WHO is now far better buy than ever before!

<table>
<thead>
<tr>
<th>Area Inside .5 Millivolt Contour (Square Miles)</th>
<th>BEFORE</th>
<th>NOW</th>
<th>INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Inside .5 Millivolt Contour</td>
<td>84,500</td>
<td>89,000</td>
<td>5.3%</td>
</tr>
<tr>
<td>Area Inside Nighttime Fading Zone (Square Miles)</td>
<td>3,890,000</td>
<td>4,100,000</td>
<td>5.4%</td>
</tr>
<tr>
<td>Population Inside Nighttime Fading Zone</td>
<td>73,000</td>
<td>125,300*</td>
<td>71.6%</td>
</tr>
<tr>
<td>Population figures based on 1940 Census.</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

*Area of Iowa is 52,680 sq. mi.

WHO is the only 50,000-watt, 1-A Clear Channel Station in Iowa. Daytime listening area includes nearly all of Iowa, Southern Minnesota, Northern Missouri and Western Illinois. BMB Report #2, March 1949, showed Daytime Audience of 639,330 families in 167 counties; Nighttime Audience of 719,670 families in 280 counties. Simple summary on request.

Since the BMB report was issued, WHO has completed one of the most modern plants in the U. S. The latest in 50 KW transmitters and, more important to coverage, an innovation in AM broadcast antennas has been installed. The 780-foot, 300° vertical-directionalized antenna increases coverage day and night as shown by the above table.

Iowa Radio Audience Survey Figures
The 1950 Edition of the famed Iowa Radio Audience Survey (made before the installation of the new equipment mentioned above) shows that Iowa radio-set ownership is at an all-time high—98.9% of all Iowa homes in 1950, compared to 91.4% in 1940.

Furthermore, multiple-set ownership has increased tremendously—48.8% of Iowa's radio homes now have two or more sets, compared to 18.2% in 1940. Sets make today's audience: In Iowa homes equipped with two sets, 38.9% of the families report daily simultaneous listening to both sets—in homes equipped with three or more sets, 61.8% of the families report daily simultaneous listening to two or more sets.

The result is that the average 1950 Iowa home accounts for 13.95 "listener-hours" per weekday. WHO, of course, continues to get the greatest share of Iowa listening. One of 57 Iowa AM stations, WHO is "listened-to-most" by 37.5% of Iowa's radio families, daytime, and by 43.9%, nighttime!
Look this is television in the WHAS tradition...

Now the NATION'S MOST POWERFUL TELEVISION STATION

50,000 WATTS, ERP
Audio: 25,000 watts, ERP

Long before WHAS-TV went on the air over a year ago, plans were made to insure the maximum television enjoyment for the maximum number of viewers in Kentuckiana. These plans included a 12-bay, high gain antenna—still the only one of its kind in service.

With the recent authorization to increase our power, this antenna permits WHAS to transmit the nation's strongest television signal... giving more TV enjoyment to more viewers ... offering the advertiser more for his money in Louisville.

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

WHAS-TV
Louisville, Kentucky

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
KNOCK OUT
ONE WORD, HAVING TWO MEANINGS

WSAR
ONE STATION, COVERING TWO MARKETS
IN FALL RIVER-NEW BEDFORD

- No outside station adequately covers the Fall River-New Bedford Market throughout the day.
- Only one outside station gives adequate coverage at any time of the day before 6 pm, and then only during network time.*
- Buy WSAR-ABC in Fall River New Bedford to sell in Massachusetts 3rd Market.
- For the complete story, contact your Headley Reed Salesmen.

WSAR
5000 W  ABC  FALL RIVER-NEW BEDFORD

* Hooper Audience Index by two hour periods 8 AM - 6 PM, Winter 1950.
TENTATIVE approval given project proposed by Col. Howard L. Nussbaum, now radio-TV director of Harry B. Cohen, New York agency, whereby selected agency personnel would visit European area for indoctrination preparatory to presentation of top formal field testing will be sought in application to FCC. Production of receivers, transmitters, etc., not now anticipated prior to 1963. UHF, it’s felt, also is that far away.

NEW CHANNEL 8 TV outlet in Atlanta, acquired by Broadcasting Inc., expected to use cell letters WLTW, which already has been cleared with FCC. Assignment won’t be formally made, however, until station using former facilities of WSB-TV (now assigned to Channel 2) is ready to take air—expected in October (see story page 28).

SUPREME COURT may take Scripps-Howard appeal and rule on FCC newspaper ownership policy [BROADCASTING TELECASTING, Aug. 13] in belief of case has national implications. They reason: Court has on docket appeal of Lorain (O.) Journal from anti-trust conviction for refusing to take advertising from local physicians. Journal advertised on WEOI, Elyria, Lorain and just south of Cleveland would give them a chance to “make newspaper law.”

PREDICTION that today’s 107 TV stations in U.S. will increase to 1,500 in five years, 2,500 in 10 years, and perhaps an eventual 5,000 was voiced Friday by FCC Chairman Wayne Coy, speaking at inauguration of new coast-to-coast microwave radio relay for AT&T for telephone service (early story, page 76).

AT&T TO OPEN RELAY SEPT. 4 FOR PEACE TREATY SESSION

AT&T at request of State Dept. will move inaugural of cross-country radio relay for TV program transmission from Sept. 30 to Sept. 4, bringing President Truman’s address at Japanese treaty conference in San Francisco to televisioners 10:30-11 p.m. (EDT) along with subsequent sessions.

Idea understood to be suggestion of Bob McCormick, NBC-TV Washington commentator. Conference telecasts expected to be pooled for four TV networks and any other TV stations desiring them. Sponsorship status undecided.

Peace conference telecasts expected to bring revision of plans for Sept. 30 golden spike inaugural, which carried program budget of $250,000 for one-hour show, believed largest in broadcast history. To be telecast 9-10 p.m. on all inter-connected stations of all four TV networks, show would be handled for AT&T by its agency, N. W. Ayer & Son, New York, under original plans. Ted Sisson, Ayer radio-TV executive, supervising; and Welbourne Kelley would handle preliminary writing.


INVESTIGATION of National Collegiate Athletic Assn. plan restricting college football telecasts asked by Jerome W. Marks, New York attorney and chairman of Fair Television Practices Committee, in letter to Attorney General Howard McGrath. Committee is “private group organized to represent the interests of television set owners.”
By Authorization of the Federal Communications Commission, KRLD-TV's Power Has Been Greatly Increased to 27,300 Watts Video and to 13,600 Watts Audio, Making ...

**KRLD-TV** The Highest Powered Television Station in Texas on Either High or Low Channel.

Even Before KRLD-TV's Power Was Increased, a Survey of 102 Television Sales and Service Dealers Revealed KRLD-TV Gave the Best Picture and Audio Signal in Dallas' 100-Mile Area.

Now Operating on Greatly Increased Power and With a 6-Bay Antenna, KRLD-TV's Coverage Area Is Widely Extended and Viewer Reception Equally Improved Throughout the 100-Mile Radius.

**MORE THAN TWO MILLION POPULATION NOW IN KRLD-TV'S EFFECTIVE COVERAGE AREA!**

More power! More Viewers! More Programs! More Advertisers! More Results!

This is why **KRLD-TV** is your Best Buy

Channel 4

John W. Runyon, President

Clyde W. Rembert, Managing Director

*August 20, 1951 • Page 5*
From where I sit
by Joe Marsh

Easy Makes His "Cat"
Tread Lightly

Driving home on Three Ponds Road yesterday, I was flagged down by Easy Roberts' boy, Skeeter. "Take it slow," he advised. "Dad's crossing this road with our tractor beyond the bend."

Around the curve I saw why Skeeter stopped me. Easy had laid two rows of old truck tires right across the road, and was driving his new "Cat" tractor over them!

"More trouble this way," Easy explains, "but it does keep those tank tracks from tearing up the asphalt when I have to cross over to our other fields. After all, the roads belong to all of us—and I guess I'd get mad if someone else chewed them up."

From where I sit, Easy is my kind of citizen. He doesn't just give democracy lip service. He honestly believes it's his duty to consider the other fellow's interests. Whether it's the right to use the public highways or the right to enjoy an occasional glass of beer, Easy's out to protect his neighbor's "right of way."

Joe Marsh

Copyright, 1951, United States Brewers Foundation
OHIO'S RURAL STATION . . .

- Robinhood Flour
- Omar Bakeries
- Ford Tractors
- Musterole
- Purity Feeds
- Ohio Bell Telephone Company
- Murphy Feed Concentrates
- Oyster Shell Products
- Dr. Pierce
- Pfister Hybrid Seed Corn
- Wayne Feeds
- Wetalene Soap Products
- Pertussin
- Consolidated Farm Feeds
- Standard Oil of Ohio
- Mulehide Roofing
- Dolcin
- Carter Products

Lower cost per thousand rural listeners than any other Ohio station!

These are some of the satisfied advertisers who are successfully selling the "Billion Dollar" Ohio Rural Market on . . .

WRFD!

O. L. Taylor Company
National Representatives

5000 WATTS
880 KC

WRFD
WORTHINGTON, OHIO
Here's Archer!

Gene Archer

WRC's Gene Archer, to be exact. Gene's delightful, hour-long mid-day program features the Cliff Quartette's individual music, popular records... plus Gene Archer's own brilliant baritone style.


Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

In the Nation's Capital
Your Best Buy is

First in Washington

WRC
5,000 Watts • 980 KC

Broadcasting • Telecasting

Page 8 • August 20, 1951

feature of the week

Television can teach youngsters and their elders how to save "more lives" in their community. In Memphis, WMCT (TV) there has been awarded honors to courageous youngsters who remembered what they saw on their telesets.

Two 12-year-old boys in the city pulled another little boy from a lagoon and administered artificial respiration, bringing air back into the lungs of the nearly-drowned youngster. They attributed the knowledge to WMCT's telecast of a film demonstrating how to perform the life-saving act.

Charlotte King, 9½ years old, was responsible for the life rescue of a young boy knocked senseless by lightening when her dad applied knowledge of artificial respiration demonstrated to him by Charlotte after she had learned the skill from television.

The youngsters received merit certificates from the station and were interviewed on a special afternoon telecast Aug. 8.

As a result of these stories of heroism, the station has planned a series to "teach more people to save more lives." The first, a 15-minute program, featured Memphis Red Cross workers and city firemen demonstrating an on-the-spot method of artificial respiration.

In addition, the station is working on other programs, originating locally, on various phases of life-saving and first aid.

The film which originally inspired the youngsters to apply the lifesaving techniques was reshown over the station during the award ceremony. As a follow-up to the lifesaving programs scheduled, The Memphis Commercial Appeal and the Press-Scimitar carried detailed stories on the role TV has assumed in saving Memphis lives. WMCT is the Commercial Appeal station.

Appearing on program are (I to r) Curtis L. King, daughter Charlotte, 12-year-old Gary Emerson, and H. W. Slavick, WMCT general manager, who presented awards.

strictly business

Mr. Abrams

Nowadays the so-called cold war is often referred to as the war of ideas. In the advertising world it's an old bread-and-butter philosophy.

For example, George J. Abrams, who places large accounts on radio and television, is an idea man who believes in "test, test, test—then ride, ride, ride." That's a good yardstick for an advertising man or for any other person with imagination.

Mr. Abrams won his spurs on an idea. He got his present position—advertising manager of Block Drug Co., Jersey City, N. J.—by submitting an advertising idea for Omega oil to Block. Up to that time, he had been director of market research at Eversharp Inc. Block liked his idea, and since the advertising manager's job was open, he took over in September 1947.

It is one thing to get an idea, but quite another to execute it successfully. Mr. Abrams scores on that count, too. As advertising manager of Block he must keep in mind such things as the $4 million advertising budget Block has set aside for this year.

Products of the company include Arm-1-dent tooth paste and tooth powder, Polident denture cleanser, Poli-Grip denture adhesive, Minipoo dry shampoo, Py-Co-Pay tooth
(Continued on page 83)
It's impossible...

...as impossible as covering California's Bonanza Beeline with outside radio

The Beeline is a whale-size market. It takes in California's great central valleys plus western Nevada. It has more people than Los Angeles...more buying power than Detroit...higher retail sales than Philadelphia.*

And it's an independent market, too—made up of local-minded inlanders who find their favorite listening on their own radio stations. You just can't land them with San Francisco and Los Angeles stations.

So be sure you use the stations they listen to—the five on-the-spot BEE L I N E stations. Together, they cover the whole market. Individually, each does an all-over job in a major Beeline trading area. For example...

KFBK SACRAMENTO
Delivers solid coverage of the entire 19-county billion-dollar Sacramento market, with a BMB home-city total weekly audience of 78% daytime, 91% at night. Affiliated with inland California's leading newspaper—The Sacramento Bee. Has lowest cost per listener in its area.

*Sales Management's 1951 Copyrighted Survey

McClatchy Broadcasting Company

KFBK  SACRAMENTO, CALIFORNIA  ♦  PAUL H. RAYMER CO., National Representative

KOH  Reno (NBC)  50,000 watts  1530 kc.

KERN  Bakersfield (CBS)  1000 watts  1410 kc.

KWG  Stockton (ABC)  250 watts  1230 kc.

KMJ  Fresno (NBC)  5000 watts  580 kc.
new business

Spot • • •


NACO FERTILIZER Co., N. Y., sponsoring 15-minute news throve weekly over network of five North Carolina stations for 26 weeks. Program originates from WPTF Raleigh, and is carried on: WTSB Lumberton, WADE Wadesboro, WGTC Greensville and WBIG Greensboro. Agency: Kelly Nason, N. Y.

ZAIDEN Co., Pittsburgh, for Zadenol Dietary Supplement, using test saturation campaign on WHBC Canton, Ohio. Site selected because of “high concentration of average American families who spend 21% more for drug products than the average country.”

ILLINOIS MEAT Co., Chicago, for its Broadcast brand products, to begin TV test in Detroit next month with Range Rider, once-weekly syndicated half-hour film, on WJBK-TV indefinitely. Agency: Arthur Meyerhoff, Chicago.

HOLLAND FURNACE Co., Holland, Mich., uses TV for first time this week when it begins test spot schedule on stations in Chicago, Cleveland, Pittsburgh, Cincinnati, Louisville and Grand Rapids. Client just renewed Paul Gibbon on WBBM Chicago for 26 weeks and has ordered show for WCAU Philadelphia for same period. Agency: Roche, Williams & Cleary, Chicago.

ASSOCIATED SALMON CANNERS of British Columbia, Vancouver, starts new women’s daily program Notebook with Claire Wallace, absent from Canadian radio for past two years due to illness. Program will be on many Canadian stations. Agency: James Lovick & Co. Ltd., Vancouver.

Network • • •


PETER PAUL Inc., N. Y. (candy bars), will sponsor Bob Garred and the News on ABC Pacific network Tues., Thurs., Sat., 7:30-7:45 a.m. (PDT) starting Sept. 11 for 52 weeks. Agency: Maxon Inc., N. Y.


INTERNATIONAL SHOE Co., St. Louis (Friedman-Shelby Div.), to sponsor Kids and Company, 11 to 11:30 a.m., featuring Johnny Olsen on DuMont Network starting Sept. 1. Agency: Westheimer & Block, St. Louis, and its New York associates Wyatt & Schuebel Inc.

CORY Corp., Chicago (coffee brewer), sponsoring new daytime show, featuring Don Ameche and Frances Langford, on ABC-TV.

PAL RAZOR BLADE Co., N. Y., renewed its sponsorship of Rod and Gun Club of the Air Thurs., 8:30-8:55 p.m. over MBS, effective last Thursday. Agency: Al Paul Lefton Inc., N. Y.

QUAKER OATS Co., Chicago (Aunt Jemima Pancake Flour), will sponsor The Breakfast Gang on full Don Lee network (45 stations) for 13 weeks starting Oct. 2, Tues., Thurs., 7:15-7:30 a.m. (PDT). Firm will also sponsor The Answer Man starting Oct. 1 on same network

COOK (Continued on page 15)
NEW FACILITIES TO BETTER SERVE YOUR NEEDS

WE SPECIALIZE IN CUSTOM DESIGN TO SOLVE SPECIFIC PROBLEMS

Our NEW, modern plant, vastly expanded facilities and trained personnel are ready to go to work for you at a moment's notice. Skilled engineers are at your disposal to analyze specific problems. Expert draftsmen are on the job to design equipment geared to your particular needs in smooth, dependable broadcasting operations. Long years of experience—in both domestic and foreign markets—stand behind Continental Service. The Continental reputation for uniform high quality, superior workmanship and technical ability is your assurance of lasting satisfaction.

Look at these features of the new 5/10 KW AM Transmitter*

* For the first time in any commercial transmitter, Continental's improved high-efficiency amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.

* Exclusive of the automatic voltage regulator, the transmitter is completely self-contained, thus simplifying installation.

* Full, unobstructed view of all functional equipment is possible through the new "Transview" cabinet design and handsome vertical chassis construction. All components are forced-air ventilated.

* MAXIMUM STABILITY of tuning assured by vacuum-type capacitors in output stage.

* HUM-FREE OPERATION of control system through DC-operated relays.

* Being sold through GRAYBAR ELECTRIC COMPANY

NEW HOME OF CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4312 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVERGREEN 1127

CONTINENTAL ELECTRONICS Manufacturing Company

producers of

* Complete transmitters
* Radio frequency inductors
* Isolation inductors
* Aluminum coupling cabinets
* Antenna coupling units
* Power division and phase control units
* Rectifiers—Amplifiers
* FM-AM isolation units
* Arc-back indicators

BROADCASTING • Telexcasting

August 20, 1957 • Page 11
By any measure
USE ANY MEASURE and you come up with the same answer. Central California is a great and productive market—and in Central California, KFRE leads them all.

BIGGEST BUYING POWER — the San Joaquin Valley is one of the great test markets in the country. It is one of the most progressive and most diversified farming areas in the nation—with the highest per capita wealth. It is the richest agricultural civilization that America has ever known.

LOWEST COST PER THOUSAND—your advertising message reaches more potential and responsive buyers at less cost per thousand on KFRE than on any other media in Central California.

THE BIGGEST AUDIENCES—you get them on KFRE: more than any other station in the area, more than the second network, more than all five of the third and fourth network stations combined—the largest consistent audiences in an area where the average income is higher—where the average family spends more on everything.

FIRST CHOICE OF MOST SPONSORS—more advertising dollars are budgeted to KFRE than to any other Central California station. Smart media buyers on local and national accounts select it again and again because they know the results they get from Central California’s only 50,000 watt station.

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

W HEN television was still a sideshow, William Cowal Patterson was one of its literal trumpeters. Currently assistant director of the television department of Cecil & Pressbrey, New York, Mr. Patterson began his career in video as a lecturer in the RCA Television exhibit at the New York World's Fair in 1939.

After talking about the medium for a season Mr. Patterson next proceeded to learn what he was talking about. He joined the creative element of the exhibit to serve as TV director.

Since it was hardly a medium for people, one of Mr. Patterson's first shows featured a pair of improbable beasts known—but only slightly—as Kukla and Ollie. Fran still had a separate identity and a last name as a vocalist in Chicago.

With the closing of the fair, Mr. Patterson joined NBC as an assistant director in radio. His next job was as a bombardier in the Army Air Corps, serving there as an officer for four years.

After the war he went to WNBC in New York as a producer-director functioning on the Tex & Jinx and Frank Luther shows among many others. In 1948 he moved to WBEN-TV Buffalo as producer and program manager. And early in 1949 he returned to New York as assistant program director of WCBS-TV, remaining there until a year ago August when he joined Cecil & Pressbrey in his present capacity.

Mr. Patterson was born March 11, 1917, in New London, Wis. He majored in drama at both Northwestern and Iowa U. Upon completion of his formal education he turned to his first job as lecturer in 1939.

The following shows are under his supervision: Ammiqent's Danger on CBS-TV, Atto-Lite's Suspense on CBS-TV and Sylvia's Beat the Clock. The agency creates and produces all the commercials for the three network TV shows.

The Patterson's, she is the former Marcia Freil, have two children, Pamela, ½ and Neil, 2. The family lives in Manhattan.

Mr. Patterson's hobbies are golf, bridge and literature.
THELDA CORANI, timebuyer Duane Jones, N. Y., to Benton & Bowles, N. Y., in media department.

LOVICK E. DRAPER, network TV account executive ABC Chicago, named account supervisor of Grand Prize Beer, Footl, Cone & Belding.


D. BARKER LOCKETT, copywriter and contact man VanSant, Dougdale & Co., Baltimore, named account executive Lewis & Gilman Inc., Phila.

FRED M. JORDAN, vice president in charge of West Coast operations W. Earl Bothwell Adv., Hollywood, resigns. Prior to joining Bothwell, Mr. Jordan was vice president and manager Los Angeles office, Buchanan & Co., and before that with Erwin, Wasey & Co., L. A. WRIGHT NODINE, account executive Bothwell Adv., is acting head of agency until permanent appointment made.

Change of addresses: WILLIAM D. MURDOCK Adv., Washington, D. C., moving to enlarged quarters at 948 Warner Bldg. effective Sept. 1. Telephone is District 0460. BAKER ADV. Agency Ltd., Toronto, marked its 40th anniversary mid-August by moving to new and larger offices at 1315 Yonge St. ELLIS Adv. Co., Toronto, moved to new and larger offices at 77 York St., Toronto. SCHNEIDER, CARDON Ltd., Montreal, moves to new offices at 2024 Peel St., Montreal. ANDERSON, SMITH & CAIRNS Ltd., Montreal, moves to new offices at 1510 Drummond St., Montreal.

New Business

(Continued from page 10)


INSTANT MAXWELL HOUSE COFFEE to sponsor daytime drama serial, When a Girl Marries over ABC, Mon.-Fri., 11:15 to 11:30 a.m. beginning Oct. 1. Agency: Benton & Bowles, N. Y.

MURINE Co., Chicago, Sept. 9 starts Cedric Foster in five-minute commentary series on full MBS network, Sun., 6:55-7 p.m. Agency: BBDO, Chicago.

REYNOLDS METAL Co., Richmond, Va., sponsoring broadcasts of midwestern and southern trotting races, Thrus., 5:30-5:45 p.m. for five weeks on ABC. Agency, Buchanan & Co., N. Y.

Agency Appointments • • •

SNOWWHITE BAKING Co., Muskegon, Mich., appoints Ruse & Urban, to handle advertising. Radio will be used.

HUNT & WINTERBOTHAM, N. Y., maker of British Woolens, appoints Gray & Rogers, Phila., to handle advertising.

S. C. JOHNSON & Son Ltd., Brantford, Ont. (waxes), appoints Erwin, Wasey of Canada Ltd., Montreal, to handle advertising in Quebec province. Fall radio campaign for Glo-Coat is planned. Needham, Louis & Brerby Inc., Chicago, understood to be handling remaining Canadian advertising.

HEISS HOTELS, Mayfair & Lennox, St. Louis, named Olian Advertising, same city, to handle advertising effective Aug. 1. TV spots will be used. James O'Neal is account executive.

BELLOWS & Co., N. Y., appoints Benton & Bowles, same city, to handle advertising of all its wines and spirits products.
WOW! ZIV's NEW SENSATION ON TV

DUNNE AND MACMURRAY
Together, in the Gay, New, Exciting Comedy-Adventure
"BRIGHT STAR"

FIVE DISTINCT IDENTIFICATIONS FOR YOU
Including Three Full-Length Selling Commercials!

WITH HARRY VON ZELL ★ AN ALL STAR SUPPORTING CAST
SPARKLING SCRIPTS AND PRODUCTION ★ BRILLIANT MUSICAL SCORES AND DIRECTION

NEVER BEFORE HAS A NEW SHOW CAUSED SO MUCH EXCITEMENT!

It's a riot of newspaper feudin', fuss'n and fun!

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!
THIS SHOW IS THE
OF THE INDUSTRY!

STATIONS ARE
WIRING
FOR THESE TWO GREAT
HOLLYWOOD STARS!

AGENCIES ARE
PHONING
FOR THIS GREAT
AUDIENCE-BUILDING HIT!

SPONSORS ARE
GRABBING
FOR THE TOP SHOW
IN THEIR MARKET!

DICTATE A WIRE
BEFORE
YOUR MARKET
IS GONE!

FREDERIC W.
ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD
A RICHMOND MERCHANT WRITES:

"Large sales come directly from our WLEE advertising..."

Here's the success story of a Richmond store in the floor-laying business. The owner had never believed in radio advertising—but then he tried WLEE! Just read what he says now:

"I made a point of running Radio Specials that were not advertised in any other manner. Several large sales have come directly from our WLEE advertising. Now that we have been advertising regularly on WLEE for the past few months, the repeated mention by customers of our program has proved to us that radio is a very substantial medium."

All kinds of local Richmond merchants are used to getting direct results like this from advertising on WLEE. And more and more national advertisers are following their lead.

How about your Richmond advertising? Do you know the whole WLEE story? A call to your Forjoe man will bring you all the facts.
By FLORENCE SMALL

AN UPSURGE in spot timebuying evident last week, suggesting the a significant change in advertising. In addition to Pepsodent’s turn
[BROADCASTING] Telecasting Aug. 13, it was revealed that the Crosley Division of Avco Mfg. Corp. is bypassing both radio and
TV network programming in favor of a radio spot campaign for at least one of its products, while Pepsodent’s parent, Lever Bros., is
looking at both radio and network schedul-
ing for other products with strong
spot drives. Additionally there
were signs that Procter & Gamble may be paying closer attention to
spotting.

As yet the sum of such moves is too limited to justify the use of
t he term “trend,” but the tact taken by Pepsodent and Crosley seemed
designed to gain the interest of the
industry, and their success or
failure may influence the future
approach of many another client with even remotely similar
merchandising problems.

