for himself in Montreal aside from his work as a station representative. During World War II he was a member of the Montreal Repertory Theatre group, "The Tin Hats," which put on shows at Canadian Army camps and at hospitals. He did special theatrical events and helped in the radio end of Canadian War Loan campaigns. Since the war he has worked for such organizations as the Canadian Cancer Society and the Community Red Feather campaigns. He has in the past few years become in demand as a speaker on the subject of private radio and is well known for his talk in the radio end of Canadian War Loan campaigns. Since the war he has worked for such organizations as the Canadian Cancer Society and the Community Red Feather campaigns. He has in the past few years become in demand as a speaker on the subject of private radio and is well known for his talk in the radio end of Canadian War Loan campaigns. Since the war he has worked for such organizations as the Canadian Cancer Society and the Community Red Feather campaigns. He has in the past few years become in demand as a speaker on the subject of private radio and is well known for his talk in the radio end of Canadian War Loan campaigns.

YANKANE SHIFT

Palen, McGivern Join WONS

A joint program-sales-management operation of WONS Hartford has been announced by the Yankee Network, effective Aug. 4.

The Yankee O&O station is to be managed by Ed Palen, former program coordinator for Yankee's O&O stations, and Frank McGivern, formerly of WCFL Chicago.

Yankee officials say that an intensive reshuffle of program and sales operations will get underway Sept. 1. New operations will be based on tailor-made program features, including personalities and a program effectiveness survey of the Yankee Network facilities.

Mesar. Palen and McGivern are expected to announce details of the stepped-up operation plan later this month. Both are said to feel that a more aggressive implementation of sound sales and program policy will bring WONS a larger share of the Hartford audience.

KCBS' 50 KW

Switchover Effective Aug. 9

KCBS San Francisco boomed into Northern California with a 10-fold increase in power last Thursday.

The switch, changing the station from its old 5 kw transmitter at Alviso, on the southern shore of San Francisco Bay, to the new 50 kw operation at Novato on the north shore, was pulled by Mayor Elmor Robinson of San Francisco at 7:29 p.m. [Broadcasting Telecast, July 30].

A host of civic dignitaries and industry officials including CBS President Frank Stanton attended the switchover ceremonies. Two minutes after the switchover, the station's celebration program was picked up on the entire national CBS network for a half-hour featuring the network's top stars, among them Art Linkletter, Frances Langford, Desi Arnaz and J. Carroll Naish. Preceding the network show, KCBS, still on its 5 kw power, presented a 16-minute local offering.

In recent weeks KCBS has plugged its impending power increase with an extensive promo campaign. Regular station breaks reminded listeners: "We'll be 10 times stronger in just six days (west coast time, etc.)." A clever, envelope-enclosed folder that revealed its message in sections as it was pulled from the envelope was distributed widely in the trade. Another folder was sent to the trade announcing: "This week we pull the big switch.

The new transmitter is the latest-type GE-250-A, 50 kw standard broadcast transmitter. Each of four 600-ft. towers rests on a porcelain insulator atop a concrete foundation. To insure continuous service, Pacific Gas & Electric Co. built two miles of special 12,000 volt transmission lines connecting with two separate power sources, north and south of the transmitter site.
JOHNSON NAMED
Is WAGE General Manager

H. DOUGLAS JOHNSON Jr., was appointed general manager of WAGE Syracuse last week, succeeding William T. Lane, who has resigned to enter another phase of broadcasting. Mr. Johnson, who has operated Doug Johnson Assoc., a Syracuse public relations firm serving upstate New York, also was elected to the WAGE board and named vice president.

The appointment was announced by WAGE President Frank G. Revoir, co-founder of the station with Mr. Lane. Mr. Lane becomes general manager of WYES(TV) Atlanta, now owned by Broadcast Inc. following FCC approval last week of its transfer from Atlanta Newspapers Inc. (see story, this issue). He had been vice president and general manager of WAGE for more than 10 years. Coincident with his resignation he sold his 20% interest in the station to Mr. Revoir.

The new general manager formerly served as WAGE news editor, leaving that post in January 1949 to establish Doug Johnson Assoc. The public relations firm is being sold to a group including Henry A. Rosso, formerly chief account executive, who will take over direction of the company.

From 1936 through 1940 Mr. Johnson was publicity and radio director of The Lane Adv. Agency in Syracuse. He is president of the Upstate New York Chapter of Sigma Delta Chi, professional journalism fraternity, and is a member of the Syracuse Advertising and Sales Club and a number of civic organizations.

Mr. Lane was president and owner of The Lane Adv. Agency from 1937-41. He sold the firm in order to devote fulltime to WAGE. From 1938-41 he was president of the Syracuse Common Council.

WLAN BIRTHDAY
Plane Chartered From N. Y.

WLAN Lancaster, Pa., on Aug. 9 flew a group of agency time-buyers from New York to Lancaster to help Frank H. Aldboeffer, station owner, celebrate WLAN's fifth birthday anniversary. Station identifications on that day were handled by a five-year-old girl of the Lancaster area.

Bob Keller, New York sales promotion representative was in charge of plane arrangements. Arthur H. Beckwith, WLAN commercial manager, handled details at Lancaster. Staff members of Headley-Reed, WLAN's national sales representative, and members of the trade press made the flight.

Keyed Promotion
ED QUINN, sales promotion manager of WTAG-AM-FM Worcester, Mass., has come up with a color-coded promotion report system which promises to be a time and labor saving device. Heart of the system is a set of seven differently colored sheets of paper—one for each of the seven branches of WTAG promotion. Clients will receive a monthly package of these sheets which will give them a quick summary of all on-the-air and printed program promotion given their program during the month.

BYRD PROPOSAL
Would Cut Information Funds

ECONOMY amendment to funds bills pending in Congress, which would cut information services, could affect government agency work in radio and television, it has been noted. The amendment is sponsored by Sen. Harry F. Byrd (D-Va.).

As applied to the Dept. of Agriculture appropriations bill, the Byrd amendment would slice some 25% from salaries of those functions performed by a person designated as an information specialist or as a radio or television expert. It would also affect persons who assist in preparing radio or TV scripts.

Meanwhile, Rep. George H. Bender (R-Ohio), attacked the information specialist in government. Among others, he signaled out the Army and Air Force which he said "in the last year have dished out $5,868,000 to private business for advertising and promotion purposes. This includes the distribution of handouts to newspapers, magazines, radio and TV stations. One drive costing $66,000 in a single contract was directed at influencing the ladies to join the services."


... More precious than ever

To the life insurance policyholder who joins the armed forces, loved ones at home are more precious than ever. Their protection becomes an immediate concern.

Realizing this, we alerted each of our policyholders-in-uniform to the rights and privileges he has for keeping his life insurance in force.

If making premium payments directly to the Company is inconvenient, the policyholder can authorize the government to deduct and remit them from service pay. Or he can make advance payments, at a discount. Another alternative is for the government to advance the premium payments under the Soldiers' and Sailors' Civil Relief Act.

Thanks to the help of the press and radio, this timely information has been brought to the public at large through the news columns. We are anxious to help all policyholders in the armed forces to continue their life insurance plans...for, after all, family security is one of the most important things they are fighting for.

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK
1740 BROADWAY AT 53RD STREET • NEW YORK 19, N.Y.

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'52 CONVENTIONS
Sponsorship To Be Mulled

RADIO-TV network representatives will be sounded out shortly—possibly this week—on the pros and cons involved in commercial sponsorship of 1952 national convention coverage.

Two rounds of industry meetings—one each for radio and television—were in the planning stage last week at Democratic and GOP national committee headquarters in the face of political discussion of the weighty sponsorship issue.

A special meeting among GOP and Democratic committeemen was tentatively set for last Friday in an effort to resolve the question of whether coverage should be made available to radio-TV networks and if so, under what conditions.

Initial plan is to appoint two members from each of the national committee headquarters to deal with industry, William Boyle Jr., Democratic National Committee chairman, and Guy Gabrielson, GOP committee chairman, already have discussed sponsorship and other convention problems among themselves and with their respective staffs. Joint committee meeting was held fortnight ago.

It was held likely that the four national committee representatives would include Kenneth Fry and Edward Ingle, Democratic and GOP radio-TV directors, respectively, as well as Charles Van Devander and William Milander, committee publicity chiefs.

The second joint session was designed to clear the sponsorship issue, before network representatives are called to confer with national committeemen.

There is little question, of course, that widespread coverage will be given to both the Democratic and Republican national conventions in Chicago, if only as public interest broadcasts and telecasts.

Certain conditions will be attached to commercial sponsorship, however, among them factors touching on production techniques, scope of coverage and type of sponsor. Disposition of funds by both parties, in the event of sponsorship, is another problem. Selection of agency also confronts both committees.

BAB Circulates Talk

SPEECH delivered by Louis Hausman, administrative vice president of the CBS Radio Division, at the BMI Clinic in New York in June, in which he outlined listener promotion ideas (BROADCASTING • TELECASTING, June 26), is being circulated by BAB to its member stations with the admonition that you can do an outstanding listener promotion or 'tune-in' job if you will follow Mr. Hausman's suggestions.
‘FREE’ TIME
Radio Cited by Services

The munificence in doing out free time for publicity on the armed forces has been officially acknowledged by the top strata in the Pentagon in testimony before a House Appropriations subcommittee.

At the same time, the group, headed by Rep. George H. Mahon (D-Tex.), satisfied itself on the whole question of advertising which one member said had been "brought forcefully" to its attention.

The question of free publicity was touched on during hearings on the Defense Dept. funds bill by Maj. T. J. Hanley, Adjutant General's Office, chief of Military Personnel Procurement Service (also see separate story).

Gen. Henley frankly told the subcommittee: "I have estimated, sir, that we get more than twice as much free advertising from radio as we spend on radio." He included TV broadcasting along with radio.

This comment evoked the interest of Rep. Harry R. Sheppard (D-Calif.), personal advocate of legislation to curb network ownership of stations, who protested that newspapers and other media have shown the same generosity. Rep. Sheppard wanted to be apprised of the full procedure launched by the Army and Air Force in negotiating for a network program—in this case an "all-news" program to assist in the recruitment of troops.

The California Democrat, who also favors divorcing network and manufacturing firm operations, had a number of questions to ask, relating to the selection of Grant Advertising Inc. as a successor to Gardner Advertising Co. in 1949. Contract was renewed last February.

Rep. Sheppard inquired why Grant was given the account in 1949 "after not having made any presentation when programs were solicited" and why Gardner had disqualified itself. Gen. Henley said that the selection board in 1948 felt Grant had understood the problems of recruiting and was capable of handling the account. The agency did not enter a presentation in 1949 since it had presented its case the year before, he said.

Radio also was given top recognition by Army and Air Force enlistees who were interviewed from sources of media they had received knowledge of the recruiting drive [Broadcasting • Telecasting, Aug. 6]. Of Army personnel 74% recalled radio spots and 63% said they had gotten most of their knowledge from radio programs. Of Air Force, 76% had recalled radio ads, while 55% attributed their knowledge to that media.

Gen. Hanley's estimate on free publicity invited speculation that the armed forces have hoped to receive perhaps close to $1 million in free publicity and time before July 1, 1952. This is based on the $786,000 requested by the services for radio-TV this new fiscal year, with perhaps 40% discounted (services usually ask for about twice as much as they hope to receive) weighed against Gen. Hanley's own estimate.

MUSIC PROFITS
Sponsors Overlook—Haverlin

Advertisers have been overlooking the "money crop" that can be gathered from music programs, Carl Haverlin, president, Broadcast Music Inc., told members of the Hollywood Advertising Club last Monday.

With the proper "intelligence, imagination, technique and knowledge," broadcasters can make a commercial success of musical programming, he pointed out. Such programs, he said, might be the answer to advertisers seeking profitable programs.

There is a place for all types of music on the air, he continued. Not to be overlooked or feared is classical music, of which he predicted a resurgence.

Quoting results of a listener survey made in Wisconsin, Mr. Haverlin stated that a preference for music was shown over all other types of programs. Classical music was rated first, modern dance music next.

TOKYO STATION
Planned by Catholic Order

The Society of St. Paul, Catholic religious order, has announced it will establish a radio station in Tokyo to begin a broadcasting battle against Communism in Japan.

Negotiations have been completed with the International Div. of RCA for equipment, according to Rev. John Chiesa, a missionary in Japan who is manager of the station.

Reportedly the first privately-owned commercial broadcast transmitter in Japan, the station will soon begin a 17-hour daily schedule "in an ideological race with Communism for the minds of the Japanese people," the announcement said.

AN A MEETING
Planned Sept. 24-26

ANNUAL meeting of the Assn. of National Advertisers will be held Sept. 24 and Sept. 26 at the Hotel Plaza in New York, ANA Chairman Albert Brown, vice president of the Best Foods Inc., announced last week.

He said Henry Schechter, national advertising manager of the Borden Co., will head the program committee for the meeting. The ANA will follow its custom of opening one day to agency and media representatives.

BROADCASTING • Telecasting

Now! over One Million Families in the Memphis Market Area
"Based on SALES MANAGEMENT'S Population Estimate January 1, 1952"

WMC IS MEMPHIS MARKET-MINDED

Today, Memphis ranks first nationally in volume of wholesale sales per establishment. . . and WMC, proud of the 1,047,000 families in the Memphis and Mid-South area, consistently schedules programs of information and entertainment specifically designed to reach this 2 billion dollar market . . . best.

A good example of WMC’s specific programming is the QUAKER FUL-O-PEP FEED SHOW, featuring the songs of Charley Dial.

Veteran of 15 years in radio and star of the famed Kansas City Brush Creek Folkies, Charley Dial presents his unique popular and western renditions five quarter hours a week . . . is consistently rated tops by his vast Memphis and Mid-South listening audience.

AND HERE’S WHAT THE SPONSOR THINKS . . . .

“In the Mid-South area, it is essential that we reach the specific market for which our Feed products are designed. Charley Dial and his WMC FUL-O-PEP FEED SHOW have done a wonderful job in furthering the QUAKER name and FUL-O-PEP sales throughout the Mid-South.”

Signed J. C. Huckabee
QUAKER OATS COMPANY

WMC NBC — 5000 WATTS — 790

MEMPHIS

MCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

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open mike

When the CHIPS are DOWN . . .

Yes, when the chips are down . . . when there’s a catastrophe in any form, fire, flood or storm, radio always gets the call . . . and always answers! Yes, radio always gets the call . . .

Why?

Because everyone knows that radio always answers . . . quickly and effectively! Radio gets the job done! Only radio is proved and accepted as an important part of everyday living under every condition in every kind of a home!

That’s why . . .

When the chips are down radio always delivers the goods . . . be it flood warnings or sales information! You can depend on radio! You can depend on KVOO, Oklahoma’s Greatest Station for more than a quarter of a century!

Damn The Torpedo

EDITOR:

As chairman of the Television Program Standards Committee, I feel called upon to comment on the editorial in the [Aug. 6] issue of [BROADCASTING • TELECASTING], entitled “TV Stitch in Time.” As you are no doubt aware, the committee received from several sources the suggestion of the appointment of an Architectural Forum do not have one-tenth the circulation — combined that any one of the four networks has in our country.

William T. Kemp
Pres. & Gen. Mgr.
KVER Albuquerque

[EDITOR’S NOTE: Is Timeless, Lifeless Bernalillo County the Luce magazine’s Achilles heel?]

Mind Your Manners

EDITOR:

It seems to me that today’s television performers could profit from a bit of advice which I received from Edgar L. Bill, then manager of WLS Chicago. At a program meeting some 22 years ago he said, “When the residents of a city like Baltimore, Lancaster, New Orleans are an immediate audience being prepared to receive signals from all four networks via WMAR-TV Baltimore (CBS), WGAL-TV Lancaster (NBC), WFIL-TV Philadelphia (ABC-DuMont). It is expected that 15,000 to 20,000 standard design TV receivers will be sold and connected to this community antenna system during the next two years. However, Harrisburg has been allocated two UHF channels. Our system is so designed that it is possible to receive the UHF signals at the master antenna tower and convert them to un-used VHF frequencies.

In other words, when the two UHF stations assigned to Harrisburg do go on the air, they will have an immediate audience of all the sets connected to the Jerrold Community Antenna System, without any necessity for converting...
True Story Sells

A COMMERCIAL based on an experience of Frank E. Martino, account executive of WMTR Morristown, N. J., was reported last week to be doing a bang-up selling job for John Lotz, local Lincoln-Mercury dealer. In the commercial, recorded with Bob Mack, WMTR announcer, Mr. Martino outlined the background of his own decision to trade in his old car for a new one. Eight announcements later, the station reported, five new Mercurys had been sold, five or six other sales were in sight, and inquiries were still coming.

the television sets for UHF or adding special UHF receiving antennas. Hence those UHF stations are assured a large viewing audience from the moment they begin broadcasting . . .

Many UHF stations are scheduled for one-station cities. If these cities are already served by a community antenna system and are receiving programs from several channels, then the UHF broadcaster will have a much larger audience than he would normally achieve by his own unaided efforts . . .

Since a UHF broadcaster can place his antenna in a central location among a group of towns, instead of in the middle of one town, and use community antenna systems in several towns to assure excellent, shadow-free reception over the entire area, the UHF station will undoubtedly have sufficient coverage to be a far more profitable operation and to provide service to a far greater number of viewers . . .

When color television is generally available, it will be even more important to provide clear, ghost-free reception to every television receiver. The Jerrold system was successfully used by CBS in making their demonstrations to the FCC, and has been proved to be highly successful for distribution of color signals of any system . . .

Milton J. Shapp
President
Jerrold Electronics Corp.
Philadelphia

Accentuate the Positive

EDITOR:

This phrase came across my desk recently as the introduction to a promotion piece from one of the industry's leading organizations:

"Here's an idea you can use to excellent advantage, especially now when radio needs all the drive and steam you can put behind your sales efforts."

We who are removed from the direct influence of New York thinking, but who are influenced, unfortunately, by it, wish that the

(Continued on page 86)
CHILDREN SHOWS
Aired at U. of Calif Workshop

CONSTRUCTIVE criticism on children's commercial television programs made directly to advertisers will go a long way toward bettering such programs. This is the opinion of E. Carlton Winckler, television production manager, ABC Western Division and KECA-TV Los Angeles, who Sept. 1 became general manager, CBS eastern network. Mr. Winckler addressed educators and television specialists at the television workshop during the four-day session of the annual Children's Theatre Convention at the U. of California, Los Angeles [Broadcasting • Telecasting, July 23].

Over 300 educators and specialists in the four parts of the fields of radio, television, theatre and movies attended the meeting, presented in cooperation with the American Educational Theatre Assn. and UCLA's Theatre Arts Dept., for the purpose of discussing how children's programs in these media can be improved.

Mr. Winckler, answering the question as to how to get complaints on commercial programs across to the station, pointed out that a station's hands are tied regarding such programs. Such complaints, he stated, should be laid at the doors of the advertising agency which produces the show. He urged the group to write their opinions to program committees that support what they thought were good shows, and to constructively criticize those to which they object.

Television, a "young medium going through growing pains," needs help from all such organizations, he said.

Seeks Criticism

A call for constructive criticism on children's TV programs also was made at the workshop by Dorothy Allen, Seattle television producer and leader of the sessions. The industry, she pointed out, is willing to cooperate in producing better programs and is anxious to implement any practical suggestions offered by such lay groups as were there.

Television, if properly channelled, Gilbert Seldes, author, told the group, has the greatest opportunity for general usefulness, cultural and educational advancement of all four media represented at the clinic.

Ten major criteria for planning children's television programs were derived from the workshop on "Psychological Aspects of the Child Audience in Films and Television" during the sessions.

Marking a step forward in cooperation between various elements involved in bettering children's programming the 10 points indicate a temporary guide toward what should be looked for in such programming. Included are:

- Leading character with whom child can identify; emotional involvement; winning by identification character; clearcut and continuous plot; opportunity for adventure; reasonably realistic and socially significant plot; good amount of dramatic action; direct and sincere presentation; provision for audience participation.

Horse Cents

AMID rising talent costs which plague the TV industry, Harold Cabot & Co., Boston, reports a refreshing incident reminiscent of "the good old days." In making a television film for a client, Adams & Swett, the agency needed a horse to play the leading role in a living room scene—pointing out that the horse's sharp shoes were very damaging to rugs. The animal selected was a 1,800-lb. draft horse, picked for his heavy fetlock. His "owner-"agent," a farmer, spent considerable time giving the horse the Hollywood treatment for the TV debut—wavy mane, shining coat and brightly polished hooves. The equestrian actor was before the camera a little over an hour. When asked for the bill, the farmer disregarded the hours spent in grooming the animal. "Just like pawn," he said, "$5 an hour." Total bill: Under $75.

Here the model stage is set for TV show, Harmony Highway, produced by Cleveland's Bing & Hoss, advertising and promotion agency. Photo appeared in the Cleveland Plain Dealer, which also carried a story crediting the agency, now celebrating its fifth anniversary, with obtaining success in the ad business by following the precept of always paying bills the day they are received. The Press feature was used as part of B&H's anniversary promotion. Grouped about the rotating model stage set that gives televiewers the feeling of motoring on a country highway are (1 to r) Gortude Hoss, copywriter Adeline Neiman, Ralph Bing and Art Director Eileen Gordon, all of the agency.

RECORD SET SALES
Forecast for '52 by Pokras

A RECORD sales year for television set manufacturers in 1952 was forecast last week by Louis I. Pokras, board chairman of Tele King Corp. Relaxations in Regulation W, opening of new TV channels and the opening of Latin American and other foreign markets contributed to his optimism. By late autumn, he predicted, sales will have reached a healthy state.

Mr. Pokras felt set manufacturers have learned the lesson of over-production and henceforth will turn out only the volume of sets they believe they can sell.

He said his company already is operating in Brazil and Mexico and has contracted for distribution in Argentina. European countries, he predicted, will offer great potentials to U. S. set manufacturers in the next few years.

KLAC-TV FILMS
Buys 52 From Quality

EXCLUSIVE television rights to 52 feature films for one year have been acquired by KLAC-TV Los Angeles from Quality Films at a cost of $302,500. The deal was consummated by Don Pedderson, general manager, KLAC-T V, and Charles Weintraub, president, Quality Films.

The group of films were obtained by the latter from independent producers, Chemical Bank & Trust Co., and Standard Capital. Included are The Moon and Sixpence, Tomorrow, the World, And Then There Were None, Angel on My Shoulder, Texas, Brooklyn and Heaven, The Crooked Way, Babies in Toyland, The Powers Girl, So Ends Our Night.

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"TWENTY QUESTIONS" IS THE ANSWER...

...to how to attract and build large television audiences

Florence Rinard
Fred Van Deventer
Johnny McPhee
Herb Polesie
A Guest Panelist (on this particular occasion, cartoonist Ham Fisher)
with Bill Slater, emcee

America's favorite parlor game is played regularly and presented by The Mennen Company each Friday at 8:00 P.M. (EST) on the DU MONT TELEVISION NETWORK 62 affiliated stations

A Division of Allen B. Du Mont Laboratories, Inc.
515 Madison Avenue, New York 22 • MU 8-2600
Yes, you can see sales results when you show Official. From our Jerry Fairbanks studios in Hollywood, Television's leading film producers present the nation's top talent in sure-fire productions... specially created for TV. Without bulging your budget, Official puts high quality television within the reach of any sponsor. For enthusiastic audiences, get the complete Official story today.

Direct all communications to our New York Office

**OFFICIAL FILMS, INC.**
25 WEST 45TH STREET
NEW YORK 19, NEW YORK
PLaza 7-0100
By DAVE Glickman

WITH “big money” in the offing, a steady trek of Hollywood “names” into television is anticipated when coast-to-coast network video, now set for Sept. 30, gets underway.

Income from motion pictures tapering off, talent sees a bonanza shaping up in the new entertainment medium. There is scarcely a film star or name player in the Hollywood community that hasn’t explored potentialities of video.

Sizeable number of established film stars, and those of lesser caliber no longer under studio contract, will start a gradual move over to TV this fall and/or winter.

Several, such as Gene Autry and Roy Rogers, already have set up their own TV production units starring themselves in pictures being made for the new medium. Others are quietly investing their money in such production enterprises, or buying into video one way or another.

Many “names” in negotiating new contracts with major film studios are not only asking, but are insisting on video rights. A few have already managed this, including Bob Hope, Bing Crosby and Red Skelton.

Free from contracted commitments and already expressing intentions of working themselves into the new media are such stars as Joan Crawford, Loretta Young, James Mason, Joan Bennett, Irene Dunne, Preston Foster, to name but a few. Charles Laughton and George Raft are also winking at video. Some plan to do live programming from Hollywood. Others will be seen on film produced especially for video.

Like many others, they got their feet wet in radio but a few years ago. Realizing potentialities of the new medium, they are now exploring video.

And picture folks who looked askance at TV dramatic shows, are now changing their tune.

Many producers and directors, as well as film industry executives of varied stature, also have made entry or are shaping plans to eventually become identified with television.

Cecil B. DeMille had an offer from Goodrich a year ago to produce a series of TV dramatic shows. Other factors intervened to prevent acceptance, but his interest in video hasn’t evaporated. Walter Wanger, another top movie producer, has video plans that are rapidly approaching the “announcement” stage.

Daniel T. O’Shea, CBS Inc. vice president, came into radio-TV from the movie industry. He formerly was president of Vanguard Films. Prior to that he was executive producer of David O. Selznick Studio.

Heber Ginsberg, identified with the film industry for a recently appointed NBC general consultant, working closely with John West, the network’s Western Division vice president. Mr. Ginsberg was vice president in charge of studio production and operations at Paramount Pictures for 11 years prior to joining NBC.

Sid Rogell was executive producer in charge of RKO Radio Pictures studio before he joined the recently merged Official Films-Jerry Fairbanks Productions as vice president.

Louis B. Mayer, who recently withdrew from MGM to set up his own theatrical film production firm, reportedly also will make TV pictures.

James Mason is considering the making of TV films when his 20th Century-Fox commitment to play the top role in the upcoming Five Fingers is completed. He has a one per year non-exclusive contract for several years with that film studio.

With his wife, Pamela Kelly, and Bill Spier, Mr. Mason owns Portland Pictures, a company, formed sometime ago to produce theatrical and TV pictures. Besides producing and directing, Mr. Mason may star in one of the TV film series now under consideration.

Snader Series

Preston Foster is being starred in a series of 30 half-hour filmed television programs titled Walter Fortune Story now being produced by Ted Robinson for release through Snader Productions in October. Some 10 well known film actresses have been lined up to play opposite him in the series.

Lyle Talbot plays the “heavy” and Ralph Byrd the lead in the Dick Tracy video series being produced and released by Snader. Allen Jenkins is being considered for lead in Moon Mullins, comedy TV film series based on the cartoon strip which P. K. Palmer will produce for Snader.

Vincent Price, stage, screen and radio actor, recently was signed to star in a TV film series titled Talisman. It is based on scripts by Eleanor Beeson.

Guy Madison and Andy Devine co-star in Wild Bill Hickok video series produced by William F. Brody Productions and sponsored by Kellogg Corn Pops on some 24 TV stations. Alan Mowbray will be co-starred in the William F. Brody Production Heroes in Betsy, slated for fall filming.

William Morris Agency has packaged the Pat O’Brien Story, a 15-minute TV show in color. Adele Reid Productions shot the pilot film.

Edmund Lowe has the lead in Front Page Detective, weekly 30-minute show, filmed by Jerry Fairbanks Productions. Helmut (Continued on page 77)
COAST-TO-COAST TV

AMERICAN Telephone & Telegraph Co. plans to inaugurate the opening of the coast-to-coast microwave radio relay circuit for TV program transmission Sept. 30 with a special hour-long program to be telecast simultaneously on all four TV networks with the telephone company as sponsor.

N. W. Ayer & Son, Bell System agency, last week was attempting to clear the 9 to 10 p.m. time on Sept. 30 and by Friday had obtained the go ahead from ABC-TV, which at this time has no program for that Sunday evening hour, and from NBC-TV and Philco Corp., whose Philco TV Playhouse occupies that time each Sunday. NBC-TV, CBS-TV was trying to arrange clearance with the Lincoln-Mercury dealers who sponsor Toast of the Town on its hookup during the fall season. The Mutual TV Network was also making an attempt to get its clients. Emerson Drug Co., sponsor of Rocky King, Detective Sunday at 9:30 p.m., for Broho-Seltzer and Lazarus & Brother Co., sponsor of The Plain Clothesman Sunday 9:30-10 p.m., for its pipe tobaccos, to turn their time on Sept. 30 over to AT&T.

Cities Difficulty

Major reason why transferring the hour from its regular video network sponsors to AT&T for that one night is difficult is that with the present limited intercity TV transmission facilities these programs are presented by kinescope on a delayed basis in many cities. That means that in relinquishing his network time, each advertiser must either make arrangements with the stations which normally receive the programs by kinescope to cancel the time for that week or he must go through with that program for kinescope only so that he can send it to these stations. Extra costs involved in such procedure presumably would be borne by AT&T, but in any event to work out all the details is a painstaking process.

Plans for the inaugural program are still indefinite but call for appearances by top performers. An AT&T spokesman said that he could not confirm a report that President Truman would participate in the telecast, adding that he considered this extremely unlikely.

Since on Sept. 30 only one westbound channel will be available for TV use, reported plans for a gala movie colony show on that date are obviously untrue. Hollywood's first coast-to-coast telecast origination will have to wait until late October or early November, when an eastbound channel is expected to be ready for use by the TV networks.

Addition of the western link to the Bell System intercity TV network facilities which now extend to Oklahoma City and Amarillo, which AT&T hopes to have completed and ready for use in expanding telephone service between those cities by late 1952.

There are no immediate plans for using this link for TV program transmission, but a company spokesman said that there is no reason it could not be equipped for television and that it would be if anyone orders such use.

FILM COMMERCIALS

NEED for standardized procedures in the ordering and production of filmed commercials for use on television is urged by agency film buyers and TV film producers. This is revealed in their response to questionnaires circulated among both groups in a nationwide survey conducted by American Television Society.

More than half of the film producers, in answer to one question, stated that they consider the information provided them by the agencies is on the average inadequate as a basis for the competitive bidding procedures which have become standard practice in the placement of this business. And both producers and agency buyers, by overwhelming majorities, agreed that a standard specification form prepared by ATS or some similar all-industry group for the use of all agencies and producers would be helpful.

Accordingly, the ATS film commercials committee which prepared the questionnaire will shortly be in work on a standard specification form, Gene Reichert, G. M. Basford Co., committee chairman, said last week. When complete, he said, the proposed form will be submitted to leading buyers and sellers of TV commercial films and after their approval has been obtained it will be presented to the entire industry for general use.

Opinion Divided

Tabulation of responses to the questionnaires, prepared by Committee Member C. E. Hooper for ATS, shows wide areas of disagreement as to the duties and responsibilities of agencies and film producers. A list of 30 items appended to the question, "who do you think should provide these production items?" found the majority of both agency and producer respondents agreeing on only about two-thirds, and there was frequently a divided opinion among the members of each group.

On the item of preparation of the client's products for photography, for example, 44 of the agencies felt this to be an agency function; 33 felt it the producers' responsibility and eight that it should be a joint activity. The producers, on the other hand, voted 70 that it is their job to prepare the products for the camera to 14 who thought the agencies should do it and six who voted to make it a joint venture.

Most agencies (38) felt that cast selection is their function, but a sizable minority (21) said the producer should select the cast and an even larger group (29) felt that it should be handled on a joint venture.

(Continued on page 75)

Surveyed by ATS

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Mr. Gudebrod  Mr. Reichert  Mr. Hooper  Mr. Dunford  Mr. Freese  Mr. Roush

Telecasting * Broadcasting
POWER BOOSTS

FCC Clears 45 Applications

CLEARER TV pictures for viewers of 41 TV stations became a reality last week when the FCC cleared up the 45 applications for higher transmitting power under its "Fifth Notice" ruling. First move in cracking the three-year-old freeze on TV applications, the ruling permitted TV stations to up their transmitter power to rated 5 kw output [BROADCASTING * TELECASTING, Aug. 6, July 30]. It means, also, that these stations enlarged their service areas to a marked degree.

Of the 41 stations now putting out higher-powered signals, Louisville Courier-Journal's WHAS-TV is the only TV station in the country hitting the permitted peak under present regulations—50 kw effective radiated power. Among the others getting permission during the past two weeks, WFBM-TV Indianapolis went up to 30.8 kw. After WTTV (TV) Chicago and Philadelphia Bulletin's WCAU-TV both went to 28.5 kw.

High-Power Outlets

Nine TV stations among the 107 now operating have been approved for some time in the higher-powered class: In Los Angeles, KECA-TV puts out 29.4 kw, KFPI-TV 30.2 kw, KLAC-TV 25.1 kw, KTNA (TV) 30 kw, KTVT (TV) 30.9 kw. Others which have been transmitting substantial signals are KPIX (TV) San Francisco, 50 kw; KTLA (TV) Los Angeles, 50 kw; Kestival Cleveland, 15.0 kw; WMJ (TV) Milwaukee, 21.0 kw; WABC (TV) New York, 15.0 kw; WJZ (TV) Baltimore, 12 kw; WKBW (TV) Buffalo, 12 kw.

Although radiated power is important in TV, it is not as significant as it is in AM broadcasting. Coverage depends on the height of the antenna and transmitter power. Thus, many stations may be putting out strong signals from high antenna sites, even though their radiated powers may be low.

The four still pending applicants for authority to boost transmitter powers to 5 kw are: WTTV (TV) Los Angeles, whose application involves move to Mt. Wilson; WTTV (TV) Bloomington, Ind., also involving move of antenna site; KRON-TV San Francisco, already putting out 5 kw transmitter output, but which desires to change its assignation; WABD (TV) New York, held up due to conflict with WNBC-TV New Haven.

WNHC-TV Request

WNHC-TV asked FCC last week to permit it to boost transmitter power to 5 kw—even though it is a community station and thus limited to 500 w output. New Haven station wants to radiate 18.9 kw instead of 1.82 kw it is putting out now. In its petition, the Channel 6 station says that the FCC proposed to permit station to transmit on Channel 8 and that present 1.82 kw ERP is not strong enough to properly serve New Haven itself. It also calls attention to probable "eye-brow" technique in interference if WABD is permitted higher power.

FOLLOWING TV stations have received FCC permission to increase their transmitter powers to maximum 5 kw rated output, as result of the Commission's "Fifth Notice," issued July 26 [BROADCASTING * TELECASTING, July 30]. These include all 41 granted such authority.

Effective Radiated Power

<table>
<thead>
<tr>
<th>Station &amp; City</th>
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<th>To</th>
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<td>WABC-TV New York</td>
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<td>21.0</td>
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<td>WBT (TV) Chicago</td>
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<td>18.5</td>
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<td>WTN (TV) Chicago</td>
<td>11.2</td>
<td>17.0</td>
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<td>WKBK (TV) Milwaukee</td>
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<td>WZTV (TV) Milwaukee</td>
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<tr>
<td>WTVN Columbus</td>
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</table>

Grants for Power Increases

J. R. POPPELE (standing), vice president and chief engineer, WOR-AM- TV New York, watches meters as Charles H. Singer, assistant chief engineer, turns up the power in WOR-TV's transmitter at North Bergen, N. J., to 22 kw ERP at a height of 1,050 feet above sea level.

U. S. Shoe Buys

RED CROSS SHOES (U. S. Shoe Corp.) will sponsor hour-long musical revue Irving Berlin's Salute to America, 8-9 p.m., Sept. 12, over NBC-TV. Mr. Berlin, who is contributing one of his most popular compositions, is said to make it a patriotic fund-raising "God Bless America" fund, will debut as TV producer, director, and master of ceremonies on the programs which will also feature his own favorite compositions. Agency is Stockton, West and Burkhart, Cincinnati.

In TV Funds Move

by the Illinois Association follows: Whereas the IBA is opposed to the Joint Committee for Educational Television's proposals for reservation for channels, and Whereas the U. of Illinois is taking a leading part in promoting these programs and spending tax funds for that purpose, and Whereas any announcement of notification of the Illinois station costs for TV transmitters may be most misleading to the public since it is conservatively estimated that further investment in equipment and personnel and daily operating costs will total hundreds of thousands of dollars annually, and Whereas a university station in Urbana will serve a radius of 60 miles or less and cannot ever serve the major centers of Illinois or the entire population thereof, and Whereas the state university could, to much greater advantage, use the taxpayers money to produce television programs for use on commercial stations which it will provide time without charge for worthwhile educational programs of general interest and which will assure statewide television coverage for the Illinois General Assembly and to the president of the U. of Illinois.
EUROPEANS from both sides of the Iron Curtain will get a chance to see U. S. television in action—both black-and-white and color—in a two-week series of demonstrations slated to start in West Berlin today (Monday) under sponsorship of the Economic Cooperation Administration in collaboration with the U. S. High Command in Germany.

Coinciding in part with the second World Communist Youth Festival now in progress in East Berlin, the color TV demonstrations will be staged by CBS and the black-and-white by RCA. Russian guards reportedly have attempted to close off the border between East and West Berlin but news reports indicate that thousands are eluding the guards to visit the Western Sector. These visitors are expected to be among the audiences for the TV showings, which for most Berliners will be their first.

An estimated 5 million youths are attending the communist festival, which opened Aug. 5 for 14 days. The number of those who will have visited the Western Sector by the time the festival is over is expected to reach the tens of thousands.

Elaborate arrangements have been made for both RCA and CBS showings.

RCA’s will be held in Schöneberg, with the largest outdoor theatre in Europe, and spokesmen said about 25,000 televisions are expected to witness the RCA showings. CBS’s will be held in the Funkstemtur Exhibit Grounds, with “many thousands” expected to see each demonstration.

In addition, RCA has installed its transmitter control console in a corner window of the city’s largest department store, and is setting up 40 home receivers in other windows of the store. Sixty other sets have been installed by RCA in other public places in West Berlin’s 14 wards. Three large-screen projection receivers also have been installed by RCA, which estimated the value of its equipment at $355,000.

RCA, CBS Ready Berlin Demonstration (Report 176)

Weekly Television Summary—August 13, 1961—Teletasking Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOBA 68</td>
<td>91,987</td>
</tr>
<tr>
<td>Amarillo</td>
<td>KAMR-TV, KSB-T</td>
<td>60,331</td>
</tr>
<tr>
<td>Atlantic</td>
<td>WTVI, WSB-TV</td>
<td>117,834</td>
</tr>
<tr>
<td>Charleston</td>
<td>WSOC, WSCT, WMV</td>
<td>304,418</td>
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<tr>
<td>Charlotte</td>
<td>WBTY, WBT</td>
<td>49,100</td>
</tr>
<tr>
<td>Chicago</td>
<td>WGN-TV, WMCA, WBBB</td>
<td>19,700</td>
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<tr>
<td>Cincinnati</td>
<td>WCPA, WKRK, WBPB</td>
<td>165,300</td>
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<tr>
<td>Cleveland</td>
<td>WJW, WJWX, WJKO, WUWU</td>
<td>747,600</td>
</tr>
<tr>
<td>Columbus</td>
<td>WWHO, WJRT, WCMH</td>
<td>200,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>KDFW, KDFW</td>
<td>84,413</td>
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<tr>
<td>Charlotte</td>
<td>WBTY, WBT</td>
<td>973,765</td>
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<tr>
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<td>WCPA, WBPB, WBBB</td>
<td>300,000</td>
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<tr>
<td>Cleveland</td>
<td>WJW, WJWX, WJKO</td>
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<td>Columbus</td>
<td>WCMH, WJKO, WUH</td>
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<td>Dallas</td>
<td>KDFW, WDFW, WDFW</td>
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<tr>
<td>Detroit</td>
<td>WHIO, WTVI, WUWU, WXYZ</td>
<td>505,000</td>
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<tr>
<td>Dayton</td>
<td>WJW, WWTV, WJY</td>
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<tr>
<td>Dayton</td>
<td>WJW, WTVI, WJY</td>
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<td>Ft. Worth</td>
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<td>Grand Rapids</td>
<td>WSBG, WSBG, WSBB</td>
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<td>Greensboro</td>
<td>WPVM, WPVM</td>
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<td>Houston</td>
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<td>Huntington</td>
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<td>Indianapolis</td>
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<td>Jacksonville</td>
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<td>Johnstown</td>
<td>WJAC, WJAC</td>
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<td>Kansas City</td>
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<td>Louisiana</td>
<td>WLSI, WLSI</td>
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<td>KTLA, KTLA, KTLA</td>
<td>1,002,000</td>
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<tr>
<td>Providence</td>
<td>WPRI, WPRI</td>
<td>125,730</td>
</tr>
<tr>
<td>Salt Lake</td>
<td>KSL, KSL</td>
<td>148,181</td>
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<tr>
<td>San Bernardino</td>
<td>KEIB, KEIB</td>
<td>84,750</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KSAV, KSAV</td>
<td>95,720</td>
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<td>San Francisco</td>
<td>KELO, KELO</td>
<td>89,117</td>
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<td>Seattle</td>
<td>KZTV, KZTV</td>
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<td>St. Louis</td>
<td>KSD, KSD</td>
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<td>Syracuse</td>
<td>WSYR, WSYR</td>
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<td>Toledo</td>
<td>WEVS, WEVS</td>
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<td>Utica-Rome</td>
<td>WUTI, WUTI</td>
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<tr>
<td>Virginia</td>
<td>WTVI, WTVI</td>
<td>276,180</td>
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<tr>
<td>Washington</td>
<td>WUSA, WUSA</td>
<td>74,817</td>
</tr>
</tbody>
</table>

Total Markets on Air 52
Total Stations on Air 107
Estimated Sets in Use 12,091,000

Teletasking * BROADCASTING
"He profits most who serves best"

For 29 years here at WSB — and now 3 at WSB-TV — our primary interest has been the acquisition and maintenance of audience. It was our original conviction that this best could be achieved through a dedication to service in the public interest.

The soundness of this philosophy is now well established. For, throughout all these years, in every audience survey ever made in Atlanta by any recognized authority, WSB and WSB-TV have been a dominant first.

The policy that has paid rich audience dividends for WSB and WSB-TV pays-off handsomely for advertisers, too. Let our Petry representative tell you how these stations can profit you.
AFRA CONVENTION

DELEGATES to the 12th annual national convention of the American Federation of Radio & Television Artists met in Minneapolis for a four-day session, were expected to adopt a resolution calling for a merger with the all-video union, Television Artists Union. Top one-level AFRA spokesman anticipates a “complete” merger within a year.

Pros of the merger, which has been proposed by AFRA locals in New York and Los Angeles, were slated for Friday and Saturday portions of the agenda.

The convention topic-treatment of AFRA card-holders labeled as subversive—was scheduled for a battle on the convention floor late Saturday.

AFRA members were balloted a month ago on a proposed constitutional amendment approved by the union’s executive board, to ban subversives.