Crosley, having decided to
cancel its participation in the NBC-
TV Show of Shows, will break out in mid-September in a pressure
spot radio campaign in at least
100 markets to promote the sale of its televisions and radio sets. The
first concentration will be for
a period of 13 weeks at an estimated
cost of $35,000. No final decision
has been made in regard to
exploitation of the firm’s new
model refrigerators, but it is under-
stood that spots in both radio and
tv will probably be given
preference. The agency is Benton &
Bross, New York.

Pepsodent’s Move

The other spot convert, Pep-
sodent, was far more precipitate in
its plunge into single-station programming. Sponsors last year
of two radio network shows, My
Friend Irma and Jack Benny, the
company will this year spend about
$500,000 in some 100 TV and radio
markets. Moreover, the firm also is
considering purchase of a local
hourly radio show, probably in
New York, to begin later in
the season. The decision to concentrate
on spots is the first major action
under the stewardship of its newly
acquired agency, McCann-Erickson,
New York.

The reason advanced to Broad-
casting • TELECASTING by both
among major advertisers was begin-
nings of what could become
planning,
into spot scheduling exclusively.

Crosley and Pepsodent for the
switch to spot was the same: a
desire to saturate specific markets
where the buying potential is
manifestly strongest.

Plans for its other products by
Lever Bros., parent company of
Pepsodent, while somewhat more
in line with previous practices,
reveal a strong undercurrent of
spot awareness.

Rino, whose TV-radio advertis-
ing budget is nearly $3 million,
had directed 16% of that figure
into a spot radio and TV campaign.

IT’S TOO SOON to call it a trend, but some major advertisers are shifting
the balance of their spending away from network and toward spot
broadcasting. Crosley is buying radio spots in 100 markets. Lever
Bros., for Pepsodent, will put half a million dollars into spot radio and
TV and for other products is augmenting network campaigns with heavy
spot schedules. Trend or not, the spot field is unusually active.

Crosley Is Latest to Revise Plans

The product will continue partially to sponsor Big Town on CBS-TV,
along with Spry, and part of the
Arthur Godfrey show on CBS
Radio, but the spot commitment
represents a sizable increase over
last year’s small schedule.

Spry, which spends $1.5 million
in radio and television, will con-
tinue to share sponsorship of Big
Town on CBS-TV with Rinso and
Hawkins Falls on NBC-TV with
Surf, but also has a sizable spot
schedule currently running. Ruth-
rau & Ryan, New York, handles
both Spry and Rinso.

Lifebuoy, through Sullivan,
Stauffer, Colwell & Bayles, New
York, is also currently conclu-
ding a radio spot schedule, which is in addition to its CBS radio net-
work show, Big Town, shared with
Silver’s Miles.

Surf, whose budget provides at least $3 million for radio and tele-
vision, has been running a steady campaign in radio and TV spots since last April, along with its sponsorship of Hawkins Falls
on NBC-TV five times weekly. Surf has been using spots since 1949 on a market-to-market basis as dis-
tribution expanded. In the mid-
e of 1951, the product became na-
tional and the spot schedule in-
creased. N. W. Ayer & Son, New
York, is the agency.

The strongly competitive nature of soap advertising seemed cer-
tain to elicit the interest of Procter & Gamble. Lever’s renewed
orientation toward spots. There is actually some indication that P&G
may be moving independently in that same direction, though on a
much more tentative basis. P&G’s Camay soap, through Pedlar &
Ryan, New York, effective Sept. 17, launched a one minute nighttime
radio-only spot schedule. More
than 100 markets will be used with a
52-week contract.

JOINT promotion campaigns to em-
phasize AM radio were started last
week by stations in two cities, De-
troit and Tulsa, as the local co-
operative idea started to gather
momentum. Already versions of the
idea have been tried in a number of
cities.

Six Tulsa stations last Tuesday
formed an alliance to awaken the
public and timebuyers to the depth
and breadth of radio’s value. The
group is known as Associated
Tulsa Broadcasters. Stations will pool
resources, talent and facilities to
publicize radio as the medium re-
turning the most value for the ad-
vertising dollar.

Taking part in the Tulsa drive
are KMKG KTUL KAKC KOME
KFMJ and KVQO. William B. Way,
KVQO general manager, was named
chairman.

In Detroit it was decided to start
the campaign Sept. 15. Participat-
ating stations are WXZY WJR
CKLW WWJ WJBK WEXL and
WKMH, with WJLB, independent,
not yet enrolled. Announcement of
the project was made Thursday,
following a Monday meeting at
which an operating committee was
formed.

Under a 30-day rotating chair-
manship plan Hal Neil, WXZY,
was named first chairman. Budget
plan provides individual stations
share costs on a state-card basis.

Slogan to be Used

Comprehensive advertising cam-
paign is being developed, using
a positive approach for AM radio
promotion. The drive will be built
around the slogan, “Wherever you
go there is radio.” Already the
slogan is being used on station
breaks and disc jockey programs.
A trademark, along with the slogan,
will be incorporated in all co-
operative advertising, including
transcribed spots, car card and
newspaper space. No call letters
will be used in co-op advertising.

The joint campaign will be aug-
mented by individual station use of
the slogan and trademark in reg-
ular newspaper and trade advertis-
ing, direct mail and other promo-
tion projects being planned.

Tulsa, Detroit Set Pattern

Taking part in preliminary dis-
cussions, besides Chairman Neil,
were Wendell Parmalee, WWJ;
Worth Kramer, WJR; James G.
Riddell, WXZY; J. E. Campeau,
CKLW; Frederick Knorr, WKHM;
Gordon Sparks, WEXL and Hal
Haugh, WJBK.

In Tulsa Mr. Way said, ‘The
number one job of ATB will be to
make every member station realize
that the promotion of its own
medium is its most vital endeavor,
and that united, we can all do a
better job for ourselves, for each
other and for the community, than
we have ever been able to do in-
dividually.

“One of our first duties will be
to show the public what a tremen-
dous public service our Tulsa radio
stations are doing in the matter of
public interest features . . .
courtesy spot announcements . . .
and free air time . . . made avail-
able every day to charitable organ-
izations, church and civic groups.

(Continued on page 28)

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FC&B CHANGES

WITH the resignation of William E. Poste, Cone & Belding, New York, a realignment of and addition to its staff, the agency announced the resignation of William E. Poste.

Robert F. Carney, of the law firm of Carney, Crowell & Leibman, of Chicago, senior partner, joins the agency as chairman of the board of directors. Marjorie M. Cone, previously chairman, has been elected president of the firm, and Don Belding, previously president, has been elected chairman of the executive committee which comprises himself, Mr. Carney and Mr. Cone.

Directors Named


Messrs. Delano, Taylor and Whitney will be responsible for the agency's New York operations and Messrs. Campbell, David and Koretz will be in charge in Chicago, both under Mr. Cone's direction.

Mr. Taylor, vice president in the Chicago office, moves to New York, where Krinkles, Post Toasties and Postum accounts of General Foods will be handled.

Mr. Whitney will supervise the agency creative department in New York and Mr. Koretz in Chicago.

Mears, Fringle and Smock in Los Angeles, Sibley in San Francisco and S. R. Wilhelm in Houston will be responsible in each of these areas under Mr. Belding's direction.

A. J. Becker will also transfer from Chicago to New York, as well as several other members of the Chicago General Foods group.

Further moves are expected to be announced shortly.

WSCR AFFILIATES

To Become 176th NBC Link

WSCR, Scranton, Pa., will become the 176th affiliate of the NBC Radio Network Sept. 30, NBC announced last week. On the air since 1947, the new affiliate is expected to add an estimated 75,000 radio families to the NBC network service area.

WSCR is licensed to the Lackawanna Valley Broadcasting Co., owned and managed by David M. Baltimore. Mr. Baltimore, holder of an electrical engineering degree from M.I.T., has been associated with the radio industry since the early 1920's. His recent work has been with WBRE, the NBC affiliate in Wilkes-Barre, Pa., which he joined after service with the Air Force during the Second World War. He managed WBRE from 1946 until early this summer when he acquired the Lackawanna Valley Broadcasting Co. WSCR is assigned 1230 kc, with 1 kw day, 500 w night.

Quarterly Dividend

DIRECTORS of the American Telephone and Telegraph Co. declared a quarterly dividend of $2.25 per share at their meeting Wednesday. This is the 122nd consecutive dividend at that rate, and will be paid, as of Oct. 15, to more than a million AT&T stockholders.

Furniture Fortissimo

RADIO selling got so good for Faris Bros. Furniture and appliance house, Cincinnati, that it purchased 14 one-minute spots to tell people the store was closed for the owner's two-week vacation. Report comes from Keeler & Stites, Cincinnati advertising agency, which handled a heavy spot campaign on two local stations in a 12-month period for the store.

AT&T RATES

Microwave Relay Cost Set

RATES for TV program transmission over the new coast-to-coast microwave radio relay will be based on exactly the same formula that already applies to all other microwave radio services. For video networks, a telephone company spokesman told BROADCASTING * TELECASTING Thursday.

In an attempt to clear up what is evidently a widespread misunderstanding about TV network facility rates, the AT&T executive said that for full-time use the base rate for TV network service is $56 a mile a month for video connections, plus $6 a month for audio connections.

These rates, he said, are the same whether one network makes exclusive use of the facilities or whether they are shared among two, three or four networks, so that the present facility sharing arrangements do not result in extra revenue for AT&T.

Rates for occasional use are $1 a mile an hour for the video service. These rates are on file with and have been approved by the FCC and cannot be changed without the Commission authority, it was pointed out.

New CBS Show

ROBERT Q. LEWIS show Robert Q's Wazowsks, which started on the CBS Radio Network as an eight-week summer series, will become a permanent listing on the network's evening schedule effective Monday, Aug. 27. The program will be heard Monday, Tuesday, Thursday, and Friday, 10:30-11 p.m. It currently fills a Monday-Friday time slot, 7:30-7:45 p.m.

ABC Net Income

ABC announced Thursday that net income for the company and its subsidiaries reached $472,000 for six months ending June 30, 1951. The amount is equal to 28 cents per share on 1,689,017 shares of outstanding $1 par common stock. By comparison, net for the first six months of 1950 was $180,000, equal to 11 cents a share.

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Drawn for Broadcasting * Telecasting by Sid Hix

"He's a standby, waiting to collect $10 if the general sings that song!"
THE post of director of the Ford Foundation's new million-dollar TV Radio Workshop was last week filled by Mr. Donald Saudek, who signs as vice president and assistant to the president of the network to take up his new duties Sept. 6.

With Mr. Saudek's departure John W. (Jack) Pacey, ABC director of public relations, was named acting director of public affairs for the network, assuming all the responsibilities formerly discharged by Mr. Saudek.

These include the following departments for both radio and television: Public Affairs, sales development and research, research, advertising, publicity, and continuity acceptance.

Selection of Mr. Saudek for directorship of the TV Radio Workshop, which has $1.2 million "immediate available" for the search, was advanced to Mr. Saudek. Following his appointment, the Ford Foundation's San Francisco office was announced as the workshop's major emphasis.

Mr. Saudek has served the Ford Foundation as director of the Ford Foundation's Shelley Program. Mr. Saudek's appointment was announced by Mr. Saudek, who has also been named acting director of public affairs for the network.

The workshop's major emphasis is on television, with programming mostly on film, and Mr. Young said it expects to spend $10,000 to $50,000 per half-hour film show. Workshop programs, he said, will not be labeled "educational" or "documentary," for fear that the label itself would drive audiences away. Nor will they carry the name of the Ford Foundation. The programs will not be "preachy," he said, but will seek to get their ideas across via good entertainment.

The workshop expects to "a relatively small permanent staff," SENS. ED C. JOHNSON (D-Col.) and William Benton (D-Conn.) have given their blessings to the workshop's foundation.

Recognition of Workshop Value
Mr. Young, who reiterated that he was finding networks and stations receptive to the workshop project, was received last week in New York by the Ford Foundation's chairman. He was accompanied by President Robert E. Kintner in connection with Mr. Saudek's appointment.

"ABC in both its radio and television operations is the Ford Foundation's practical interest in these media," he said. "Along with others in the industry we look forward to extending our full cooperation to the aims which led the Ford Foundation to establish the TV Radio Workshop. The high purposes motivating this workshop will of unparalleled importance in extending the horizons of both radio and television."

Mr. Young said the workshop's first program, a 20-week series of half-hour shows called The People Act, already is in production and is scheduled to start on CBS Radio in November [Broadcasting • Telecasting, Aug. 15, 6].

Sen. Johnson, seeing in the project the "right way" to go at the problem of supplying community and public service programs, said: "I can't endorse it outright without knowing the content of the programs but it seems to be an effective way to handle educational programming. It probably will provide cooperative enterprise between the educational and commercial branches and those who prepare special programs."

The Senator, questioned if the workshop seemed to fit in with his hopes for cooperation between the commercial broadcaster and the educational institution, said: "It would appear to be along the line of the Syracuse U. plan, an effective way of coordinating the groups."

Sen. Benton, who is crusading in the Senate on behalf of additional broadcast facilities for educational institutions, praised the announced workshop, labeling it "a wonderful idea" and one in which he was "wholehearted." He has congratulated the foundation for such a "constructive" development and for placing responsibility of the project under "a man of such experience and high standing as Mr. Young." (James Webb Young, consultant on mass communications to the foundation, who is general supervisor.)

Assuring that the Ford Foundation was "pioneering" in a field in which radio interests "have been gun-shy," Sen. Benton said Mr. Young's efforts were constructive in developing programs "which can be commercially sponsored."

Sen. Benton, who has authored legislation which would set up a National Citizens Advisory Board for Radio-TV, said the Ford Foundation's efforts "are of the highest importance."

The Ford gets Senator support
Johnson, Benton laud Television-Radio Workshop

MALLORY in the United Press Wire Service.

Mr. SAUDEK

Mr. PACEY

Mr. Donegan, acting director of public relations for ABC, joined the network as trade news editor upon his release from wartime military service. He advanced successively to assistant to Mr. Saudek, and then to national director of publicity.

Mr. Donegan, acting director of publicity, has been with ABC and the Blue Network since 1941. He joined as trade news editor and progressed to desk editor and then assistant publicity director.

RTMA COMMITTEES
Appointed by Sprague

THREE committees—tax, traffic and industrial relations—were appointed last week by Robert C. Sprague, chairman of the board, Radio-Television Mfrs. Assn. A.M. Freeman, RCA Victor Division, was reappointed chairman of the Tax Committee, with F. Cleveland Hedrick Jr., as special counsel and secretary.

John B. Swan, Philco Corp., was reappointed chairman of the Traffic Committee with W. L. Fogelson, P. R. Mallory & Co., vice chairman. Leslie E. Woods, Raytheon Mfg. Co., was named chairman of the Industrial Relations Committee. Harvey Stephens, International & Resistance Co., was named vice chairman.
TIGHTER CONTROLS

(Also see story, page 38)

RADIO-TV broadcasters who seek construction materials and plans to commence building or alteration, with authorization after Oct. 1, were confronted last week with hard-plastic criteria governing "essential projects.

Already faced with a temporary "freeze" on new construction, broadcasters had been led to believe they would be denied fourth-quarter materials allotments for larger projects "unless the denial will adversely affect public health, safety or well-being."

The National Production Authority announced that "relative essentiality" of projects will be "the controlling factor in determining whether to grant permission to build and make an allotment of materials." Radio and television facilities were specifically cited by the agency. Projects involving use of less than 200 cubic feet of steel and 200 pounds of copper need no approval.

Essential Priorities Listed

Industry authorities were momentarily unable to judge whether broadcasters could make an adequate presentation under these three classes of "essentiality" priorities set forth by the NPA in the following order:

1. Construction projects "which will further the defense effort by providing facilities in areas adjacent to military establishments or defense plants" (mostly aircraft facilities).

2. Construction required as a result of disaster "materially affecting the public interest" or essentiality of community needs.

3. Industrial (not commercial) construction and plant expansion essential to "the maintenance of public health, safety or welfare."

For broadcasters, the picture shaped up this way:

1. Applications for station grants or permits approved by the FCC probably will receive favor in this category, if the broadcaster has made contractual commitments for building or is currently in the process of construction.

2. Broadcasters who have received FCC approval but have made no contract commitments or begun construction would be required to prove that a denial of materials would overlook criteria of public interest, safety or welfare.

3. Applications filed for materials and building authorization with the NPA for non-essential construction — an unlikely contingency — would doubtless be rejected.

Reasoning behind this interpretation, as given in some quarters, is that NPA contention that all non-essential construction should be "postponed" and materials withheld for the quarter beginning Oct. 1. Scarcity of steel, vital in station construction, was particularly stressed.

NPA evaluated the situation in this statement:

No commercial construction will receive any allotment of materials until the fourth quarter unless public interest would be so adversely affected by such a denial that it would be a serious and unreasonable hardship upon the community involved, or would have an adverse effect upon the defense or safety or would seriously affect public health, welfare or safety.

Controlling Factors

Considerations of profit or loss, personal inconvenience, or lack of efficiency of commercial operations will not constitute "controlling or influencing factors" in final determinations, NPA emphasized.

Special consideration will be given, however, to building already underway (meaning where materials have been ordered and/or incorporated into structures) where failure to proceed would be "uneconomic" and not in the public interest.

Government officials had hinted the past fortnight that, because of demands on materials, broadcast and other applications would be more closely scrutinized with an eye to essentiality (BROADCASTING, Sept. 15).

Last Thursday's action was viewed in some quarters as tantamount to a fourth-quarter freeze on sizable broadcast projects failing to meet these criteria. Other authorities felt that the new regulations merely impose restrictions — implied — but not carried out literally — in NPA's original construction of "essential projects.

It is believed that the number of current AM-FM-TV facilities in relation to any one community would serve as one criteria, as well as (Continued on page 81)

D. C. DEFENSE

Broadcasters Planning Slowed PROGRESS on communication installations for the District of Columbia has been temporarily slowed because of difficulty in obtaining amplifiers for its super-sensory controlled air-raid warning system. As a result, broadcasters' role has not yet crystallized.

The Defense Dept. reportedly has pre-empted materials tagged for more than 50 amplifiers or public address horns and other equipment under a contract with RCA. The horns would be activated by special FM receivers located at control centers. Only four have been installed.

With the delay in receipt of equipment, broadcast participation in District civil defense has also been slow, save in classified advance monitoring or frequency sequential tests which have been conducted periodically in recent months under FCC supervision. Plan calls for the Washington Radio-TV service to serve as a monitor outlet.

Local civil defense officials reported that they have tested new 50-w transmitters installed at four control centers, and a primary 250-w transmitter at the main command post. Supersonic devices, a new departure for warning systems, rendered the frequencies used necessary and represent the outgrowth of experimental work in transistors and other specialized services.

An advisory committee comprising broadcasters and other media has been inactive while the District Office of Civil Defense galvanizes its plans into reality. Next step, after obtaining equipment, is to recruit personnel. Kenneth Berkeley, vice president and general manager of WMAL-AM-FM-VT, is a committee member. WRC, WTOP, and other stations also are represented. Ross Beville, chief engineer of WWDC-AM-FM, heads a subcommittee on broadcast phases.

'ESSENTIAL' LIST

Greed chance that radio and television will be returned to the government's list of essential industries was voiced last week by NARTB spokesmen after a hearing before the Inter-Agency Advisory Committee on Essential Activities and Critical Industries.

As for classification of radio and TV on the critical list was made Wednesday afternoon before a technical subcommittee of the Inter-Agency Advisory Committee, radio and TV were removed from last year's original list when a revised and sharply curtailed list was issued last March.

High praise for the role of the electronic media in World War II and the current emergency was voiced to the subcommittee by Richard E. Schneider, president of WOR, WABC, WINS, and WJZ, of New York. The subcommittee recommended to the NARTB to reevaluate the exclusion of radio and television from the second critical list in light of the situation today.

NARTB's delegation at the hearing also included Robert K. Richards, civil defense director, and Charles H. Pardee, assistant director.

Technical Subcommittee

The technical subcommittee included William J. Mitchell, National Production Authority chairman; David N. Coates; J. Bernard Josephs, Sidney Hatkin and D. E. Warden, all of NPA.

A majority of the subcommittee indicated they felt radio and TV should receive special consideration by the full inter-agency committee.

PROGRESS REPORT

Wilson Lauds Electronics

ELECTRONICS manufacturers have jumped their production almost 100% in past two months and bid fair to increase it another 300% by the end of 1961. Defense Mobilizer Charles E. Wilson has informed the House Appropriations Committee.

The chief of the Office of Defense Mobilization told House members that America is winning the technological and production war. At the same time, he believed that the number of current AM-FM-TV facilities in relation to any one community would serve as one criterion, as well as (Continued on Page 81)

NARTB cites Radio-TV needs now asking for operator relief at the rate of about one per day. Many engineers who are in the reserves are being called up, he added. For manufacturers, he said, the employment situation in the technical field is getting tighter every day and the two industries are beset with the short supply.

Radio-TV Unique

Harold E. Fellows, president, and Richard P. Doherty, employe of the National Association of Radio and Television Broadcasters, said at the hearing that radio and TV are unique since they operate with few manpower reserves. They are unable to supply the minimum manpower required in case of emergency, and are not in the public interest.

NARTB's delegation at the hearing also included Robert K. Rich- erds, civil defense director, and Charles H. Pardee, assistant civil defense director.

Technical Subcommittee

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CONVENTION SPONSOR?

APPROACHES for commercial radio-TV sponsorship of the 1962 national political conventions and for possible public service coverage were discussed at preliminary discussions among key Democratic-GOP representatives and network executives.

The unprecedented closed meeting was called by the Republican National Committee. Its publicity directors, along with those of the Democratic National Committee, met in Washington with representatives from five radio and four TV networks.

It was understood that no definite conclusions were reached during the one-day session, held Wednesday at the Mayflower Hotel in Washington, and that a similar concave will be called sometime early next month to resume the exchange of views.

Among the topics raised by national committee and industry representatives were those touching on commercial sponsorship, convention facility arrangements, TV production problems and operation, the cost of commercial network cancellations which would arise from public service broadcasts, and techniques of media coverage.

At conclusion of the conference, industry representatives agreed to carry back to their respective networks current thinking on these problems and they will confer with top-echelon network executives on these matters as they relate to policy and financial aspects.

Parties Decide Sponsorship

It was emphasized that the ultimate decision to either permit network radio-TV sponsorship under certain conditions will be held for public service coverage (with attendant loss of revenue to networks and a myriad of other problems including sponsor selectivity) will rest with Democratic National Committee Chairman William Boyle Jr. and GOP Chairman Guy Gabrielson. Similarly, industry representatives will be guided in future talks by their respective network policies.

The meeting last week followed a conference among radio-TV representatives of the two national committees, which delved into the sponsorship issue and convention site, yet to be selected in Chicago. Additionally, each committee has indicated it will appoint an advertising agency to handle the '62 convention details [BROADCASTING • TELECASTING, Aug. 13].

Such companies as Atlantic Refining, Tide Water Associated Oil, regional Chevrolet dealers and electronic manufacturers will sponsor play-by-play broadcasts or related sports programs.

Tide Water will use over 125 participating stations, many of which are regional or national network affiliates, to cover 80 major western collegiate games. Chevrolet dealer groups in Maryland, Virginia and Pennsylvania are completing negotiations for games through Ketchum, MacLeod & Grove, Pittsburgh agency.

Eleven Chevrolet dealers in the Maryland area will sponsor nine U. of Maryland games on a station by station basis, keyed from WQAL Baltimore. Delaware, West Virginia and District of Columbia outlets will be used in the hookup. High spot of the Sept. 29-Nov. 20 schedule will be the Maryland-Navy game in Baltimore. Bob Wade will handle the running commentary with commentary by Steve Douglas.

Virginia Chevrolet dealer groups will sponsor games of the U. of Virginia on a 25-station network, keyed from WRNL Richmond. Announcers will be Charles Harville and Howard Hamrick.

Tide Water’s schedule, placed through Buchanan & Co., San Francisco, will open with the Sept. 21 night game between U. of San Francisco and San Jose State and close Dec. 1 with the Southern California - Notre Dame game. Harold R. Deal, manager of advertising and sales promotion for the sponsor, said this marks the firm’s 26th year of sports broadcasting. Included in the special network are stations of NBC, Don Lee Mutual, InterMountain and Arizona Broadcasting System networks.

Film Versions

TV coverage was mapped by WDSU-TV, New Orleans, which plans to telecast film version of a Tulane U. and Louisiana State U. games under sponsorship by D. H. Heimes Co.

Phillips 66 and Lee Tires will sponsor All-American Game of the Week on a selective TV spot basis in the South and Midwest, through Lambert & Feasley, New York.

More than 60 stations already have signed for Touchdown TV with Sam Hayes, RCA syndicated football round-up series, Manage A. B. Sambrook of RCA Records Program Services Sales report last week. He said the 13-ewe (Continued on page 89)

THE MAJOR movie firms had no comment last week on FCC's order for hearing on the qualifications of certain Paramount firms to be broadcast station licensees in view of past anti-trust "violations"—issues also held applicable to their future in radio and TV. [BROADCASTING • TELECASTING, Aug. 13]

But they acknowledged they are "studying" the order and its implications carefully. For the present, it appeared that 29 Century-Fox, Warner Bros and Loew's among others, plan to "watch developments" before deciding on specific action.

The FCC investigation was called upon all pending transfer, renewal and license applications of the several Paramount firms and DuMont. It is recognized as the "pilot case" which may determine Commission policy as to future movie participation in the ownership and operation of broadcast stations, particularly television.

Hearing Not Set

The effect on control of the media of mass communication is considered to be one fundamental background issue in the proceeding. FCC has considered similar broad public policy questions before in other fields, notably the onetime newspaper ownership study.

The proposed merger of ABC and United Paramount Theatres Inc. has not been set for hearing although some Commission quarters and Paramount spokesmen feel it will be consolidated with the rerral Paramount-Dumont inquiry so soon as the FCC staff completes initial review of the merger papers. These are among the unanswered questions seen in the overall proceeding:

- Whether other movie "majors" will seek to intervene in the case since general issues may be implied or precedent established. Certain movie interests already have protested the proposed ABC-DUPT merger.