In New York, AFRA spokesmen announced that the anti-Communist referendum had carried a vote of 2,118 to 457, a 3 to 1 ratio. It was not disclosed whether any members would be automatically expelled.

The constitutional amendment approved by the referendum would bar from AFRA membership any person who had been proven, in a state of federal court action, to have been a Communist since Dec. 31, 1938. It would disqualify any AFRA member identified as a Communist by the State Dept., Justice Dept., or FBI, and any member who affiliated with organizations which the U. S. Attorney General terms “subversive.”

The American Civil Liberties Union asked AFRA, before the mail referendum was closed, to reconsider the matter. The subject was expected to come up at the AFRA convention.

Subversive Question

Convention delegates, about 200 in all, were expected to reach a kind of resolution on the question rather than withdraw the proposal completely, with debate centering on the specific provisions of the all-video amendment.

Some members took to consider limitations which could be incorporated to rule out Communist influences but which would also refute critics who say the amendment, as submitted, is “restrictive, vindictive and all-inclusive to the point of depriving payers of their livelihood.”

The Television Authority merger, in the opinion of most AFRA members, would save them time and money and make their work more efficient. The major criticism was the “pitiful variance.” Members shifting between the different fields represented by TVA could work on one card and pay one scale of dues, rather than several.

The AFRA convention approves the move, Television Authority members can study the same proposal in November when they meet in annual convention, probably

TVA MERGER

Opposed by FTPC

NAVY scheduling of some of its football games this fall on the Theatre Network Television drew fire last week from the Fair Television Practices Committee, an organization devoted to fighting box-office TV. [BROADCASTING * TELECASTING, Aug. 6, July 30.]

Protest was sent Vice Admiral Harry W. Hill, U. S. Naval Academy representative; Mr. Mark, FTPC chairman. “Theatre television is a commercial operation...it offers no public service features. The Academy, on the other hand, is entirely supported by public funds and presumably should be operated solely in the public interest,” Mr. Marks said.

Calling the exclusive telecast rights to TV “an example of bad policy” the Academy, Mr. Marks said the committee believes Navy football games should be made available for telecast “for the general public’s benefit.”

Mr. Marks said his group had learned three of Navy’s games have been assigned to television. FTPC, he said, “wishes to point out to you that among those who will be deprived of the opportunity to witness telecasts of Navy football games will be thousands of hospitalized veterans, soldiers and sailors, who obtain a sense of active participation in life through the medium of television.”

The complaint came shortly after the announcement of the full schedule of major Eastern college grid games for theatre telecasting last week by Nathan L. Halpern, president of Theatre Network Television.

Reportedly already signed by TNT for the upcoming season are the U. S. Naval Academy, Dartmouth, Pennsylvania, Pittsburg, Yale, Columbia and Fordham. Other signings are expected to be announced shortly. TNT’s schedule will cover games from Sept. 22 to Dec. 1.

MOVIE GRID TV

FIGHT COVERAGE

CBS Radio-TV Slate Bought by Pabst

PABST Brewing Co. last week returned to major boxing to the “home” TV, by signing for Wednesday night sponsorship of 41 telecasts and 37 broadcasts of International Boxing Club bouts over CBS Radio and TV.*

The competitive theatre-TV interests, however, won exclusive rights to the Joe Louis-Jimmy Bivins fight from Baltimore this Wednesday night.

Pabst will launch its fight coverage via radio and TV six weeks earlier than usual, with two championship matches from Madison Square Garden: Aug. 22, Light-Heavyweight Champion Joey Maxim vs. Bob Murphy, and Aug. 29, Light-middleweight Champion Frank Gavilan vs. Billy Graham. It is also negotiating for rights to the Randolph Turpin-Ray Robinzett heavyweight championship fight, Sept. 19.

The CBS Radio Network is not scheduled to carry the fights during September, but will resume Oct. 3, for the season.

Agency for Pabst is Warwick & Legier Co., New York.

Meanwhile, NBC was querying major TV manufacturers in a plan for joint broadcast TV sponsorship of major sports events as a means of combating possible inroads by theatre-TV interests. The joint-sponsorship plan of covering top-flight bouts was inaugurated by eight manufacturers in coverage of the Joe Walcott-Ezzard Charles championship match via DuMont-TV a few weeks ago. That deal was negotiated by DuMont officials.

HIGHEST TV transmitting antenna in the country will be claimed by KOAT Albuquerque once construction is complete. KOAT plans to begin construction of television station, installation of equipment and erection of the antenna as soon as FCC authorization is granted. The antenna will be located at Sandia Crest, 10,678 feet above surrounding terrain. Inspecting the site are Al Cadwell (f), KOAT manager, and Lew Pett, of DuMont. Equipment has been ordered from DuMont Labs Inc., Clifton, N. J.

ATLANTIC PACTS

Releases Colleges on TV

ATLANTIC Refining Co. announced last week that it is voluntarily releasing “a number of colleges on the Eastern seaboard” from contracts covering Atlantic sponsorship of their football games this fall.

The move was made, the announcement said, “to give the National Collegiate Athletic Assn. a free hand in carrying out its experimental plan for the television of college football next season.” The contracts being released gave Atlantic options for first-refusal rights on TV coverage.

Atlantic had bid unsuccessfully with Westinghouse for sponsorship under the NCAA plan (see adja-


cent story).


centertext
NOW...

GPL

Makes TV's Outstanding Camera Chain

Even Better!

GPL's 1951 Image Orthicon Chain is delivering even more features—better performance—than the previous model which itself set new industry standards! Compare it for ease of operation, uniform high quality, flexibility in studio or field.

Set this camera up to meet varying requirements...control it remotely if desired...select any of four lenses at the press of a button...adjust focus from right or left side of camera, with the same 300° arc of focus adjustment for all lenses...choose color filters, masks, at the flick of a thumb...control the motor-driven iris from camera or camera control unit. Normal optical focus range automatically adjusts for constant 9" diagonal at close-up, for all lenses except telephoto. Overtravel switch provides extended focus range, obtaining full optical focus on all lenses.

In every way, GPL's is a "human-engineered" camera chain, built to do a tough job more easily, built to do your specific job best! Arrange to see this great new model at the earliest opportunity.

Compare THESE FEATURES WITH ANYTHING ON THE MARKET TODAY

- Three Compact Units
- Push-button Lens Change
- Right or Left Hand Focus Knobs
- Right or Left Hand Lens Iris Control Buttons
- Turret, Focus and Iris Controls from remote location if desired
- High Resolution Integral View Finder
- Enclosed I.O. Controls
- Iris Setting Indicator
- Pre-loaded Color Filter Wheel
- Swing-up Chassis
- Focus Range Selector Switch
- Equal Flexibility in Studio or Field

WRITE, WIRE OR PHONE FOR DETAILS

GENERAL PRECISION LABORATORY
INCORPORATED

Pleasantville
New York

August 13, 1951
JUNE GROSS LAGS

JUNE marked the first sign of a summer decline in TV network billings comparable to the traditional summer slump of radio broadcasting, according to figures released last week by the Broadcasting & Telecasting last week by the Publishers Information Bureau. They showed that the combined gross time sales of the four TV networks in June totaled $8,969,940, more than $1 million under the combined May gross of $10,011,144.

The June total of just under $9 million is more than three times the PIB figure of $2,884,273 for the same month of 1950 and although there is no direct comparison, as DuMont TV Network figures are included in this year's PIB reports whereas they were not during 1950, there is ample evidence that TV billings have practically tripled in the past year.

The same conclusion is indicated by the figures for the first half of each year, 1951's January-June five-network total being $55,099,126, compared to 1950's first-half three-network total of $14,031,385. Procter & Gamble Co. continues to head the list of TV network time users, although its June gross time purchases of $583,050 lagged nearly $90,000 behind its May gross of $642,452. Only change in the top ten TV network sponsors (Table I) is American Tobacco Co., whose June gross time purchases topped its May total by some $30,000 when Your Hit Parade and Big Story had five broadcasts each in June against four in May. It replaced Anchor-Hocking Glass Corp., whose Broadway Open House dropped from a five-week basis in May to three-a-week in June. Table II lists the top TV network advertiser in each product group.

Product group total TV network time purchases, itemized in Table III for June and January-June for 1950 and 1951, shows foods the most heavily network advertised class, followed by smoking materials, toiletries, soaps and cleansers, automotive, household equipment, beer, radio and TV sets, drugs and remedies, and household furnishings advertising, in that order. List is almost the same as for May, except that drugs and remedies moved into ninth place by practically doubling its gross time expenditures over May, pushing household furnishings from ninth to tenth position.

Increase in gross time purchases in the drugs and remedies category resulted largely from the inauguration in June of three new programs sponsored by advertisers in this class: Kendall Co., sponsoring Super Circus for Curity bandages and first aid supplies; Noxema Chemical Co. starting Cames Theatre, a smoking of medicated cream; and White & Fink Products Corp. starting Doodles Weaver for Lysol and other products.

**Table I**

<table>
<thead>
<tr>
<th>Gross TV Sales</th>
<th>Advertiser</th>
<th>Net Time Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Acces.</td>
<td>International Latex Corp.</td>
<td>$ 49,688</td>
</tr>
<tr>
<td>Automotive, Automotive Acces. &amp; Equip.</td>
<td>Ford Motor Co.</td>
<td>257,715</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor &amp; Equip.</td>
<td>Anchor Hocking Co.</td>
<td>107,000</td>
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<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>Mars Inc.</td>
<td>45,460</td>
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<tr>
<td>Consumer Services</td>
<td>Arthur Murray Dance Studios</td>
<td>28,112</td>
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<td>Drugs &amp; Remedies</td>
<td>Kendall Co.</td>
<td>51,645</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>General Foods</td>
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<td>Gasoline, Oil &amp; Other Fuels</td>
<td>Texas Co.</td>
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<td>Household Equip.</td>
<td>Westinghouse Electric</td>
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<td>Household Furnishings</td>
<td>Mohawk Carpet Co.</td>
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<td>Industrial Materials</td>
<td>Anchor-Hocking Glass Corp.</td>
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<td>Insurance</td>
<td>Mutual Benefit Health &amp; Accident Assn.</td>
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<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Gruen Watch Co.</td>
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<tr>
<td>Office Stationary &amp; Writing Supplies</td>
<td>Minnesota Mining &amp; Mfg. Co.</td>
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<tr>
<td>Publishing &amp; Media</td>
<td>Time, Inc.</td>
<td>57,780</td>
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<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments, and Acces.</td>
<td>Philco Corp.</td>
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<tr>
<td>Retail Stores &amp; Direct Mail</td>
<td>Paramount Television Prod.</td>
<td>139,325</td>
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<tr>
<td>Smoking Materials</td>
<td>R. J. Reynolds</td>
<td>364,520</td>
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<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>Procter &amp; Gamble</td>
<td>563,650</td>
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<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>Colgate-Palmolive-Peet</td>
<td>257,978</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Quaker Oats Co.</td>
<td>49,920</td>
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</table>

**Table II**

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Gross TV Sales</th>
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<tbody>
<tr>
<td>Apparel, Footwear &amp; Acces.</td>
<td>$ 138,980</td>
<td>5,138,026</td>
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<td>Automotive, Automotive Acces. &amp; Equip.</td>
<td>692,955</td>
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<td>Beer, Wine &amp; Liquor &amp; Equip.</td>
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<td>Building Materials</td>
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<td>Confectionery &amp; Soft Drinks</td>
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<td>Food &amp; Food Products</td>
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<td>Gasoline, Oil &amp; Other Fuels</td>
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<td>Office Stationary &amp; Writing Supplies</td>
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<td>Radios, TV Sets, Phonographs, Musical Instruments and Acces.</td>
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<td>Retail Stores &amp; Direct Mail</td>
<td>2,157,558</td>
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<tr>
<td>Smoking Materials</td>
<td>1,117,232</td>
<td>21,765</td>
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<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>911,691</td>
<td>31,635</td>
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<tr>
<td>Toiletries &amp; Toilet Goods</td>
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<tr>
<td>Miscellaneous</td>
<td>1,117,232</td>
<td>21,765</td>
</tr>
</tbody>
</table>
behind the scenes of the nation's screens

**Television** network transmission requires precise and costly equipment. Yet the equipment alone would be of little use without trained personnel to operate it.

So the Bell System trains men, even as it extends its television channel miles. They are provided with the special apparatus needed to handle television's ever-changing requirements.

Control Center technicians monitor Bell circuits to see that programs travel smoothly, that switching takes place with a minimum of interruption. Their skill and equipment help make network television flexible and smooth in operation, even though the combination of stations and networks may alter every 15 minutes.

In less than six years the Bell System has established over 18,000 miles of television channels to serve the industry. The value of coaxial cable, radio relay systems and associated equipment used by the Bell System for television purposes is nearly $85,000,000.

Yet charges are relatively low. The Telephone Company's total network facility charges—including both video and audio channels—average about 10 cents a mile for a half hour of program time.
FCC Gets Plan For Viewer Ownership

RESIDENTS of Las Vegas and Southern Nevada would become owners as well as viewers of the local TV outlet proposed to FCC last week by the purchaser of a TV set would automatically be given stock in the station at no extra cost. Set dealers along with the part owners.

Desert Television, whose principals are identified with the ownership and operation of KRAM Las Vegas, has applied for Channel 13 with effective radiated power of 3 kw visual and 1.5 kw aural. Estimated cost of the TV outlet is about $155,000, with $60,000 estimated as the first year's operating cost. Initial annual revenue of $100,000 is expected.

Desert Television has authorized 290,000 shares of stock at $1 par and proposes to allot $125,000 worth of its stock to local citizens under the plan. Several local TV set dealers each propose to purchase 500 shares in the applicant and in addition "to include in their sale of television sets to the public at large five shares of the common capital stock... for each $100 television set or installation sale."

The set purchaser would receive the stock at no cost, the set dealer.

BOXING RIGHTS

REQUEST was made last week that Congress investigate whether there is "unreasonable restraint in the purchase of exclusive rights to boxing-match telecasts by theatres for large screen viewing."

A resolution introduced in the House last Monday by Rep. L. Gary Clemente (D-N. Y.) would set up a select committee to investigate all phases of national boxing. In addition to the TV probe, the committee would include study of whether operators in the narcotic trade have infiltrated the sport, whether there is a syndicate control over boxers, managers and matches, and whether the public is being denied national competition for boxing titles.

Section on television reads: "Whether or not the people of the U. S. are being denied sharing of boxing matches on television by unreasonable restraints."

Rep. Clemente said he had introduced the legislation (H Res 367) because "millions of fans are restricted from seeing matches on their sets" when the TV outlets broadcast interests.

He said not only were theatres restricting this viewing according to their individual seating capacity but also "one theatre showing in an individual city further deprived the public from the opportunity of seeing a bout."

The Congressman said he had received 100 letters from constituents protesting restrictions. Rep. Clemente also said he has received "favorable comments on his bill." The resolution was referred to the House Rules Committee.

MESTRE STATIONS

Buy DuMont Units

SALE OF two 500 w TV transmitters to Goar Mestre interests in Cuba were announced last week by Allen B. DuMont Labs.

One transmitter has been delivered, but it could not be learned where the CMQ owner planned to install it. Mr. Mestre already operates CMQ-TV on Channel 5 in Havana, and has made known plans for other stations in Camaguey, Santa Clara, Matanzas and Holguin to establish a Cuban interconnected network.

Same plan is in the works for the other Havana TV interests—CMUR-TV. In a recent statement, Irving Later, New York representative for Union Radio Television, said URT planned to spend $2 million this year in establishing 5 kw stations at Santa Clara, Camaguey, Las Tunas, Guantanamo, and stations at Santiago de Cuba, Matanzas and Pinar del Rio (Broadcasting * Telecasting, May 28).
**ZENITH ANSWERED**

On Its Channel 2 Request

ZENITH doesn’t have a leg to stand on. That was the essence of the reply of Balaban & Katz, licensee of WKBK (TV) Chicago, and CBS to the radio-TV manufacturer’s request that FCC determine its rights in Chicago’s Channel 2 for which it has applied. [BROADCASTING • TELECASTING, Aug. 6.]

Both Balaban & Katz and CBS made these points in “motions to strike,” filed with the Commission Aug. 6:

(1) If Zenith’s request is a comment on the proposed allocation plan, it has been filed too late. Comments, both statements pointed out, were due May 7; oppositions, June 11.

(2) If Zenith wants an official ruling from the FCC, it should also be denied. Zenith has no rights in Channel 2, the statements declared, because there is no conflict between Zenith’s application for that channel and the proposed reallocation of WKBK from Channel 4 to Channel 2. The realignment is being made by FCC order; therefore, there is no legal ground on which Zenith can get into the case.

There is no prejudice to Zenith’s application in changing the frequency of WKBK, the Balaban & Katz statement averred. It continued:

If the Commission adopts the other proposal for Chicago, there will be no vacant VHF channel for which Zenith can apply. But, exactly the same result would follow if the Commission had previously denied WKBK’s license but had simply reduced the number of VHF commercial television channels to four in number.

Next step is up to the FCC.

Neither Balaban & Katz nor CBS addressed themselves to the question of whether the Commission should change its present practice of lumping all applicants for a single city into one hearing for available channels.

That question—as well as how the Commission is going to distinguish between VHF and UHF applicants—will be faced after the allocations proposals are made final, it was learned.

**ABC Names Barker**

**CECIL BARKER,** executive producer of television program director KTSL (TV) Los Angeles, last week was named television program and production director of ABC Western Div. and the network-owned KECA-TV Los Angeles, effective Sept. 1. Before joining KTSL two years ago, Mr. Barker was executive production assistant to David O. Selznick for five years.

**ASCAP FEES**

**Matter to Judge Goddard**

JUDGE Henry W. Goddard of the U. S. District Court in New York in a ruling based on a petition of 59 TV broadcasters asking the court to set fair and reasonable fees for the use of ASCAP music on television and also the request of ASCAP for modification of the terms of the government consent degree [BROADCASTING • TELECASTING, Aug. 6, July 23].

No date has been set for the hearing as Judge Goddard is away for the summer but presumably it will take place sometime this fall.

U. S. District Court Judge Gregory Noonan granted the requests of their first two choices, 22 and the proposed terms for ASCAP, because Judge Goddard conducted the proceedings at the ASCAP accepted the original terms of a lower court in 1941 and a second time, the time of the amended final judgment in 1950.

**SCHOOL RADIO**

**Annual Conference Held**

"TELEVISION is no threat to school radio," Franklin Dunham, chief of the Radio Div., U. S. Office of Education, declared at the Fifth Annual Conference on Radio in Education.

Mr. Dunham spoke before 125 teachers, school administrators and directors of 10 w FM educational stations gathered at Indiana U. on Aug. 2-3. Television has stimulated interest among school people in owning broadcasting facilities, said Mr. Dunham. Low-power FM stations were suggested as being within the reach of the schools. As a means of supplying such stations with program material, Mr. Dunham mentioned the new tape-recording project located at the U. of Illinois. He suggested also that the USOE may in time become a repository for tape-recorded educational programs.

Citing a need for subsidies, the conference looked to national networks to release more programs for rebroadcast on non-commercial educational stations.

One difference of opinion among school officials remained. That is whether radio broadcasts to schools should emphasize direct instruction or should supplement regular school work and stimulate pupil interest through showmanship.

The conference was organized and directed by George C. Johnson, director of radio educational programs at Indiana U.

WDGY Minneapolis is first station in area covered by fifth district of the American Legion to receive a national station for "outstanding public service" to legion.

**Film Commercials**

(Continued from page 66)

Film commercials have been more unanimous in voting that this is the way to six who would leave it up to the agencies and who thought it should be a joint function of both agency and producer. Majority of both agencies and producers felt that three is the desirable number of producers to be asked to bid on any TV commercial film order. Asked which of the above bidding bidding methods is preferable agencies voted 28 for scripts, 33 for story board and 27 for individual briefing as their first two choices, with two votes for mass briefing. Producers voted 18 for scripts, 17 for story board, 10 for individual briefing and two for a general briefing session.

Both groups agreed that three days to a week should be allowed for preparing bids, but where the majority of agencies reported that they allow a week on the average, most producers said that they would be allowed only one day to prepare their bids.

Questionnaires were sent to 237 agencies—all that were listed as having a TV department—and to 160 film producers felt to be currently or potentially active in the field of producing film commercials for television. Answers tabulated indicated 16 from agencies and 48 from producers, with a few more coming in each day.

Decision to explore the matter of standard specifications for TV film commercials followed an ATS meeting last fall [BROADCASTING • TELECASTING, Nov. 20] at which a scheduled forum discussion of film production problems erupted into an argument over responsibility for the too-frequent and too-costly mistakes, agency panel members blamed producers and producers, the film agencies. Evidently discussion revealed a basic lack of understanding between the two groups which pointed to the need for industry standards and regulations accepted by both agency and producer as a questionnaire as the first step toward fulfilling this need.

Committee members in addition to Chairman Reichert are: Thomas J. Dunford, Transfilm Inc; John Freese, Young & Rubicam; G. David Gudebrod, N. W. Ayer & Son; C. E. Hooper, C. E. Hooper Inc.; and Leslie Rouss, Leslie Rouss Productions.

**Cincinnati Pool**

WLWT (TV) WKRC-TV and WCPO-TV Cincinnati, in a special pool arrangement last week brought Queen City viewers the first public hearings to be telecast there. Hearings centered around the City Council’s investigation of alleged auto wreck-towing racket involving the police. The stations last Monday cancelled all after-school schedules to carry the entire hearing from 1:45-5 p.m.