- What position, if any, Justice Dept. may take. Admittedly, reviewing problem, Justice volunteered "memorandum" of views in FCC's earlier "uniform policy"... which touched on some facets of present proceedings. Justice has intervened in other FCC cases, principally common carrier.

- Possibility FCC may view movie entry into TV as stimulus, rather than deterrent, to inter-network and station competition.

- Whether, if FCC is disposed respecting ABC-DUPT merger.

- How many of basic problems in FCC's forthcoming theatre television hearing may overlap in Paramount-Dumont case. Theatre TV inquiry has been postponed from Sept. 17 to Nov. 28 [BROADCASTING • TELECASTING, Aug. 6].

"Whirlwind 1" Fails for DuMont Purposes

(Also see story, opposite page)

SUPER, ULTRA perfectionism of an electronic computer threw DuMont engineers for a loop, made them give up their idea of using Massachusetts Institute of Technology's Whirlwind I digital computer to arrive at the definitive U.S. television allocation plan.

DuMont technicians had hoped to feed all allocations criteria (spacing, occupied channels, fixed number of channels for certain cities, etc.) to the computer, sit back and have the machine come out with an unquestionable final allocation plan. They started using the machine April 24, but the machine was too exacting.

Difficulty was, DuMont reports in brief filed last Friday, that the computer would backtrack repeatedly if it couldn't find a channel to fit into a city. It would not only scan all possible channels to be fitted in for that city, but if it couldn't find one it would start back and change previous assignments—over and over.

"Even... with the computer operating at the rate of 50,000 operations per second," says DuMont report, "trillions of centuries would be required to exhaust all possible combinations."

Reason: Not enough storage capacity; says DuMont. But in a few years the machine's storage capacity may be increased fourfold, and then it could come out with the unbreakable answer, the report states.

Back to the Abacus

The movie anti-trust problem was recognized as chiefly responsible for this study and several of the major movie firms filed comments.

Several Justice Dept. sources last week indicated that agency is considering various legal aspects of movie ownership and operation in broadcasting.

FCC's hearing "opens up Pandora's box" for the movie interests, one spokesman observed.

DuMont representatives had no comment on FCC's hearing order but they indicated specific action may be announced this week.

DuMont in the past has been openly unhappy about the Paramount "control" issue. In March it again protested the continued operation of its stations to the Commission.

DuMont held the non-action has been a "critical hardship" in the conduct of its business. [BROADCASTING • TELECASTING, March 19]. The firm indicated it is being penalized because another firm has been involved in an anti-trust proceeding to which it was not a party.

No 'Unexpected Questions'

Spokesmen of the Paramount firms again indicated unofficially the FCC order brought forth no "unexpected questions." They felt some definite action may be announced this week respecting the proceeding.

Observers speculated last week that some action on the pending applications may be expedited more by getting on promptly with the hearing rather than seeking out other defenses. Legal experts pointed out such other recourse includes petitioning for clarification of the hearing issues, as amendment of them, as well as stipulation to certain matters.

Issued Aug. 9, the hearing order indicated FCC wants details re (Continued on page 32)
ADVISORY BOARD

WITH undiminished fervor, Sen. William Benton (D-Conn.) last week opened a new phase of his Capitol Hill campaign to win support for his proposed National Citizens Advisory Board for Radio and Television ([CLOSED CIRCUIT, Aug. 18]).

Sen. Benton formally introduced revisions of the bill (S 1579) and resolution (S J Res 76) he introduced last June [BROADCASTING • TELECASTING, June 11, 4] in the form of amendments last Monday. Speaking on the floor of the Senate, the former advertising executive revealed:

FCC Chairman Wayne Coy "has personally approved the new draft of the bill though he makes it clear that he does not necessarily speak for other members of the Commission".

That he hoped the Senate Interstate Commerce Committee would regard the revisions as "substitutes" for the earlier legislation.

Although the proposed board "would not be subject to the charge of 'censorship'...yet its potency should not be underestimated."

The New York Board of Regents has informed him, through its counsel, Henry C. Fischer, that "it is going ahead with plans to ask the FCC for licenses to construct a network of 11 educational TV stations in large cities. Under the tentative FCC allocation table the state would have eight stations reserved for educational institutions."

Co-sponsors of Bill

As in the past, there were co-sponsors to Sen. Benton's proposals. They were Sens. Lester Hunt (D-Wyo.), Leverett Saltonstall (R-Mass.) and John W. Bricker (R-Ohio).

Essentially there is little change in the bill in so far as the creation of the advisory board is concerned. However, revamped from the resolution is the provision that would extend the freeze on TV stations from another six months to a year.

The resolution otherwise would carry through its original intent of outlining the various phases of broadcasting which the board would review: "[BROADCASTING • TELECASTING, June 11, 4]. It would call upon the FCC to grant TV station licenses on a yearly basis (the Communications Act spells out a maximum three-to-five years for a broadcast station license grant); prod the Commission into expediting allocations outside broadcasting and encourage its development, and create the citizens advisory board.

The bill outlines the organization and function of the advisory board. Here, language was changed in order to, as Sen. Benton told the Senate, "make it even more clear that the proposed Citizens Advisory Board is advisory only, and further to make it clear that the board is not connected with or in any way supersede the statutory powers vested by the Congress in the FCC."

Questioned about the new legislation, Chairman Coy said that while he has not seen the new amendments or the legislation, he "generally supports the idea of an advisory committee to assess the contributions of radio and TV to the American people and to the promotion of listener councils." (The latter was expounded last week by FCC Comr. Edward M. Webster, see story, page 70).

Chairman Coy then added: "I think it would be a good thing to know whether the people are getting... (Continued on page 90)"

STATE NETWORK

Sokolsky Hits Pa. Bill

BILL in Pennsylvania's General Assembly ([# 784]) to set up a television network for non-commercial educational purposes has been roundly scolded by Newman George E. Sokolsky in an ABC broadcast. His script was printed in the Congressional Record last Wednesday by Rep. Joseph R. McCarthy (R-Wis.).

Mr. Sokolsky said: "It used to be said that television was an interesting new field, but now that it has failed, it was the duty and obligation of government to step in. But Organized Management has failed to do this. They are, on the whole, well-managed organizations. Their services, like useful service, doing it better than anywhere else on earth, although still not good enough, and making a profit at it."

Asserting that the Pennsylvania bill "is only important because it shows the politicians cannot keep their hands off things," Mr. Sokolsky warned that they "jumped the gun again on a costly system, competitive with private enterprise." If they get away with it, he said, "it will be followed in other states and will place upon the airwaves a master station and subsidiary stations as may be needed."

DuMONT PLAN

Revise Allocation, FCC Asked

DuMONT THREW the book at the FCC for the second time—when it filed its affirmative case last Friday—the first to do so under the Commission's July 25 order of testimony on the city-by-city TV allocation proceedings [BROADCASTING • TELECASTING, July 30].

In an impassioned plea for the FCC to adopt its plan of channel assignments, Chairman Leverett Saltonstall (R-Mass.) argued that DuMont stresses that its plan provides more channels to more cities (particularly in top markets) than does the FCC's.

Thus the FCC plan fosters monopoly, it implies.

DuMont plan even takes into account the opposition to its proposals from the 85 broadcasters and educators who filed objections to terms of the FCC’s plan and which the FCC listed in its order of appearances July 18 [BROADCASTING • TELECASTING, July 23].

FCC's Position

General consensus is that the FCC will hardly rip up its own allocation plan to accept DuMont's—even if it were to agree to the DuMont contention that its plan makes more efficient use of the spectrum.

Most observers feel that the FCC may use some of the DuMont recommendations to increase the number of channels in many cities as well as develop during the city-by-city hearings.

Thus the FCC may end up with an allocation plan that lies between the acknowledged looseness of its present proposals and tightness of DuMont's.—The New York Board of Broadcasting

DuMont still plans to change only 19 of the existing 107 TV stations operating on VHF—compared to 21 changes proposed by the FCC.

To clinch its claim that it utilizes the spectrum more efficiently than does the FCC, DuMont cites the following advantages in assignments of VHF channels to cities.

This is on the assumption that only VHF wavelengths can be considered the competitive equal of present station carriers.

FCC plan allocates 568 VHF channels to 342 communities, compared with the DuMont plan which assigns 565 such channels to 376 communities.

FCC assigns four or more VHF channels to 21 cities, covering a population of 47,408,976—or 32% of the U. S. total; DuMont to 53 cities, covering 73,904,116 people, or 48% of the total population.

The population figures are based on an estimated 50-mile radius for VHF stations.

In the top 100 markets, the FCC plans to assign four or more VHF channels to 16 cities, covering 46,848,829 population; DuMont to 47 cities, covering 73,021,639, 32%.

In the top 50 markets, the FCC plans to assign four or more VHF channels to 16 cities, covering 46,228,158 people; DuMont to 30 cities, covering 64,641,520.

Compares Proposals

Unique approach is that of comparing the FCC's proposals and its own in the area of the U. S. with highest population density—north and east of Memphis, according to DuMont.

In that area, says DuMont, the FCC plans to assign four or more VHF channels to 37 cities, covering 60,789,061. DuMont proposes ([Closed Circuit, Aug. 18])

BROADCASTING • TELECASTING

August 20, 1951 • Page 25
WNBC PURCHASE
Land Deal Closes Sept. 17

ESCROW proceeding in the purchase of 19 acres of Burbank, Calif., city-owned land by NBC for its proposed $25 million Radio-Television Center [BROADCASTING • TELECASTING, July 30] will be closed Sept. 17.

NBC New York board of directors originally agreed to close the deal by Aug. 31st. Last week, the bank City Attorney Archie Walters. Indecision on a nine-acre parcel of land involved caused the extension of the sale and terms. Price of the 19 acres is $283,287.50.

A Warner Bros. Studio spokesman told BROADCASTING • TELECASTING last Thursday that NBC has filed deeds to 30 acres of studio-owned land in Burbank recently purchased for reported $750,000. Property adjoining 19 acres being sold by Burbank to NBC.

Proposers plan to develop Alameda St., west of Buena Vista St. in southwestern Burbank. It adjoins the Warner Bros. studio. The city, in the deal worked out, agreed to vacate the street and demolish construction of buildings over a storm drain as conditions of the sale, according to Mr. Walters.

Construction of the Radio-TV Center on the campus of 86 acres, is to begin early 1956. It was said. Although denied by the network executives, it is understood the present Hollywood Western Div. headquarters at Sunset Blvd. and Sunset will be disposed of upon completion of the project.

AFRA-TVA MERGER

MERGER of American Federation of Radio Artists with Television Authority, voted by AFRA convention delegates in Minneapolis a fortnight ago [BROADCASTING • TELECASTING, Aug. 13], is considered by union officials “the first step” in an amalgamation of all talent unions.

AFRA spokesmen, during the convention and afterwards, pointed out to the industry generally that the merger is the beginning and not the end, as some observers believed, of the original plan of the Associated Actors and Artists of America (AAA) for a union of all talent into a single group which would issue only one card to performers.

The move, now under discussion by top AFRA and TVA men now, is expected to be completed by early 1956. Transition would be almost effortless inasmuch as many AFRA executives in major as well as secondary areas are now handling TVA business.

Convention delegates voted to ban from membership any cardholders or applicants who were members after Dec. 31, 1955 of any organization deemed subversive by the U. S. Attorney General or any other “authorized” federal agency. Such an amendment to the constitution was approved by members nationally in a mailed vote 2,118 to 457. Convention delegates, supporting the proposal for an anti-Communist clause, voted, however, a suggestion that the time-limit on membership in the Communist Part be changed to the time after the recent convention instead of Dec. 31, 1945, and another which provided that only a member of the Communist Party, rather than one of any group cited as subversive, would be barred from AFRA. Clause now pertains to various totalitarian and fascist groups as well as Communist.

To Check Code Violations

Convention moves to check more closely for violation of AFRA transcription codes, charge use of transcriptions without payment of talent fees periodically and misuse of musicians who are signed to handle speaking or singing parts which should be handled by AFRA workers. Reports of such violations will be sent by field workers to New York headquarters or station staffs will serve as a basis for recommendations during the next negotiations.

Entertainment for Guests

District 4 and the Virginia Assn. of Broadcasters will be hosts at a 6 p.m. cocktail party, to be followed by a dinner dance. Special entertainment for women guests is planned.

Richard P. Doherty, NARTB employee-relations director, will conduct a Friday morning session on labor problems, salaries and management. A panel will take over part of the meeting. The convention business meeting will be held at 12 noon.

Friday afternoon will be in charge of William B. Ryan, president of the Roanoke TV Bureau. Mr. Ryan will make the first formal presentation of the “full arsenal of BAB sales devices and promotion ideas” as part of the afternoon sales clinic.

BAB sessions during the district meetings are open to all commercial stations in each district regardless of membership in BAB or NARTB, Mr. Ryan said. He is inviting some non-members to the meetings at the discretion of each district director.

Kobak To Attend

Edgar Kobak, consultant, BAB’s board chairman, will open BAB’s Roanoke program with a review of fundamental industry needs. After Mr. Ryan’s presentation, Lee Hart, BAB retail specialists, will discuss sales aids derived from studies conducted by Advertising Research Bureau, showing superiority of radio over newspapers in stimulating retail sales.

A BAB clinic, Mr. Ryan said, will include Robert M. Lambe, WTR Norfolk, Va., chairman; Harry B. Shaw, WSJS Winston-Salem; Gus Youngstead, WPPT Raleigh; James W. Hicks, WCO Columbus, S. C.; Ed Whitcomb, WRNL Richmond; James L. Jones, WWDE Greenville and John Harkrader, WDBJ Roanoke.

In announcing that NARTB had signed the deal last week, the association disclosed that all but four of the 128 stations joining since last Nov. 1 had taken the
TABLE I
GROSS RADIO NETWORK TIME SALES FOR JUNE AND FIRST HALF OF 1951 COMPARED TO 1950, BY PRODUCT GROUPS

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>JUNE 1951</th>
<th>JAN.-JUNE 1951</th>
<th>JUNE 1950</th>
<th>JAN.-JUNE 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>543,114</td>
<td>534,607</td>
<td>541,745</td>
<td>530,854</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access</td>
<td>491,297</td>
<td>490,265</td>
<td>492,366</td>
<td>490,856</td>
</tr>
<tr>
<td>Automotive, Automotive</td>
<td>225,987</td>
<td>224,007</td>
<td>224,378</td>
<td>224,007</td>
</tr>
<tr>
<td>Access. &amp; Supplies</td>
<td>325,831</td>
<td>323,701</td>
<td>321,111</td>
<td>309,926</td>
</tr>
<tr>
<td>Building Materials, Foods &amp; Supplies</td>
<td>102,678</td>
<td>78,437</td>
<td>103,549</td>
<td>69,286</td>
</tr>
<tr>
<td>Confectionary &amp; Empty Drinks</td>
<td>507,795</td>
<td>2,137,820</td>
<td>471,416</td>
<td>2,370,698</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>245,434</td>
<td>1,668,013</td>
<td>144,948</td>
<td>925,104</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>98,725</td>
<td>2,072,261</td>
<td>127,825</td>
<td>2,046,673</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>3,446,766</td>
<td>23,461,219</td>
<td>2,604,879</td>
<td>23,530,111</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>454,413</td>
<td>3,031,372</td>
<td>390,779</td>
<td>2,456,158</td>
</tr>
<tr>
<td>Horchitures</td>
<td>86,394</td>
<td>2,864,000</td>
<td>158,696</td>
<td>2,393,718</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>297,557</td>
<td>1,441,476</td>
<td>207,181</td>
<td>1,612,026</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>80,414</td>
<td>501,229</td>
<td>72,700</td>
<td>240,493</td>
</tr>
<tr>
<td>SOURCE: Publishers Information Bureau</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TABLE II
LEADING NETWORK ADVERTISERS BY PRODUCT GROUPS FOR JUNE 1951

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>1951 Gross Radio Network Time</th>
<th>1951 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural &amp; Farming</td>
<td>541,858</td>
<td>1</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access</td>
<td>9,680</td>
<td>2</td>
</tr>
<tr>
<td>Automotive, Automotive Access</td>
<td>97,082</td>
<td>3</td>
</tr>
<tr>
<td>Building Materials &amp; Supplies</td>
<td>102,288</td>
<td>4</td>
</tr>
<tr>
<td>Confectionary &amp; Drinks</td>
<td>142,290</td>
<td>5</td>
</tr>
<tr>
<td>Consumer Goods</td>
<td>100,746</td>
<td>6</td>
</tr>
<tr>
<td>Food Products</td>
<td>670,629</td>
<td>7</td>
</tr>
<tr>
<td>General Foods</td>
<td>138,645</td>
<td>8</td>
</tr>
<tr>
<td>Household Furniture &amp; Supplies</td>
<td>65,897</td>
<td>9</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>103,200</td>
<td>10</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>112,113</td>
<td>11</td>
</tr>
<tr>
<td>Jewelry, Opticals &amp; Cameras</td>
<td>82,622</td>
<td>12</td>
</tr>
<tr>
<td>Music &amp; Sound &amp; Supplies</td>
<td>61,791</td>
<td>13</td>
</tr>
<tr>
<td>Radio, TV Sets &amp; Phonographs</td>
<td>317,224</td>
<td>14</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct Mail</td>
<td>948</td>
<td>15</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct Mail</td>
<td>11,167</td>
<td>16</td>
</tr>
<tr>
<td>Tobacco &amp; Snuff &amp; Supplies</td>
<td>602,150</td>
<td>17</td>
</tr>
<tr>
<td>Transportation Travel &amp; Resorts</td>
<td>466,946</td>
<td>18</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>39,994</td>
<td>19</td>
</tr>
</tbody>
</table>

TABLE III
TOP TEN RADIO NETWORK ADVERTISERS IN JUNE 1951

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Gross Radio Network Time</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>51,822,377</td>
<td>1</td>
</tr>
<tr>
<td>General Foods</td>
<td>670,629</td>
<td>2</td>
</tr>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>1,675,000</td>
<td>3</td>
</tr>
<tr>
<td>General Foods</td>
<td>138,645</td>
<td>4</td>
</tr>
<tr>
<td>General Foods</td>
<td>103,200</td>
<td>5</td>
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<td>9</td>
</tr>
<tr>
<td>General Foods</td>
<td>948</td>
<td>10</td>
</tr>
</tbody>
</table>

FOODS, Toiletries, Drugs, Tobacco, and Laundry Soaps & Cleaners—the five leading classes of goods advertised on the radio networks—account for more than three-quarters of all network time sales, according to a Broadcasting & Telecasting analysis of advertisers' expenditure over network time in June 1951, as recorded by Publishers Information Bureau.

Breakdown of Classes
Product group breakdown of June network time sales showed that PIB, which shows foods in first place with 23.2% of the total amount expended for network facilities by all advertisers, leads in this category. Toiletries & Toilet Goods second with 16.8%; Drugs & Remedies third with 12.6%; Smoking Materials—cigarettes, pipe tobaccos and lighters—fourth with 12.3%; Laundry Soaps, Cleaners & Polishes fifth with 11.1%. The five leading groups account for 76.0% of all network gross time sale revenue during June.

Three of the top five network advertising groups are Drugs & Remedies, Tobacco & Tobacco Products, Food & Food Products, Drugs & Remedies—also are among the five largest users of national spot radio, according to the survey made by Broadcasting Telecasting of station income which showed that among spot advertisers, makers of soaps, foods and drugs ranked one, two, and three, with brewers in fourth place and automobile and accessory manufacturers ranking fifth.

Survey Comparisons
Same survey [Broadcasting Telecasting, Aug. 6] revealed that only one of the top network sponsor groups attained similar prominence at the local level; food advertising on the average was ranked by station operators as their second largest source of local advertising revenue. The local top-spending advertising groups were: Automobile & Auto Supplies, household appliances, first place; Foods, second; Appliances, third; Department Stores, fourth; Furniture, fifth.

P&G Top Advertiser
Procter & Gamble Co. in June continued as the number one network client, its more than $1.8 million worth of network time purchases, at gross rates, being nearly three times the sum spent also at gross rates, by General Foods. Table III itemizes gross radio network time purchases of the top 10 clients, with leading advertiser in each product class is listed in Table II. Table I shows the total gross time purchases of all advertisers in each product group, for June and for the first half of the year, with 1951 billings compared to 1950.

ologists of radio and television cabinets.

BROADCASTING Telecasting
August 20, 1951 Page 27

OFF to a "day at the races," sponsored by WPTR Albany, N. Y., these timebuyers and advertising executives are greeted at the plane that brought them from New York. On four successive Thursdays during August WPTR plays host to timebuyers from New York including lunch, dinner, and a trip through WPTR facilities. Welcoming Ray Roche, director of news and special events; George Miller, station director of sports; Dan Frost, sales executive Weed Co.; Vera Brennan, Duane Jones Co.; Jean Sullivan, Wyatt & Schaeub; Tom Lynch, Young & Rubicam; Jerry Lyons, Weed sales manager; Doug Ballin, advertising director, Whitehall Pharmacal Co.; Bill Dollard, Young & Rubicam; Bill Weed and Chuck Allen, BRDO; Morgan Wheaton, vice president and general manager WPTR, and W. R. David Sr., WPTR vice president for engineering and sales.
Tales radio executives at the organizational meeting: Meyerson, McClarin, Taylor, Devore, Blust, Akers, Way, Watts, Neal and Bethke.

**WGST CHARGES**

**Hidden Atlanta Ownership**

HIDDEN STOCK ownership in both Atlanta Newspapers Inc. and Broadcasting Inc. is charged by the Georgia School of Technology (WGST) in petitions filed last Thursday with the FCC.

This should invalidate the FCC-approved $525,000 sale of Atlanta's WSB-TV Channel 8 facilities, claiming Georgia Tech, from Atlanta Journal and Constitution (Gold) to Broadcasting Inc. [Broadcasting * Telecasting, Aug. 13].

WGST alleges:

1. That Joseph L. Morris, 10% stockholder in Broadcasting Inc., "now has, or has had, an interest in Atlanta Newspapers Inc. or its predecessor companies and that such fact was concealed from the Commission...."

2. That investment bankers Robinson-Humphrey Inc. were the "moving parties" who promoted the sale. That firm member Robey Robinson holds 3,829 and his mother, Ellavore H. Robinson, 22,533 preferred shares in Atlanta Newspapers Inc. That firm member Henry Grady is a trustee for 6,012 preferred shares in Atlanta Newspapers Inc. That firm member Joseph L. Morris owns 6,000 common and 6,000 preferred shares of Broadcasting Inc. That firm member Irvin T. Ragsdale owns 1,000 common and 1,000 preferred shares in Broadcasting Inc.

In other portions of the petition for reconsideration, WGST justifies that it is "aggrieved" by claiming the new station will compete with it both for sponsors and audience; that its application for TV Channel 11 in Atlanta is effectively denied without a hearing by FCC's approval of the WSB-TV sale. (FCC proposes to change Atlanta Channel 8 to 11 in the proposed allocation plan.)

WGST reiterates a previous petition that the WSB-TV owners should be held to their original agreement that they would give Channel 8 when they began operation on Channel 2. CP for Channel 2 was granted to the Atlanta Constitution in 1948, came into the hands of Atlanta Newspapers Inc. when the Journal and Constitution were merged in 1960.

**Spaghetti Contest**

SIX-WOMAN team representing the Women's Advertising Club of St. Louis will meet a six-man team of St. Louis Browns today (Aug. 20) in a spaghetti-eating contest. Bill Veck, Browns' owner, will introduce ball players. Miss Le Chapman, continuity and traffic editor of WIL St. Louis, is a member of the women's team. Bud Blattner and Hovie Williams, sports announcers, will broadcast a play-by-play account.

**A BEDTIME STORY**

**But KPRC-TV Plays Safe**

KPRC-TV Houston last week rejected a mattress company's one-minute film commercial for fear someone would be offended because it showed a couple in bed.

The rejection was made in spite of a stamp of approval given the film by a Methodist minister who had been invited by the would-be sponsor to see the film, produced by the Bedding Co. of Houston, to inspect it with an ecclesiastical eye.

Bert Mitchell, KPRC-TV program director, asserted that there was "nothing suggestive" about the film, but he said "we just can't take the gamble that it might offend somebody... It's conceivable the FCC would cancel our license if enough people protested." The banned film first showed a husband and wife trying unsuccessfully to sleep on a bed of standard size and then reposing happily, if at a modest distance, in the "king-size" bed the Dennis company advertises.

**Station Unity**

(Continued from page 19)

schools and others,” Mr. Way added.

A paid executive secretary will be employed by ATB within the next two weeks, Mr. Way said. This secretary will maintain permanent headquarters in the Watts-Payne Adv. Inc., which has been named advisory agency for the new organization. Financings of the group will be borne proportionately by all six member stations.

"One of the regular duties of the executive secretary," explained Mr. Way, "will be to arrange the free time of all stations for the church and civic groups, and to let them know just how many thousands of dollars of worth of time, at commercial rates, the stations are giving them each year."

Mr. Way pointed out that the new organization will be especially valuable in boosting Red Cross, Community Chest and Chamber of Commerce campaigns.

One present at Tuesday’s meeting was C. B. Akers, vice president of KRMG; L. A. (Bud) Blust, commercial manager of KTUL; Jim Neal, manager of KARO; and Radio Station Unity director at KVVO; W. T. McClarin, promotion manager of KVVO; Don Watts, president of the Watts-Payne ad firm; Dale Bethke, promotion manager of KRMG; J. I. Meyerson, general manager of KOME, and Lawson Taylor, general manager of KFMI.

**COLOR ADAPTER**

Motorola Exhibits

PILOT model of an adapter whereby existing monochrome sets can receive CBS color transmissions in black-and-white was shown for the first time last Wednesday in Chicago by Motorola Inc. at the annual convention of Motorola distributors and salesmen. Meeting at the Stevens Hotel, group was told a product based on the adapter will be started as soon as there is sufficient public demand.

The unit is expected to sell for $20, and is do-by-by-6-by-6 inches. It attaches directly onto the back of the picture tube, and is tuned to black and white or color with a single, simple dial. Motorola also showed its "Stradotuner," which brings in UHF frequencies to a VHF set. The unit, a single dial mechanism, is incorporated into the TV receiver, at the factory for an added cost of $40 and sells for $49.95 if purchased separately. Production will be started in October. The company de-emphasized its "Stradotuner," which it introduced a year ago, in favor of 16 new black and white models, all with 14, 17 and 20-inch black rectangular tubes, for the fall line.

WORLD-wide distribution of the complete line of Reves Soundcraft professional magnetic recording films will be handled by Westrex Corp. (subsidiary, Western Electric Co.), Soundcraft has announced.
NEW 'VOICE' FOR PEACE

Sarnoff Urges Separate Agency

THE Voice of America should be operated by a new agency, an independent agency, separate from the State Dept. or any other government department, Brig. Gen. David Sarnoff, chairman of the board of RCA, declared Wednesday.

Gen. Sarnoff, who had returned from two months in Europe on Monday, said that he was not criticizing the performance of the present personnel of the Voice of America, who are doing the best they can with the limitations they have. He noted considerable progress this year in Voice broadcasts over what he had heard when he was last in Europe two years ago, he said.

But, he declared, "the war in the east is a war which the United States and the democratic countries are not winning." Russia, he said, is today doing the best propaganda job by all odds.

Use of Local Radio

He urged the use of local radio facilities in Europe and the countries of Western Europe, "as an addition to and not a substitution for a World Wide program." He would favor buying such time from the European radio operators as necessary. But he said he felt that the governments should make it easier to use local radio as a partial return for the economic and military aid they are receiving.

Declaring that our propaganda job should "either be done on a scale large enough to reach our objective or it isn't worth doing at all," Gen. Sarnoff said that if we are to spend $100 billion for arming ourselves and our allies in the next two years it would not be unreasonable to spend 1% of that sum for what he termed "psychological peace-keeping on which he said is just as important in peacetime as psychological warfare is in war time.

He called for a full evaluation of the Voice of America program, deciding what we want to say, then getting the facilities to say it—shortwave, mediumwave, longwave stations here and abroad, coordinated into a unified operation. He expressed confidence that once the need for such a program is understood there will be little difficulty in obtaining the funds from Congress.

Proposed Agency Defined

The proposed new agency to operate Voice of America would "have to be a government agency," he explained, possibly an American counterpart to England's Ministry of Information. The State Dept., which formulates our nation's foreign policy, would necessarily be represented on the new agency's board, he said, as would our military authorities. But he expressed the belief that non-governmental spokesmen, representing commerce, education, religion, the arts, and other facets of our society should also be represented in the Voice's top management.

Plan to Increase Audience

Plan to increase the audience for Voice of America broadcasts through the distribution of low-cost personal radios in foreign lands, proposed by Gen. Sarnoff some time ago, is "being worked on," he said. He reported that some progress has been made. Large-screen TV installations in public places might also be valuable disseminators of American messages abroad, he said.

Gen. Sarnoff described as pure "wishful thinking" any idea that the American system of commercially supported broadcasting may be adopted in Europe on any widespread scale.

Television is "practically non-existent" in Europe outside of England, where a million set-owners receive three to four hours of video programs a day from the BBC, Gen. Sarnoff reported. French telecasts, on a dual system of 405 and 819 line images, occupy much less time, Mr. Sarnoff said. They are seen by far fewer viewers with estimates on the number of receivers in France ranging from 12,000 to 40,000. Holland has a small-scale, local informational service, and that is all that the European television there is, he said.

He reported little likelihood for agreement on TV standards throughout Europe in the near future, noting that the English are urging adoption of their 405-line pictures, the French advocating 819 lines and the Belgians and Dutch favoring a 625-line image. With all European television under governmental control, decisions are influenced by political as well as engineering considerations, he said.

Despite this situation, Gen. Sarnoff was optimistic over the outlook for international television, arguing that it may well become a reality before 1960.

No Foreign Color TV

There is no color on the air anywhere in the United States, he reported, and no signs of its regular appearance elsewhere in the immediate future. However, he said, conversations with top executives convinced him that when color comes it will be via the all-electronic compatible system which RCA is advocating at home.

JAPANESE TREATY

Full Coverage By Networks

STAR teams of radio-TV correspondents will be dispatched by the major networks to cover the four-day Japanese Peace Treaty meetings in San Francisco Sept. 4-8. The conference will receive thorough coverage through regular as well as special broadcasts, although final time clearances and air schedules will not be fully worked out until the conference agenda is announced.

CBS Radio has created a special news and public affairs staff, headed by Charles Collingwood, its White House correspondent. From New York, Stuart Novins, CBS Radio Associated Director of Public Affairs, and Dallas Townsend, radio news editor, will join Mr. Collingwood and Don Mosley, KCBS San Francisco in the conference city.

CBS Radio's regular People's Platform will emanate from the coast in the Sundays preceding following the meetings, Sept. 2 and Sept. 9, 12 noon to 12:30 p.m. Mr. Collingwood will act as chairman for the discussion among representatives of the signing countries. Captiol Classroom will be heard from San Francisco Tuesday, Sept. 4, from 10-10:30 p.m. EDT as will the week's You and the World, Monday-Friday, 9:15-9:30 p.m. EDT, which for that week will be titled You and the Japanese Peace Pact.

NBC, ABC Teams

NBC's team of four reporters will set up headquarters in San Francisco's War Memorial Building to give national audiences radio coverage from Monday, Sept. 3 through Friday, Sept. 7. The group will be headed by Merrill Mueller, former chief of NBC's London Bureau. With Mr. Mueller will be Alex Dreier, who currently broadcasts from Chicago, and Ed star teams of radio-TV corres-

JUDGE JUSTIN MILLER, NARTS board chairman, visited Latin America to study and appraise the U.S. Information & Education Exchange program in several countries south of the border. Judge Miller also is a member of the U.S. National Commission for UNESCO. Here he is shown in Panama's new resort hotel, El Panama. L to r: Judge Miller; Murray D. Wise, charge d'affaires of the U.S. Embassy in Panama; Forney A. Rankin, public affairs officer for the U.S. Embassy in Mexico, who accompanied Judge Miller on the Latin American trip, and Fernando Elete, head of Panama's largest radio chain.

mer Peterson. Bob Letts, NBC's news bureau chief in San Francisco, will report the local side of the meetings.

The team will make a special 15-minute videotape report each afternoon at 1 p.m. EDT, Tuesday, Sept. 4 through Friday, Sept. 7, the day the treaty is to be signed, and a half-hour daily television report that will heard on Thursday, Sunday, and Monday at 1 p.m. Sunday, Sept. 2, 7 and 11:15 a.m. Sunday, Monday-Friday, 7:06 a.m., EDT and through Friday, Sept. 7, 8-11:15 a.m. EDT.

ABC's Washington reporter Boris Rash will accompany President Truman when he goes to the conference and will remain there with ABC's new network news bureau staffs, directed by Victor Reed.

Top-level meetings as well as the treaty signing will be given coast-to-coast by ABC on all regular as well as special newscasts. ABC's highlight is Headline Edition, Monday-Friday 7:05 p.m., EDT with Editor-Narrator Taylor Grant and John Daly's News of Tomorrow, Monday-Thursday, 10:30 p.m.

Mutual's Coverage

Mutual will cover the full conference week with Bill Henry leading the Mutual crew. Mel Venter of KFRC San Francisco and Mutual's local news bureau will assist, with tie-in broadcasts from the Korean war front and Tokyo a possibility.

Because the coast-to-coast TV relay will not have been completed, the networks have not pushed their plans for TV coverage, but in all likelihood they at least will follow ABC's plan to cover at least the treaty signing for West Coast audiences. However, viewers will probably see scenes of the event later in the week.

BROADCASTING  Telecasting

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Contract Signing Looms

WBKB-RTDG

A contract signing is expected to take place shortly between Radio-Television Directors Guild (AFL) and WBKB, CBS video outlet in Chicago, to organize a new group of television directors in the city. Terms are still being negotiated. WGN-TV (ABC) and WNBQ (NBC), although most of the clauses have been agreed upon except those pertaining to wages.

Under terms of the WBKB agreement, which is expected to be okayed shortly by station management and the 15 employees affected by the contract, directors and floor managers on staff will receive a minimum starting salary of $95 weekly. Directors also will receive a commercial fee on every sponsored show, with sustaining included in the staff wage.

The contract, when signed, will extend until May 31, a total of 11 months, and will expire at the same time New York contracts come up for renewal. A contingency clause was included in the WBKB negotiations which provides for a buyout of the station to "inhere" its RTDG contract. CBS is planning to buy the outlet when FCC approves purchase of ABC by United Paramount. WGN-TV Chicago, now owned by ABC, will be the Paramount station. WBKB is now owned by Balaban & Katz theatre chain, a subsidiary of Paramount.

WGN-AFRA Dispute

THREE-MAN arbitration panel will attempt shortly to settle the continuing dispute between AFRA and WGN Chicago. Union reportedly wants revision in the "company policy" providing for salaries to be left in accordance with the circumstances of each case. AFRA also wants sound effects personnel at WGN-TV to be AFRA card holders. WGN's arbitrator is former Cook County Court Judge Julius H. Miner, with John F. Sullivan for AFRA. The two will select a third man from a roster submitted by the American Arbitration Assn.

Captive' Item

A "captive motorist" is not far removed from a "captive audience" when he finds himself hemmed in by a double-parking driver, according to a municipal court judge in New York. Judge Maurice Wahl drew this comparison in ruling that one motorist was entitled to sue when he found his car trapped by another. He allowed for the U. S. District Court of Appeals decision which challenged the constitutionality of transit radio in public conveyances.

PUBLIC hearing is set for Aug. 25 (this Saturday) on the nomination of FCC Comm. Frieda B. Hennock to sit as a federal judge in New York's southern district. [Broadcasting • Telecasting, June 18 et seq.]

The Senate Judiciary subcommittee announced last Thursday the hearing will be held at 10 a.m. in room 424 in the Senate Office Bldg. Sen. Pat McCarran (D.- Nev.), Senate Judiciary Committee chairman, also is chairman of the subcommittee. Other members are Sens. Alexander Wiley (R- Wis.) and Willis Smith (D- N. C.).

At least three bar groups have announced their opposition to Comm. Hennock's nomination, made by the President last June. However, in the past few weeks, it has been learned that the "Madame Hennock" opposition will be bolstered by support from several women's units.

Endorsements Sent

Unqualified endorsements have been sent to the Senate Judiciary Committee from such groups as the Business & Professional Women's Clubs and from the New York Women's Bar Assn. The latter is the first legal unit to endorse Miss Hennock's nomination, as far as can be ascertained.

Another group injecting itself is the General Federation of Women's Clubs, specifically on the grounds that confirmation was being held up because the nominee is a woman. (There now is no longer a woman sitting on New York's southern district bench.) In a July 18 letter to the presidents of 16 state women's clubs, Mrs. Leslie Wright, legislative chairman of the federation, urged them to write to committee members in behalf of holding a hearing on the nomination without delay. Mrs. Wright gave a personal guarantee that Miss Hennock was qualified for the post.

The nomination had been held up since last June at request of the New York City Bar Assn., the American Bar Assn. and the New York County Lawyers Assn., all of whom are in opposition.

PRESS AWARDS

WHCU-RRN 'Weekly' Contest

WINNERS of the "Press Leadership Awards" for 1950-51, sponsored by WHCU Ithaca and the Rural Radio Network, were to be chosen over the weekend by a panel of five judges, representatives of radio, journalism, agriculture, and education.

Sol Taishoff, editor-publisher of Broadcasting • Telecasting heads the board of judges in the fourth annual competition. Others include Morgan Beatty, NBC newscaster; James A. McConnell, general manager of GLF; Robert E. Gushman, professor of government at Cornell U.; and Michael R. Hannas, general manager of WHCU and RRN.

Contest is open to the 109 weekly newspapers in New York and Northern Pennsylvania assisting in producing WHCU's Sunday program, Radio Edition of the Weekly Press. Entries are competing for $500, $250, and $100 awards in two divisions: editorial leadership and community action.

Overseas News Service

AN OVERSEAS news service, intended to provide independent stations with network caliber news, is being offered by the Universal Broadcasting System with its series, Report From Europe. The weekly feature, recorded overseas and distributed by air from New York, is a feature news roundup from UBS correspondents in major European capitals. Report From Europe will start Sept. 1 and will be available either on tape or records.

Series of 39 one-minute films presenting stories about famous diamonds announced by Charles Michelon Inc., New York, for local TV sponsorship by jewelry stores.
D.C. ‘QUAKE’

Stations Out in Mock Disaster

A “QUAKE” rocked the District of Columbia Aug. 10, knocking out all but one Washington station—but surviving listeners never got wind of the “disaster” in the air. They had to consult their newspapers.

The “disaster” was an earthquake simulated by the Military District for Washington as a contingency exercise to test one of its emergency plans on a local basis. Normally an Army command, the organizes itself as an overall defense command in time of emergency.

No Participation

For radio-TV stations, the exercise was purely hypothetical, including the release from the Military District describing the details in advance. Broadcasters neither participated nor reported on the disaster—possibly out of deference to the memory of the Orson Welles scare, because of certain restraints urged by the military, or lack of news interest.

Before the exercise got underway, the military had apprised stations of the test and Revised that they refrain from extracting more details from the release during the exercise. Broadcasters also were asked to repeat, “This is an exercise,” if they decided to air news reports. According to the military, none of the major stations carried the “disaster.” Newspapers carried accounts.

Communications Silenced

The “alert” was first sounded at 12 noon Friday, Aug. 10, and three hours later the “quake” had knocked out communications including broadcast stations. A Telephone operation the following day and was asked to furnish volunteers immediately for rescue work.

Military authorities declined to identify the television outlet which survived the disaster. They added, however, that it was “the one furthest removed from the seat of command operations.” Telecasters could not throw any light on the subject either.

Beard to Blair

APPOINTMENT of Steve Beard as account executive with the Dallas office of John Blair & Co., station representative firm, was announced last week. The appointment became effective Aug. 1. Prior to joining Blair, Mr. Beard had been an account executive and merchandising manager for Tracy-Locke, Dallas advertising agency. Besides having been a radio copy man for Advertising Assoc., in Dallas, he also served as announcer and salesman for KPLT Paris, Tex. and as salesman for KRLD Dallas.

ABC SCORED

NATIONAL Assn. of Radio & Television Station Representatives last week shifted its sights from NBC to ABC in a new volley in the association’s continuing war against the network sale of announcements, which it claims on what should be station business.

“The accepted area of network operation upon which the entire industry economy is based is in the field of network programs,” Murray Grabhorn, managing director of NARTS, stated. “Revenue from the network is given to the stations. It is as simple as that.”

Mr. Grabhorn, until recently an ABC vice president, charges this network with offering announcements within programs that are offered to network clients under the ABC Pyramid plan. Stations not included in the sponsor’s network are given the chance to sell the program spots locally on the standard ABC cooperative program basis, charging 3% to 9% more than the network rate for each announcement, which the stations retain, plus a program charge, which the network receives, as it does on all co-op shows.

DuMont Plan

(Continued from page 25)

to assign that many VHF channels to 63 cities, covering 73,645-828.

In 26 cases DuMont admits that its plan falls short of the minimum 180-mile city-to-city separation proposed by the FCC. DuMont emphasizes, however, that in all such cases the transmitter to transmitter separation fully meets the 170-mile criterion. Except for the following, the city-to-city spacing of the exceptions is between 170 and 180 miles:

Binghamton, N. Y., Wilmington, Del., 165 miles on Channel 12.

Richmond, Ohio-Detroit, Mich., 164 miles.

Fresno, Calif.-San Francisco, Calif., 161 miles on Channels 2, 4, 5 and 7.

Delays Plans

ORIGINAL PLANS to use new 400,000 square-foot Westinghouse Television—Radio Div. plant at Metuchen, N. J., to triple TV production have been postponed because of the international situation, F. M. Sloan, division manager, said last week in announcing the beginning of a quiet hiring campaign. It will now be used for limited defense electronic production, he said.

WFIL, Philadelphia has received certain contracts from National Guard Bureau, Washington D. C., for “generous support of the National Guard’s 1960-61 recruiting campaign.” The award was made in recognition of numerous announcements and specific transmitted radio spots that were used in presentations enlisting on the Guard during the last year.

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McCarthy Issue

Networks To Air ‘Answer’

CBS, MBS and NBC last week promised—and ABC tentatively indicated—they would offer time to Sen. Joseph McCarthy (R-Wis.) to answer what he called an “extremely vicious smear attack” on him by President Truman in a “non-partisan” address last Tuesday evening.

NBC wired the Wisconsin Republic- kan that it would make available 15 minutes of its regular Pro and Con series, 10:45 to 11:00 p.m., Saturday, to the CBS Radio set aside the 6:15-30 p.m. segment that same evening for the reply. ABC agreed to allot broadcast time, but late Thursday had not set the day or time.

The Senator was given time on MBS’ Reporters Roundup this Thursday or the next.

Sen. McCarthy had wired each of the networks carrying the Chief Executive’s American Legion talk, requesting “equal time” to answer references to “hate and scare mongers.” The radio president had mentioned no names but the Senator readily accepted the challenge in the interest of “common decency and fair play.” Mr. Truman’s program broadcast from 6:15 to 6:30 p.m.

NBC Statement

In its telegram NBC said it did not regard the speech as “a personal attack,” but noted its practice of making facilities available to members of Congress. ABC promised to see to it that NBC was given “equal time” to reply.

“All the networks claim they allow a man to reply if he is attacked,” Sen. McCarthy explained. “I have not looked into the legal aspects of this because I think they are fair.”

This was the second occasion in recent weeks that a major non-partisan speech by Mr. Truman has stirred political controversy. Republican leaders previously had cited a July 28 speech in Detroit, asking the Chief Executive of attacking Communist organizations as evidence that “the original Roundup” of the upper chamber.

Political addresses, as distinguished from “state of the nation” messages, should be purchased at radio-TV time rates or compel equal time segments for opposition replies, the Republicans pointed out.

Emerson Names Abrams

STANLEY M. ABRAMS was appointed acting director of sales last week by the Emerson Radio & Phonograph Corp. With Emerson since 1946, Mr. Abrams has served on the sales staff, working as regional sales manager and, since 1950, has been television sales manager. He succeeds Charles Lobinsky, who has been appointed president and sales director to assume the presidency of the new distributing subsidiary, Emerson-Fishw. Corp. of Chicago.

Voice’ Funds

Showdown Vote Pends

A BITTER showdown vote by the full Senate Appropriations Committee—and later by the upper chamber itself—on further drastic cuts in Voice of America funds was firming up on Capitol Hill last week.

There was every indication that Senate debate would reach the same feverish pitch as that which characterized House discussion on the controversial State Dept. information program.

Latest evidence of this disparity in congressional thinking was manifested last Thursday, when the Senate Appropriations subcommittee, headed by Sen. Pat McCarran (NV-Nev.,) voted to pare broadcast and other information money from the original $115 million to $54 million.

Subcommittee vote was 7-6 in favor of the $61 million reduction, with ten votes cast. The 1951 party lines and perhaps one or two Southern Democratic members uniting with Republicans to turn the tide against the administration request. Sen. McCarran reportedly was opposed to such drastic action, and had, in fact, urged a stronger drive by the Voice, including active efforts to promote subversion among Communist-controlled countries [Broadcasting * Telecasting, Aug. 13].

The subcommittee markup for the Voice was expected to be heard before the full committee early this week, possibly today (Monday). It was generally felt that the committee would back up the House’s recommendations. If that happens, administration forces will have no recourse but to carry the fight to the Senate floor. Committee is headed by Sen. Kenneth McKellar (D-Tenn.), another Dixicrat.

Action taken by the subcommittee was even more crippling than the last time the House, which went along with the Appropriations Committee and approved $85 million. In this instance, administration backing failed to materialize, but Democratic stalwarts promised to renew their efforts in the upper chamber.

Included in the original request was $25 million for radio broadcasting (language additions, etc.). State Dept. authorities have declined to estimate what amount the Voice would be allotted pending action by the Senate and a joint Senate-House conference committee, which probably will be set up to resolve differences.

MBS Adds Two

MBS announces two new affiliates: WIS-TV, La Crosse, Wis., 1240 kc., (owned and operated by Mr. Airy Broadcasting Inc.) on Sept. 1 and WMUR Manchester, N. H., 5 kw, 610 kc., (owned and operated by the Voice of America, Inc. and Fidelity Broadcasting) immediately. WMUR is also an ABC affiliate.

Talking Clock

AUDIO advertising has assumed another possible facet with the issuance of a patent for a talking clock to T. J. Valentiino Inc., New York, recording engineering consultants. Patent is for a system in which wall clocks, equipped with records, tape, or wire, will be "broadcast announcements" in retail stores. The talking clock will deliver 48 20-second spots per day, and cost 50 cents per hour of the business day.

CLARK NAMED

To Defense Department

CAPT. CHESTER H. CLARK (USAF), former account executive at WWSW Pittsburgh and one-time manager of WLOG Logan, W. Va., has joined the Radio-TV Branch of the Office of Public Information, Dept. of Defense, as producer-writer. His duties were outlined last Thursday by Charles Denson, Radio-TV Branch chief.

Capt. Clark served as manager of WLOG during World War II, announcing, producer and writer at WCAE Pittsburgh from 1938 to 1947. More recently he was public information officer of the 363 Tactical Reconnaissance Wing at Shaw Air Force Base, Sumter, S. C. returning to active duty there from WWSW earlier this year.

Radio’s Vitality

Katz Releases Findings

A COMPILATION of published statements and findings emphasizing the vitality of radio has been prepared by Katz Agency, New York, station representative firm, for its salesmen. It also is being given wider distribution to point up radio’s sales power, impact, low cost, and to show that the “blue ad chips (are) still on radio.” Titled Radio Roundup, the four-page digest says its premise is CBS President Frank Stanton’s recent statement that “radio—and in the foreseeable future will continue to be—America’s No. 1 mass medium.”

Mrs. Norman B. Black

MRS. NORMAN B. BLACK, 81, director of WDAY Fargo, N. D., and president of Forum Publishing Co., publishing the Fargo Forum, died Thursday after an illness that had confined her to her home for several weeks. Mrs. Black became president of the publishing company when her husband died in 1931. She was a director of Dakota Photo Engraving Co. Norman D. Black Jr., grandson, is publisher of the Forum.
COLOR ADAPTERS

Switch Putting first signal from new Empire State Bldg. antenna was thrown by G. Bennett Larson (center), vice president and general manager of WPIX TV (New York) together with Johnny Povars (left), sports master, and Tom Howard, WPIX chief engineer. Ceremony was staged Aug. 10 from 81st floor of building.

TV APPLICATIONS

Four Commercial Requests Filed

FOUR TV applications for new stations and a request for an experimental station were filed with FCC last Friday. The four commercial applicants were:

- KFDM-2 of Midwest Television ERP for Minneapolis. Company plans to spend $413,750 in construction, $150,000 first year of operation, estimates $500,000 revenue first year. Cowles owns KFDM & Tribune which under the name of Northwest Broadcasting Co. got a CP for television in 1948. It had to give the CP up in 1949 due to interlocking ownership with WTCN-TV. Cowles owns KNRT Des Moines, WNAV Tankton, S. D.; WCOP Co., seeking Channel 9 with 200 kw.

- KDFX-TV of Oklahoma City. Requests $350,000 on construction, $258,000 on construction. Plan to spend $328,000 on construction. Now operates experimental station KG2XAZ in Al-lentown, also AM stations WORK York, WRDO Harrisburg, WRAG Reading, WGA-LAM-TV Lancaster, all in Pennsylvania; WDEL-AM-TV Wilmington, Del. Stein-mans publish Lancaster New Era and Intelligence-Journal.

- KHMO-Hannibal, Mo., asking for Channel 7 with 47.5 kw. Expects to spend $284,000 on construction, $96,000 first year of operation. KHMO is owned by Hannibal Courier Post, owners of which also have newspaper interests in Iowa, Wisconsin, Illinois. KFDM Beaumont, Tex., seeking Channel 2 with 100 kw. Expects to spend $290,250 on construction, $200,000 first year of operation, estimates $360,000 revenue first year. Principal KFDM stockholders also have an interest in KDFX Wichita Falls, Texas.

- WTTG "Washington claims one of the longest continuous TV shows ever seen in its area." The DuMont station clocked 3½ hours for its remote program from the showroom of John G. Webster Co., D. C. home appliance store.

- The telecast was the feature attraction of a four-day open house celebration of the firm's 50th anniversary. Stations said more than 3,500 people jammed the store to see the show made out of WTTG's entire afternoon programming. Art Kapp, WTTG.-STOP

- Interest in the show also was responsible for 2,000 people visiting the showroom the day after, according to the station. WTTG said the firm plans to feature the telecast every year as part of its anniversary promotion. Kal Ehrlich & Merrick, Washington, is the agency on the account.

Philo Sales Up

Sales of Philco Corp. increased 16% to a total of $171,025,000 in the first six months of 1951, as compared with $147,012,000 in the same period a year ago, it was announced by William Balderston, president. While earnings before taxes increased, net income after taxes and income taxes and excess profits in the first six months of 1951 was $6,342,000 which, after preferred dividends, amounted to $1.74 per share on the 3,558,732 shares of common stock now outstanding.
ATTENDING a Stock Club reception in connection with the premiere of CBS-TV's "Star of the Family," sponsored by Ronson Art Metal Works Inc., are (l to r) Hubbell Robinson Jr., CBS Television Div. vice president and director of TV network programs; Arthur Fott, executive vice president, Grey Agency Inc., which handles the Ronson account; Alfred R. Nathan, Ronson vice president in charge of advertising; Alexander Harris, Ronson president; J. L. Van Valkenburg, president of CBS TV Div.; Julian Field, Gray vice president, and David Sutton, vice president in charge of sales, CBS TV Div.