**UNITED FEATURE TELEVISION**

presents a great "sports catch!"

**DICK DUNKEL’S COLLEGE FOOTBALL RATINGS!**

Entering the second big TV season, Dick Dunkel’s Football Ratings have been followed by millions of fans for over twenty years. Pack-augo includes weekly merchandising traffic-puller punt service with ratings on 400 teams.

Action shots from top college and professional teams across the nation. Scientifically computed strength ratings and expectations in coming games. 13 week presentation... first release Sept. 17th. Times: 15 minutes. Commentary by Bob Wilton. Write, phone or write immediately for your market price.

A TELE RA PRODUCTION

Producers of National Pro Highlights, Teleports Digest, Touchdown and Sports Briefs

UNITED FEATURE TELEVISION

220 E. 42nd St. N.Y. 17, N.Y.
Murray Hill 2-3020

August 13, 1951 • Page 75
Movies in Radio-TV
(Continued from page 83)

"from the information now before the Commission, that, despite the applicants' characterization of the above applications as applications for approval of 'involuntary' transfers of control, the actions taken thereby indicate that all were initiated at a time, and were taken without approval of the Commission as required by Sections 310(b) and 319-(b) of the Communications Act."

Secs. 310(b) and 319(b) of the Communications Act require FCC approval to transfers of licenses and construction permits, respectively.

The initial issue given in the order seeks to obtain full information ("with respect to the participation of any of the applicants, their officers, directors, stockholders, employees, or agents, in any violations of either Federal or state anti-trust laws.")

The order indicated FCC wished to determine the extent and character of such participation, and the results of any litigation flowing from such participation.

FCC Explains Order

"More specifically," the order said, FCC wished "to secure information from all applicants as to whether the violations committed were willful or inadvertent; (b) whether the violations were committed over a long period or short period of time, in numbers or individually; (c) whether the violations were recent; (d) whether the violations were also constituted violations of Secs. 311 and 313 of the Communications Act."

Sec. 311 authorizes FCC to refuse a license to anyone found guilty by a Federal court of "unlawfully monopolizing or attempting unlawfully to monopolize, radio communication."

Sec. 313 of the Act makes the anti-trust laws applicable to radio broadcasting and allows a court in making an anti-trust decree to also revoke the radio license of a party adjudged guilty. Sec. 311 also directs FCC to refuse a license to any party whose license was previously revoked under Sec. 313.

The Commission stated it also wanted details "concerning the individual or individuals responsible for the formulation of the applicants' present business policies and to determine whether those policies as formulated, and executed, are violative of Federal or state anti-trust laws."

As a further general issue, FCC said it wished to determine "in the light of the evidence adduced" under certain other issues, "whether the applicants, their officers, stockholders and directors, are qualified from the standpoint of their character and conduct to be licensees, and whether the grant of the above applications would be in the public interest, convenience and necessity."

In connection with the several transfer applications pending, FCC stated it seeks information on the terms of the consent decrees entered by Paramount Pictures Inc. as a result of the Supreme Court's ruling in U.S. v. Paramount Pictures Inc. (934 U.S. 131), and as to the steps taken by Paramount Pictures Inc. as a result. The Commission indicated it is interested in the steps taken to "properly comply with Secs. 310(b) and 319(b) of the Communications Act."

The 1948 SCOTUS ruling, which pertained to other major movie firms in addition to Paramount, was introducing and distributing in controlling the production, distribution and exhibition of movies, violated the anti-trust laws. The SCOTUS ruled that "exclusive integraton per se was illegal."

The case was remanded to the District Court to consider whether particular theatre holdings of various producing and distributing companies violated these statutes. Paramount entered into a consent decree in 1948, agreeing to separate its production and distribution activities from those of exhibition.

Two new independent firms were organized for this purpose. Paramount Pictures Corp. succeeded to the exhibition business while United Paramount Theatres succeeded to the exhibition business, involving operation of theaters and programming. FCC said it "wished to determine the policies to be pursued" by the two companies "in the operation and control of the broadcast facilities owned by them or their subsidiaries."

FCC said it wants in addition "full information as to the individual or individuals authorized to formulate and execute such policies."

Paramount spokesman last week officially had "no comment" upon the Commission's order. However, it was understood they felt the issues in the hearing "sound worse than they are" and merely pose questions they normally would be expected to meet during the course of such a hearing.

Paramount through the years has vigorously held that FCC "may not lawfully revoke or fail to renew the license of an otherwise qualified applicant or of a transferee of a grant or monopolistic practices in a non-communications field ... and may not even take into account such violations unless and except to the extent that they bear a proximate and proved relationship to the qualifications of the applicant or transferee or station management and control."

"The Commission has available a direct, reliable guide to Paramount's violations of the law in the form, namely, its record as a licensee over a period of many years," FCC was previously informed.

The Paramount views were emphasized by FCC in its early 1949 in a memorandum brief seeking renewal of the licenses of certain subsidiary firms. Paramount claimed that the Justice Department's investigations would mean a "sweeping reorganization of the U.S. radio and TV structure."

"... the business establishments in the U.S. which have been unsuccessful litigants in anti-trust proceedings constitute a blue-ribbon list of American industries ... and it would be contrary to "law, policy and common sense" to preclude them from radio, Paramount argued.

It was noted that when the Justice Dept. began its investigation of movie practices in 1938, Paramount was one of the other firms "voluntarily cooperated" with the government to remove the causes of the complaint. The proceeding, asserted, was "remedial" and "not punitive," in the 1948 SCOTUS ruling and subsequent 1949 consent decree.

FCC's earlier contention that Paramount Corporation constitutes "control" of that firm was reaffirmed in a December 1948 initial decision by ex-Hearing Examiner Jack P. Blume. Both Paramount and DuMont have contested this issue through the years.

DuMont earlier this year complained to the Commission that this question cut to the heart of its "blue-ribbon" in the conduct of its business.

Aside from seeking details about the corporate structure of Paramount Pictures Corp. and United Paramount Theatres and the legal and other qualifications of their officers, directors, and stockholders, FCC said it wished to determine "the policies to be pursued" by the two companies "in the operation and control of the broadcast facilities owned by them or their subsidiaries."

It was not known last week whether the Paramount hearing will be conducted by a hearing examiner, a Commissioner or by the Commission directly.

Several protests are pending at FCC to the proposed merger of ABC and UPT, including complaints by other movie interests (see story page 77).

'"Mr. & Mrs.' in Color

PLANS for color television's first regularly scheduled husband-and-wife program Two Sleepy People, were announced last Thursday by Hubbell Robinson Jr., CBS Television's president and director of network programs. The series starts next Monday and will be seen Mon.-Fri. 10:30-11 a.m.
Dantine is seen in the weekly 30-minute serial, The Stoult of Clonvie, and Ann Rutherford co-starred in Revue Productions' Unfinished Business, a half-hour comedy-drama.

Joan Bennett will be seen in a video film series temporarily titled Joan Bennett Presents, which will feature dramatic shorts. She will have occasional and occasional star roles. Packages of the program are Edie Lewis who produced Faye Emerson's first TV series and G. Ralph Buntin, former general manager of Tri-State Theaters, midwest chain. Significant is the fact that Mr. Branton a few weeks ago was nominated for board membership of Monogram Pictures Corp.

Bert Lytell, stage and film actor, is now identified with TV as "Father" on the NBC program One Man's Family. In addition he now has a New York television show of his own.

Gary Cooper, one of the top movie stars today, has been dis- cussing a TV role with William Morris Agency in New York and Hollywood. He will be producer and in control of the TV film package as well as watching the program work out. A series of 30-40 minute films yearly would be produced

**Teletestatus**

(Continued from page 68)

People described the program as "harmful."

In the unsponsored survey, Advertist interviewed 365 Negroes in the New York Metropolitan area. Of these, 244 had seen the show. About the program, 72.6% offered a favorable comment.

As for the NAACP statement, most of the 244 disagreed that the show was harmful, saying that it was offered merely as entertainment and accepted as such. Only 31 percent program discontinued.

**Charles-Walcott Fight**

Tops Nielsen July Report

The Charles-Walcott heavyweight championship bout championed the National Nielsen Ratings for the top 10 television programs for the two weeks ending July 21. The other sports event whose popularity placed it among the select 10 was the All-Star baseball game.

**ABC-UPT Answer**

Fanchon & Marco Petition

UNITED PARAMOUNT Theatres Inc. and ABC told the FCC last week that the Fanchon & Marco petition to intervene in their merger applications [Broadcasting Telecasting, Aug. 6] should be denied because "no rights or interests which would be affected by a grant of the instant applications," has been shown.

In their answer, UPT and ABC assert that Fanchon & Marco is an established concern in connection with the theatre business "over which the Commission has no jurisdiction." They claim that Fanchon & Marco "should not be permitted to take advantage of the Commission's procedures by prosecuting private law suits at Commission hearings or to use Commission proceedings as a means of influencing the outcome of such private actions." Reference is to pending litigation in the U. S. District Court in New York where Fanchon & Marco is the plaintiff and Paramount Pictures Corp. for treble damages under the antitrust laws.

**SAG-TVA**

(Continued from page 65)

and SEG filed as intervenors. TVA seeks to represent talent employed by networks or stations telecasting on a multiple-station basis in New York, Chicago, and Los Angeles.

Initial hearings on the TVA petition were held earlier this year in New York and Hollywood under NLRB jurisdiction. [BROADCASTING Telecasting, March 28, 12].

Neither the actors' nor extras' guild challenges TVA jurisdiction over talent on "movie" or "kinescope" shows but hold that a separate unit should be designated by the board for performers involved in film sequences.

In this connection, a distinction is noted in the case of the Groucho Marx Show, which is telecast before a live audience and which, though subject to retakes and inserts in kinescope versions is produced primarily for television.

Different working conditions and production techniques—those of motion picture facilities—arise, however, in filming of the Amos 'n' Andy program at movie studios, it was explained. NLRB Members Abe Murdock, James Reynolds Jr. and Paul Styles sat in at the hearing.

**SAG Movie Contract**

SAG spokesmen noted that it already holds contracts with motion picture producers relating to film performers, and questioned the wisdom of including those performers in the same unit with "live" talent under TVA jurisdiction "that is 3,000 miles away" (in New York). In the Amos 'n' Andy case, CBS is the actual employer, they held.

TVA authorities said, however, they know of no pictures made for television which also are shown in theatres throughout the country, though they conceded this was "mechanically possible." They held that actors appearing on Amos 'n' Andy (about 30 pictures involved in production) should be bracketed with TVA live units.

RCA Victor has announced that a new 12-inch bound volume of RCA Victor Service Data is now available. Book contains all technical data on 1650 models of RCA Victor TV sets.

**Film Report**

VETERAN quarter-hour show, Dr. Flanum's Household Hospital, went into filming Aug. 1 with a week at Vogue-Wright Studios, Chicago. Show has been on ABC-TV and Producer - Director - Creator Ed Skotch handles a live production of it. TV versions of the morning screening prints will be available Sept. 1.

A new mystery drama series, Intrigue, goes into production at Jerry Fairbanks Productions, Hollywood, next month. Each program will consist of an original play and a different cast, running a half-hour. OFFICIAL FILMS will handle release of first 13 this winter.

Another Fairbanks film, Front Page Detective, was renewed for another 13 weeks by Guild Wine on seven TV stations—WABD (TV) New York, KTTV (TV) Los Angeles, KGO-TV San Francisco, WERN-TV Chicago, WXEL (TV) Cleveland, WDAT-TV Kansas City and WCAT-TV Philadelphia. Guild, Rascom & Bonfigli, Inc. in San Francisco, is agency.

**UNION RADIO**

Cuban Network Sold

ACQUISITION of Union Radio, one of Cuba's principal networks, and Union Radio Television, operator of a TV station in Havana, by Manuel Alonso and Jose Pelleya was reported.

Mr. Alanso, owner of motion picture interests in Cuba, holds a controlling interest in the new radio- TV ownership. Mr. Pelleya, a law yer, owns a minority portion and said he is Mr. Alanso's only partner in the business.

Mr. Pelleya said the price was $500,000, but that the new owners assumed the radio-TV company's obligations along with assets. Purchase was from Gaspar Fumarejo & Associates.

Construction of an additional TV station—in Santa Clara—is under consideration but no definite plans have been made, Mr. Pelleya reported. Union Radio operates five radio stations.

**Film Report**

With the Money You Save On TV Film Spots

To cover more markets without increasing the budget have you made your TV film commercial. It can be done but that the new ones assumed the radio-TV company's obligations along with assets. Purchase was from Gaspar Fumarejo & Associates.

Construction of an additional TV station—in Santa Clara—is under consideration but no definite plans have been made, Mr. Pelleya reported. Union Radio operates five radio stations.

**Film Report**

**Union Radio**

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NARTB Meets (Continued from page 27)

manpower shortage. Workshop dis-

The resolutions committee is to

In the afternoon of the second
day William B. Bryan, president of
BAB, will conduct a practical pro-
gram on sales and related broad-
casting problems.

Associated Press plans to hold
separate sessions in each district,
showing how news can be utilized
for revenue purposes.

The Roanoke agenda will set a
general pattern for the entire 17-
district circuit though individual
district directors will adjust pro-
grams to suit their special situa-
tions.

While TV will have a place at
the meetings, principal autumn
forum for TV stations will be the
Oct. 19 Chicago meeting for video
members of the association. Under
board policy, this meeting will be
open only to NARTB TV members
whereas the June 22 TV station
meeting was open to both members
and non-members of the associ- [Broadcasting • Telecasting, p. 29].

At its Sept. 6-7 meeting the TV
Board will go over a long series
of key issues facing the young
video industry. Topics slated for
review center around the legisla-
tive situation, including proposals
to regulate sales of Sen. William Benton (D-Conn.) (see story page 67?) FCC alloca-
tion progress, excess profits tax;
theater television, committee re-
sults and the Ford Foundation
workshop proposal (see story page
27).

The TV Board will take a care-
ful look at the work of its Televi-
sion Program Standards Com-
mittee, headed by Robert D. Swezy,
WDSU-TV New Orleans. Three
subcommittees met last week to
start actual drafting of language
for portions of the code.

Committee 1, covering education,
culture, child programs and ac-
pceptability, is in New York with
Davidson Taylor, NBC, as chair-
man. Committee 2, on news and pub-
lic affairs and eligibility, was
headed by Paul Raibourn, KTLA
(TV) Los Angeles, will get down to
serious work when the other three
select their chairman. The full com-
mittee will meet next Oct. 2-3 to go
over work of the sub-
committees.

New Members

The TV membership of NARTB
reached a total of 69 last week, in-
cluding two networks (NBC and DuMont). Among recent additions to
the list of TV rolls are KFMB-TV San
Diego; WEWS (TV) Cleveland;
WCPO-TV Cincinnati; KING-TV
Seattle and WOR-TV New York.

AM membership of NARTB has
been staying around the 950-point
for about a year but the head-
quarters staff is looking for an
upward trend as the membership
drives along. Board members
will join the stations rela-
tions staff in bringing in new
members. Flanking Mr. Hardesty in
the station relations work is Wil-
lie E. Tremain, assistant director.

Mr. Fellows has been looking in
every phase of the headquar-
ter operation and is making a
total of 10 trips a month. Already the operating tempo has been stepped up in
Washington and a number of steps
will be taken as the result of com-
ments by both members and non-
members.

A sharp crack at the association
was taken last week by Trueman T.
Rembusch, secretary-treasurer of
the association, operating
WCSI-AM-FM Columbus, Ind.

Mr. Rembusch cited five reasons
explaining why WCSI had can-
celled its NARTB membership.
First, he charged, NARTB serves
"only the large clear channels and
is the tool of the networks." Second,
he said, NARTB "does not justify
its existence for the first rule of
association is that it must serve the
interest of all its members, both large
and small."

NARTB was mainly responsible
for wrecking the old FM Assn., he
went on. He cited NARTB served
a claim that discussion of the ASCAP problem was deliberately
sidetracked at an NAB district
meeting two or three years ago at
French Lick, Ind., claiming the
association handled ASCAP affairs
for the benefit of transmission
companies rather than stations.

Finally Mr. Rembusch blamed
NARTB for the TV allocations
mess. He contended the associa-
tion served only large, powerful sta-

It's founding 11 years ago, has
been elected vice president and general
manager of the new TV station.
He has sold his WAGE interest
(see separate story).

Mr. Lane has purchased RCA
studio and camera equipment which
is now being shipped. The sta-
tion's studios will be located in
the old Contributions Building
formerly known as WCON-TV,
discontinued WCON-AM-FM head-
quartered. Eventually, Broadcast-
ing Inc. hopes to have its own build-
ing but is presently concerned with
going on the air as soon as possible.

Arch Ragan, formerly of WAGA-
TV Atlanta, has been named sales
manager by Mr. Lane. Harvey
Aderhold, now chief engineer of
WIBC Indianapolis and formerly

Atlanta (Continued from page 25)

its four stations, was segments of
covering multiple ownership.

"Since all of the stockholders of
Broadcasting Inc. are residents of
Atlanta, we feel a special obliga-
tion to provide and broadcast the
finest possible service to the com-

"We are very pleased that the FCC has given its
consent to transfer of the Channel 11
license to our company. It will
soon be possible for the people of
the Atlanta area to enjoy many
more fine television programs, in-
cluding local and originated pro-
gams of special interest to them..."

WGST had argued that Broad-
casting Inc. should not be allowed
to "come in the back-door" of
Atlanta on the only channel available
by the assignment route and thus
preclude comparative consideration
with other applicants for the
remaining channel. The FCC held
the Ashbacher case did not apply.

Taking a stand with WGST had
been E. D. Rivers Jr., licensee of
WEAS Decatur, Ga., and also an
Atlanta TV applicant.

The FCC ruling stated that in
order granting assignment for
a new CP are not entitled to com-
parative consideration with an ap-

Last Aug. 1 the FCC granted
extension covering the completion
date of WCON-TV's CP to Feb. 16.

Counsel for WSB-TV are Paul A.
O'Bryan and William Sims, of
Dow, Lohnes & Albertson.
TENTH annual NBC-Northwestern U. Summer Radio and Television Institute was concluded last week in Chicago with Charles J. Cappelje Jr., WFTAR Norfolk, Va., named winner of a full scholarship to the six-week session because of his "outstanding contribution" to the institute.

Although there was only one full scholarship presented at the annual banquet, 71 certificates were given out by Judith Waller, director of public affairs and education at NBC Chicago, and Donley F. Pedder, assistant manager of the department of radio at N.U., co-directors of the institute. Edward Stanley, director of public affairs and education for the network, was guest speaker at the banquet.

The following persons were honored as "outstanding students": Catherine Hawes, head of school English department, Muskegon, Mich.; Aly Martin Jr., news editor, WXYZ Detroit; William R. W. Wester, president and professor of speech, Michigan State College; David Ritter, student, Michigan State; Robert Everett, student, Harper College; New York; Catherine Kopf, WMU Greenville, S. C.; Kathleen Caldwell, student, Texas Radio House; Edward R. Jr., student, M. N. U.; Donald Richardson, student, Harper College.

Banquet guests included Harry C. Komp, NBC vice president and general manager of WBNJ (TV) and WMAQ Chicago; Jules Herboux, manager of TV operations at NBC Chicago; Armond Bodie, manager of TV operations at Michigan State College; James McFayden, instructor of speech at N.U.; and A. C. VanDusen, director of the N.U. summer session.

**Rendezvous On Tour**

CLEM RANDAU, executive director of the Federal Civil Defense Administration, is currently on a combined business-vacation tour of Scandinavian countries, checking on civil defense operations in Switzerland, Sweden and other countries. Randau, stockholder in WNEW New York and top executive assistant to FCCA Administrator Millard Caldwell, is expected to return early in September following a visit to London. He is being accompanied by Mrs. Randau.

HUGH A. SMITH, program director of KPFK Portland, Ore., to KPXE San Francisco, as assistant program director.

MILTON R. FLACK, appointed program director of WKNF Smith, Ark. He was with WSAZ Huntington, W. Va.

CHARLES KINCAID, copy chief of WPSX Philadelphia, to KFRC St. Louis, as disc jockey on special personality show.

GORDON ALDERMAN, program manager of WFLC, from WKEN (TV) Syracuse, as production director. EUGENE A. RAGUS, when out of the air, will continue work as a writer at Air Force.

PAUL B. MARION, program manager of WSOC Charlotte, N. C., appointed to duty as navigator with Air Force.

HILL SEAMAN, WGCH Greenwich, Conn., to announce staff KVCQ Casper, Wyo.

APRIL WALTERS, graduate Boston U., named women's editor and continuity writer WTNW St. Johnsbury, Vt. KENTON MUGDERT, continuity writer, appointed acting program director, replacing ROBERT S. WEBSTER, resigned.

TED STAMP, director of hill-billy programs and chief hill-billy disc jockey WCBC Anderson, S. C., director of WBOC Delaware, Jim, is also organizing live hill-billy unit to be used by station in personal appearance program.

ELIZABETH FORSLING, radio-television director Newsweek, appointed assistant to CHARLES UNDERHILL, national director of programs ABC-TV.

CHARLES P. PLUMP, noted cartoonist and writer, appointed radio script editor WOA! San Antonio, ANGELA RICH, named to handle traffic radio. She was with WBZ Boston.

GLENN L. SPRAGUE, station manager WWJ Detroit, N. Y., appointed area coordinator WHAM Rochester, N. Y. He will handle promotion and publicity for primary area of station.

HERSCHEL GORDON LEWIS, manager WEAC Racine, Wis., appointed producer-director WKY-TV Oklahoma City.

ROBERT ROBB, continuity accepted by WCAC Washington, D.C., as program assistant on daytime operations. PATRICIA STINSON, film operations supervisor, transfers to WCIR Seattle, Wash., replaces Miss Stinson as film operations supervisor.

BILL DANIELS, chief announcer and newsdirector KULA Honolulu, to KFWB Los Angeles, on announcing staff.

CEDRIC ADAMS, noted radio personality in Milwaukee, signed agreement extending his contract with station through 1965.

JEAN SLADDEN, traffic director WDTV (TV) Pittsburgh, appointed director of women's programs. MARY McKAY, executive secretary, succeeds Miss Sladden as traffic manager.

JOHN CLATTON to WMJW Cordele, Ga., as disc jockey and newsreader.

MIKE WYNN, WLOG Logan, W. Va., to staff WKNA Charleston, W. Va.

BILL HYDEN, announcer KOCY Oklahoma City, appointed special announcer WJBK Tulsa.

TED BROWN, disc jockey WMGM New York, father of boy, Aug. 4.

MILTON SCHATZ, musical director WIP Philadelphia, named to faculty of Midway School of Music. He will direct saxophone instruction.

S. ERNEST ROLL, district attorney of Los Angeles, starts 15 minute weekly program featuring discussion of local programs on KLAC-TV Los Angeles. ED LYON, KLAC news head, and FREEMAN LUSK, moderator of station's Freedom Forum, will assist.


GEORGE VICKER, floor manager and announcer KECA (TV), replacement for the late ROY HOFF, named permanent director of three weekly Mary McAdoo at Home programs.

WILLIAM STRAUSS, announcer WQXR New York, father of girl, Pamela John, July 30.

ARTHUR PIERRSON, TV director, and MARJORIE HICK, formerly traffic manager, KTIV (TV) Los Angeles, parents of boy, Timothy Arthur, Aug. 1.

MURRAY ARNOLD, program director WIP Philadelphia, named one of sponsors of special 10th Anniversary program and dinner of Philadelphia Fellowship Commission, Oct. 11.

TOM HAVEMAN, announcer KVOS Bellingham, Wash., father of boy, JIM GOODRICH, announcer, father of girl.

WMYR programs to more than 1/4 million Colored people throughout Southern Louisiana, Mississippi, Alabama and Northwest Florida.

Mr. Adams
IN an unguarded moment, Ed Keane, disc jockey for KGBS Harlingen, Tex., said he could pick a bale of cotton—1,500 pounds—in a week. Doubting Texas put up prizes totaling $1,000 and dared him to make good.

Mr. Keane last week found himself busy as a bollweevil trying to gather that baleful bale. First day he managed 281 pounds which even Texans admitted was a pretty good start. Every possible convenience has been provided for Mr. Keane. He was furnished ambulance service to and from the field with a police escort. A bulletin board was erected at the site to keep spectators informed of his progress.

The local newspaper, the Valley Morning Star, has been playing up the story as a feature in the manner of a prize fight, with seconds, handlers, etc. Mr. Keane's efforts have attracted visitors from a 60-mile radius.

At 7:45 p.m. last Wednesday, the sixth day of actual picking, he finished with 1,540 lbs.

Admiral Expansion

ADMIRAL Corp., Chicago, major manufacturer of television, radios and appliances, has launched another portion of its long-range expansion plans with allocation of $7 million for construction in four areas. Announcement was made last week by Executive Vice President John B. Huarisa. Factory and distribution facilities will be implemented in Chicago, Galesburg, Ill., New York and Boston increasing by 240,000 square feet.

Radio-Television-Recording and Advertising Charities, Los Angeles, will launch its 1952 drive Sept. 18. Jack Benny is campaign chairman.

Disc Jockey Keane learns that it's true what they say about cotton picking.

FTC 'WEAPON'

Cite Cease-And-Desist Orders

CEASE-AND-DESIST orders imposed by the Federal Trade Commission are its "most effective weapon" against the resumption of false advertising and other unlawful acts, FTC Chairman James Mead declared last Wednesday.

Chairman Mead issued a policy statement on commission procedure because of confusion concerning the agency's authority and reasons for entering such orders even though unlawful practices may have been discontinued.

"Disappearance of an unlawful act ... gives no definite assurance that it will not be resumed," Chairman Mead explained, noting that the question has been posed often by respondents in appeals from commission decisions. U. S. courts repeatedly have held that it is within FTC discretion to issue such orders, he added.

No penalty is attached to such orders unless violated, wherein the courts determine the penalty within the limits of the law.

NET SALES of General Foods for quarter ended June 30 amounted to $187,332,591 as against $124,637,267 for same period of 1950, but net earnings dropped from $6,854,279 for the period last year to $4,183,530 this year, company has reported. Decline in earnings was attributed to increased provision for income taxes, higher cost of promotion and marketing expenses.

SCBA SESSION

Radio-TV Talks Advanced

Radio and television broadcast methods will be studied the eighth day of the scheduled ten-day advertising indoctrination course being offered 200 teachers in the Southern California area by Los Angeles and Hollywood Advertising Club and Los Angeles Advertising Women in cooperation with the Los Angeles Board of Education Aug. 20.

Sponsoring the radio-TV session Aug. 28 at NBC Hollywood studios will be the Southern California Broadcasters Assn. Chairmaned by Alan Courtney, NBC station relations and public service director, the session will offer a series of talks by speakers from various phases of the industry in addition to conducted tours to observe NBC AM and TV operations.

Already scheduled to speak are A. E. Jesselyn, director of CBS Hospital and opinion department, SCBA, who will act as host for the day; Robert J. McAndrews, managing director, SCBA, who will offer the SCBA promotional presentation on Southern California radio statistics. Mr. Courtney also will speak on public service programming. Other speakers will be named later.

Advertisers and advertising agencies will participate in other sessions of the 10-day workshop with representatives from agencies including:

WJR Cites Listener Pull

IMPRESSIVE figures denoting widespread listener response to test offers made on WJR Detroit were cited last week by Worth Kramer, vice president and general manager of the Goodwill station, as continuing evidence of radio's pull as a mass sales medium.

Responses numbering well over the aggregate 20,000 mark were reported by Mr. Worth for offers aired on three different WJR programs during the summer and spring months. Monthly mail counts also were singled out as proof of regular long-range listener reaction.

Most recent case was that of Van Patrick's Sports Final, which last month drew 3,714 requests from 81 stations for copies of listener data mentioned in two announcements. Two early morning programs—the Pete and Joe Show and Mauie Hall—accounted for responses totaling 10,837 and 6,000, respectively. On the latter program, six participating announcements for Chap-Mans were used over a two-week period. The advertising agency, Lawrence W. Gumbiner, termed the returns "excellent." Mail response to John Deeman and the News also was noted with new requests for health booklets by Metropolitan Life Insurance during May and July.

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FOOTBALL

New coach.

Bradley University, which recently announced the appointment of its new coach, has staged a live radio broadcast from the university's sports facilities. Test program was conducted by WJCD, a new radio station which recently received its license from the Federal Communications Commission.

The broadcast, which was made from the football, basketball and baseball fields, was conducted to acquaint listeners with the facilities which will be used by the new team.

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Mr. Powell Mr. Weir

FIRST change in 15 years since the commercial department of Canadian Broadcasting Corp. was formed has been announced at Toronto, with the retirement of E. A. Weir and the appointment of Walter E. Powell as commercial manager of CBC. Ronald Johnson has been appointed assistant commercial manager.

Mr. Powell was with the Canadian National Railways, which operated broadcasting stations throughout Canada in the early 20s. In 1932 when the Canadian Radio Broadcasting Commission took over the government-owned CNR stations, Mr. Powell went with CRBC and four years later when the CBC was formed he became assistant commercial manager.

Mr. Weir was press and advertising representative for the Canadian National Railways in Europe and became director of the CNR radio system in 1929. Prior to joining the CNR he had been in publishing and agricultural work. He joined the CRBC as commercial manager of the system, and in 1935 went into business for himself handling transcriptions imported from the United States for a number of Canadian stations. In 1937 he became commercial manager and supervisor of press and information for CBC. He has been commercial manager since then to his present retirement. Mr. Weir remains with CBC in an advisory capacity and to develop audience surveys and listener reaction studies for CBC.

Ronald Johnson joined the CBC commercial department in 1949 after experience in the agency field, principally with James Fisher Co. Ltd., Toronto where he was radio director from 1932-1946.

Oil Report

THE Oil Industry Information Committee of the American Petroleum Institute has prepared "A Report on the Supply and Demand of Oil Products in 1951" which is being presented during August in a series of personal conferences to radio station managers and editors throughout the country. Presentations are made by local oil men. One of the first conferences was held with Frank Proctor, station manager, WTJS Jackson, Tenn., and president of the Tennessee Broadcasters Assn.

CUNNINGHAM & WALSH is extending its all-around welcome

In the form of a 41-page booklet which begins: "We're mighty glad to have you with us—hope you'll stay with us a long, long time."

Ever realistic, the first item C&W explains to its new employees is "How you get paid." Other tidbits: "Variable information are inamirted concerning the employee and his job, then the booklet explains how the newcomer can find his way around the building at 40 E. 34th St., New York office.

The booklet is amusingly illustrated by Eric Gurney, former Walt Disney artist. Layout is by Howard Wilecoo; typography by Ed George.

BAN BACKFIRES

Ball Clubs Alter Policy

A BAN against radio broadcasts of home games of the Spartanburg (S. C.) Peaches has been lifted by the baseball club which became alarmed at falling attendance.

During three previous seasons the club management decided to permit broadcasting of only road games. Despite a successful season field, the team found fewer spectators in the stands. In a newspaper ad, the club management asked why. Letters from fans indicated that the lack of interest centered around the lapse in continuity of the broadcasts.

On July 27, the baseball management requested WDXY to resume home game broadcasting. Arrangements completed, Walter J. Brown, WORD president and general manager, commented: "By working as a team, radio stations and baseball clubs can provide a fine service to the public and at the same time be mutually beneficial to each other.'
Sealy Mattress
(Continued from page 30)

many trails in western radio. The most effective and most aped device originated by this agency has been copy featuring history and local color of communities where Sealy dealers are located. A local dealer name and special services are prominently featured in every commercial.

In addition to its consumer sales value, this treatment has been invaluable in aiding the mattress company to maintain cordial relations with hundreds of dealers. It is the source of much "plus" advertising to both the manufacturer and retailer, according to Mr. Ostrow.

Murray Wagner, announcer, handles the commercials. The pinpointing of copy requires considerable research on the part of the Wilder agency.

Dealers themselves in many cases contribute information, a further "plus" in Sealy's relationship with these outlets. Each broadcast of The World Today salutes two Sealy dealers—one in Northern California and the other in Southern California.

These dealers also actively promote and merchandise the broadcast date upon which their respective firms will be mentioned. So precise in fact and so well presented are the community sketches aired during the commercials, that in many cases local Chambers of Commerce add their weight in promotion of the broadcast.

Sealy copy meticulously avoids any "pitch" or "high pressure" selling, because as Mr. Wilder explains: "Our audience is not receptive to the type of copy. Shows we sponsor are chosen because of that very audience. People who seek intelligent, informed analysis of current affairs from their radios appreciate treatment of commercial copy with equal emphasis and respect for their intelligence.

"We concentrate on this type of audience because we believe it is the best type for the pre-determined buying a Sealy mattress. Most of them mention the Sealy broadcast as their introduction to the product, he said.

Don't Be Switched! Sealy Warns

Because Sealy is a standard brand item, dealers sometimes are tempted to "switch" customers to some other "just-as-good" brand on which they can get a much higher mark-up price. When this fact was reported to him, Mr. Wilder began to insert "don't be switched" warnings in Sealy commercial copy. Results have been so spectacular that in many cases retail outlets have decided to handle the Sealy product exclusively, Mr. Ostrow reports.

Realizing the public service nature of its programming, Sealy of California has been most careful to preserve its impact by closely guarding quality of the copy. Mr. Wilder stressed. "Since most of its listeners are rather seriously disposed during the broadcast, Sealy keeps house-bred, friendly and sincere copy approach so that no false note will be sounded to the person wrapped up on world news developments, Mr. Wilder declared.

As is from its radio advertising, Sealy this spring featured a series of billboards in the Los Angeles area to give an added impetus to its spring selling drive.

For an eight months period the firm also sponsored a musical series on KBNH (TV) Hollywood. Still interested in TV, Sealy of California is continuing the study of video as a supplementary medium in the future.

"Sealy depends upon both frequency and low-pressure copy as its selling tools," Mr. Wilder said in the way of explanation. "While TV's impact is great, so far cost of achieving similar results to the radio campaign is very much higher."

Enthusiastic response by retailers to the news analyst programs and dealer name mention is illustrated by two from among hundreds of complimentary letters received.

"You can be sure the Ramona (Calif.) Furniture Co. will be adequately stocked with Sealy products to back up your excellent program," said one letter. "Incidentally we received some very good comments on the program from our customers."

An Alhambra furniture store owner thanked the manufacturer accordingly: "It is good merchandising ideas like these 'salutes' that have helped us make Sealy the largest selling mattress we carry."

Veeck Show

Browns' Owner Begins Series

BILL VECKE, new owner of the St. Louis Browns baseball club, will be heard in his own weekly 15-minute show, aired Sundays at 8 p.m. over KWK St. Louis.

His wife, Mary Frances, will assist him. Johnny O'Hara, sports-caster, will serve as announcer. Mr. Veeck, when in Cleveland, had his own TV series along with two weekly radio broadcasts.

In The Veeck Show, baseball will be the number one topic, but Mr. Veeck's wide knowledge and acquaintanceship in the sports world will give added spice to other subjects on the year-round program.

With his share of remuneration from his new program, Mr. Veeck will start a fund for the Missouri Boys' Town and various St. Louis orphanages.

KRNT Contest

Winner Names Manhole Cover

DON BELL, disc jockey for KRNT Des Moines, has just finished a highly successful, if somewhat zany audience-building promotion contest.

Listeners were asked to name what Mr. Bell was thinking. He not only was musing over a manhole cover, but a specific one. Listeners also were asked to write in 10 words or fewer: "Why I think Don Bell is crazy."

A local housewife named the specific manhole cover. An entry thought Mr. Bell was crazy because "everyone knows the famous Bell is cracked."

From the contest Mr. Bell enhanced his personal popularity. KRNT gained listeners, and entrants won substantial prizes. Who's crazy?

SIXTH "transcribed sales meeting" of Associated Program Service, dealing with "Next Week's Cancellation," is currently being circulated to APS member stations for their use in boosting sales.
RADIO, TV GAINS
Predicted by De Groot

RADIO and television will experience their greatest development in the forthcoming year was the prediction of Mitchell De Groot Jr., ABC New York manager of advertising and promotion, at Los Angeles Advertising Club meeting in the Biltmore Hotel last Tuesday.

He said it would be a "big year for television because of the increased use of daytime programs" and for "radio because national advertisers are realizing that radio must be used as an additional medium."

Mr. De Groot told Ad Club members radio and TV are both equally important and they both can do a particular job for the advertiser. "Radio and television can work hand in hand," he said.

He declared that the major factor influencing advertiser-decisions to use network radio in 1952 is a newly-found opportunity to take advantage of one of the media's basic attributes, flexibility. He termed it a "flexibility of time of program and of commercial message."

Although coast-to-coast television may be a reality within the next 60 days Mr. De Groot warned that this development will not at once be a great boom to the industry in the West.

Partly because of time difference he pointed out national advertising will still be slanted toward viewers in the East.

Advertisers are not sold on the idea of putting on an expensive show in New York at 6 p.m. and having it reach a limited audience on the west coast at 3 p.m., he explained.

NAMED to radio and television committee of Los Angeles 10th District California Congress of Parents & Teachers Inc. were Mrs. Clinton A. Dickson, chairman; Mmes. William A. Sheldon, Samuel Gill, Frank Lowe, H. M. McClaskey, Stanley Gulliver, R. P. McArthur.

SWG IN WEST
Forms Organizing Committee

IN ACCORDANCE with the decision of the National Television Conference of the Author's League of America granting its jurisdiction over all television writers west of the Rockies [BROADCASTING • TELECASTING, July 30], the Screen Writers Guild last week took its first steps in gathering TV writers within its fold by forming a 17-man organizing committee.

Chairmen of the committee are Morgan Cox and Richard Murphy.

Other members are Leon Abrams, Dwight Babcock, Robert Blees, Marvin Borowsky, Richard Breen, Oliver H. P. Garrett, Ivan Goff, Howard J. Green, Harold Greene, Dorothy B. Hughes, Al Martin, Don Martin, Arthur Orloff, Weis Roet, De Vallon Scott, Tom Seller, Brenda Weinberg.

In the meantime, SWG and ALA, denying Radio Writers Guild claims of representation over TV writers [BROADCASTING • TELECASTING, Aug. 6] have issued a joint statement signed by Oscar Hammerstein II for ALA and Karl Tunberg, for SWG upholding their groups' stands.

Statement says that "the Author's League of America Inc. and Screen Writers Guild Inc. which the writers in the United States will oppose the Radio Writers Guild's unilateral claim to jurisdiction." It goes on to say that ALA and SWG are "in the process of working out jurisdiction which will serve and protect all television writers, including those who work concurrently in radio, motion pictures, the theatre, or any other field."

IN appreciation for their sponsorship of baseball, WISH Indianapolis foted Stokely-Van Camp officials and prominent local Stokely dealers at a dinner. Among those attending were (l to r): Frank M. McHale, Indianapolis attorney and WISH director; H. F. Krimmendahl, president of Stokely-Van Camp; Frank McKinney, WISH treasurer and vice president of the Indianapolis Indians, and C. Bruce McConnell, WISH president.

STEWART-WARNER
Color, UHF Units Planned

COLOR television and UHF equipment will be manufactured by Stewart-Warner Corp., Chicago, "as soon as either type of broadcasting is being conducted," Sales Manager Edward L. Taylor announced at a day-long annual sales convention there Aug. 3. Stewart-Warner Electric, the radio and TV division of the corporation, is "ready for color and UHF," Mr. Taylor said.

He demonstrated pilot models of the drum and disc types of color receivers. Stewart-Warner plans also to buy two 15-minute sports shows. This is in addition to cooperative advertising locally, Mr. Taylor said.

Fundamentals of UHF and color were outlined to the group by S. C. Kolanowski, chief engineer at Stewart-Warner Electric. He noted that only 30% of the 12 million sets in American homes "can be easily converted to receive UHF."

OFF WE GO!
KRKO 'Tape Drop' Coverage

NO FLY-BY-NIGHT affair was the "airplane-tape-drop" coverage by KRKO Prineville, Ore., of the Paulina Amateur Rodeo last month.

The rodeo had been promoted extensively and even though it was scheduled in a town 50 miles from KRKO, interest was at a high pitch. No telephone facilities were available for a direct broadcast, so the station combined the modern miracles of air transportation and tape recording to effect rapid, impressive coverage of the event.

Chief Engineer Guy Welch, also a licensed pilot, flew tape-recorded descriptions of the rodeo back on an hourly schedule. As soon as he reached KRKO's tower, he dropped out the tapes and headed back for more. A local Chevrolet dealer sponsored the coverage. General Motors district representatives, listening in Portland 110 miles away, praised the Prineville dealership for its aggressiveness.

STORECAST CORP. OF AMERICA
reached new peak in sponsorship during June. Thirteen new sponsors were added, among them Minute Maid Corp.'s Lemonade Mix, General Food Corp.'s Jell-O and cake mixes, and Hormel's chili and chicken; G. F. Hueblin & Bro., Staley Mfg. Co., A. S. Harrison Co. (Preen).

Key to a $6 Billion Market

WQLK
560 kc.
The Philadelphia Inquirer Station
An ABC Affiliate
First on the Dial
In America's Third Market
Represented by The Katz Agency

NEW TARIFFS of Assn. of Canadian Radio and Television Artists (AFL) for use in Toronto and Montreal, have been released.
On All Accounts
(Continued from page 14)
where he trained with the RAF. A member of one of the first teams to operate radar landing devices for planes, he "talked down" planes at six U.S. fields, working as approach controller, the most difficult job in the training progression. After three years of service, he returned to N.U. for his B.S. degree.

A Sigona Chi, Mr. Schlesinger majored in advertising at com- mercial school because "that was the nearest thing to photography" offered. He had been a camera bug since high school days in Berwyn, a Chicago suburb. Photo editor of the high school yearbook, he wrangled a job after graduation as a Life cameraman's apprentice, but renounced his immediate future when his mother insisted he enroll in college.

Photography long since has given ground to gold. Mr. Schlesinger admits a "fair" game, but a "lot of patience" with his wife, who is trying to master the sport. The Schlesingers live in Berwyn with their four-month-old daughter, Paul Jeffrey. Mrs. Schlesinger is the former Lorraine Stolzer, who worked at J. Walter Thompson, Chicago.

A member of the Television Council and Radio Club, Mr. Schlesinger is confident there will always be a place for radio. Television, though, "will be the thing that is here this country, bigger than the movies or the automobile or radio," he says.

Radio-TV Fight Fees
TOP-RUN boxes fighting in a minimum of 10 shows at the Chicago Stadium next fall and winter will receive $30,000 from radio and TV fees, the Illinois Boxing commission has decided. This is an increase of $10,000 over last season.

Contracts with boxers will be signed after Truman Gibson, manager of the Chicago office of the commission, returns from Europe. Each fighter will now receive $1,500 instead of the $1,000 paid last sea- son.