MORNING VIEWING POPULAR

Survey Finds Added Hours Get the Viewers

Paramount Hearing

(Continued from page 84)

speaking past anti-trust proceedings and alleged "violations" of such laws. The Commission said it also wishes to "obtain full information" as to (1) past actions, if any, imposed by the applicants on broadcast stations; (2) "relationship, if any, presently existing between Paramount Pictures Corp. and United Paramount Theatres Inc. and what arrangements have or will be made respecting production, distribution and exhibition of "restrictions" on use of films, stories and talent through in theatres or on TV; (3) plans or policies for exclusive theatre TV programs; (4) "ownership, management and control" of DuMont; (5) whether illegal transfer of certain stations has occurred.

Among the transfer, license and renewal applications set for hearing are the following:

- Application for transfer of control of Paramount Television Productions Inc., licensee of KTLA (TV) Hollywood, from Paramount Pictures Inc., to United Paramount Theatres Inc., (new separate exhibition firm, which under proposed merger with ABC would re-sell WKBK to CBS for $4 million).
- Application by Paramount Television Productions Inc. to cover construction permits for WTVY (TV) Pittsburgh and WTVG (TV) Washington, and for license renewal for WABD (TV) New York.
- Application by DuMont for licenses to cover construction permits for WKBK (FM) and WBKB (FM), for modification of permit for WKBK, and for WBKB license renewal.

ABBEY & Katz Corp., operator of WKBK (TV) Chicago, from Paramount Pictures Inc. to United Paramount Theatres Inc., (new separate exhibition firm, which under proposed merger with ABC would re-sell WKBK to CBS for $4 million).

RESULTS of an appeal to help flood victims made by Ted Mack on the Original Amateur Hour over ABC is presented by Fred Conger (r), business manager of WREX Topeka, Kan., local ABC outlet, to Jim Blazik, executive secretary of the Shawnee County Chapter of the Red Cross. The appeal was over both radio and TV, and brought in over $12,000 to help the flood stricken people.

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WPX APPOINTMENTS

Finley, Hayward to Sales

ADDITION of George Finley and Howard Hayward to the sales staff of WPXI (TV) was announced Friday by John F. Noone, sales director. Mr. Finley was space buyer and account executive with Young & Rubicam for 13 years and, more recently, has been director of plans and research for the American Weekly for 2½ years.

Mr. Hayward has served four years with Bill Brothers Inc., publisher of trade magazines, and six years with the Borden Co.'s sales division.

The addition of Messrs. Finley and Hayward at WPXI follows closely that of Kari Ximene, formerly of Compton Adv. and the Hearst organization.

'Mrs. America' Stations

MORE than 14 radio stations are now staging and publicizing local eliminations for the 1952 "Mrs. America" competition to be held in Ankara, N. J., Sept. 9, it was announced last week. Managers have found that radio participation in the beauty and homemaking contest operated through National Anti-Cancer Organization and resulted in greater listener interest and a stronger mail pull, contest officials said. Contestants in some 22 cities, states, and regions have already entered the competition for the $7,500 grand prize that accompanies the title.

Dr. Condon Named

DR. EDWARD U. CONDON, director of the National Bureau of Standards and contributor to the "Condon Report" on color television by special committee named by the Senate and Foreign Commerce Committee during FCC's proceeding, has been named director of the government's new television laboratory at the Corning Glass Works. He re- signs from NBS effective Sept. 30.
They know what it is in BALTIMORE!

"What's that, Mama?"

Reproduced by permission
Copyright 1951—The New Yorker Magazine, Inc.

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

Yes—they know what radio's for in Baltimore—especially when it's Baltimore's family station—WFBR.

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

Family after family stormed the park!

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

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

Ask any WFBR representative or John Blair man to tell you about it.
Once again WOR, that power-ful station in New York, you can have THOUSANDS of new customers for less than \( \frac{1}{2} \)c each!
here's how it's done...

THE DAY was June 7, 1951—slightly overcast, but not for the Hudson Pulp and Paper Co., nor the Duane Jones Co., its agency.

The station was WOR.

The time was between 7:15 and 8:00 A.M.

The program was (and is) "John Gambling's Musical Clock."

The situation, says the Hudson Pulp and Paper Co., was—"... through steady WOR promotion, Hudson Pulp and Paper Co.'s 80-count paper napkin has completely captured the New York market... but:

"... What we want to do is increase the use of this leader, and also obtain distribution and wider use of our three higher-priced and longer-profit napkins called Rainbow, Guest and Damask."

Sounds simple, doesn't it?

But it was a challenge for WOR and John Gambling, both of which Hudson Pulp and Paper has used as the spearhead of its advertising for more than 6 years.

You see, Hudson was a little rugged. It said, "Let's make the offer on one day's program."

"Gosh," said WOR, "what do they want? Miracles?"

Well, it was only one program conducted by WOR's John Gambling.

The announcement stated—and notice that it is not too simple—"Write in and get 4 coupons. Each of these is good for one of the four kinds of Hudson napkins which your local grocer will give you when you give him the coupons. Write in and get your coupons."

However—and this is important—every grocer did not have the napkins. So, people prowled and asked and demanded and grocers got the napkins from the Hudson Pulp and Paper Co.

They had to. You don't turn trade away, do you?

How many customers did WOR's one John Gambling program get to prod and pummel all the good grocers of greater New York for the Hudson Pulp and Paper Co.?

Hold tight...

186,955!

Really—at less than 1/2 cent cost for each on the advertiser's part...

for a one-day mention on WOR

No other station in America could have produced this phenomenal impact on America's greatest mass market at a cost so incredibly low.

Would you like to do the same? At such a low cost?

our address is WOR

—that powerfull station at 1440 Broadway, in New York
MATERIAL LAG

CHALLENGE posed by shortages of raw materials is being successfully met by American industry, including electronics and communications manufacturers, government authorities acknowledged last week.

Industry is using its inventiveness and ingenuity to find ways of overcoming scarcities in all materials to keep the nation’s economy humming along at high levels.

With the advent of a full-blown controlled materials economy just over the horizon, radio-TV set makers and other electronics producers can take a bow for pressing into operation a number of conservation measures.

Virtually all firms have initiated such campaigns. RCA, Westinghouse, General Electric, Philco, and a host of other companies have adopted conservation techniques from cabinet design to substitutes in electronics parts, like speakers, tubes and capacitors.

The National Production Authority cited various examples of conservation. The communications industry, for instance, is saving vast quantities of copper, steel and nickel by introducing new theories and practices. A major telephone system was cited. Electrical manufacurers also were lauded.

This official acknowledgment came as the government announced plans for complete allocation of nickel, cobalt, tungsten and other alloying materials hereafter cut back from 15% to 35%. NPA noted that these materials used in electronic equipment parts are "vitally important in defense production and also to the "essential" civilian economy.

Cobalt and nickel are integral parts of permanent magnet loudspeakers, though industry learned to improvise substitute materials with the advent of initial cutbacks last fall. Nickel also has been used in the gun assembly of cathode ray tubes in TV sets. Tungsten is utilized in radio-TV tubes.

Selenium Use Study

Allocation of selenium, used in rectifiers, also was under study. NPA noted its widespread use in the "postwar expansion of the electronics and television industries," and said this had served to outstrip available supply.

In other actions last week the government:

(1) Tightened up rules governing orders for "maintenance, repairs and operation" supplies (like commercial broadcast transmitters). Manufacturers may not order or receive more than 40% of their quarterly quotas (based on 120% of the dollar value of 1950 MRO purchases) during the first month of any quarter.

(2) Met with members of the Electronic & Component Parts Industry Advisory Committee to review the materials situation and discuss the prospect for future allocations under the Controlled Materials Plan.

(3) Reported that, as of July 16, it had approved tax amortization certificates totaling $80,107—or 74.3% of the aggregate $107,848 requested by electronics and communications producers for expansion of facilities.

(4) Was urged by Defense Mobilizer Charles E. Wilson to declare a "general moratorium" on new amortization grants, beginning Aug. 18, for "at least 60 days" because of shortages of steel.

Gov. Lauds Industry Inventiveness

E. E. Hensinger

EMERY E. HENSINGER, 64, veteran accountant in FCC Broadcast Bureau, died Aug. 10 at his home in Tiffin, Ohio. He joined FCC in 1935. Prior to formation of the new Broadcast Bureau, Mr. Hensinger had been chief of Applications Branch of Broadcast Division, FCC Accounting Dept.
In Northern California

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

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

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

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

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

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

PLUS-Market Case History
Napa-Santa Rosa

• Population — 149,147, an increase of 52.9% from 1940-1950
• Effective Buying Income* — $186,553,000, an increase of 108.9%
• Retail Sales* — $170,519,000, up 191.6%
• KNBC Audience — Week after week, more than four-fifths of the radio families listen regularly to KNBC

*Sales Management’s 1951 Survey of Buying Power

KNBC
Northern California’s NO. 1 Advertising Medium
50,000 Watts — 680 K.C. San Francisco Represented by NBC Spot Sales

BROADCASTING • Telecasting

August 20, 1951 • Page 39
What Does a Wrist Have To Do With Selling Time?

Years ago when our company was young we decided that each of our F&P Colonels, on his or her fifth anniversary with this organization, should receive a very handsome wrist watch, inscribed to commemorate this mutually important milestone.

Over the years, as twenty-nine of us have stepped up and received our watches, this sentimental gesture has become one of the most pleasant and significant rituals of our lives. It betokens a real fraternity of effort, and many other things that can hardly be said with words.

Yet over the years our Five-Year Watches have also had much to do with the sale of radio time. They have played a tangible part in welding us together as a team, in reminding us of the lasting values of our daily tasks, in sustaining our constant recognition of our long-term obligations to each other, to the stations we represent, and to you agencies and advertisers.

So that's what one of our many F&P traditions means to you—better, more conscientious service aimed at tomorrow as much as at today.
Watch

Photo Courtesy Tiffany & Co.

EXCLUSIVE NATIONAL REPRESENTATIVES

EAST, SOUTHEAST
Boston-Springfield WBZ-WBZA
Buffalo WGR
New York WMCA
Philadelphia KYW
Pittsburgh KDKA
Syracuse WFBL
Charleston, S. C. WCSC
Columbia, S. C. WIS
Norfolk WGH
Raleigh WPTF
Roanoke WDBJ

MIDWEST, SOUTHWEST
Des Moines WHO
Davenport WOC
Duluth-Superior WDSM
Fargo WDAY
Fort Wayne WOWO
Kansas City KMBC-KFRM
Louisville WAVE
Minneapolis-St. Paul WTCN
Omaha KFAB
Peoria WMBD
St. Louis KSD
Beaumont KFDM
Corpus Christi KRIS
Ft. Worth-Dallas WBAP
Houston KXYZ
San Antonio KTSA

MOUNTAIN AND WEST
Boise KDSH
Denver KVOD
Honolulu-Hilo KGMB-KHBC
Portland, Ore. KEX
Seattle KIRO

HOLLYWOOD SAN FRANCISCO

BROADCASTING • Telecasting

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DISPERSAL PLAN
Affects Material Allocation
Failing to obtain authority from Congress in the extended Defense Production Act, President Truman has approved a policy for dispersal of industry which sets up new criteria for allocation of materials and other government actions.

The Office of Defense Mobilization will establish general standards to be followed by the Defense Production Administration, National Production Authority and other agencies in allocating raw materials, granting tax amortizations and in approving emergency loans. Defense Mobilizer Charles E. Wilson will administer the policy.

Possible application was seen on requests from electronics and other manufacturers who might seek to concentrate new plant facilities in congested areas to handle government orders. Established industry will not be dispersed, however, it was stressed.

It was understood that the new criteria would not apply to broadcasters desirous of beginning construction on new radio-TV facilities within metropolitan areas when the building freeze is thawed Oct. 1 (see separate story). Other commercial enterprises (as distinguished from production plants) would not be affected.

NSRB Booklet
Presidential approval of the policy was based on recommendations furnished by ODM, the National Security Resources Board and the Munitions Board. NSRB also has issued a booklet, Is Your Plant a Target?, dealing with "the protection of industrial production" in the event of full-scale war. Gist of the booklet is a four-point program for industrial dispersion with these guide posts:

1. To disperse new and/or expanding industry—not to move established industry.
2. No region of the country is to be built up at the expense of another.
3. Industrial dispersion can be carried out if such deployment is confined to each local marketing area.
4. State and local governments are urged to take a leading hand. The federal government will lend technical guidance.

In his statement of policy, the Chief Executive said that "the danger of atomic attack grows and demands... new and more positive policies." He continued:

Since 1945, we have experienced a period of unprecedented industrial expansion, but, except for a few examples, there has been no pronounced trend away from (densely concentrated centers). Some $18 billion in new plants and equipment were spent annually during the past four years, largely in areas already highly industrialized.

Several "factors" have added to the urgency of dispersal, the President added, among them evidence that Russia has the atomic bomb, probability of successful penetration of U.S. defenses in the event of air attack, and outbreak of hostilities in Asia. NSRB originally had recommended plant dispersal in 1945 but Congress subsequently rejected the plans.

ZIV SALES GOAL
Set at 450 Stations
SALES goal of 450 stations by Sept. 30 has been set by Frederic W. Ziv Co. for its new open-end syndicated situation comedy series Bright Star which co-stars Irene Dunne and Fred MacMurray.

Release date of the series, currently being taped in Hollywood at a three-per-week rate, is scheduled for Sept. 24, according to John L. Sinn, executive vice president (BROADCASTING * TELECASTING, Aug. 13). The goal of 450 stations was set during a series of conferences between Ziv executives and the firm's sales force over the week-end of Aug. 10. Firm's national sales staff of 100 is now in the field contacting prospects.

RESOLUTION expressing "appreciation for the generous aid extended by NSC and its personnel" passed by Veterans Hospital program officers in Charleston, W. Va.
In Cleveland—only WJW offers network prestige, network audience, PLUS, NET-CALIBRE LOCAL PROGRAMMING. Cleveland's key daytime personalities do the town's surest selling job—on WJW.

This combination of network and local personality programming is geared for maximum sales results in the Greater Cleveland market. It pays off for others—it will pay off for YOU.

Results Talk: Call in H-R Representatives or call Hal Waddell for full story, availabilities.

CLEVELAND'S Chief Station

5000 W. BASIC ABC

WJW BUILDING CLEVELAND 15, OHIO

REPRESEN TED NATIONALLY BY H-R REPRESENTATIVES, INC.
Your prospects are best in the West!

People are flocking to the Pacific Coast in the biggest rush ever... anywhere. Twenty thousand of them—about one every two minutes—are moving in every month. In California, Oregon and Washington, population has increased 48% in ten years!

These people are staking out a place in the sun... are you? They spent 15,410,000,000 retail sales dollars last year. Are you getting your share?

And new people (as every fourth person is) establish new buying patterns. Are you competing successfully with heavily-advertised national and regional brands?

Consider this: of all advertising media, only radio has kept pace with the Coast and its booming growth. And Columbia Pacific delivers larger audiences than any other regional network.

If you want to strike it rich in the West, the best way to reach your best prospects is on the Columbia Pacific Network. For fine locations on the finest stations up and down the Coast, call Radio Sales, or...

Columbia Pacific Network

Represented by RADIO SALES

BASEBALL PROBE

AN EXECUTIVE session of the House Monopoly Subcommittee will determine whether witnesses will be called to give the entire picture of baseball broadcasts, Chairman Emanuel Celler (D-N.Y.) said Wednesday.

Chairman Celler discounted earlier reports that the subcommittee already had decided to go ahead with a broad broadcast investigation and the calling of witnesses from the radio-TV field and from FCC.

"Our plans have not been made as yet," he said. "It will be up to the subcommittee, sitting in executive session to decide."

However, Aug. 10 when the subcommittee will wound up its first phase of the baseball hearings, it was indicated that further hearings would be held on the broadcast question [BROADCASTING * TELECASTING, Aug. 18]. Chairman Celler had quoted as saying radio and TV industry spokesmen would be questioned in the fall.

It also had been reported that witnesses would be called from FCC, from radio, TV, and newswire industries to discuss the broadcast issue.

Question of broadcasts and telecasts of games, whether they hurt attendance and whether baseball will have further restrictive rights should legislation pass exempting the sport from anti-trust laws, have come up in the hearings just completed.

JONES RE-NAMED

At Clients' Request

DUANE JONES, who last month resigned as chairman of the board of Duane Jones Co., New York, has been re-elected board chairman and president of the agency by request of the clients, it was announced this week.

Robert Hayes, who had taken over as president of the agency when Mr. Jones left, has resigned to devote his entire time to servicing major accounts as an account executive.

At the time of his resignation, Mr. Jones had announced that he was going to undertake a European business survey, but that trip, planned under government auspices, has been indefinitely postponed, Mr. Jones stated.

Although valuable information could have been obtained regarding packaged goods markets abroad, it was felt that inflationary trends, the changing tax structure, and other market factors made it advisable for him to remain as head of the agency, to direct ad policies and techniques that "placed major clients of the agency at the head of the sales parade in their respective fields," the announcement said.

ELMER

The Bat Boy

Gives Character to advertisers' messages as he knocks himself out with selling.

In Grand Rapids Elmer is "Mr. Afternoon"

Let Elmer go to bat for you

For Reservation
Call John E. Pearson

RATE RAISES

Three Issue New Cards

THREE stations last week reported increases in their rates. The stations are WEEI Boston, KVOO Tulsa and KOWL Santa Monica.

WEEI issued Rate Card No. 22, effective Sept. 1. Rates for one time only are: Class A, one hour $525; half-hour $315, and station breaks $54; Class B, one hour $350; half-hour $20, and a one-minute spot $70. Class C, one hour $252.50; half-hour $157.50, and one-minute spot $50. Class D, one hour $130; half-hour $78, and one-minute spot $25.

An increase of 10 to 20% over its old rate card was announced by KOWL. The increase, first the four-year-old 5-kw daytime station has put into effect, brings the hourly rate to $72 from $60.

Boost was justified, according to Arthur H. Croghan, owner of KOWL, as operation has materially increased during the station's four years on the air; population has increased 750,000 within its primary signal area during the four-year period; total radio listening during the daytime hours is greater in the area, with the number of auto radios doubled during that time.

Advertisers who have signed contracts before Sept. 15, 1951, will be given six months protection.

KVOO has increased its local advertising rates for the first time in 11 years, according to Local Rate Card No. 9, effective June 25, 1951.

New rates for the 50 kw, clear channel station on 1170 kc, for one hour, half-hour, and one minute in Classes A, B, and C, respectively, are:

Class A (6-10:15 p.m.), $225, $140, and $25; Class B (6 a.m. to 6 p.m., 10:15-11 p.m.), $125, $80, and $15, and Class C (11 p.m. to 6 a.m.), $95.25, $59.5, and $30.

WEBER ELECTED

President of WFPG

PRED WEBER, former general manager of Mutual and former part-owner of WDSU New Orleans, has been elected president of Neptun Broadcasting Corp., operating WFPG, Atlantic City CBS outlet.

Mr. Weber has become the largest individual stockholder in the station with 30% ownership. Other owners, holding 10% each, are Jack Berkmann, Louis Berkmann, Allen Berkmann, Richard Teitelbaum, John Lax, Helen Teitelbaum and Mayer Weizenthal, who are identified with The Friendly Group stations (WSTV Steuben- ville, Ohio; WPIT Pittsburgh; WMBS Boston).
In U-H-F it's

G-E Lighthouse Tubes

...for stronger construction and a stand-out efficiency record!

✓ Built for hard service.
✓ Pioneering u-h-f types, with many years of successful application.
✓ Superior electrical characteristics.
✓ Excellent isolation from load and antenna effects.

Check these specific advantages of G-E Lighthouse Tubes in v-h-f and u-h-f circuits where you need high-level detectors and mixers; pulsed and CW oscillators; power amplifiers, and frequency multipliers...at frequencies up to thousands of megacycles!

You can't beat G-E Lighthouse Tubes for—

- Aircraft traffic and location control equipment.
- Radio, TV, and other microwave relay equipment.
- Microwave test apparatus.
- Emergency communications equipment (police, taxi, and other fixed and mobile).
- Military and commercial communications and common-carrier equipment.

In applications such as these, General Electric tube engineers will be glad to work closely with you, and with the circuit designers at your drawing-boards. Available at all times, is G.E.'s experience with u-h-f types that goes back nearly two decades, and which you may draw on at will.

Wire or write for comprehensive Bulletin ETD-120. Learn more about G-E Lighthouse Tubes—how they'll improve the performance, increase the dependability of your new u-h-f circuit! Electronics Department, Section 5, General Electric Co., Schenectady 5, N.Y.

**GENERAL ELECTRIC**

GL-2822—High-frequency, high-pervenance detector to beyond 1,500 mc.

GL-2C40—Radio-frequency amplifier, converter, and oscillator to 3,370 mc. Plate dissipation 6.5 w.

GL-2C43—Radio-frequency amplifier, oscillator, and frequency converter from 150 mc to 1,300 mc, and in special pulsed circuits to 3,370 mc. Plate dissipation 12 w.

GL-2C39-A—Radio-frequency amplifier, oscillator, and frequency converter from 150 mc to 2,500 mc. Plate input to 100 w.
RTMA SERVICE UNIT
Merriam Renamed Chairman
E. W. MERRIAM, Allen B. DuMont Labs, has been reappointed chairman of Radio-Television Mfrs. Assn. Service Committee by Board Chairman Robert C. Sprague. F. L. Gianger, Stromberg-Carlson Co., will serve as vice chairman. Membership of Service Committee:
Chairman Sprague also reappointed V. S. Mamyeff, Raytheon Mfg. Co., chairman of RTMA Export Committee. W. M. Adams, Sprague Electric Co., was named vice chairman.

INSPECTING Radio Athens' 50 kw operation are (l to r) Dick Erstein, radio officer, U. S. Information Service; Bob Humphries, BBC representative; General Gignatas, director, Radio Athens; John E. Pavrioff, U. S. Ambassador to Greece, and Charles H. Crutchfield, vice president and general manager of the Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBTY (TV) Charlotte, N. C. Mr. Crutchfield is in Greece as an advisor and consultant to Greek radio officials who are modernizing their programming [Broadcasting • Telecasting, June 18].

HILL REACTION
CONGRESSIONAL reaction to the administration's telecommunications troubleshooter [Broadcasting • Telecasting, Aug. 6] has been slow in the Capitol Hill press this week which the selection of Mr. Pratt seems to have caused. The 60-year old vice president of American Cable & Radio Corp., who was named to formulate policy on national and international frequency allocations, is slated to assume his duties sometime in September. Until the picture shapes up, authorities say, it will be hard to say what role Mr. Pratt will be able to resolve problems which pose these questions:
- Was the appointment of a single advisor preferable to the creation of a three-man telecommunications advisory board?
- Will a single advisor tend to be of any help to the FCC and Interdepartment Radio Advisory Committee?

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...and at least one key Senator has repeatedly declined speculation.

Sen. Ernest McFarland (D-Ariz.), Senate Majority Leader, once again issued a terse "no comment" pending Mr. Pratt's assumption to the post in September. Sen. McFarland heads the radio-communications subcommittee of the Senate Interstate & Foreign Commerce Committee, which has concerned itself with frequency problems.

Whether the appointment of Mr. Pratt conforms in pattern, if not in substance, to his recommendations that an Assistant Secretary of State for Communications be named, was not known. But close associates of the Senator thought he would at least from on the Pratt telecommunications appointment until the machinery actually is put into operation.

Basic criteria, it was explained, is whether Mr. Pratt can operate in a manner which would help eliminate the waste among frequency bands, and assure an equitable distribution among government (mostly military) and non-government quarters.

It also was pointed out that, with abandonment of plans for a three-man board, FCC would continue to function much as it does now, subject to the watchful eye of Congress. The same was held to be true of the Defense Dept. and Dept. of State. Chairman Edwin C. Johnson (D-Col.) has been unavailable for comment.

HAYES NAMED
Defense Radio-TV Consultant
APPOINTMENT of Howard Hayes, former president and general manager of WPXK Alexandria, Va., as special radio-TV consultant to the Office of Public Information, Dept. of Defense, has been announced by Charles Dillon, chief of the department's Radio-Television Branch. Mr. Hayes assumed his duties fortighnt ago.

According to Mr. Dillon, Mr. Hayes will work with the Industrial Services Branch of the public information office in expanding methods of utilizing radio-TV on the national, regional and local levels for defense purposes. Stress will be laid on programming in defense plant areas.

Mr. Hayes was associated with WTOP Washington before cofounding WPXK in November 1945. In subsequent years he was active on the North American Regional Broadcasting Agreement, and also on behalf of the Daytime Stations Assn. of which he was president. In that capacity he represented over 100 stations in Montreal and Washington conferences and served as industry advisor to the U.S. NARBA delegation. Sale of its 32.4% interest in WPXK was reported last December.

Wildroot in Alaska
ALASKA RADIO SALES, New York, announced last week that Wildroot Co. and Northwest Airlines had signed 52-week contracts for five one-minute spots per week on Alaska Broadcasting System stations. Three renewals also were reported by the organization—Blatz Beer for Sports Roundup, Thursday, 10:15-10:30 p.m.; Pabst Brewing Co. for Fight of the Weel, Wednesday, 10-11 p.m.; and Chesterfield for The Bing Crosby Show. Stations in the Alaska Broadcasting System are KFQD Anchorage, KFRE Fairbanks, KINY Juneau, KTKN Ketchikan, KFJW Sitka and KBHB Seward.