GATES
QUINCY, ILLINOIS
Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. TEL. #202
HOUSTON, TEXAS TEL. ATWOOD 8536
WASHINGTON, D.C. TEL. METROPOLITAN 3252
MONTREAL, QUE. TEL. ATLANTIC 9441
NEW YORK CITY TEL. MURRAY HILL 9-0200

NATIONAL NIELSEN RATINGS' TOP RADIO PROGRAMS
(Total U.S. Area, Including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)
REGULAR WEEK JULY 1-7, 1951

Current
Rank
Programs

EVENING, MON.-WED. (Average For All Programs) (5.7)
1. Walter Winchell (ABC) 9.4
2. Draper (NBC) 8.6
3. Mr. Keen (NBC) 6.5
4. Tom Stannard (CBS) 6.2
5. Screen Directors Playhouse (NBC) 6.2
6. Voice of Firestone (NBC) 6.1
7. Life with Luigi (CBS) 6.1
8. Lionel Barrymore (CBS) 6.0
9. Father Knows Best (NBC) 5.9
10. Marietta Church (CBS) 5.9

EVENING, THURS.-SUN. (Average For All Programs) (5.2)
1. One Man's Family (NBC) 7.8
2. Our Town (CBS) 7.5
3. Lana Turner (ABC) 4.7

WEEKDAY (Average For All Programs) (5.9)
1. Arthur Godfrey (Lipp. & Myers) (CBS) 7.3
2. Romance of Helen Trent (CBS) 7.1
3. Our Gal, Sunday (CBS) 6.8
4. Ma Perkins (CBS) 6.6
5. Big Sister (CBS) 6.3
6. Simon and the Stranger and the News (CBS) 5.9
7. Arthur Godfrey (Pillburys) (CBS) 5.8
8. Aunt Jenny (CBS) 5.7
9. Pepper Young's Family (NBC) 5.6

DAY, SATURDAY (Average For All Programs) (4.2)
1. Lawrence Welk Show (CBS) 6.4
2. The Wizard of Oz (MBS) 6.2
3. Grand Central Station (CBS) 7.2
4. Starys Over Hollywood (CBS) 6.7
5. The John Pizzarelli Show (MBS) 4.9

NOTE: Number of homes is obtained by pro-
jecting the "NIELSEN-RATING" (% to 41,
905,000 estimated as total United States Radio Homes.

* Homes reached during all or any part of the circuit for homes listening only 1 to 5 minutes.

Copyright 1951 by A. C. Nielsen Co.

Air Force Commissions
COLLEGE graduates with a year's experience in radio, electrical, communications or electronics engineering may be commissioned as officers in the Air Force Reserve. Depending on age and experience of applicant, men may be commissioned from second lieutenants to majors.


GENERAL MILLS (Gold Medal Flour, Wheaties, etc.) reports earnings of $11,620,569 for fiscal year ended May 31, compared with $11,321,218 in previous year. Wages and salaries including retirement benefits reached all-time high of $4,814,000, compared with $4,868,148 a year ago. Total sales were $435,847,827.

A CHAS. MICHELSON HIT!

"ADVENTURES OF DICK COLE

20 MIN. TRANSCRIBED KIDDIE SHOWS

For particulars

CHARLES MICHELSON, Inc.
15 WEST 47TH ST., NEW YORK 19

Page 84 • August 13, 1951
TOUGH COVERAGE
KENI Anchorage used tape recording to cover climbing of west side of Mt. McKinley by mountain expedition. KENI crews accompanied Air Force plane which dropped supplies and equipment to climbers. Station also interviewed military personnel on intricate points of dropping supplies. It followed up with two-way conversation between expedition and plane.

ALL OUT PROMOTION
WCDD Carbondale, Pa., using auto tags to promote station frequency, 1230 ke. Station Manager Richard Carlson secured auto plates “C 1230”. Honesdale Studio Manager Tut Perry latched on to plates “1230 H”. Plates were secured from Motor Vehicles Dept. to identify city and frequency (Carbondale and Honesdale). Station phone number also is 1230.

PATI GETS AROUND
KSJO San Jose distributing to trade promotion sheet with eye stopping query: “Want to buy a gal who really gets around?” Sheet plugs Patti Frew, station’s sweet-voiced, 25-year-old disc jockey who presents Patti’s Platter Show from midnight to 6 a.m. Outlined map shows her program pulling listeners, and mail, from as far away as Victoria, B. C., 1,225 miles north. Sheet carries reprint of Victoria’s Daily Colonist entertainment column rave-reviewing Patti’s Platter Show as evidence of its broadcast range claims. Text concludes: “From midnight to dawn she covers lots of ground!”

BASEBALLCASTS
KYA San Francisco boasts baseballcasts by Les Keiter with page promotion piece to trade announcing “715 letters said, ‘Yes, let’s have more!’” Text tells of Mr. Keiter’s query to listeners whether they wanted broadcasts of game of Sunday double-header ballgame. Response came from Eureka to Fresno and east to Nevada. As result, station announced KYA will henceforth carry both games of weekly double-header.

PUBLICITY BREAK
WHK Cleveland sent agencies more than 100 tear sheets of story appearing in Cleveland News about WHK Disc Jockey Bill Gordon. Sketch on Mr. Gordon and family covers half plus, along with pictures. Story, headed “Disc jockey even plays ‘em at home,” gives inside facts on one of Cleveland’s top platter spinners.

SERVICE NEWSCASTS

Further ideas or samples of the promotion items mentioned on the page are available by writing to the individual companies.

LARGE DRAWING
WCBS New York distributing to trade promotion folder on its Galen Drake program, Housewives Protective League, headlined “Maybe It’s His Bedside Manner.” Folder shows enchanted housewife revealing her views to Mr. Drake and quoting Pequot Mills report (from booklet offer made on HPL program) that “Galen Drake pulled far more requests at a very much lower cost per-inquiry than any of the national magazines or other radio shows and participated used.”

TIPS TO TOURISTS
WPWW St. Johnsbury, Vt., distributing welcome cards to tourists in coverage area. Cards list newscasts time and information about station. Back of cards suggests places in area for visitors to see. Cards being handled by Chamber of Commerce tourist booths throughout area. Station also handing out colorful set of kitchen measuring spoons to brides and new mothers.

RECRUITING DRIVE
KIWW San Antonio, Tues., 4-15 to 4:40, broadcasting recruiting drive in Spanish beamed to large Spanish speaking population in area. Disc jockey show answers questions phoned in by listeners about Army and Air Force. Recruiting service reports that results have been very favorable.

NEW PICTURES
WRAF-TV Fort Worth, Tex., now has some new “angle” shots of station for publicity-promotion department. Thaine Engle, department director, called local helicopter company to arrange for flight to take photos. Both still and motion pictures were taken from air above its 502-foot transmitter. Many ground shots were made of “eggbeater” taking off and landing in station’s front yard.

THE FACTS
WKEN Youngstown, Ohio, sending trade and advertisers four-page brochure headed “Straight facts—not claims.” Pieces gives data on listening figures for city, citing station’s high Hooperatings.

SPEAKING to the people of Attleboro, Mass., from the rear platform of the train that carried him on a tour of New England, Gen. Douglas MacArthur, expresses his thoughts on world problems. WARA Attleboro made the necessary arrangements for the general’s speech, when it heard he was “passing through the town. Station reports that a huge throng greeted the general. Pictures of Gen. MacArthur speaking over WARA facilities were carried in many newspapers.

SOUND ADVICE
KNBC San Francisco, promoting its recently expanded recording facilities, sending trade glossy pictorial folder. Frontispiece head: “Going on record? . . . here’s sound advice.” Inside tells story of expansion and facilities available with pictures to back up text.

BASEBALLCASTS
KYA San Francisco boasts baseballcasts by Les Keiter with page promotion piece to trade announcing “715 letters said, ‘Yes, let’s have more!’” Text tells of Mr. Keiter’s query to listeners whether they wanted broadcasts of game of Sunday double-header ballgame. Response came from Eureka to Fresno and east to Nevada. As result, station announced KYA will henceforth carry both games of weekly double-header.

PRAISE SHOW
KPIX (TV) San Francisco promotes its battle-of-sexes program, Stag at Eve, with pale blue folder carrying line drawing of thoughtful lady on frontispiece and thought-provoking announcement: “The lady from Placerville thought so too when she saw Stag at Eve.” Inside and back carry two letters of praise—one from sponsor’s agency, other from agency to KPIX General Manager Philip Lasky—testifying to sales results and widely spread audience pull of program. Letters state program pulled 508 responses to special price offer, made in a single “incidental mention” on one program night for piece of sponsor’s Descoware cooking pan. Among the 508 was one lady from Placerville, a mountain town not generally considered within San Francisco TV range.
Open Mike (Continued from page 61)
old enthusiasm and confidence in radio could be re-kindled in eastern minds.
It is true we are not concerned with television at the present, but my own experiences in one of the largest television markets have proven to me that a good deal of this negative thinking is completely uncalled for.
When we're talking radio, regardless of our association with television, the bell with television. Let's talk about what radio is, has been, will be and can do. Let's drop these negative statements—they're purely mental. An aggressive on-the-ball operation can do far more for the money than any other medium and we know it.
Donald F. Whitman
Vice Pres. & Gen. Mgr. CBS, Lebanon, Ore.
Cash Register Research
EDITOR:
Although we appreciate the non-partisan interest in broadcasting & telecasting has been displaying in the fields of radio research, we wish to point out that the particular research technique being used by ARBI is not new to the industry... Our research organization has not only been conducting the same type of research at the cash register level in Canada; we have taken a few steps further to its more logical conclusion...
We also conduct concurrent studies measuring radio audience by coincidental telephone interviews and newspaper readership by personal interviews. Both techniques, although different in method, do enable us to estimate both cost-per-listener and cost-per-reader...
We do not feel that the solution is quite as simple as your editorials on the ARBI technique would lead you to believe. We have always cautioned our Canadian clients to use ratings by all means, but use them wisely. They were not designed to be the end-all of radio. Use all the other facts and material that can be obtained...
J. D. Penn McLeod
President
Penn McLeod & Assoc.
The Pampered Press
EDITOR:
Isn't there something you can do to get these network people to have confidence in their own advertising medium?
As you probably know, ABC is presently running a campaign of ads in several New York newspapers. I have no inside information, but I will bet you a new hat against a drink of Scotch that they never even considered placing their ad campaign on New York radio stations.
Furthermore, they keep sending down programs, both commercial and sustaining, which include fortuitous and wholly unnecessary propaganda for newspapers... I have a strong belief that during the course of a typical week there are literally hundreds and hundreds of such references made in the programs sent out by all four networks...
Murray Carpenter
Co-owner, Gen. Mgr. WABI Bangor, Me.
Captures Convict
JUST before the 6:30 a.m. newscast at CKVL Verdun one morning late in July an unidentified man phoned the newsroom that a convict had just escaped from the local jail, and gave a description. A check with police was made and the bulletin went out on the 6:30 a.m. newscast. Two police cruising outside the town heard the newscast, and spotted a man answering the description. He was taken to jail and identified as the missing prisoner. The Verdun police thanked CKVL for getting the man back behind bars 70 minutes after he had escaped.
AN ACTIVE radio newsman, the author is a firm believer in a shipshape news department. Donald E. Brown, assistant professor at the U. of Illinois' school of Journalism & Communications, has wrapped up his study and experience in an article on "Radio News Style," which is based on a 14-page "Radio News Style Sheet" that is being sent by the university to all Illinois stations. Prof. Brown, also news director at the university's stations WILL and WIUC-FM Urbana, for several years was a member of WTO Des Moines' staff. He feels that wide circulation of the style sheet will re-emphasize that a "flourishing news department is one of a radio station's best assets" and that specific information on news writing should be made available by management to new or untrained employees. The "style sheet" will appear in a book on radio-TV news that is being prepared by Prof. Brown in collaboration with Prof. John Paul Jones of the U. of Florida, and will be published by Rinehart & Co.

Black it out completely and draw a line above the striken material to bridge the gap.

Time is a precious commodity in a radio newsroom, but the time pressure should not be regarded as an acceptable excuse day after day for excessively dirty copy. Neatly typed, well written copy is the first step toward an intelligently and interestingly presented script on the air.

All datelines should be omitted, but it is necessary to be sure that all essential references to places are included in the copy. Words that are difficult to pronounce or that require special emphasis may well be underlined. In this connection, if it seems advisable, the phonetic spelling of a difficult pronunciation may well be written in parenthesis immediately following the word which it is intended to emphasize.

Most newspaper style sheets will contain many columns of abbreviations in the form required by that publication. In contrast, a single typed page of instructions will suffice in a style sheet for a radio newsroom; furthermore, the most important instruction on that single page may easily be reduced to one brief sentence: "Eliminate the use of most abbreviations in radio copy."

The news writer should get into the habit of sending his writing out in full all months, days of the week, states, governmental titles, religious titles, and other words and phrases abbreviated by most printed publications. It is permissible, however, to use abbreviations or alphabetical designations that are to be read as such if the general public is quite familiar with them. For instance, C-I-O is undoubtedly more quickly meaningful to many listeners than Congress of Industrial Organizations. Many governmental agencies, such as the Reconstruction Finance Corporation, may logically be written in full the first time they appear in the news story but referred to merely by an alphabetical designation when mentioned a second time.

Capitilization

Another important area of style, capitalization, may have its major battle won in full all months, days of the week, states, governmental titles, religious titles, and other words and phrases abbreviated by most printed publications. It is permissible, however, to use abbreviations or alphabetical designations that are to be read as such if the general public is quite familiar with them. For instance, C-I-O is undoubtedly more quickly meaningful to many listeners than Congress of Industrial Organizations. Many governmental agencies, such as the Reconstruction Finance Corporation, may logically be written in full the first time they appear in the news story but referred to merely by an alphabetical designation when mentioned a second time.

Why should capital letters be used liberally rather than sparingly as is the case with the majority of modern newspapers that rely on the so-called "down style"? The reasons why the "down style" was adopted by many newspapers have no application to radio; research will show that capitalization is not necessarily an ineffectual aid to the announcer in identifying at a quick glance a closely related group of words that should be grouped as a single unit when read orally.

Recommended style for radio: Tilton High School; General As-

(Continued on page 94)
August 3 Applications ...  
ACCEPTED FOR FILING

Modification of CP 
WBBB-FM Sacramento, Calif.—Granted petition for change of frequency from 1580 to 1600 kc D.

APPLICATIONS RETURNED  
WCAI, Palm Springs, Calif.—Denied application for new CP for AM station.

KQLG, Lebanon, Tenn.—Denied application for extension of completion date.

August 7 Decisions ...  BY THE SECRETARY

KTLN Denver, Colo.—Granted license for change in frequency from 1150 to 1170 kc D.

KZNN Renton, Wash.—Granted license for change in frequency and hours of operation from 1230 to 250 w, except when KTII operates.

KLNI-Lansing, Mich.—Granted CP for new remote pickups, KGG-11 to KGG-50.

KRLD-TV Dallas, Tex.—Granted license for TV station.

KXMP-TV San Diego, Calif.—Granted license for TV station, and to specify area of 3.375 by 5.625 mi. in 202-kc area.

WOC-TV Davenport, Iowa.—Granted license for TV station; also for change in studio location.

KDLF-Lincoln, Neb.—Granted mod. CP to change type ant. and studio location. Also granted mod. CP for extension of completion date to 2-15-53.

KRLW Walnut Ridge, Ark.—Granted license for AM station on 1280 kc D.

WIPC Lake Wales, Fla.—Granted license for AM station on 1380 kc D.

WFLF Pierce City, Mo.—Granted license for AM station on 1370 kc D.

KUOM Urbana, Ill.—Granted CP and license for FM broadcast STL station.

WAGA-TV Atlanta, Ga.—Granted CP to make changes in trans. locations; also make all changes in operations; operating power output of 3325 kw v.s. 1.6 kw aur.

NEW AM DAYTIMER  
WAIN Begins Operation  

WAIN Columbia, Ky., has begun operation on 1270 kc with 1 kw daytime. Manager of the station is Herb Arna, formerly of WCKT Bowling Green, Ky. S. C. Bybee is president of the Tri-County Radio Broadcasting Corp., licensee of WAIN.

WAIN personnel includes Edwin P. Healy, chief engineer, formerly with WEAB Green, S. C.; Lanier Burchett, commercial manager; Oris Gowen and Rex Osborne, announcers; Jean Allson, chief of continuity, and Allen Holmes, bookkeeper. Station took the air at 8 a.m. July 31.

BGA VICTOR planning album of "Winnie-The-Poo" records based on A. A. Milne children's fantasy. James Stewart, actor, will do narration; H. Fraser Simpson supplies music. Initial pressing planned is 800,000. Heavy national advertising campaign will back album.

August 3 THROUGH AUGUST 4  

ant-antenna cond.-conditional  
D-daytime LGC-local sunset

ERP-effective radiated power  

STL-studio-transmitter link  

synch-synchronization multiplier

STA-special temporary authorization  
CG-conditions grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

CP-construction permit

KQC-KQC special temporary authorization

Chamberlain—Granted license for block of land in Greenville, S. C.

Cedar Grove—Granted license for change in frequency to 1430 kc.

Kasota—Granted license for change in frequency to 1430 kc.

KQCT—Granted license for extension of completion date.

University of Tennessee—Granted license for change in frequency from 1420 to 1430 kc.

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.


KWBB Hutchison, Kan.—Granted cancellations of CP which authorized changes in present vert. ant. and mounting FM ant. on top of AM tower.

Delta Bestg. Co., Escanaba, Mich.—Granted mod. CP to change frequency to 1230 mc in remote pickup, KQ-549.

KADA-TV Louisville, Ky.—Granted mod. licenses to change frequencies to 127.25 and 128.35 mc for KQ-568.

RIDO Inc., Boise, Idaho—Granted mod. license to change frequency from 128.25 mc for KQ-575.

BQSM Bestg. Co., Cleveland, Ohio—Granted mod. license to increase power from 6 kw to 10 kw D.

KQGU-85 (formerly KQGU) Bellevue, Wash.—Granted license to make changes in trans. equipment.

KIDQ Bestg. Co., Petaluma, Calif.—Granted mod. license to make changes in trans. location and change type of studio.

KXAN-AM Austin, Texas—Granted license for new remote pickup, KQ-591.


KXNV Bestg. Co., Columbus, Ohio—Granted mod. license to change name to KXQK Inc.

KTVK Inc., Los Angeles, Calif.—Granted license for new remote pickup, KQ-599.

KQMG Bestg. Co., Butte, Montana—Granted license for name change to KXQK Inc.

KQTV Bestg. Co., Cleveland, Ohio—Granted license for new remote pickup, KQ-599.

KQAT Bestg. Co., Alexandria, La.—Granted license for name change to KXQK Inc.

KQNO Bestg. Co., Columbus, Ohio—Granted license for new remote pickup, KQ-591.

KMAIL Bestg. Co., Los Angeles, Calif.—Granted license for new remote pickup, KQ-591.

KQME Bestg. Co., Los Angeles, Calif.—Granted license for new remote pickup, KQ-599.

KQUN Bestg. Co., LaGrange, Ill.—Granted license for new remote pickup, KQ-591.

KQZQ Bestg. Co., Los Angeles, Calif.—Granted license for new remote pickup, KQ-599.


KQIN Bestg. Inc., Cleveland, Ohio—Same for KQ-307.

ACTION ON MOTIONS  
By Comm. Rosel H. Hyde

WXXL Lawrenceburg, Tenn. and Lawrence County Besty, Co., Lawrenceburg, Tenn.—Granted petition of WXXL for extension of new CP until completion of engineering and to file application, on Commission's own motion, for a continuance of the hearing of the application of Lawrence County Besty, Co., Lawrenceburg, Tenn. and Lawrence County Besty, Co., Lawrenceburg, Tenn.—Granted petition of WXXL for extension of new CP until completion of engineering and to file application, on Commission's own motion, for a continuance of the hearing of the application of Lawrence County Besty, Co., Lawrenceburg, Tenn.

WGST Atlanta, Ga.—Granted petition for dismissal without prejudice of application for CP.

The Fort Industry Co., Wheeling, W. Va.—Granted petition for dismissal of WGBD's license and amendment filed June 13, 1950 to be withdrawn. In case where one CP is specified in one application for 1950, and in one Pertinent change.

WWEW Pulaski, Tenn.—Granted petition for leave to amend application by withdrawal of filing, and an amendment, in order to change location of station.

KFKB-FM Sacramento, Calif.—Granted petition for leave to amend application to specify a site in city of Sacramento, Calif., as an authorized location for the station, as amended, from hearing docket.

WIXW and WIXN, Cal.—Granted petition for leave to amend application by furnishing certain engineering data.

Radio City Besty, Eastland, Tex.—Granted petition for leave to amend application to specify 1250 kw 1 D in lieu of 750 kw, 250 w D; as also to extend from hearing docket.

By Hearing Examiner H. B. Hutchins

WRAF Atlanta, Ga.—Denied petition for continuance of hearing in proceeding upon application of WKRJ to operate in Washington.

WJAC-A Scranton, Pa.—Denied petition for extension of time to Aug. 18, 1953, to receive information in proceeding upon applications of KGAR Garden City, Kan.


American Newspaper Pub. and a d U. S. Postmasters General to file administrative and other written petitions for leave to amend application for license to operate in Washington.

By Hearing Examiner Leo Reschke

KSAW, Portland, Ore.—Granted petition for leave to amend application and extend time for filing written petition for leave to amend application and extend time for filing written petition for leave to amend application.

American Newspaper Pub. and WPA PWGm Austin, Tex.—Ordered that hearing on proceeding be continued from Aug. 13 to Aug. 14 in Washington.

By Hearing Examiner Fanny N. Litvin

WCCO-Minneapolis, Minn.—Denied petition for extension of time to Aug. 15 in Washington.

August 7 Applications ...  ACCEPTED FOR FILING

KCMO Alturas, Calif.—License for CP new AM station.

KXLA, Olona.—License for CP to change frequency to 1230 kc.

KQDC Redwood City, Calif.—License for CP to increase power to 2 kw.

WXXL Monroe, Wis.—License for CP new AM station.

WAIN Columbia, Ky.—License for CP new AM station.

WVBT (FM) Bristol Center, N. Y.—

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CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
A. Adams 2414

Member AFCCE*

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCCE*

A 15-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Montclair 3-3000
Laboratories Great Neck, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

INTERNATIONAL BLDG. DL 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5202
KANSAS CITY, MO.

CRAVEN, LOHES & Culver
MUNSEY BUILDING DISTRICT 8315
WASHINGTON 4, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W., Républic 3883
WASHINGTON, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
Ex. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Communications
1523 M St., N. W., Wash., D. C.
Member AFCCE*

GEORGE GODLEY
Consulting Engineer
Washington 5, D. C.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
928 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE*

GUSS H. KNOX
KNOX BLDG.
WASHINGTON 1, D. C.
Member AFCCE*

RUSSELL P. MAY
1422 F St., N. W.
Kolleg Bldg.
Washington, D. C.
Member AFCCE*

GUY C. HUTCHESON
1100 W. ABRAM ST.
AR 4-8721
AR LINGTON, TEXAS

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ROBERT M. SILLMAN
1011 New Hampshire Ave., N. W.
Republic 6446
Washington 7, D. C.

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One Lafayette, New Rochelle, N. Y.
New Rochelle 1-8100

August 8 Decisions . . .
BY THE COMMISSION EN BANC
CP to Replace CP
Following were granted applications for CPs to replace expired CPs: KWBW-FM Hutchinson, Kan. (Class B); KOWN Conway, Ark. (Class A); KOA-FM Denver, Col. (Class B).

August 8 Applications . . .
ACCEPTED FOR FILING
Modification of CP
KWTO Springfield, Mo.—Mod. CP allowing licensee in power etc. to change DA system. Also mod. CP for extension of completion date.

WNTX Portsmouth, Ohio—Mod. CP new AM station for extension of completion date.

KWIR (FM) San Bruno, Calif.—Mod. CP new AM station for extension of completion date.

KQCO-FM Denver, Colo.—Mod. CP for extension of completion date.

Name Change
KQEC Silver City, N. M.—CP for new AM station on 1570 kr 1 kr AM AMENDED
(Continued on page 96)

August 13, 1951 • Page 89

LICENSE FOR CP TO MAKE CHANGES IN FM STATION.
AM—1316 kc
KNOX Grand Forks, N. D.—CP to change from 1400 kc 250 w to 1316 kc 5 kw DA-D terminal to change DA pattern.

Modification of CP
WABA Audiadillo, P.R.—Mod. CP new AM station for extension of completion date.

EWPAC (FM) Muscatine, Iowa—Mod. CP new FM station for extension of completion date.

KCI-KS FM San Francisco, Calif.—Mod. CP new FM station for extension of completion date.

Modification of License
WLOW Portsmouth, Va.—Mod. CP to change studio location from Portsmouth to Norfolk AMENDEO to specify Norfolk and Portsmouth main studio location.

CP to Replace CP
WKAT-FM Miami Beach, Fla.—CP to replace CP new FM station.

WVMO (FM) Mount Vernon, Ohio—CP to replace CP new FM station.

License Renewal
Following station renewal requests and/or license renewals:
KWFR Fairbanks, Alaska; KDMS El Dorado, Ark.; RFAC Los Angeles; WDRC Hartford, Conn.; WCCC West Hartford, Conn.; WTAQ La Grange, Ill.; KNTX Des Moines, Iowa; KGLO Mont; KPIS, Visalia, Calif.; WJZ, Newark, N. J.; WNBW Blaughton, N. Y.; WNAE Warren, Pa.; WWMO Chattanooga, Tenn.; KCKL Ft. Worth, Tex.; KTRH Wichi Falls, Tex.; WDRD Seattle, Wash.; WBLB Sheboygan, Wis.; WGAD Gadsden, Ala.; KWBR Oakland, Calif.; KSBO Santa Rosa, Calif.; KGFH Pueblo, Colo.; WIBB Marion, Ohio; KID Idaho Falls, Idaho; WIPJ Evansville, Ind.; KSOK Arkansas City, Kan.; WNAC Houston, Texas; KXCO Crookston, Minn.; KXLL Clayton, Mo.; WHBI Newark, N. J.; KQCO Mandan, N. D.; WILE Cambridge, Ohio; WA1 Cincinnati, Ohio; WKNOW Lancaster, Ohio; WPHC Greenville, S. C.; KSSS Corpus Christi, Tex.; KFIZ, Ft. Worth, Texas; WBTM Danville, Va.; WJAP Portsmouth, Va.; KVCI (FM) Chico, Calif.; WRFR-FM Dallas, Texas.

TV—Ch. 4
WHBF-TV Rock Island, Ill.—CP to change ERP from 11 kw vts. 5.5 kw aur. to 100 kw vts. 50 kw aur.

TV—Ch. 13
Rockford Broadcast, Inc., Rockford, Ill.—Application for new TV station AMENDED to change from Ch. 12 (204-210 mc) to Ch. 13 (210-216 mc) and increase ERP from 28.7 kw vts. 14.35 kw aur. to 200 kw vts. 100 kw aur. change studio location etc. Ano. 314 ft. 

TV—Ch. 13
KVTX (TV) Uteca, N. Y.—CP to change ERP from 13 kw vts. 0.6 kw aur. to 25 kw vts. 12.5 kw aur.

APPLICATIONS RETURNED
KTER Terrell, Tex.—RETURNED request for transfer of control.
Following license renewal requests were RETURNED: KOLT Scottsbluff, Neb.; WHBI Newark, N. J.
Help Wanted

New 5 kw (1 kw night) going on the air in southeast Florida. Inviting applications from qualified engineers of all staff positions, except that of chief engineer. Must have experience and re- liable experience and a minimum of 5 years staff experience. Send full details first to WQW, Winona, Minnesota.

Managerial

General manager having now active or with references an excellent opportunity as general manager in smaller community. Also for unusual opportunity in metropolitan market. Box 396K, BROADCASTING.

Manager-salesman to assume full charge midwest station. Finest and most modern equipment. Upper midwest. Box 520K, BROADCASTING.

Salesman

Salesman-announcer, Maryland net- work affiliate. Personable experienced one who assumes sales responsibilities. Excellent opportunity, must have ability to extend success of established station to a new community. Send your immediate reply. Write all information, qualifications and salary requirements. Box 396K, BROADCASTING.

Experience required, Pennsylvania area, 15% commission, $75.00 per week. Draw Reply Box 441K, BROADCASTING.

Good deal for man experienced sports writer. Michigan station, freeboard midwest. Box 511K, BROADCASTING.

Help Wanted (cont'd)

The Norfolk area is the 58th market in the United States, has fine beaches and is a new and exciting area. We have an outstanding 24 hour a day independent station, a TV and daily newspaper, and a large number of sponsors. We are an open and progressive station. You will be paid a good drawing ac- count against 15% commission and get a number of accounts to start. No floats or high pressure salesmen wanted. A good steady reliable family man preferred. Send complete details and a recent snapshot to Earl Harper, WMPR, Norfolk, Virginia. Will be available to attend convention in New Rochelle, New York, beginning Au- gust 12th.

Announcers

Experienced announcer, midwest 500 watt. Give full details, experience and earnings. Send box 460K, BROADCASTING.

Football announcer plus staff duties. Tell all. Box 490K, BROADCASTING.

Announcer-engineer, Western Penn- sylvania station. Minimum guarantee 500K, suburban. Excellent and varied duties. Must be good staff engineer. Box 495K, BROADCASTING.

Announcer-salesman wanted. Must be expert under contract in on DJ shows. Must like to sell. Good salary. Write to Box 470K, BROADCASTING.

Wanted. Two announcers for northern Michigan station. At least one year experience, solid experience preferred. Box 512K, BROADCASTING.

Sportscaster-announcer. Must be tops playing your instrument, if you are even as good as you think you are. Must be experienced. No salary plus commission based on net earnings. I can also use good voice, all around announcer, to sign off, a chance for part ownership in a good business. Any takers? Box 578K, BROADCASTING.

Help Wanted

Anchors desired. Background nec- essary. Experience desired, but not necessary. Must have the ability to sacrifice high salary for complete ex- perience. Full details to Box 590K, BROADCASTING.

We don't want announcers with pear- shaped tones and bad infection. We are looking for intelligent and naturalness who understand their job. Excellent positions with a good company. Restricted to good men now working. Send detailed personal history as part of your audition. Box 600K, BROADCASTING.

Sportscaster-staff announcers. Experience in play-by-play football and bas- ketball; talent for play-by-play sports; 40 hour week, $15.00. Phone East Liver- pool 1490, collect.

Opening for engineer-announcer. Start- ing salary $60.00, maximum, 35 hours. Contact Don Howard, KJDK, Del Rio, Texas.

Announcer-engineer, consider man with experience. KEVA, Sham- rock, Texas.

Immediate opening for staff announcer with emphasis newsomatic. Right man can start tomorrow. Good, necessary. Lee Gordon, KSWI-KFMX, Council Bluffs, Iowa.

Immediate opening for good, experi- enced newscaster. Must have in- joys doing a positive selling job on commercials. Control board experience desired, 40 hour week, $300.00 per month. Send full details by letter, accompanied by audition disc KWSM, Joplin, Mo.

Immediate opening established Mutual affiliation. Open for day- time engineer, first rate, car, salary. Air 600-900. Must have first class ticket, $100.00 per week. Experience preferred. Contact Dave Atkinson, KZVP, Arizmo, N. Mex. 10-10.


Wanted. Combination engineer-announcer. Emphasis on news, and one half for engineer. Experienced, 600 or more. Wire or air mail complete details of experience and minimum acceptable starting salary. Advancement definitely promised for right man. Box 250K, BROADCASTING.

Help Wanted (cont’d)

Technical

Wanted—Engineer without experience with first class license. Good future. Experienced in NBC, FCC, radio repair work in spare time with additional in- come. Box 590K, BROADCASTING.

Engineer or combination for 250 watt new station. N. Y. Box 590K, BROADCAST- ING.


Needed immediately, A man with first class phone ticket to handle combo job in southeast, Pennsylvania. Good earnings, nice location. Car needed. Write, wire or phone WCDL, Carbondale, Penna.

First class operator wanted immedi- ately. Excellent opportunity. Good pay and working con- ditions. Phone collect WDKS, Kings- tree, S. C.

Southeastern network station wants ex- perienced first class operator with car, capable of moving to nation- al network as well as transmitter watch. Computer operator also needed. When returning to position, call us to work with us for one week with time-and-a-half for occa- sional overtime. Permanent job re- paintings include national network, our staff. Write, wire or phone Bill Atkinson, WGBA, Columbus, Georgia.

Combination engineer-announcer for 500K, Michigan station. Good salary and free transportation, net- working station. WQVF, Greenville, Ala- bama.

Immediate opening for first class ticket at FM station. Experience not necessary, but car required. WHDL-FM, Olean, New York.

Engineer AM and FM NBC affiliate, $1.40 per hour and one-half over 40 hours, $1.50 for five hours or over. Five days a week, five hours a day, no service. See story in September 1950 issue of Radio and Television Thomas, Phillips, WKPT, Kingsport, Tennessee.

Immediate opening for transmitter en- gineer, 1 kw ABC, Car necessary. Contact Harold White, WKYT, La. Crosse, Wisconsin.

Wanted: First phone engineer, 1 kw, ABC, under construction. Good TV programing required. Reply to Engineer, WORD, Spartanburg, S. C.

First class engineer, no experience re- quired. WHAG, Carrollton, Ala.

Production-Programming, Others

Experience copywriter, to produce radio commercials. Full details, samples and salary required. Box 469K, BROADCASTING.

Executive sal, with solid background of programming, production, news, and an- promotion, to supervise such depart- ments as advertising and in general to work station. Must have successful experience in board and able to build high ratings in a com- petition. Good salary and good experi- ence. salary expected and all other normal benefits. Box 410K, BROADCASTING.

Wanted: Newsman, news reporter, newscaster, farm news, some sports also desired. Good writing and speaking voice, disc, photo and salary requirements. Box 467K, BROAD- CASTING.

Copywriter-announcer for Florida day- time LSB affiliate. Southerner pre- ferred. Reply to General Manager, News director, able to take full charge of a live wire news room in a leading 5000 watt, north-central network affili- ate. Extensive knowledge of spot news thoroughly experienced in local report- ing. Phone collect or write to direct other news personnel. Reply in confidence, giving details of experience, salaries, when available.

Box 413K, BROADCASTING.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—$1.00 minimum • Help Wanted, 20¢ per word—$2.00 minimum All other classifications 25¢ per word—$4.00 minimum • Display ads 12¢ per inch

No charge for blind box number. Send box replies to BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
Situated Wanted (Cont'd)


Situated Wanted (Cont'd)

Hillbilly DJ, know, like hillbillies. Seven years experience. Want right permanent spot. Please no "stunts." Box 571K, BROADCASTING.

DJ entertainer and all-round staff. Desires permanent position. Live on west. 26, single, draft exempt. Prefer early hours. Box 572K, BROADCASTING.

Sports announcer, 5 months extensive play-play-play experience, handling more than one sport. Basket, football, hockey and pro basketball, prep football. Theoretic, practical, shop, radio and pro married. 28, draft exempt, seeking better market. If you do year-round, play-play-play, write one sincerely wrapped up in his work. Married. Box 576K, BROADCASTING.

Combo man, first phone, limited experience, desires permanent position with future. Married, draft exempt, own automobile. Box 578K, BROADCASTING.

Young man recently graduated from an accredited midwest radio announcing school desires opening in announcing staff. Own show, forty w, permanent. Box 583K, BROADCASTING.

Announcer, strong on news, rewrite, sports, sports, sports, regional, resonant voice. Thorough knowledge radio and perfect sports instinct. Box 588K, BROADCASTING.

Conscientious, draft exempt family man was out of college and radio for two years. 31, writer, network, college and station. Seeking job as announcer, writer, network, college and station experience. Box 598K, BROADCASTING.

Seeking Job as announcer—negro. Trained Radio City, college background. Six years experience, writer, network writer—perfect cut; pleasing voice, can write commercials, copy, commercials. Available Box 598K, BROADCASTING.

Triple threat man! DJ, announcer, disc jockey. Eight years, with station to which you refer. Desires permanent position. Box 609K, BROADCASTING.

Announcer-engineer, 1st phone. Area east. The Mississippi, north of Maryland preferred. Four and one half years experience. Married and draft exempt. Position must be permanent. Box 610K, BROADCASTING.

Staff announcer. 6 years experience. Strong on news. 22, Family. Now at 50 years east. Box 617K, BROADCASTING.

Employed announcer desires change Background and years of valuable radio experience on news, TV experience. "Only progressive metropolitan programming" please. Reply 508K, BROADCASTING.

Whoo ... young college grad desires opportunity to train as announcer and writer. Seven years experience talks and photo. Box 564K, BROADCASTING.

Combination announcer-editor. Eleven years experience in positions as chief announcer at radio and TV. Familiar with programming. Reply box. Box 565K, BROADCASTING.

Experience sportscaster, available on weekends. Seven years experience. Desires permanent position. Married, college, college. Desires position to do football, baseball. Box 566K, BROADCASTING.

Racetrack, football, basketball, wrestling. Am healthy, ambitious, athletic, veteran. Will consider straight job. Complete offer first please. Write Box 587K, BROADCASTING.

Situated Wanted (Cont'd)

Technical

First class licensed engineer looking for combo position or transmitter engineer position. Twenty years experience and willing to learn. Box 577K, BROADCASTING.

Engineer going to school? Perhaps I'm your replacement. 4½ years AM transmitting experience. Prefer studios, remote, recording, maintaining broadcasting. Am experienced engineer, minimum. Box 543K, BROADCASTING.

Chief, first class phone ticket, desires experience, also has TV transmitters and operation. Box 570K, BROADCASTING.

Situations Wanted (Cont'd)


Situations Wanted (Cont'd)

Production-Programming, Others

Copywriter, presently employed, 4½ years experience, prefers "selling" commercial copy, also music, gag writing, etc. Desires a position with a progressive AM station. Graduate leading eastern women's college, married, draft exempt, looking for experience in advertising, public relations. Box 579K, BROADCASTING.

Part-time director, 23, married, children. 10 years all phases. Box 582K, BROADCASTING.

Combination announcer and writer. Box 585K, BROADCASTING.

News writer, aiming for Florida, four years with top network affiliate, family, vet, etc. Box 595K, BROADCASTING.

Writer! (This ad cost me $11.50, let's don't let it go to waste!) Am available any time. Box 608K, BROADCASTING.

Am now continuity director of 3 kW station in the northeast. Degree in advertising and journalism from university, emphasis on advertising and sales promotion, experience in sales promotion, publicity and promotion ex- perience. Willing to sell color copywriting, etc. Specialty: "selling singles." Send. Box 614K, BROADCASTING.

Hillbilly announcer, minus woman. 27, experienced in sales, production, marketing, sales, etc. No physical objections. Box 615K, BROADCASTING.

Situated Wanted (Cont'd)

First class phone ticket, desires experience, also has TV transmitters and operation. Box 570K, BROADCASTING.

Situations Wanted (Cont'd)


Situations Wanted (Cont'd)

Production-Programming, Others

Copywriter, presently employed, 4½ years experience, prefers "selling" commercial copy, also music, gag writing, etc. Desires a position with a progressive AM station. Graduate leading eastern women's college, married, draft exempt, looking for experience in advertising, public relations. Box 579K, BROADCASTING.

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Combination announcer and writer. Box 585K, BROADCASTING.

News writer, aiming for Florida, four years with top network affiliate, family, vet, etc. Box 595K, BROADCASTING.
**For Sale (Cont'd)**

**stations**

**Announcers**

Ten years experience as announcer, new station. Would like to join network affiliate which is interested in promoting a station. Would like to work with western stations. Excellent references. Will consider employ any location. Address: Box 587K, BROADCASTING • TELECASTING.

**Producers**, **Others**

Experience in television production. Would like to join network affiliated station. Excellent references. Address: Box 393K, BROADCASTING • TELECASTING.

**For Sale**

**stations**

Established 1940. Good record. Excellent references. Statistics: 
- **30,000 population** in its primary and secondary market. 
- **100,000 population** in its tertiary market. 

Excellent market. Contact: Box 573K, BROADCASTING.

**Equipment**

- **FM 1300:** 250 watt transmitter, two bay tower, cheap. 
- **FM 1200:** 250 kW tower, cheap. 

**For Sale**

**stations**

Excellent market, rapidly expanding. Good equipment. For details write BOX 610K, BROADCASTING.

**Wanted**

**stations**

Excellent market, rapidly expanding. Good equipment. For details write BOX 610K, BROADCASTING.

**Television**

**Production-Programming, Others**

Wanted: top back-up panel operators. Experience in television production. A must. Contact: BOX 544K, BROADCASTING.

Incredible opportunity for someone with background in TV sales to join the oldest and largest producer of religious TV programs. Call James K. Friedrich, President. Film value is estimated at $1.2 million.

**Cathedral Films**

**Time Buyer**

Unusual opportunity for top-flight radio and television time buyer for leading mail order advertising agency presently scoring the most outstanding success in the business. Must have contacts with radio and television stations, radio and television representatives and have the ability to make rapid-fire decisions, purchases and cancellations. Must be able to work under pressure when necessary and handle a heavy amount of station activity. Pleasant working conditions existing inside New York City with all of the assistance necessary to do an outstanding job. High salary in keeping with present earnings and ability. Write in confidence to Box 597K, BROADCASTING.
BETSY and Jonny King, whose combined age totals 18, are fast becoming radio veterans.

EDWARD D. ROBISON, nationally syndicated comic strip and cartoonist, and his wife, CIDIE E. Robison, comic artist, have joined the salespeople of WOC-AM, Des Moines, to represent the company in the Midwestern area, it was announced last week.

BETSY and Jonny King, whose combined age totals 18, are fast becoming radio veterans.

BETSY and Jonny King, whose combined age totals 18, are fast becoming radio veterans.

EXTENDING into a response to Jonny's 1930 program, she bined MAX announcer-engineers.

Both Jonny, 18, and Betsy, 10, are children of the late John and Betsy Robison, who were killed in a plane crash in 1930.

A response to Jonny's 1930 program, she bined MAX announcer-engineers.

BETSY and Jonny King, whose combined age totals 18, are fast becoming radio veterans.

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ON RECORDS: Vic Damone—Mer. 5655; Teresa Brewer—Lon. 1086; Tommy Tucker—MGM 11021; Larry Clinton-Paulette Sisters—Broadway 1008; Les Baxter—Cap. 1731; Russ Morgan—Dec. 27703; George Cates—Coral 60546; Sammy Kaye—Col. 39449; Cathy Malice—Vic. 204219.

BROADCAST MUSIC INC.
150 FIFTH AVENUE, NEW YORK 11, N. Y.
Radio Free Europe

(Continued from page 88)

eutive of the Fred Waring organization and advertising executive for General Foods, set up the system.