Page 48 • August 20, 1951
From a Hindu temple in Singapore to the dank tomb of King Tut in Egypt... from the imposing balcony of Mussolini’s palace in Rome to the historic tower of Big Ben in London, Kenneth Melvin has taken his PRESTO tape recorder... recording strange voices, sounds, music, that have become living commentaries on people’s customs, habits and surroundings. As official reporter for the British Festival, he is now travelling throughout the British Isles recording material for a 52-week series of network broadcasts.

“I shall be interested to discover”, says Kenneth Melvin, “whether any tape-recording equipment has ever been subjected to so grueling a test as my PT-900... not on a single occasion—over four months of constant operation, averaging six hours a day, under murderous variations of temperature, current, voltage and with constant man-handling from car to scene, upstairs and down cellars— not once has it failed me.”

Every day, thousands of PRESTO owners are discovering, just as Mr. Melvin did, that PRESTO equipment is made to give the utmost in performance and dependability. That’s why... wherever you go there’s PRESTO.

PRESTO selected for

“The biggest job of radio journalism ever undertaken in the United Kingdom”

KENNETH MELVIN,
New Zealand’s No. 1 radio personality tours three continents with his PT-900.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

In Canada: Walter P. Dawns, Ltd., Dominion Square Bldg., Montreal
Overseas: M. Simons and Sons Company, Inc., 25 Warren St., New York, N. Y.

WORLD’S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

BROADCASTING • Telecasting

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CLOTHING STORES FIND RADIO TO BE...

THE SURE-FIRE SALESMAN

CLOTHING STORES, in all parts of the country, are finding radio the best answer to their advertising problems. Reports from established firms in widely separated areas prove the efficiency of the spoken word in selling clothing—particularly men’s and women’s suits.

Successful formats reported include:
- Sports broadcasts six times each week on KGVO Missoula, Mont., which have built Yandt’s Men’s Store into one of the most successful suit merchandisers in the area. The daily programs are aired by Max Yandt, owner of the firm.
- Spot radio, particularly on newscasts, for the John Niemeyer store, Grand Rapids. WOOD Grand Rapids carries the bulk of the advertising to which the owner credits at least 50% of his gross business.
- Daily participation for Grayburn Clothing, Los Angeles. The firm uses a Negro disc jockey on KOWL Santa Monica, Calif.
- Well-timed spots on KFSD San Diego, all the advertising needed by Bennett’s Clothiers, San Diego, since they dropped all newspaper advertising two years ago.
- Harris & Frank chain of stores in Southern California sponsors daily newscasts on KMPC Los Angeles, with supplementary broadcasts in cities where stores are located. Executives trace many new accounts to the use of radio.

UT in Missoula, Yandt’s Men’s Store credits a major share of its outstanding success to the “personal touch” made possible by radio.

Since 1923 Max Yandt, president, has used KGVO for a 10-minute, Monday-through-Saturday sports message which he has de- livered personally, building an audience of sports followers. The major portion of these followers have become customers of the store. The history of Yandt’s dates back to 1907 when the store was founded by Max’s father, J. B. Yandt, in Stevensville, Mont., 30 miles south of Missoula. In 1919 most of the town of Stevensville died in a disastrous fire. The elder Yandt looked over the ruins and decided to move to Missoula.

Recognizes Radio’s Value

On Jan. 18, 1931, KGVO went on the air in Missoula and two years later the elder Mr. Yandt died, leaving the store to his son. Max Yandt was quick to see the possibilities which radio offered. He liked the idea of a sports show and, helped by a veteran radio man, Les McCabe, worked out the format of Yandt’s Sport Slants. Auditions were held seeking the right “voice” for the show and it was agreed that Max Yandt, him- self, gave the daily broadcast exactly the right personal touch. From the first the show was a natural. It went on the air at 6:15 p.m., Monday through Saturday, ten months a year. The basic formula has never been changed.

Always interested in sports Max Yandt has increased his knowledge until he is recognized as a sports authority throughout the state and area. He acts as judge of many sports events in the area and is a leader in several sportsmen’s organizations.

Every year the business volume of Yandt’s Men’s Wear has increased until at the present time it does the largest business of any men’s wear store in the area in spite of the fact that it is not in the central business district.

The sporting goods department has always been a major one with the store but other departments of the firm. At the present time the volume of sales to professional men and office workers is the largest of any store in the area while trade from outdoor devotees, lumbering, ranching and mining, has continued to increase.

In recent months network com- mitments have forced a cut in the program from ten to five minutes each week, a loss which has been no change. The store still spends 75% of its advertising budget on radio. Max Yandt continues to deliver the daily broadcasts. Speaking rapidly, averaging slightly over 140 words per minute, he does not lose distinctness or clarity.

Originally all advertising copy was prepared under the direction of Mr. Yandt, but now it is planned to a greater degree by Frances Supernau, who has been with the clothing firm since 1946. No agen- cy is involved in the account. Ad- vertising features nationally ad- vertised brands at the “right” price. Quality is emphasized in all copy.

Seasonal Emphasis Placed

Commercials have always fol- lowed a definite line often men- tioning one seasonal item for as many as 10 days at a time. Sev- eral slogans have been associated with the store through the years. Typical are: “Yandt’s Men’s Wear, the Wool of Men and Women Who Buy for Men”; “Whatever a Man Needs for Himself or a Woman Wants to Buy for a Man, Yandt’s Men’s Wear Has It”; “Priced Right With Merchandise Always First.”

Once a year the store offers a suit and topcoat sale which is featured on the program. Occasionally close-outs of particular mer- chandise are stressed.

On New Year’s day, 1942, fire swept an entire city block in Mis- soula and much of the merchandising in Yandt’s store was damaged by smoke and water. Since the stock of men’s suits and overcoats was large a room was rented in a vac- ant building and the resulting “fire sale” was one of the most successful ever held in the area. Spots on KGVO were used to sup-plement the program. It was a complete sell-out in 16 days.

Mr. YANDT

“We feel that radio has a personal touch that is not offered by any other media,” Max Yandt says. “We utilize the personal appeal to its fullest by doing our own broad- casting. We have made friends and customers of hundreds of per- sonalities by this method. Where else, except perhaps by television when we could add vision as well as our voice, could we get this plus benefit in advertising? Our store is headquartered for all people interested in sports. We have built its reputation on a quality basis. Radio offers us something more than any other advertising me- dium.”

Officers of the company besides Mr. Yandt, president, are George May, vice president; Robert Hem- gren, treasurer and Verda Hem- gren, secretary. Mr. Supernau is director of advertising.

AT least 50% of the nearly $250,000 annual gross busi- ness of the John Niemeyer Men’s clothing stores in Grand Rapids is attributed to use of radio by the founder and owner, whose name the two stores bear.

Mr. Niemeyer is a great believer in the use of spot radio, parti- cularly participations on news shows.

News Appeals to Customers

“Over the years,” he says, “the same general type of radio ad- vertising has produced the greatest results for us. News appeals to the man. The head of the house pays little attention to many of the spot advertisements scattered between other shows. But when we can work in a plausible com- mercial during a news show, we have the male audience set up for our message.”

“We don’t overlook the scattered spot advertising programs, though, because apart from the men, women are likewise good customers and listen more intently to commercials at scattered times.”

Favorite format for the John Niemeyer one-minute spot, the bulk of which is carried over WOOD Grand Rapids, is the in- formal conversational type an- nouncement. On WOOD many of these are put on the air by Dick Henry, announcer, and Bob Run- (Continued on page 82)
To the PRESS and RADIO:

Subject: A "TREMENDOUS JOB" -- and the JOB AHEAD

In keeping traffic moving around the Kansas-Missouri flood areas by the use of alternative routes, and in the prompt repair of broken lines and restoration of service, the railroads have done what James K. Knudson, Administrator of the Defense Transport Administration, described as a "tremendous job."

They now face another difficult task of a different kind -- the movement, at the same time, of part of the Southwestern grain crop along with the harvest in the Northwest. Carefully laid plans for building up a backlog of high-grade box cars were disrupted, first by prolonged rains which delayed much of the winter wheat harvest, and then by the flood which made unusable thousands of the cars assembled for that purpose. Despite difficulties, however, the railroads are going ahead with the job of assembling box cars needed to handle the double movement ahead.

In all this, as well as in handling the major part of the nation's other production, the railroads face difficulties in securing steel and other materials needed not only for carrying forward the car and locomotive building program which they undertook to meet the growing needs of national defense, but also the materials necessary to keep existing cars and engines in repair and running.

As Administrator Knudson of the DTA said, "This country can have and use no more of anything than it can haul," and, as he added, "the great bulk of that hauling is done in railroad cars." That's why it is so essential to commerce -- so vital to defense -- that there be no lessening of the flow of materials needed both for increasing railroad capacity and for carrying on day-by-day railroad operations.

Sincerely yours,

William T. Faricy

Broadcasting • Telecasting August 20, 1951 • Page 51
ARRANGING Standard Oil of Ind. sponsorship of 10 college grid games on WKOW nightly; Frazier, WJR sales mgr.; Jenny Yanek, ad. and public relations dir., Standard; Frank J. Swindell, dist. mgr., Standard; and Worth Kramer, WJR vice pres. and gen. mgr.

HAYMONDS DENY

Anti-Trust Charge Answered

DENYING that they had participated in any purported violation of the Sherman Anti-Trust Act while owners of San Bernardino (Calif.) Broadcasting Corp. and licensee of KITO San Bernardino, Carl E. Haymond of Tacoma, Wash., and his son Charles, Jr., of Vineyard, Calif., have filed answer in U. S. District Court at Los Angeles to the half million dollar triple damage suit filed by broadcasting me of America, operator of KPRO Riverside, Calif. [Broadcasting • Telecasting, July 9].

Messrs. Haymond denied a conspiracy to injure KPRO's business or restrain its trade in interstate commerce by unfair competition, false representation or other means in violation of the anti-trust laws as charged in the suit.

Declaring the plaintiff's complaint does not state a cause of action for violation of the Sherman Anti-Trust Act, and pointing out that the claims are barred by the statute of limitations of the State of California, Messrs. Haymond ask for (1) dismissal of the complaint; (2) that plaintiff pay for costs involved, and (3) "for such other and further relief that the court may deem just and proper."

In addition to Messrs. Haymond, named as defendants in the suit are George Lindemann, former manager of KITO College; Robert S. Constable, and Asa C. Campbell of Kansas City, Mo., radio audience survey organization.

KPRO allegedly suffered actual damages to the amount of $171,000, but triple that sum is asked for under Section 7 of the Sherman Act. Defendants also are being asked to pay Broadcasting Corp. of America attorney fees of $81,300 under a provision of that same section.

Carl Haymond is owner of KMO Tacoma and KIT Yakima.

'THE BIG SHOW' Record in London

FIRST two broadcasts of NBC's The Big Show for the 1951-52 season will originate from London and Paris, Charles C. Barry, vice president in charge of radio network programs, announced last week. The shows will be recorded with continental audiences in Britain Sept. 16 and in France Sept. 23 for broadcast in the United States Sept. 30 and Oct. 7, respectively. BBC will air The Big Show as it is recorded in the British capital.

On board for the trip abroad will be a full production staff including Tallulah Bankhead, Fred Allen and Portland Hoffa, Producer Dee Engeble, Conductor Meredith Willson, Writers Goodman Ace, Mort Green, George Foster, and Selma Diamond. Mr. Barry and his wife will arrive in Europe in advance of the troupe and will be joined by Joseph H. McConnell, network president; John F. Royall, executive consultant; William F. Brooker, charge of public relations, and R. S. Reynolds Jr., president of Reynolds Metals Co., one of the show's sponsors.

TOSCANINI RETURN

In U. S. by Sept.—Sarnoff

ARTURU TOSCANINI will return to the United States early in September, RCA Board Chairman David Sarnoff announced Monday upon his own return from a two-month visit in Europe. The musician will make some recordings for RCA Victor and will prepare programs for his broadcasts with the NBC Symphony Orchestra, whose season he will open Nov. 3 at Carnegie Hall.

"Mrs. Sarnoff and I spent a weekend with the maestro on his beautiful island on Lago Mag- lore," Brin. G. Sarnoff explained. "He appeared to be in good health and expressed his eagerness to resume his musical activities in America."
They LOVE us in Cleveland

BILL MAYER . . . WGAR . . . SAYS:

"I get 'em when they're wakin' up and eatin' breakfast. My audience likes good music . . . including novelties and production gimmicks. I can find them in the STANDARD PROGRAM LIBRARY; not to mention the fine talent. I like STANDARD . . . and so do the folks who listen in the morning."

HAL MORGAN . . . WGAR . . . SAYS:

"I get 'em when they feel like dancin' and romancin.' The folks want good music, by top artists, with fine arrangements. I can find all of these in the STANDARD PROGRAM LIBRARY. And if it's soft and dreamy stuff I'm lookin' for . . . they're in the STANDARD LIBRARY, too. It's a great Library."

REG MERRIDEW, Program Director . . . WGAR . . . SAYS:

"Both Bill Mayer and Hal Morgan are right. Both guys know what their audience wants . . . and that's what they give them. That's what accounts for their swell ratings and sales success stories. Whether it's MORNING, NOON or NIGHT, the STANDARD PROGRAM LIBRARY does a wonderful job for us. We sure like it."

SELL WITH

Standard Radio

How about it? Top program-men in radio today use the STANDARD PROGRAM LIBRARY . . . and to good advantage, too. It's the library that can make it easy for you to use . . . and sell!

Why not join the smart men in radio . . . who say . . . I like . . . and use . . . the STANDARD PROGRAM LIBRARY. It's the greatest!

Call or wire any office for information on how you can start to . . .

TRANSCRIPTION SERVICES, INC.

140 N. La Brea, Hollywood • Webster 8-9181
360 N. Michigan Avenue, Chicago • Central 6-0041
444 Madison Avenue, New York City • Plaza 3-4660

BROADCASTING • Telecasting

August 20, 1951 • Page 33
1950 PROFITS

FTC Reports Increases

PROFITS of 22 manufacturing industries—including makers of electrical equipment and supplies but excluding the cigarette, bread and dairy fields—all were similar or "substantially higher" last year than during 1940, according to a report released last Monday by the Federal Trade Commission and submitted to Congress.

In a comparison of 1949 and 1950 profit rates, soap and cleaners reflected the "most striking increase," reversing a decline on the basis of 1949 and 1948 figures. Those industries showing a profit decrease were dairy products, cigarettes, cigars, plug and smoking tobacco, bread and biscuits and crackers. Motor vehicles and petroleum refining showed marked increases from 1940 to 1950.

Rate of return after taxes for electrical equipment and supply industry, taking into account 64 firms, was 14.2% for 1940; 19.8%, 1947; 18.8%; 1948; 15.9%, 1949, and 21.9%, 1950.

The report was the fourth in a series submitted to Congress by FTC and compared pre-war and post-war rates of return, after the FTC for more than 500 corporations in 25 "homogeneous" fields. Nineteen industries showed a greater profit in 1950 over 1949, according to the FTC report.

APRA CONVENTION

Herald Stassen To Speak

HAROLD E. STASSEN, president, U. of Pennsylvania, will be principal speaker at the seventh annual convention of the American Public Relations Assn., in Philadelphia, Pennsylvania,celebrating the 50th anniversary.

Also announced last week was the opening of the annual awards contest for outstanding achievement in the public relations field. Entries must be received by Sept. 30 at national association headquarters, 1010 Vermont Ave., N. W., Washington, D. C., and must be accompanied by an entry fee of $25.

Gillette Success

Inserted in 'Record'

SPEECH by Joseph P. Spang Jr., president of the Gillette Safety Razor Co., on occasion of the firm’s golden anniversary, was reprinted in the Congregationist Record last week by House Majority Leader Joseph W. McCormack (D-Mass.). Portions of the speech read like a radio success story. For example, Mr. Spang said:

"The most important advertising event in the history of Gillette... during this period (the thirties), came in 1939. That was the year which saw the beginning of our "Calvacade of Sports" broadcasts. We first broadcast the World Series in 1939. Again, undertaking this promotion was a bold step. The cost of sponsoring that one event is a large hole in our advertising appropriation. That it was a good move has proven itself, and today we are most happy still, and will no longer require the rights to this outstanding event for the next six years, both on radio and on television."

As you all know, we broadcast and telecast most of the major sports events in the nation—football, boxing, and horse racing.

KCBS TO 50 KW

Stanton Gives Dedication

RADIO is "our foremost means of information and entertainment" and will continue to be for many years to come," CBS President Frank Stanton said in a CBS Radio broadcast Aug. 9, celebrating CBS-owned KCBS San Francisco's increase in power from 5 to 50 kw (740 kc). He appeared on a special broadcast (10:30-11 p.m.) with a group of CBS Radio newsmen and other notables, including San Francisco Mayor Elmer Robinson, who threw the switch that transferred KCBS to its new transmitter.

"The great size of radio, so hard to visualize when you hear cold figures," Mr. Stanton said in the dedicatory speech, "is evidence that over the years radio has been able to fulfill the demands we all make on it, and fulfill them most completely than any other means of communication, written or spoken, in the history of mankind."

P&G's Marshall Plan

PRODUCT & GAMBLE, which sponsors 'Welcome Travelers' from Chicago on NBC, has compiled some totals on the quantity of food it has dispensed to visitors since the opening of June 30, 1947. Breakfast guests since that opening have consumed 1,386,000 cups of Maxwell House coffee, 971,000 glasses of College Inn tomato juice, 589,000 bottles of Bowman milk, 1,562,000 Apple 'n' Spice doughnuts and 2,546,000 Safeway cold cuts. Currently there is a three-month wait for tickets.
There is plenty of punch in the new 5000 watt signal at WENE, Endicott, New York. Equipped with the latest Gates BC-5B transmitter and associate five-tower phasor, a real wallop is spread over the southern tier section of New York state.

WENE is another Gates packaged installation and of the larger variety. Everything but the land it was put on was supplied by Gates—all ready for the consultant to prove the directional pattern.

You, too—like WENE, and over 700 other broadcasters who have complete Gates installations can enjoy not only the finest and latest but a type of manufacturer-customer relationship that spells cooperation in action. This cooperation can only result in the job done faster, better and at lesser cost.
Ford's Solid Foundation

THE TV-Radio Workshop set up by the Ford Foundation now has $1.2 million in its bank account and Robert Sandek as its boss. We aren't sure what Sandek's plans are. But the man, he's a little bit of everything.

Mr. Sandek, who collects radio awards in such quantity as to risk accusations of monopolistic behavior, has such ideas, some of them shockingly intelligent.

If anybody is living proof that commercial broadcasting and public service can be compatible, Mr. Sandek's the man. He's an ideal choice to run a workshop that can perpetuate itself only by managing the rather difficult exercise of keeping its feet on the ground and its head in the sky.

Motion Picture Picture

ANOTHER "battle of the century" looms with the action of the FCC in ordaining an inquiry into participation of motion picture interests in radio and television station ownership. If anything, this determination is overdue.

Just four months ago the FCC announced that it would invoke no blanket policy on motion picture ownership, but would decide individual cases on their merits. Certain of these "individual cases" that are now set down for hearing are five years old.

There's little doubt that the pending ABC-United Paramount merger goaded the FCC into acting on these older cases, involving the Paramount Pictures of the Balaban & Katz, a subsidiary of United Paramount, now entirely divorced from the Paramount Hollywood productions company. The ABC-United Paramount transaction involves the transfer of ABC owned-and-operated stations to the newly fused corporation, and has no direct bearing upon these other pending cases. But the broad question of public policy, it is contended by FCC spokesmen, is inextricably interwoven in the proceeding.

In the making here is another "newspaper ownership" issue, which had its onset a decade and a half ago during the heyday of the automobile field. The FCC, after a three year investigation, finally dropped the proceeding. Within the last fortnight Scripps-Howard Radio Inc. petitioned the U. S. Supreme Court to review the FCC decision, which is, essentially, that all other things equal, the Commission will prefer a non-newspaper applicant over a newspaper contender as a means of controlling the mass communications media.

Any ironclad rule that would discriminate against any class of citizen, we have steadfastly contended, violates the Constitutional guarantees. That is so whether it is a newspaper, a motion picture producer or an exhibitor, an insurance company, an equipment manufacturer, or a department store.

There is an exhumating circumstance, however, in the motion picture aspect. It is the consideration of violations of the anti-trust laws in determining the eligibility of applicants for broadcast stations. The Supreme Court has held that the motion picture companies are subject to the anti-trust laws by controlling both production and exhibition facilities. The result was a consent decree under which the production companies were forced to divest themselves of exhibition-holding ownership. Hence, for example, that separation from Paramount of its theatre holdings, and the formation of United Paramount. The FCC therefore, somewhere along the line, is obliged to decide whether motion picture production companies would be in violation of the identical laws if they own and operate television stations. It is apparent that a TV station is the equivalent of a thousand motion picture houses, in terms of audience reached. But the FCC regulations limit the number of TV stations in the hands of a single entity to five.

Now there has arisen another legal conundrum. Motion picture exhibition houses are bidding for (and getting) rights to major prize fights. They plan to bid for other sporting events. These are on an exclusive basis, precluding their use on radio or TV. Does this constitute the movie decree issue, in reverse, i.e., a theatre chain controlling an important phase of "production," freezing out radio-TV competition? Is it analogous to the carriage-maker entering the automotive field?

The FCC, it would seem, is duty-bound to explore all of these facets. Certain others, such as its proposal to inquire into withholding of films and talent properties from TV use, we regard as outside the FCC's legal domain.

It will be better for all concerned—the motion picture producers and exhibitors, the broadcasters and telecasters and the public—if these fundamental questions are decided with greatest possible dispatch.

THE PASSING of William Randolph Hearst brings recollections of his philosophy. Radio. The man of the people, whose news exploits already are legendary, once told the editor of this journal that the greatest mistake he had ever made was his failure to "get into radio on the ground floor." "People," he said, "are getting too lazy or too busy to read, but they will listen." And, he explained that his newspapers were turning to shorter stories and more and more pictures. That was nearly two decades ago when there were 10 stations in the Hearst empire, as against three radio and one TV today.

It is ironically significant too that another publishing genius, Col. Robert B. McCormick, in sending condolences to William Randolph Hearst Jr., telegraphed: "My sincere sympathy to you in the loss of your father, news of whose death has just reached me over the radio...".

Benton & Boloney

WE'VE READ Sen. William Benton's revised legislation proposing a National Citizens Advisory Board for Radio and Television, and we must gloomily report that the Senator's original pattern has not been appreciably altered.

It may be slightly redesigned, with a dressier drape shape and a higher neckline, but it promises to cut the same suit of sackcloth, sprinkled with ashes, that the Senator all along has been wanting the commercial broadcasting system to wear.

It's becoming obvious that Mr. Benton's persistent effort to force some kind of legislation along these lines is carried on in his personal resentment over past difficulties he personally has had with broadcasters.

As he has admitted, he couldn't get the networks to scuttle their schedules every time he had a new show, for a new educational show, however unimpressive, back when he was associated with the W. of Chicago.

He would be more than getting even for these fancied insults if Congress ever adopted the proposals he has made. The advisory board he advocates would exert censorship which, although indirect, would be intolerable, and also illegal.

BROADCASTING • Telecasting

W HEN the Saginaw Broadcasting Co., of Saginaw, Mich., came into being, Milton Greensbaum was elected president. Not only was he chief executive, Mr. Greensbaum also was salesman, continuity writer, traffic manager and general factotum.

From this small beginning, Mr. Greensbaum has nurtured the company into a parent concern which controls WSAM-AM-FM Saginaw and WLEW Bad Axe, Mich.

Still president of the company, Milton Greensbaum is not resting on his frequencies. His three main hobbies are work, work and more work.

During his formative years, Milton Lester Greensbaum's footsteps were not pointed in the direction of becoming a broadcaster. He was born to Mr. and Mrs. Adolph Greensbaum on Feb. 8, 1903, in the little community of Cheesaning, Mich.

He lived in Cheesaning until he was 15, then moved to the "big city" of Saginaw.

Graduation from Saginaw High was followed by attendance at the U. of Michigan. From there, in 1925, he emerged with a BA degree. During his senior year at the university he was national president of Kappa Nu fraternity.

After graduation, he and a schoolmate toured Europe working as assistants for a newsreel company shooting footage on the continent.

His first real business experience was with his father in operation of a state-wide chain of men's clothing stores. He remained in the clothing business until 1938 when he left to enter the broadcasting field as part-owner and commercial manager of WBCM Bay City, Mich.

Mr. Greensbaum at that time was not a complete stranger to radio. In 1928 he served as m.c. for a weekly local amateur program sponsored by his clothing store and aired over WBCM.

Then, too, in 1935, he had filed his first application for what was later to materialize as WSAM. This application was not granted until 1940 because of litigation and frequent FCC hearings.

With the granting of WSAM, as a time-sharing station on and off the air four times daily, Mr. Greensbaum left his position as WBCM commercial manager and sold his interests in the Bay City outlet. He was going to devote his fulltime and energies to establishing Saginaw's first radio station.

A local company was formed and Mr. Greensbaum was elected president and did just (Continued on page 84)
RADIO IS TOPS FOR ADVERTISERS

SURVEYS SHOW
RADIO REACHES FARTHER;
RADIO DELIVERS MORE;
RADIO COSTS LESS
Than ever before!

Figures show and advertising results prove, just as they do in most cities, that
IN MEMPHIS RIGHT NOW
WREC
is a better buy than ever before in its history.
The advertiser gets more in coverage. More in prestige.

Since 1946
U.S. wholesale prices have gone up 65%.
Charges of eight big magazines have gone up 47%. Those of 94 big city newspapers are up 24%.

WREC RATE, IN COST PER THOUSAND LISTENERS, HAS GONE DOWN 10.1% COMPARED WITH 1946.

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<th>RADIO FAMILIES</th>
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Figures quoted based on latest available BMB measurements

WREC HOOPER RATINGS AVERAGE HIGHER THAN ANY OTHER MEMPHIS STATION

Advertising Is Essentially Salesmanship WREC Sells More and Sells It Cheaper

Affiliated with CBS—600 K.C. 5000 WATTS.
GORDON J. LEWIS, president and general manager Biddeford Broadcasting Corp. (WIDE Biddeford, Me.), resigns. Mr. Lewis has been elected president Bel City Broadcasting Co., Racine, Wis., where he will handle duties of general manager at WBAC Racine. ARTHUR DETERS succeeds Mr. Lewis as president of Biddeford Broadcasting Corp.

JOHN PIVAL, program manager WXYZ-TV Detroit, named to newly created post of WXYZ-TV manager. PETER STRAND replaces him as program manager. Mr. Pival joined WXYZ in 1946 as a radio director. His new position will embrace sales responsibilities of the late LEONARD KAMINS, who died Aug. 2. Mr. Strand joined WXYZ-TV in September, 1948 as a director.

WALTER BROWN, sales service KLAC-TV Hollywood, to sales department, replacing LARRY BUSKETT, recently named sales manager KLAC-AM. DANIEL MILLER replaces Mr. Brown in sales service. FRANK SMITH, traffic department KLAC-TV, transfers to AM traffic department.

MORGAN RYAN, general manager WPTR Albany, N. Y., appointed vice president Patroon Broadcasting Co., owner of station.

LEAVITT T. POPE, administrative assistant to P. B. STEPHENS, business manager New York News, appointed assistant to G. BENNETT LARSON, vice president and general manager WPIX (TV) New York, owned by the News. Mr. Pope will relieve Mr. Larson of much of his office routine and will also assume some of functions formerly handled by JOHN McCLAY, previous director of operations who has resigned to join WCAU-TV Philadelphia.

GEORGE R. JENESON, in Chicago sales department WLS Chicago, named manager WOR-AM-TV New York midwestern sales office in Chicago, effective Aug. 27.

JACK DUNCAN, long-time radio veteran, named manager KNJU New Ulm, Minn., replacing BERNIE YOUNG, resigned.

PAUL SENFT to Bolling Co., New York, as account executive. He was with BBDO.

EDWARD PETRY & CO., San Francisco, has new telephone number: YUKon 2-9631.

JIM TOWLE, WTAO Cambridge, Mass., to sales staff WCOP Boston.

ROBERT MEEKER Assoc., N. Y., named national representative for WHOP Hopkinsville, WPAD Paducah, and WSON Henderson, Ky., effective Aug. 15.

GUY POPHAM, KBBC Galveston, Tex., named to sales staff KLVF Galveston. He will also handle some announcing and news commentation.

ROGER RICE, national sales manager KING Seattle, named sales manager. ROBERT KILPATRICK, local sales staff, will supervise national sales.

JOHN D. HYMES, former manager WARN Lancaster, Pa., and for many years head buyer of several large agencies, including Lord & Thomas and Biow Co., to Hurwic & Haller Inc., midwestern rug and carpet retailers. He will become part owner and operator of their store in South Bend, Ind.

PERRY NELSON, sales manager KFBK Sacramento, Calif., resigns to accept position as regional sales manager Fab-Spray Div., Hendizer Inc., Sacramento.

PERSONALS

WORTH KRAMER, president and general manager WJR Detroit, named radio committee chairman, and LEE B. WAILES, vice president Fort Industry Co. (WJKK-TV Detroit), named TV committee chairman for Detroit United Foundation Torch Drive, raising funds for 146 health and community services in area. THOBURN (Toby) WIANT, public relations director Young & Rubicam, Detroit, named co-chairman public relations committee.

EDWARD LAMB, publisher Erie Dispatch and 'president WUTOD Toledo, WTVN(TV) Columbus,' Ohio and WCU(TV) Erie, Pa., commissioned admiral of Flagship Fleet by American Airlines. JOSEPH L. BRECHNER, general manager WGY Silver Spring, Md., won official Silver Spring song contest sponsored by local board of trade with his "It's Spring in Silver Spring." GEORGE F. LEYDORF, vice president in charge of sponsored engineering WJR Detroit, elected chairman of Communications Engineering Committee of Michigan Office of Civil Defense. He heads committee of 11 key technical engineers, whose job it is to plan communications system for civil defense of Michigan.

EARL H. GAMMONS, vice president of CBS in Washington, named by President Truman as vice chairman, President's Committee on National Employ the Physically Handicapped. . . . WALTER & CHERRY Jr., president WNEW New York, and WPRO Providence, and operator of Cherry & Webb Stores of New England, confined to his home at North Farm, Bristol, R. I., with a slight chest condition. He is expected to return to his desk in a few weeks. . . . A. E. JOWCELYN, CBS director of operations, Hollywood, and president Southern California Broadcasters Assn. appointed broadcasting representative on Greater Los Angeles Committees. American Relief for Korea Inc. Campaign gets underway in late August.

BBC CHARTER DEBATE

See Advertising Definitely Ruled Out

RENEWAL in altered form of the British Broadcasting Corp. charter which expires Dec. 31 was still under consideration in Parliament last week.

Although discussions were incomplete, it seemed certain that BBC will continue as a government monopoly and that there will be no commercial advertising whatsoever. A panel known as the Beveridge Committee recommended an exhaustive examination into existing BBC operations and made recommendations for the new charter.

Debate in Parliament centered around the Beveridge Report, issued early this year, and around a government White Paper, issued in July. Actual debate on the charter resolution took place in the House of Commons July 19 and in the House of Lords July 25. According to a despatch from the U.S. Embassy in London covering the debates, it would appear that: . . . There will be no competition permitted by any other sound or television organization; dangers inherent in a monopoly, especially a government monopoly were recognized but it was concluded that such was the best solution for Great Britain. . . . Root and branch, the British are against commercial broadcasting. A few MPs argued that "it is unreasonable that radio should be barred for all time to legitimate advertising." The majority, however, was rigidly against radio advertising.

~ Concerning finance, the government thought BBC should make a contribution to support rearmament and proposed that 15% be deducted from license fees paid by radio receiver-owners. Questions of the method of taxation made this a hotly debated issue.

The government proposed to "de-Londonize" BBC by having regional councils (particularly in Scotland, Northern Ireland and Wales) composed of men elected by borough councils, but largely because of local political aspects, this means of decentralization was abandoned.

To Cite World Show SINGLED out for its Forward America series, the World Broadcasting Co. will be cited for Americanism by the Veterans of Foreign Wars as its annual encampment in New York during the week of Aug. 26. Commander-in-Chief Charles C. Rait will introduce a resolution which attests to the organization's appreciation for air time donations.
A THIRTY-FIVE BILLION DOLLAR MARKET—SERVED UP ON TELEVISION

The market delivered by these twelve stations* represents an annual effective buying income of $35,487,593,000. Television sets saturate the area intensively. And Spot Television sells it—sells it effectively.

Is your product getting its share of the sales in this ultra-rich market? If not, SpoTV on these stations will get it for you.

*That is, by their combined 0.1 mv/m coverage areas.

WSB-TV ............Atlanta
WBAL-TV ............Baltimore
WFAA-TV ............Dallas
KPRC-TV ............Houston
KFI-TV .............Los Angeles
WHAS-TV ...........Louisville
KSTP-TV ..........M'p't's-St. Paul
WSM-TV ............Nashville
WTAR-TV ...........Norfolk
KPHO-TV ...........Phoenix
WOAI-TV ...........San Antonio
KOTV ...............Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
HIS HONOR GETS SOME FIRST HAND "DERBY DOPE"

The Pushmobile Derby is held every year and the whole state turns out to enjoy it. This spirited event is sponsored by the Delaware Association of Police as part of their Youth Recreation and Rehabilitation Program. Each entrant must personally be responsible for the construction of his car to standard specifications.

Cooperating whole-heartedly with the DAP program, each year WDEL-TV sponsors an entrant. To further assist the program and all boys who enter, the WDEL-TV contestant* constructs his car on television on his own show, "Derby Dope." This year's entrant climaxed his series of weekly shows by having as his guest, Mayor James F. Hearn. The Mayor inspected the TV derby car and took this opportunity to issue the proclamation setting August 18, 1951 as Derby Day.

*WDEL-TV believes, as does the DAP, that boys are our most precious commodity, that each should have full opportunity to become a worthwhile citizen. Thus WDEL-TV selected this year as its entrant, Tommy Galitis, a recent Latvian refugee.

WDEL-TV readily accepts its community responsibilities, is proud to present regularly many programs designed to aid, improve and enrich the lives of all its listeners.

WDEL-TV
WILMINGTON • DELAWARE

Represented by
ROBERT MEEKER Associates • Chicago • San Francisco • New York • Los Angeles
SET SALES RALLY

Rise Is First Since April Downswing

TV SET sales are inching up. After the most drastic summer slump in TV's five-year-old commercial history, dealers are beginning to see the sun shining behind the dark clouds of consumer indifference.

Optimism engendered by this first upward movement since sales plummeted last April was offset, however, by one Washington retailer, who claimed his sales are up 78% over same two July weeks:

"Sure sales are up. Why shouldn't they be? We're giving sets away."

He was referring to the spate of sales current these days as dealers clear inventory in preparation for new models already announced by such leading manufacturers as Philco, Motorola, and Crosley last week.

An RCA spokesman, in reply to inquiries about set sales, said last week:

"There has been a material increase in the volume of TV receiver sales in the last ten days to two weeks."

The "dilocation" of sales markets which was responsible for the piling up of radio and television inventories will diminish this fall—probably after Labor Day, the usually astute W. A. Blees, general sales manager of Crosley, predicted at his company's showing of its new line in New York last Tuesday.

Blees Predicts

Public confidence and the resumption of buying, Mr. Blees said, will result from several factors:

- The scare effect of the international crisis has quieted and the heavy purchasing that first accompanied it has now been "digested" by the public.
- The easing of Regulation W will make time-buying possible for an estimated 20% of the public whom the original credit controls affected adversely.
- Manufacturers will prod the tentative purchaser with strong promotional and aggressive advertising campaigns.

Reasons for the upward trend are many, but they are mainly due to:

(1) Clearances to reduce inventories before new 1952 models come on the market. These are primarily the "40% off" or the "1950 model 16-in. table for $99" type of sale.

(2) Recent Congressional legislation easing credit restrictions from these terms were enumerated for consumer durables in the Defense Production Act, signed by the President last month.

(3) Still-persistent fear in the public mind that the defense program will curtail output of TV sets this fall and winter. Use of critical metals in the military program could impinge drastically on radio-TV manufacture. At the same time, radio-TV manufacturers will have to devote more and more of their facilities to war contracts—although that isn't a major factor yet.

Fears that color-TV and the still continuing controversy between CBS and proponents of a compatible system would have an adverse effect on set sales are pretty much dissipated. Dealers report that color doesn't enter into their customers' thinking at all right now.

Meanwhile, factory inventory remains at highest peaks. At the end of July, 770,000 TV sets were in factory warehouses, according to the Radio-Television Manufacturers Assn.

That doesn't count at least the same number, if not more, in distributor and retail channels, according to informed sources.

Production, in the meantime, has begun to move forward too.

Figures, compiled by RTMA, show that weekly production hit 50,000 the last week in July, compared to miniscule 3,000 produced during the first week of that month when most factories were closed for vacations.

For the whole month of July, 115,000 TV sets were produced, compared to the all-time high of 875,000 last March—the period when manufacturers were pushing out all the TV sets they could in anticipation of cutbacks due to the military program.

For first six months of 1951 dealers bought 2,470,064 TV sets, RTMA reported last week in its county-by-county tabulation of set shipments.

Sales of sets made by the 619,000 shipped the first six months.

(Continued on page 78)

RCA COLOR PLANS

Sarnoff Tells Next Steps

FIELD tests of RCA's all-electronic, compatible system of color television will be resumed Sept. 10, with the general public invited to view the program as received on RCA color sets installed in New York's Center Theatre, Brig. Gen. David Sarnoff, RCA board chairman, announced Wednesday. Tests are part of a continuing program of color video research—chiefly, he said, now on production design—which will lead to an eventual application to the FCC for authorization of commercial operation of color telecasting by a compatible system, Gen. Sarnoff said.

At the same time he disclosed that RCA will demonstrate largescreen theatre color television in a New York theatre before the end of the year. It will be the same basic system as is utilized in RCA black-and-white theatre TV installations, he said, with the addition of apparatus needed to receive the telecast pictures in full color.

The new equipment is "completely compatible," he said, with color easily added to monochrome theatre TV systems.

Gen. Sarnoff made these announcements at a news conference held in the RCA board room following his return from a two-month European tour (see story this issue). Despite the FCC award of commercial operation to the CBS incompatible color system, he said that RCA is continuing its own program of color research and development and is also cooperating with other members of the TV manufacturing industry to reach an agreement on industry standards for compatible color television.

The FCC, Gen. Sarnoff explained, is interested in standards, not systems, and if any system meets the Commission's specified standards of operation, it is eligible for approval. No date has been set for an application for approval of a compatible system but it "will be sometime within the next six months," he declared. The application may be filed by RCA alone or in the name of the entire TV industry, he said.

Set-Owners Factor

Unless the interests of the 15 million TV set-owners (at that time), are completely disregarded, the Commission will have to give its approval to commercial operation with a compatible color system, Gen. Sarnoff stated. He added that he did not expect the set-owners' interests to be disregarded.

During the much approval would make TV colorcasting under dual standards inevitable, he said that "the Commission can make a right decision as well as a wrong one," but he voiced a "willingness and anxiety to meet the competition" and let the public view both systems side by side and make its own decision as to which is better.

RCA plans the RCA color field tests next month will give the general public its first large scale opportunity to see this system of color TV. Only previous public showing of the RCA color system, with its three-color tube receiving colorcast programs was held early in 1950 at a home exposition in Washington. New York demonstra-

(Continued on page 78)
 AFTER MUCH DEBATE, not all of it particularly illuminating, the Senate has voted contempt citations against two Kefauver committee witnesses who refused to testify in the presence of radio, television and other news media. Assuming the cases go to court, it is obvious that some kind of legal precedent will be set regarding the place of radio and TV in Congressional and other public procedures. The court will not have an easy job to prune away the underbrush of irrelevant comment in the Senate record on this subject and get at the facts of the case. Our own view is that neither television nor radio has created the problem involved here. Each has simply illuminated problems that exist independently of television and radio.

One of many articles and speeches inserted in the Congressional Record during the Senate debate over the contempt citations was a piece written for The Atlantic by Thurman Arnold, former U.S. Assistant Attorney General and now a practicing attorney in Washington. Under the title, "Mob Justice and Television," Mr. Arnold expressed the fear that TV would transform Congressional hearings into publicquisitions and, in so doing, to deliver the responsibilities of judicial judgment to the American housewife, an unstable creature of doubtful wit and simmering violence.

It is somewhat astonishing to find Mr. Arnold suggesting that to date few such instances of Congressional excess have occurred and that others are threatened now only because of television. Mr. Arnold has enjoyed unusual opportunities—before television—to observe the work of Congressional committees at first hand; in fact, the Dies Committee was in full cry when he was Assistant Attorney General.

Does Mr. Arnold believe there is more merit in an inquisition conducted before a small audience, particularly when the former is widely reported in the press? Assume that nowadays a certain Senator X, during a telecast hearing, confronts a witness with a series of browbeating questions that cannot be answered without the implied admission of guilt, however undeserved. It is true that this would be an offense against the dignity of the proceedings and the rights of the witness. Would television have committed the offense? It seems to us that Senator X would be the culprit.

Is there reason to hope that the reputation of the squirming witness would be protected if television and radio were excluded from the room? History discourages such optimism. Unless Senator X were unique among his colleagues, he would not be apt to take pains to conceal the fact that he had brought a witness to bay. Even if all media had been kept out of the hearing, newsmen would find it almost impossible not to receive a "leak" of information on which to base their stories.

The hazards of the "leak" system of news coverage, an art that flourishes in Washington, are obvious. It substitutes hearsay for personal observation and thus aggravates the risk of error or distortion in covering news.

Compare the "leak" system to television. The television camera is mercilessly truthful. It does not insert an interpreter between the public figure and the public. Its multidimensional impartiality is unrivaled by any other kind of reporter, man or machine.

Radio does not have the 20-20 vision of TV, but its ears are just as good. By these arguments it seems clear that it would not be in the interest of accurate news reporting to exclude television and/or radio from public hearings.

Nor would the rights of a witness be more protected in newspaper accounts (some of them flavored by deliberate editorial slanting) than in broadcasts of the actual testimony. No mob action even if it resulted from such a proceeding, it should have been aroused by the Kefauver hearings. Two characteristics that are not likely to be repeated were present in the Kefauver television audience.

First, most people in that audience, never having seen a Congressional committee in action before, were too intrigued by the physical phenomenon of seeing one to think very penetratingly at the time about what was going on. Second, the majority of the audience must be presumed to have already made up its mind and prejudices about many of the witnesses before it ever saw them.

The Kefauver TV audience, therefore, was unusually stimulated by the novelty of its experience and by its almost unanimous dislike for the witnesses it saw. Contrary to Mr. Arnold's fears, however, no mob action resulted. A third element necessary to mob reaction was missing.

A mob is composed of a great many people gathered together, and mob action results not only from the stimulating force that assembles the crowd but also, and perhaps more directly, from the transmission from one person to another within the crowd of an excitement that becomes intensified as it is communicated.

The television audience is not a mob. It is a collection of individuals, most of them sitting peacefully in their own living rooms, independently observing an event and forming independent opinions about it. A majority may emerge from the experience with the same general opinion, but that does not mean that a mob has been created or that mob action is likely to ensue.

It seems to us that Mr. Arnold and others of similar mind have their targets mixed when they question the virtue of broadcasting public legislative hearings by television or radio. What they really must be worrying about is the conduct of legislative committees in general, whether televised or not.

Their worry on that point may be justified, but we suggest that the broadcast media, especially TV, should give them hope instead of adding to their despair.

The unique accuracy of the television camera is an asset that constitutes improvements in Congressional procedures, providing we have the right in refusing to believe that the American electorate is composed largely of boors. The camera will enable the voter to make sounder judgments of his elected representatives by any other means short of personal acquaintance, especially after the novelty wears off and the audience becomes more sophisticated.

It took considerable effort on the part of a lot of people to remove lawmaking from the inaccessible throne room and install it in the public meeting-house.

We don't think the descendants of those people wish to put it back.

**Teletcasting • Broadcasting**

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**Teletcasting**

*The People's Eyes and Ears* . . . . An Editorial

*Broadcasting* • August 20, 1951
HEARING COVERAGE

CONGRESS hopes that the courts will be able to throw light on where news media stand in the coverage of Congressional hearings that are open to the public.

In the first test of getting court action, the Senate Aug. 10 voted to pass upon the question is to vote for contempt proceedings.

Sen. Cain, in his opening statement, said the committee voted to impose contempt proceedings on Mr. McFarland. The committee said: "We must...

MEDIA 'BLACKOUT'

BEVY of protests from radio followed the Senate's "blackout" by the Senate Crime Investigating Committee last Wednesday when a witness balked at full media coverage.

The action came on the heels of Senate action to impose contempt on two witnesses who refused to testify before the committee because of the media. (see adjacent story).

The witness Wednesday was Irving Sherman, a New York attorney. His counsel protested that cameras and microphones would make Mr. Sherman part of a "spectacle.

The flare-up came as the committee resumed hearings in Washington on New York's criminal operations. Also objected was witness giving services to media "for commercial purposes."

The counsel, Louis Waldman, said radio-newseel operations would undermine "calmness, clarity and serenity" needed for Mr. Sherman's presentation. The committee, under direction of Chairman Herbert R. O'Connor (D-Md.), then ruled out radio and newsreels. TV was not since there were no networks' pooling arrangements for Algha camera and a threat to all media under our democratic traditions of freedom of the press."

It asked the group to reconceiver its action.

Cite Equality

If accepted that coverage of one media "should make a witness a part of a spectacle to say... any news coverage of a public hearing makes a witness part of a spectacle."

All news media should have equal access, the radio correspondents added.

Other protests, upholding the correspondents group, came from ABC, NBC and CBS Radio, as well as from Ben Chaitfeld, WMZM Radio, and National Assn. of Radio News Directors.

Networks generally carried portions of the hearings by broadcasting special recorded highlights, including explanations of the Sherman ruling.

Official reaction was not expected until the full committee studies the protests during closed session. However, a spokesman said some staff members were in favor of ban on all media, for another spokesman added, "we are in a dilemma you know. We must get testimony if at all possible."

August 20, 1951 • Page 63
New CBS television equipped

CBS's Ford Theatre of the Air in rehearsal. On the set, shot is being taken by camera at left. Camera at right lines up for next sequence.

35 mm Projector. Equipped with G.E.'s famous Synchro-Lite feature that eliminates all moving shutter parts. This "cold" light source also permits film to be used for stills. Unit includes a continuously variable equalizer for balanced response from various films.

Dual Slide Projector. Handles either opaques or transparencies, provides lap dissolve from one to the other. Tape-time slide carriage and 2" x 2" projector kit shown are optional accessories.

Studio Control Booth houses director and assistants at monitors. Studio action can be seen through glass front of control room.

Studio Camera—with mounting head and electronic viewfinder. Extremely accessible and light in weight, this camera gives you high quality pickups even under unfavorable lighting conditions.
Complete studio facilities—including 4 camera channels—installed in record time of 18 days!

Latest in Camera Channels and Monitoring Units Designed by General Electric Engineers and Built at Electronics Park. . . .

To equip their famous Studio 57, CBS officials demanded the finest, most advanced units the industry could offer, and called on General Electric to supply them. Because a large studio layout of this type requires the maximum in flexibility, standard G-E studio units were ideal . . . cabinetry is uniform . . . block-building permits rapid, painless expansion when necessary. There are 4 complete camera channels in this CBS group, plus program control and accessory units.

Master Control is extremely versatile. It will accept as many incoming signals as would be required in any studio installation, and will also fade or switch any of these signals to multiple outputs.

There's plenty going on at Electronics Park these days—in research and manufacture for VHF, UHF and color TV. You're invited to come up and see what we've got before you buy any station equipment. For information and arrangements, call the G-E office near you.

HANDY LEATHERETTE ENVELOPE

. . . will be sent on request to station managers and engineers. Inside compartment packed with illustrated specification sheets on G-E television equipment.

Write: General Electric Company, Section 281-20, Electronics Park, Syracuse, New York.

You can put your confidence in—

GENERAL ELECTRIC
telestatus

WPXD (TV) New York announced Rate Card No. 4 last Tuesday, with a 4% increase in A and B time, while Class C time remains the same. Increases will be effective Sept. 15, although schedules contracted for prior to that date will retain present rates for 26 weeks after the change is made.

Under the new rates, Class A time—original Sunday through Saturday, 1-10:30 p.m. is increased from $1.200 to $1,250 for one hour's broadcast; Class B time—original Sunday through Saturday, 10:30-11:30 p.m. is increased from $500 to $512. Half-hour rates will be stepped up for Class A from $270 to $300; for Class B, from $490 to $525. Rates for five minutes of air time will rise from $490 to $500 for Class A; from $350 to $355 for Class B.

"Even at the new rates, an advertiser buying A or B time on WPXD can reach New Yorkers 28% cheaper than a year ago," Sales Director John F. Noone said. "And for C time, he gets a 64% better buy.

WTG (TV) Washington, D.C., owned and operated outlet, will issue its new Rate Card No. 7 Sept. 10, according to General Manager Walter Compton. It will set Class A hourly rate at $600 and the Class A spot announcement at $1,000.

In his announcement, Mr. Compton noted that the number of telecasts in the greater Washington area is now close to the 300,000 mark "and probably will exceed that figure within the next several months." He asserted that rate circulation has increased more than 35% since issuance of its number six rate card a year ago, while WTG's new rates represent a 58% increase in the Class A hourly rate.

ABC's WENY-TV Chicago will raise rates effective Sept. 1, with Class A time going to $1,000 per hour and spot announcements to $300 each, ABC Central Division Vice President John H. Norton Jr. has announced. Move is attributed to mounting number of sets in the area and higher operating costs.

Sets in Chicago area went from 627,000 a year ago to 888,034 last March, when WENY-TV last raised rates, and are expected to reach about 1,000,000 by Sept. 1, Mr. Norton said.

A REVISED rate card, effective Aug. 15 instead of Aug. 1 as originally announced, has been issued by KRON-TV San Francisco. Class A one-hour rates range from $480 to $600; Class B from $390 to $450; and Class C from $240 to $300. Spot announcement rates range from $49 to $120 depending upon class and number of times used.

Weekly Television Summary—August 20, 1951—TELECASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>6,400</td>
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<tr>
<td>Ames</td>
<td>WOI-TV</td>
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<td>Atlanta</td>
<td>WSB-TV, WSJTV</td>
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<td>Baltimore</td>
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<td>Los Angeles</td>
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Total Markets on Air 63

% \* * *

Leading Trendex Report

ED SULLIVAN'S Toast of the Town led all sponsored network evening TV shows for the week of Aug. 1-7 in Trendex ratings released last week.

Following are the top 10 TV shows based on one live broadcast:

1. Toast of the Town 39,2
2. WJIM-TV 25,000
3. Toledoans for 5000 Watts 22,4
4. WJIM-TV 21,1
5. What's My Line? 21,0
6. WJIM-TV 20,4
7. WJIM-TV 19,8
8. WJIM-TV 18,6
9. WJIM-TV 18,4
10. WJIM-TV 17,1

National Ad Service

Surveys College Students

MORE THAN an eighth of college students (13.1%) own TV sets at college and twice that number (25.9%) look at one or more programs regularly at college, according to a survey conducted by National Advertising Service, college newspaper representative. A total of 2,201 students at 25 colleges in all sponsored networks completed the questionnaire.

Time spent watching television each week by students was broken down as follows:

- 52.6% spent no time
- 36.3% spent 5 to 10 hours
- 10.1% spent 10 to 15 hours
- 6.9% spent 15 to 20 hours
- 0.5% spent more than 20 hours
- 1.9% did not answer.