Mr. Lang believed that exiles from Russia in these countries would sell freedom to their compatriots at home because only they knew the idiom and psychology of their countrymen.

He believed, too, that U. S. radio advertising techniques could be sold freedom. The problem was to combine U. S. radio know-how with the exiles' knowledge of their own people. What emerged was a system that Mr. Lang calls "mutual absorption."

"Americans finance and administer RFE, give the exiles what they can in the way of general guidance; but the exiles write nearly all the programs, decide what goes on the air and (with the exception of some special features) do the actual broadcasting."

Last September, the Crusade for Freedom, under the leadership of Gen. Lucius Clay (who had made RIAS an effective voice against Communist propaganda in Germany) was launched. Within a few weeks, the Crusade raised $1,517,000 from 16 million American citizens with which to build another RFE station.

BULLET-LIKE ACCURACY

Evidences of the Munich station's effectiveness have begun to be mentioned. The transmitter beams its multi-kilowatt signal with bullet-like accuracy at its target, Czechoslovakia, saturating every city, town, village and farm area with its broadcasts. Out of a total population of 12 million, some 2.2 million Czechs and Slovaks now own receivers, and a few million other receiving medium-wave broadcasts. There are approximately four listeners per set, meaning that Radio Free Europe's potential audience is 9 million in continental Europe and a 12 million population.

Programs are beamed daily to Czechoslovakia 11 1/2 hours a day; they include radio fare of every variety broadcast in direct competition with such propaganda factories as Radio Prague and Radio Bratislava.

Today, about 80% of the Czechoslovak population is tuned in to RFE's Munich studios. The target is comprised of several hundred Czechs, Slovaks, Germans, Americans, and assorted anti-Communist Europeans. Among the remaining programs (all with no time element) are prepared by RFE's staff in New York's Empire State Bldg. Frankfurt still shortwave programs to Czechoslovakia to reach people without standard medium-wave receivers.

The Frankfurt station (its output was only increased to 10 kw, covers the other five Iron Curtain countries; programs are pre

paped in New York by a staff of "mutually absorbed" exiles and Americans. The exile-staff includes some of the most talented foreign correspondents, performers, parliamentarians and propaganda experts from Bulgaria, Hungary, Poland, Rumania and Albania, as well as Czechoslovakia.

financed the expansion of Radio Free Europe's network of aggressive freedom stations, the Crusade for Freedom will conduct another fund-raising campaign this summer. Says Mr. Clay, leader of the Crusade, and Harold Stassen is chairman of the 1951 drive to enroll 25 million Americans and raise $3.5 million. Ab.-Min. Washburn, on leave from General Mills Inc. where he is manager of the department of public services, is executive vice chairman of the Crusade.

New Targets Revealed

RFE's next "saturation" targets are Hungary and Poland—two weaker links on the chain of the Kremlin's prisoner states. High-powered transmitters, with a vastly increased volume of programming along the lines of the Munich, Czechoslovak operation, are being blueprinted for these countries.

A portion of the funds raised by the Crusade will be used to establish a Radio Free Asia to fight Communist propaganda in the Far East. A Committee for a Free Asia (with headquarters in San Francisco) is completing plans for RFA broadcasting.

[NATIONAL PUBLIC RADIO - BROADCASTING TELECASTING - July 23]

Nate Crabtree of Minneapolis is supervising public relations activities, including acting as RFE contact with American broadcasters. Alton Kastner is director of the Radio and Television Dept. Rita Wehretty, formerly with McCann- Erickson's office at Cincinnati, is assistant, Tom Bennett, former production director for NBC and Fred Waring, is in charge of special programming.

JUDSON CHAPMAN

Greenville Exec. Dies

JUDSON WILLIAM CHAPMAN, 51, vice president of the Greenville News-Piedmont Co., is licensed of WFBC Greenville, S.C., died of a heart attack in a Greenville hospital last Tuesday. He was executive director of the Greenville News and Piedmont, which are published by the licensee company.

Mr. Chapman has served as a reporter for the Greenville papers while a student at Furman U. there. After service in World War I, he returned to the News but left shortly afterward to join the St. Louis Post-Dispatch. He returned to Greenville in 1924, serving as city and managing editor of the News until 1926, and then as editor of the Piedmont until 1948.

Ford's First

(Continued from page 87)

the freshness and vitality applied in dealing with characteristics soci-

economic or civic problems.

"In every part of the United States," Dr. Eisenhower explained, "people are bringing about amaz- ing improvements in their condi-

tions of life through teamwork at the local level. With the help of this program, we hope to encour-

age this sort of practical democ-

racy by showing Americans every-

where what they can do to im-

prove the way of life in their own communities."

Dr. Eisenhower said: his com-

mittee was formed at the invitation of C. Scott Fletcher, president of the Fund for Adult Education. The fund, set up by the Ford Foundation in April, will operate the Tele-

vision-Radio Workshop, which is under the general supervision of James Webb Young, consultant on mass communications to the foun-

dation.

Members of the national com-

mittee headed by Dr. Eisenhower:

Dr. William Biddle, Earlham Col-

lege, Richmond, Ind.; Thomas R. Car-

kadon, the 20th-Century Fund, New York; Dr. Ben C. Cherrington, U. of Denver; Dr. Roy Colbert, U. of Wis-

consin, Madison; Rabbi Morton Gold-

berg, B'nai Israel Synagogue, To-

ledo; Dr. John Hannon, Michigan State College, East Lansing; Presi-

dent I. S. Ingram, West Georgia Col-

lege, Carrollton; President Charles

Johnson, Fink U., Nashville; Dr. Jess Ogden and Mrs. Jess Ogden, U. of 

Virginia, Charlottesville; Professor Roger B. Ferguson Cornell U., Ith-

aca, N. Y.; Professor Richard W. Poston, U. of Washington, Seattle; Dean P. C. Rosencrance, New York U.; Dr. Karl Tjerandsen, Kansas State College, Manhattan; and Paul H. Sheats, U. of California, Los Angeles.

In the meantime and before de-

tales of the inaugural project were announced, Edward L. Bernays, chairman of the public interest committee of the National Assn. of Educational Broadcasters, which has ardently advocated the reser-

vation of TV channels for non-

commercial educational stations, warned that the foundation's work-

shop plan should not be regarded as a cure-all for TV programming. He said:

Since television can't get much worse, anything to improve it is a plus. However, any such workshop plan . . . should not be looked upon, as it well may be, as the 'medicine man' that will completely cure the present deplorable conditions. Nor should it be permitted to deflect pub-

lic interest in or support of the pro-

posed allocation by the FCC of chan-

nels for educational stations.

FLOOD FILM

WDFA Host to Hill Groups

HALF-HOUR documentary on Kansas City's big flood was shown to a Senate group last Thursday in the Senate Office Bldg. and again Friday before a House dele-

gation by WDFA-AM-TV Kansas City.

The film was The Story of the Flood, which had been telecast na-

tionally by CBS. Another but short-

er film, called The Aftermath, de-

picting the clean-up after the flood devastations, followed. Randall Jef-

see and Charles Ford reported and photographed the flood for WDFA-

TV. Mr. Jesse presented a com-

mentary with the film for the Con-

gressional groups.

Upcoming

NARTB DISTRICT MEETING SCHEDULE

Upcoming

Dates Dist. Hotel City

Aug. 4 Roanoke Roanoke, Va.

Aug. 7 1-2 Syracuse Syracuse

Aug. 7 3-11 Book Cadillac Detroit

Aug. 7 12-18 Yankton Yankton

Aug. 10 8-15 Minneap Minneap Minneapolis

Aug. 10 16-22 Radisson Radisson

Aug. 10 23-27 Blackstone Omaha

Aug. 10 28-32 Book Cadillac Detroit

Aug. 10 33-39 Shannock Houston

Aug. 12 1-4 Salt Lake City Salt Lake City

Aug. 12 5-11 Crystal Palace Crystal Palace

Aug. 12 12-18 Radisson Radisson

Aug. 12 19-25 Best Western Los Angeles

Aug. 12 26-32 Statler City New Orleans

Aug. 12 33-39 Shannock Houston

Aug. 12 40-101 St. Petersburg St. Petersburg

Aug. 12 102-108 Embassy Inn St. Petersburg

Aug. 12 109-115 Statler City New Orleans

Aug. 12 116-123 St. Pancras Pittsburgh


Aug. 20-23: AIKE Pacific General Meet-

ing, Oakland, Ore.

Aug. 21: BMI Clinic, Columbus, Ohio.


BROADCASTING • Telecasting
FCC Actions (Continued from page 88)

Applications Cont.:
to change name of applicant to Will- iam E. Buxton, 901 N. Jay St., Peter- jice, B. L. Spence and James E. Spence d/b/a Channel 10, Inc., N. Junc- tion, Ga.

License Renewal
Following stations request license re- newal: KXIG-TV, KXIG, KXIGTV, KXIG-FM, Reno, Nev.; KXIV, KXIV, KXIV, KXIV TV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KXIV, KX4
Baseball
(Continued from page 29)
sions of the anti-trust laws
Sen. Johnson also was one of about a dozen "candidates"—al-
though he hasn't bid—reported last week in the lead for consideration as the new baseball commissioner.

The Senator, in defending the structure of baseball as an operating entity, was asked by Rep. William M. McCulloch (R-Ohio) whether the "impact of radio and TV on baseball and on business or commerce or interstate communica-
tions in general" should be studied by the committee.

Sen. Johnson said he thought baseball and radio-TV people should settle that question among themselves—"I think that they ought to sit across the table and work out the problem because they are both involved in it, and I do not know that legislation is required at the present time."

Baseball, he said, has had "a lot of help from radio." But in TV, the Senator continued, baseball is more in the experimental stage, as major league coverage on TV "undoubtedly hurts" minor leagues when the big league games are being shown in the area where minors are in play.

He was asked whether organized baseball would proceed to "severely limit radio and TV coverage" if the legislation were passed. Sen. Johnson said baseball can do this right now without violating the law. But, he admitted, that the legislation if enacted "would place television and radio in perhaps a worse position than they are at the present time, although their position at the present time is not so good."

Rep. Patrick J. Hillings (R-Calif.) brought up the possibility that the legislation if enacted "could have the possible effect of very seriously limiting the broad-
casting or telecasting of all sport events... in the country," and "would have an effect of seriously limiting expansion of a new indus-
try, television, and seriously limiting the amount of professional sports, people might be able to observe through this new medium."

Rep. Edwin E. Willis (D-La.) said it "would mean all sports
would control their arrangements with radio and communications and would be in the saddle." Subcommittee Chairman Emanuel Celler (D-N.Y.) said professional sports could include auto racing, harness racing, trotting racing, dog shows, horse shows, wrestling, boxing, baseball, football.

The chairman commented that the subcommittee "should be very careful" in approaching the legis-
lation as it appeared it "would enable all sorts of restrictive cov-
enants."

On TV's effect on baseball atten-
dance, Mr. Chandler said, "It is here to stay—we've got to live with it," and outlined three points, which he said, make up his con-
- viction on the subject. They are:

(1) If a baseball park has "adequate parking facilities, no real fan who can get to a game will see it over television."

(2) Nobody can prove radio hurts baseball, but on TV he could not predict the future.

(3) You can't stop progress or the development of the medium.

Mr. Chandler said that when radio first began to broadcast games, ball clubs were "afraid," but attendance that followed "broke all records."

He defended his selling TV rights to the World Series for the next six years at $1 million a sea-
son, despite criticism which had been leveled at him. Mr. Chandler said that no one could say just what the rights were worth but that the agreement he signed means sure money for the clubs.

GRANDVIEW BID
In Hearing Sept. 19

A GRANDVIEW, MO., application for a new station on 1059 kc was designated for hearing Sept. 19 by the Commission last week. The application was filed by Waldo Hagg-
berg Brazil. The hearing will at-
tempt to determine possible interference with WHO Des Moines and will also examine the applicant’s financial resources.

Mr. Brasil owns the Pathfinder School of Radio and the Bral Re-
recording Co., both Kansas City. Grandview, a town of 2,100 population, is 12 miles south of Kansas City whose metropolitan area has a to-
tal population of 634,083. He ap-
plied for 250 w daytime only on 1050 kc last Feb. 7.

WRNL Names Sierer
APPOINTMENT of Joseph H. Sierer to the position of general sales manager of WRNL Richmond, V.a., was an-
nounced last week by Edward S. Whitlock, station manager. Mr. Sie-
er had been on the WRNL sales staff since Oct.
ber, 1945, and had been local sales manager since.

Mr. Sierer was born in November, 1947. A Navy veteran, Mr. Sierer had served also at WTAR Norfolk, Va., and with NBC.

WKAQ Buys WIAC

Sale Price $375,000

LOCAL government and NARBA regulations were cited as being pri-
marily responsible for the $375,000 sale of WIAC San Juan to WKAQ, also San Juan, requested in transfer papers filed with the Commission last week.

WIAC reports a desire to sell because the Puerto Rico Transport Authority ordered its tower moved to a site where it would not con-
stitute a hazard to planes using the new San Juan International Airport. The application main-
tained that this "would entail sub-
stantial expenditures which the as-
signor would prefer not to under-
take in view of all the present un-
certainties and prospective develop-
ments in the broadcasting in the San Juan area.

WKAQ, on the other hand, wants to buy because it says the new NARBA treaty, if ratified, would force the station to abandon its present frequency of 520 kc and ac-
cept "a less favorable assignment on 810 kc," and the present antenna would have to be revised and moved at considerable expense.

If the requested purchase is ap-
proved, WKAQ will take over WIAC’s assignment on 580 kc, using WKAQ’s present towers. The application claimed this would re-
solve the conflict between WIAC and the new airport and would "permit WKAQ to continue service to substantially its present service area after NARBA has become effective."

The request concluded that the sale would eliminate "the necessity for rebuilding both stations."

El Mundo Broadcasting Corp, li-
- censee of WKAQ, would get WIAC’s building along with its equipment and license. The build-
ing accounts for $225,000 of the $375,000 purchase price.

DO YOU WANT TO COVER THE SOUTH AT LOWEST COST? *

-> See Centerspread This Issue <-
ON THE AIR EVERYWHERE 24 HOURS A DAY

WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

BROADCASTING * Telecasting
Radio, TV to Face House Baseball Quiz

Radio and television industry spokesmen will be questioned by House baseball investigators this fall, Rep. Emanuel Celler (D.N.Y.) said Friday.

Rep. A. S. Herlong Jr. (D-Fla.), ex-president of Class D Florida State League, told Rep. Celler's House Monopoly Subcommittee that broadcasts of big league games have seriously hurt minor league attendance. Rep. Herlong is among those who have introduced bills to exempt organized professional baseball from antitrust laws, also would give baseball right to limit game broadcasts.

Rep. William M. McCulloch (D-Ohio) countered by saying curtailing of baseball broadcasts might be death of many radio stations.

Prickly legal question arises, commented Rep. J. Frank Williams (D-Texas) when property right of local ball clubs collides with public right to listen to games. That is why Congress wants to hear broadcasters side.

Jones' Duties Outlined

Merle S. Jones will be CBS Television Div. vice president in charge of general services as well as CBS-owned TV stations. For short time he will "commute" between New York and Los Angeles, where he's terminating his duties as general manager of CBS-owned KNX and KTSL (TV) and Columbia Pacific Network, CBS-TV spokesman said Friday.

ME, IND. APPLICATIONS

Community Broadcasting Service has applied for Channel 5 in Bangor and Channel 6 in Portland, both Maine. Applicant operates 5 kw WABI Bangor on 910 kc. General manager is Murray Carpenter. Ex-Gov. Horace Hildreth is joint owner with Mr. Carpenter of company. TV stations are expected to cost more than $150,000 each.

Bid for UHF TV Channel 59 at Lafayette, Ind., filed with FCC Friday by WFAM Inc., licensee of WASK (AM) and WFM (FM) there. Seeks effective radiated power 18.5 kw visual, 9.12 kw aural, antenna 844 ft. Estimated cost $156,000. First year operating expenses estimated at $75,000; first year revenue $75,000.

Three Named by CBS

William Dozier, movie producer and ex-assistant to Samuel Goldwyn, to join CBS Television Network program executive staff C. Frank Willard (D-Texas), when property right of local ball clubs collides with public right to listen to games. That is why Congress wants to hear broadcasters side.

Higher TV Power Seen As Sales Stimulus

TV retailers in cities where stations have put higher powers into effect began to take heart last week as reports of extended coverage and better reception filtered into TV stations. They saw in improved reception added fillip to lagging set sales.

'That's some foundation for their belief may be seen in comments received by WOR-TV New York, week following its Aug. 3 boost in ERP from 9 to 22 kw: "Picture came in here perfect. This will be good news for all TV fans in this locality," Norwalk, Conn. "Channel 9 was simply wonderful last night," Poughkeepsie, N. Y. TV power boosts "makes hundreds of thousands of new prospects for TV sets," said J. R. Poole, vice president and chief engineer of the Macy-owned station.

CBS Accounts Renew

General Foods (Log Cabin syrup) sponsoring through Benton & Bowles, New York, newcast 9:25-9:30 p.m. Saturday, over CBS Radio Network Sept. 22. Food company also renewing Saturday programs, Hopalong Cassidy, 8:30-9 p.m., and Gangbusters, 9:30-10 p.m., over CBS Radio Network through Young & Rubicam, New York, and for its Calumet baking powder is purchasing hilbilly variety show featuring Grady Cole, Mon., Wed., Fri., 2-2:15 p.m. on regional CBS Radio Network through Foote, Cone & Belding, New York.

Nam Buys TV Segments

National Assn. of Manufacturers placing TV time orders in each of 63 TV markets for quarter-hour film entitled The Story of 'Kip' Van Winkle to be telecast one time between Aug. 15 and Sept. Film was produced by NBC-Television news department under supervision of NAM's radio and TV department. Benton & Bowles, New York, is agency. Telecast time is being used as adjunct to association's current campaign for "sound dollar."

BAB Getting Members

SPURT in BAB membership signings reported in statement being released today (Monday) by President William B. Ryan, who said BAB has averaged more than two new members per day for last 10 days. He said response to distribution of schedule outlining BAB's aims (story page 48) has been "instantaneous" and that "tremendous upsurge in BAB memberships that we predicted a short time ago is now in full swing."

Sundial Buys ABC-TV Spot


Closed Circuit

(Continued from page 4)


Significant is appointment of Julian Blaustein to new post of executive producer of 20th Century-Fox. Comparative newcomer, his specialty is low-budget movies particularly suited for television.

Report of select House committee probing handling of veterans' educational and training programs approved by McGowan. Committee is to charge Veterans Administration with "maladministration." Most flagrant example, committee members feel and are expected to cite, is VA rule allowing with too little documentation by network broadcasting schools, placing it under same category as dancing and bartending [Broadcasting * Telecasting, Aug. 6]. Legislation to correct alleged abuses may be forthcoming.

Foote, Cone & Belding, Chicago, readying multi-million dollar national campaign for Toni Co.'s new home permanent wave, Prom. Product will be advertised in direct competition with Toni home permanent, similar to competitive system of Procter & Gamble. Network radio and TV considered.

Armour Drops Garway

Armour & Co., Chicago, dropping Garway-at-Large show on NBC-TV because of continuing network problem of station clearance. Sponsor reportedly wanted 60 stations, with NBC able to deliver only four because of popular Wednesday night fights. Company, which also operates the Garrows in NBC day-time radio strip, reportedly considering switch of evening video show to daytime TV. Agency is Foote, Cone & Belding, Chicago.

Hochhauser to APS

Appointment of Ed Hochhauser, member of field staff since last January, as sales manager of Associated Program Service, announced Friday by Maurice B. Mitchell, vice president and general manager. He succeeds Bert Lown, who has resigned and will shortly retire from the firm. Mr. Hochhauser formerly was general manager of Transcription Sales Inc.

Contempt Citations

Contempt of Congress citations were voted Friday by Senate against two crime committee witnesses who refused to testify for TV, radio and newreels. Action sent cases to U. S. Attorney for District of Columbia. Vote confirmed action taken last April. Cited were Louis Rothkopf and Morris Kleinman.

Wnat to Be ABC's 295th

WNAT Natchez, Miss., 250 w station owned by Old South Broadcasting Co., Natchez, to become 295th ABC affiliate Aug. 15. Station is also affiliate of Liberty Broadcasting System.
Wholeheartedly in the public interest...

Greater Kansas City—in fact the entire Kansas City Trade Area—is rapidly recovering from one of the greatest disasters to strike the Midwest.

From the moment that the crisis became imminent, KMBC-KFRM facilities and staff were dedicated to the emergency on a 24-hour basis. Direct reports from the flood and fire zones—authentic coverage from flood headquarters—complete cooperation with all agencies—resulted in the saving of countless lives and many thousands of dollars. The KMBC-KFRM Team was outstanding for its contribution

"in the public interest, convenience and necessity." ALL OF THIS HAS NOW—MORE THAN EVER BEFORE—TIED THE LISTENER TO KMBC-KFRM!

Farm and industry alike have emerged from the debris and are "on the way back." And while The KMBC-KFRM Team enjoyed the lead in the great Kansas City Trade Area, its outstanding performance during and following the disaster has gained thousands of loyal listeners who, "to keep in touch with the times, keep tuned to KMBC-KFRM" and who buy KMBC-KFRM advertised products and services. Write, wire or phone KMBC-KFRM, or your nearest Free & Peters office.
NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

RADIO AND TELEVISION STATION REPRESENTATIVES

WEED
AND COMPANY