WSPD-TOLEDO, OHIO
A FORT INDUSTRY STATION
5000 WATTS & NBC
Represented by THE KATZ AGENCY, INC.
helpful hints to advertisers not yet in television

If TV sales results have slanted your thinking towards television advertising, you'll be even more interested when you remember that . . .

You can do better with Spot.

These are Spot programs we're talking about. Live programs or film programs. Daytime shows or evening shows. Once-a-week telecasts or strips. With Spot programs, you can do better in television—in so many ways:

You can get started so easily—with Spot programs. There's none of that business of minimum station requirements or "must" stations. Your distribution and your budget shape your Spot program market line-up.

You get better picture quality, for live shows or film are generally superior to kinescope recordings.

You get complete station cooperation . . . find stations clear time more readily because stations net more when a time period is sold for a Spot program than for a network show.

You get all this—at no extra cost. For compared to network rates, Spot rates are generally lower for the same time period, over the same stations. The savings are more than enough to pay for the extra film prints and their distribution.

Can you really look into television without looking into these advantages of Spot programs? We don't think so either. Which leads us to one final, practical hint: Call a Katz representative and get the full story on Spot program advertising. You may discover that you're closer to television than you think, because in television . . .

you can do better with Spot. Much better.

THE KATZ AGENCY, INC. Station Representatives

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY
DENVER THEATRE TV

TV MAY COME to Denver this autumn—but it won't be broadcast TV.

It will be theatre TV.

Plans are already in motion by Wolberg Theatres Inc., owners of a chain of theatres in the Colorado capital, to tap the transcontinental microwave hookup and give the populace their first view of regular TV. At the present time, there is no TV in Denver.

Not only special events are envisaged, but also regular network commercial schedules.

Downtown 1,500-seat Broadway Theatre will be equipped with General Precision Lab's film storage system in two or three months, General Manager John Wolberg told BROADCASTING • TELECASTING last week.

Within six months a second installation will be ordered for the 2,100-seat Paramount Theatre, which the Wolberg interests are taking over. Whether that, too, will be film storage or instantaneous has not been decided yet, Mr. Wolberg said.

If theatre TV is a success in those two theatres, it will be extended to four drive-ins owned by the theatre chain. That would make a total of 15,000 seats for TV in Denver, Mr. Wolberg pointed out.

Wolberg interests are associated with Denver Mayor Quigg Newton and Broadcaster-Publisher Gifford Phillips in a TV application for that city. Mr. Phillips owns KGHB Pueblo and publishes several weekly newspapers in the Rocky Mountain area. Mr. Phillips already is a TV applicant for Denver, but he will integrate his application with that of the new company to be called Denver Television Co.

Chagrined broadcasters in Denver have been foreclosed from TV because of the three-year-old FCC freeze. There are eight applications for TV in Denver—including those from the following broadcasters: KLZ, KYX, KTNN, KFEL, FCC proposes to allocate 4 VHF channels (one reserved for non-commercial use) and two UHF channels to Denver.

Coast-to-coast TV is due to be inaugurated Sept. 30 [BROADCASTING • TELECASTING, Aug. 15]. Mr. Wolberg hopes he may be able to inaugurate Denver TV with the World Series.

Advertisers Like Idea

Advertisers seem to like idea of having their shows seen in Denver, Wolberg said. He has already approached the networks. Network executives can't comment on themselves yet, but their initial reaction is that there's no reason why an "affiliation" can't be arranged, according to Wolberg.

Use of the film storage system of theatre-TV will permit the Broadway to schedule its TV programs into its present film operation.

ROOSEVELT GROUP

MAKING MIAMI BID FOR STATION

TV STATION in the object of Miami TV Inc., incorporated last week in Florida, with Elliott Roosevelt, son of the late president, as president of the firm. Other incorporators are former Georgia Gov. E. D. Rivers Sr., chairman; Milton M. Ferrell, Miami attorney, vice president; Dr. Robert M. Oliver, Miami and Coral Gables physician, secretary; and John Roosevelt, associated with his older brother in the radio- TV package firm of Roosevelt Enterprises Inc. (mainly Mrs. Roosevelt's programs), will be a member of the board.

Messrs. Rivers, Ferrell and Oliver are already associated in a group seeking FCC approval to purchase WMIE Miami (10 kw on 1140 kc) from Arthur B. McBride and Daniel Sherby. But that application is delayed pending FCC clarification of the status of WMIE's transfer of ownership to Messrs. McBride and Sherby, both of Cleveland. Mr. McBride figured prominently in a successful Kefauver Crime Committee hearing, as owner of Continental Press race news service. The FCC set aside an examiner's recommendation approving the transfer of ownership on the visitation. The allegations had been aired by the Kefauver Committee [BROADCASTING • TELECASTING, June 4].

Mr. Rivers recently sold WGOV Valdosta, Ga., to his son, but still owns WOBS Jackson, Miss., and WLBS Birmingham, Ala. His son, E. D. Rivers Jr., owns WJIV Savannah, Ga.; WEAS Decatur, Ga., and KXWM Ephratah, Ark.

Roosevelt-Rivers application makes six applicants for Miami's remaining VHF commercial TV channels. Other applicants are WGBS, WIOD, WQAM, WINZ and WKAT. Lindsay-Hopkins Vocational School, operators of non-commercial FM station WTHS, has applied for the proposed non-commercial Channel 2.

In a statement Aug. 13, Elliott Roosevelt stressed the local nature of the proposed TV operation.

"We think the local advertisers on TV throughout the United States have been getting a rather rough time of it," he is quoted as saying. "We plan to have a large amount of public service programs, aimed for the younger groups to seek maximum audience appeal and to price it so as to make it available to local advertisers." Mr. Roosevelt has established his home in Marathon, on the Florida Keys.

JAPAN NETWORK

SEEN BY MUNDT WITHIN YEAR

NETWORK television comprising over 20 stations which would operate by relays rather than coaxial cable may be a reality in Japan within the next year, Sen. Karl E. Mundt (R-S. D.) said last Monday.

Sen. Mundt estimated the entire cost for 22 stations at $4,670,000, which he said would be underwritten by Japanese businessmen. The Voice of America broadcast groups would be permitted to purchase time on the TV network, he added.

REVEALS PUBLICITY

In revealing publicly for the first time what he had disclosed to BROADCASTING • TELECASTING exclusively last month, Sen. Mundt noted that a similar television network is contemplated for Turkey and possibly Greece and other countries vital to U. S. interests. He indicated last week that the Japanese project stood a better chance of being galvanized into reality before the Turkish venture, of which he has made a diligent study.

The Asia plan was originally cooked off last month by Sen. Mundt, who said he had conferred with Japanese communications officials when they visited the United States. They also conferred with eastern commercial telecasters and broadcasters about the TV plan and the feasibility of commercial radio advertising in that country [BROADCASTING • TELECASTING, July 30, 23].

'Toast' Resumes

CBS-TV network's 'Toast of the Town' (Sun. 8:39 p.m.), sponsored by Lincoln-Mercury, will resume Sept. 9 with the first of two installments of "The Oscar Hammerstein Story." Emmce Ed Sullivan, believing that the show's variety format would be heightened by addition of a story line, Mr. Hammerstein, evolved the lyricist's story from 1917 to date. Some of Broadway's top names will help in its singing and telling.

planned by Fall
THERE'S "Something Special" on WPTZ, Philadelphia's first television station, every Monday, Tuesday and Thursday afternoon from 2:30 to 3:00 o'clock.

It's just what the name implies—"Something Special" in television programming for the thousands and thousands of ladies among the 865,000 television homes that regularly turn to WPTZ for the finest in music, news, drama and entertainment.

The program is conducted by Eleanor Glenn, a new and excitingly adult personality who just seems to know what her audience wants to see and hear. Her subjects range from money, child psychology, the history and romance of foods to the living habits of ball players' wives.

Whatever the topic, you can be sure Eleanor Glenn will have the right guest and material to make the program "Something Special" for her television audience.

And whatever your product, particularly if you're trying to reach women buyers, you can be sure WPTZ's "Something Special" is the place to advertise it.

"Something Special's" audience doesn't want merely to be entertained; it tunes to this program because it wants to watch and remember the things it sees and hears. It will watch and remember your sales messages on "Something Special".

If you want to reach women buyers in the huge Philadelphia market, "Something Special" is the program you especially want to hear about. For details on reaching this pre-sold, pre-conditioned audience on WPTZ, give us a call, or see your nearest NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Bldg. • Phila., Penna.
Telephone LOCust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
CBS DAYTIME

With its nighttime schedule approaching the sold-out level, CBS Television last week launched a big push to sell daytime TV.

A 55-page presentation circulated to advertisers, agencies and CBS-TV stations noted that the number from June 18 to 21 a year later, and admonished advertisers to act promptly and get "a valuable daytime television franchise.

"From a commercial standpoint," the booklet observed, "daytime television is in about the same relative position as nighttime television was a year and a half ago."

Prepared by Gordon Hellmann, director of sales presentations for the CBS Television Div., the booklet is entitled "Five Big Reasons For Getting Into Daytime Television . . . Now." Unveiled to newsmen at a luncheon Monday by Arthur Duram, CBS-TV assistant sales manager, it shows that, on the basis of fall orders, only three Monday-through-Friday strips, Monday-Friday strips, and two single quarter-hours remain available without competition in the 12 noon to 5 p.m. period.

Stations Survey

It notes that a CBS-TV survey of the 107 U.S. stations showed 70 are now starting operations by noon, Monday through Friday, and that by fall the number will increase to 98 and Hubbard programming by 10 a.m. A year ago, 18 stations were on the air by noon.

The "five reasons" for getting into daytime TV are listed as:

1. To keep ahead of your competition.
2. To deliver your sales messages to large housewife audiences.
3. To deliver these messages at low cost-per-

CHILDREN'S SHOWS

Webster Suggests Study

Commercially sponsored programs "intended to hold the interest of children, but which would curdle the blood of adults" was suggested as a service that might be used in study by a listeners' radio-TV advisory group proposed to the Miami Lions Club last Monday by Comr. E. M. Webster.

Addressing the group at a luncheon meeting, Comr. Webster discussed "Community Interest in Television Programming." He reminded the Miami citizens that the radio spectrum is public domain and that the inhabitants in a community must counsel broadcasters regarding their needs and tastes if programs of interest are desired.

Citing the work done in educational radio and TV by the U. of Miami in cooperation with several local commercial stations, Comr. Webster suggested the use of a television service now rendered by commercial outlet WTVJ (TV) there. He advised his audience it must lay the groundwork for community awareness in future expanded TV service, once the freeze is lifted. He urged them to "profit by our experiences with audio broadcasting."

SAG ASKS BAN

On TV for Movies Since '48

SCREEN ACTORS Guild, serving formal request upon three motion picture producers association for opening of contract negotiations, has asked as one of its contract proposals that all theatrical pictures made after Aug. 1, 1948, be banned from television use until an agreement can be reached on the conditions of TV exhibition.

In extending the request, the guild proposed that the first negotiating meeting be held Aug. 27 with the Assn. of Motion Picture Producers, representing the major studios, and the Society of Independent Motion Picture Producers sitting in on the talks. Separate negotiations will be held with the third group, the Independent Motion Picture Producers again.

On the subject of television, the guild asked that all terms and conditions of the basic contract should apply. Also included were proposals calling for repayment to actors of their original salary for each reshowing in the same viewing period, a motion picture on television; and classification of actors employed in films made in a series as term contract players if their services are exclusive, and multiple players if their services are not exclusive.

On re-use of theatrical films for television, the guild stated that specific proposals covering additional compensation to actors would be made to producers contemplating the release of such films (those made after Aug. 1, 1948) in the immediate future.

Guild further said that proposals for minimum wages and working conditions for actors employed in making of television commercial spots will be submitted later.

Minimum salaries being asked for players with term contracts are $75 per week for house players (those who have been at a movie studio for less than six months), and $200 for all other contract players. Proposed weekly minimum salary for freelance players is $375; for day players $100 per day.

GUILD has asked that the contract, replacing the one which expired Dec. 31, 1950, be for two years.

Big Sales Drive Underway

Quarter-hours a week last December to 23 by Sept.

In one year, it is pointed out, the average percent of TV sets tuned in between 1 and 5 p.m., Monday through Friday, has gone from 8.3 to 15.6, according to a TV Advertised Survey in the New York market in May showing that the average adult female viewer watches TV for 30 minutes a week (Monday-Friday). Further, the booklet reports, the average number of sets in use between 1 and 5 p.m. gained 98% between March 1950 and March this year, and with a 156% gain in the number of sets outstanding.

The booklet asserts that "advertisers can sponsor a multi-weekday show on a once-a-week nighttime budget," and cites Nielsen Television Index figures to show that, on a times a week daytime basis, the advertiser averages "an unduplicated audience two and one-half times as big as his average audience for a single day."

Cite Magazines

Already, it is noted, some daytime TV advertisers are reaching viewers at lower costs-per-thousand and than they can get in four leading women's magazines. As of March, Procter & Gamble's "Garry Moore Show" delivered viewers at $2.03 per thousand; participating sponsors' "Homemakers Exchange" at $2.77; "Paper's Bride and Groom at $3.80. By comparison, the average cost per thousand and noters for full-page black-and-white ads in four women's magazines (Women's Home Companion, Good Housekeeping, Ladies Home Journal, and McCall's) was placed at $3.57 for this year and projected to $3.85 for 1962.

Claiming that for fall CBS-TV "has the biggest daytime lineup in fall television," the booklet cites the following available package showings:

"Garry Moore Show"; "Steve Allen Show"; "All Around the Town"; "Meet Your Publisher's Exchange"; "Vanity Fair"; "Bride and Groom"; "The Lovzg Family," and "Garden of Eve."

SELZNICK SURVEY

Eyes Move Into Video

LOOKING into new avenues for further revenue from his old theatrical motion pictures, David O. Selznick, Hollywood film producer, has appointed John R. Markey to make an annual national survey of the television field. Besides television sales potential of these old films, there are "other phases" of the general survey Mr. Selznick is interested in.

Mr. Markey, recently resigned national sales manager of Consolidated Television Productions, Hollywood producer-distributor of TV films, is to make the next 60 days will be headquartered in the Selznick Studio New York office at 400 Madison Ave. He reportedly has several potential sponsors lined up for fall release of films.
WOC-TV TURNS A FLOOD MENACE INTO A FLOOD OF CUSTOMERS

State Furniture Company... with store in Davenport, another in Muscatine... ordered a carload of mattresses. Shipment arrived during Mississippi River flood last Spring. There was no place to store mattresses because State's warehouse was surrounded by a rampaging Mississippi. State had but one solution to problem... stock these mattresses on valuable sales floor space in their two stores; then sell them as quickly as possible.

To do this selling job, State used TWO of their weekly half-hour shows on WOC-TV. Told public of their problem; offered mattresses (originally priced at $49.95) for $33.75. Also used newspaper ads.

According to State's own check of their customers, THIS ADVERTISING RESULTED IN $12,000 IN SALES... with WOC-TV producing more than 97% of this total. Furthermore, 50% of those who came to buy the $33.75 mattresses upped their purchases... bought either more expensive mattresses or other furniture. So SOLD is State on WOC-TV's SELLING POWER that they now buy two 1/2-hour shows a week.

To prove that it sells, WOC-TV has a host of success stories similar to State's. It's "know-how" that does it—the "know-how" to stimulate the buying urge of people in the Quint-City area... people with a per capita effective buying power 30.2% above the national per capita average (Sales Management 1951 "Survey of Buying Power").

Let WOC-TV write a successful sales story for your product or services. Your nearest F & P office has the facts—or contact us, direct.

Free & Peters, Inc.
Exclusive National Representatives

B. J. Palmer, president
Ernest C. Sanders, resident manager

The QUINT CITIES

WOC-TV, CHANNEL 5
Davenport, Iowa
D. J. FILMS
For Use With Standard Discs
ANOTHER answer for the question, "How can disc jockeys move to TV?" was given last Tuesday when Screen Gems Inc. announced production of films—both "live" and animated—designed to visualize the lyrics and rhythms of current and standard records.

Made in cooperation with such record manufacturers as RCA Victor, Decca, Columbia, Capitol, and Mercury, the open-end films have no soundtracks of their own, but can be synchronized manually with the records they accompany.

The first package of 16 films includes a couple dancing in shadows to Andre Kostelanetz' recording of "Smoke Gets in Your Eyes," a young tap danzer shining shoes to Red Foley's "Chattanooga Shoe Shine Boy," and an animation of cops and robbers, firemen, and an old jalopy, all rebounding to the beat of $40.00 Wee Hunt's "Twelfth Street Rag." This initial group will be available to TV stations for six preview weeks at costs ranging from $187.50 to $575.00. Later leases, provided with spot charges, will grant unlimited use of the films for a full year, with options available at about one-third the original cost.

The films will be released in packages of 20 each month, with advance strips anticipating advance record sales. "In case of an unexpected record hit, we can turn out a film to go with it in one week's time," Will Baltin, producer of the 16mm films, reports. So far, no names have been signed for the series, although record companies have been considering to introduce new vocalists to TV audiences by filming them singing recorded hits, Mr. Baltin added.

Premiere of the record visualization plans is expected in early September when Dorland Inc., New York, introduces "TV disc jockey tunes" on six stations.

AGENCY CONTROL
Cited on Hollywood Films

ADVERTISING agencies are fast becoming the "dictators" of Hollywood TV films, through direct control over $11 million in production and secondary control over another $5.5 million, Harry McMahan, president-executive producer of Five Star Productions, Hollywood, told the Society of Motion Picture Comptrollers meeting in Hollywood.

He estimated that in 1962 the ad men should be spending well over $40 million of their clients' money in Hollywood. He further estimated costs of film commercials in Hollywood for the current year at $4.5 million against an expenditure of $6.5 million for sponsored film shows and another $5.5 million on open-end shows which eventually are sponsored regionally or locally by advertising agencies.

Despite the sharp rise in Hollywood orders for TV film commercials, the producer finds it a hazardous occupation with a high death rate, according to Mr. McMahan.

"More than 360 producers announced themselves in the TV spot business two years ago, but fewer than 40 have survived and only seven have national recognition," he said.

TIME CONTRACT FORMS
NARTB Sets Standards

REVISED draft of standard contract forms for purchase of television time is nearing completion at NARTB, according to Eugene S. Thomas, chairman of the Television Board and former chairman of the Television Standardization Group.

Drafting of the new forms is proceeding under direction of Theodor Bergmann, DuMont TV Network sales director, recently named chairman of the group. Last meeting of the group was held Aug. 3 in New York. When the draft has been completed the group will meet with representatives of the American Assn. of Advertising Agencies.

MORE and more TV film producers are giving color a larger place in their plans.

Junior Science is a new color series aimed at children. Thirteen of the quarter-hour shows have been completed by Olio Video Television Productions, New York. They are designed as a physics primer for young folks and will include stunts and experiments suitable for home scientists who have only household equipment available. The open-end strips are based on a book by popular science writer, Kenneth M. Swezy, and are narrated by Dr. Gerald Wendt, founder of Science Clubs of America.

In early September, D'ARMAND Productions, Los Angeles, starts shooting, in color, a series of 600 TV film shorts. Classical and popular music, dance and dramatic excerpts and the quality are chosen for 35mm film. S N A D E R TELESCRIPTION, Beverly Hills, has completed five color shorts featuring the Dinning Sisters vocal team.

A catalogue of more than 200 color films is now listed by STERLING Television Co., New York, which has acquired exclusive TV rights for 13 more pictures from Van Kampen Heliner. (Eight of the new films are also available in black-and-white.) They are outdoor spectaculars of which some are Swept Away, Fighting Bull, Tampico Tarpon, Jumpers, and Unusual Sports.

New wrinkles on the program side also include Are My Rackets, a new quarter-hour series designed to expose racketeers and confidence games currently being played on the American public. First group will be available for TV sponsorship Nov. 1. Star of the show is an authentic racket-buster and unswerving, expert, Sergeant Archie Waldo, a police detective and FBI instructor. He has collected fixed devices and carnival gadgets over the years and often has been called into court to demonstrate the deception. Bruce Elliott will write the scripts, basing them on Sgt. Waldo's experiences. They will be produced by HOLBERT Productions Inc. and distributed through HYPERION Films, New York.

A train ride combined with a delayed action simulcast is being started in Chicago by ACADEMY Film Productions. Bob Elson's Interview of the Century will take place on the renowned train, Twentieth Century Limited, featuring celebrities and other interesting passengers who happen to be along for the ride. Mr. Elson has done a similar show for radio and the filmed programs will be duplicated on tape for radio broadcast.

Kerry Drake, comic strip district attorney is in a film series by HAFNER-HALPERIN Inc., scheduled for shooting Oct. 1. The series will run as one of their major programs, 26 produced annually. Fourteen-year radio-TV-movie rights to strip have been acquired.

TELEFILM, INC.
COMPLETE FILM PRODUCTION
TV SPOTS-PROGRAMS
All Production Steps
In One Organization


HOLLYWOOD 5-7208

D. J. FILMS

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D. J. FILMS

D. J. FILMS

D. J. FILMS

D. J. FILMS

D. J. FILMS
CMQ-TV

TAKES NO CHANCES!

When Circuito CMQ, S.A., the pioneers of radio and television in Cuba, required an unusual antenna support for their magnificent new TV station in Havana they called in the pioneer of antenna builders—Blaw-Knox.

This special structure, designed and fabricated by Blaw-Knox, soars high above a congested area yet will safely withstand anticipated wind velocities in excess of 200 mph. The same experience and engineering skill applied to this installation is available to you at no added cost, for even the simplest mobile communications towers.

BLAW-KNOX ANTENNA TOWERS

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY

2038 Farmers Bank Building, Pittsburgh 22, Pa.
BERLIN SHOWING

COMMUNISTS from the Russian sector of Berlin, Germany, as well as citizens of the Western Zone became from the free world last Monday—and-white. The results, according to President Truman, "not only provoked an outburst of rage and despair, but ... had concrete political value as well."

The diplomatic significance of the two-week demonstrations—color by CBS and monochrome by RCA—was expressed in a cable sent Berliners by President Truman. He said, in part: "This television exhibition has been arranged by the Economic Cooperation Administration and is presented by the American television industry to show how free men can work together for peace and prosperity."

RCA presented its black-and-white system from a stage in Europe's largest outdoor theatre as well as on two theater-sized screens (15 by 20 feet) at points near the Russian section and on more than 100 home-type receivers installed in show windows and other prominent spots in the boroughs of West Berlin. In order to reach all these outlets, a crew of 29 RCA engineers and technicians had to install a transmitter, a job that usually consumes six-months time. They finished the job in 85 hours, from a bat-winged antenna—

TITLES BOUT

Theatres Get Robinson-Turpin

RETURN middleweight title bout between Ray Robinson and Randolph Turpin at the Polo Grounds Sept. 15 will be telecast exclusively in movie theatres outside New York. The match will be carried on a closed circuit to 11 of the 25 theatres equipped for teatrcasts, and will not be aired otherwise.

Rights for the fight were sold to Theatre Network Television Inc. for a price reported unofficially as $25,000. In addition, however, the four movie shows involved in the telecasting were said to have purchased second-run movie rights to the contest for $275,000.

Boxing promoters had previously stated their asking price for the bout, after the success of the Wolcott-Charles battle, would be $250,000 for radio-TV rights or, in the case of theatre TV, substantially above the $75,000 fee of $10,000 originally asked [BROADCASTING, July 23].

Although it was understood that radio interests had not sought the outdoor Robinson-Turpin bout because of the chance that bad weather would leave sponsors holding a wet bag, the match adds to the victory of theatre television. That organization had its fourth exclusive with the Joe Louis-Jimmy Bivins fight held in Baltimore Wednesday, a match that was shown to 15,000 of which, including the Paramount, were in the New York metropolitan area.

Bruce I. Steinmetz

BRUCE I. STEINMETZ, 65, secretary-treasurer of District No. 1 of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the U. S. and Canada, died Aug. 6 at Great Falls, Mont., his home. Death was attributed to a heart attack. District 1 of his union consists of Montana, Idaho, Oregon, Washington, and British Columbia.

Telecasting • Broadcasting
Here's convincing proof that WJR's great listening audience is an active, responsive one. Recently, on their morning show, Pete and Joe offered their many listeners a copy of a verse. With only eight announcements, WJR received 10,827 requests from 18 states and Canada. This amazing response gives you added proof of WJR's intensive penetration of a large prosperous area, and every indication that your advertising message over WJR produces high-powered action.

Remember ... first they listen ... then they buy!

Radio—America's Greatest Advertising Medium

Represented Nationally by Edward Petry & Company
Mr. Kleban, president of the Blair organization. Mr. Weldon also said the station is due to go on the air with test patterns next Friday and to commence regular 2-11 p.m. operation Sept. 1.

Mexican station is owned by a group of Mexican businessmen, including Romulo O’Farrill Sr., owner of TV station XHTV Mexico City and publisher of Mexico City’s “Notadas.” It will be managed by Monte Kleban, former WAVI San Antonio executive.

Since XELD-TV won’t be interconnected, it will be serviced by CBS in the same manner it serves U.S. non-interconnected affiliates —with film and kines.

FCC has jurisdiction, it is believed, under Sec. 325 (b) of the Communications Act of 1934, as amended. That section states that FCC approval is required when a U.S. station furnishes its program to a foreign station whose signals are “consistently” heard in the U.S.

XELD-TV’s Channel 7 signal is expected to cover all of the Matamoros-Brownsville area. It will radiate 2.8 kw from an antenna height of 700 feet above average terrain.

XELD-TV expects to serve a U.S. population of more than 300,000 persons along the border valley and will program largely to them. In addition to the U.S. audience, the Blair announcement said, the station will have “a bonus population of more than 300,000 Mexican citizens” in its primary service area.

The station is licensed by the Mexican Communications Commission, but also “will be operated in strict accordance with the standards of the American Federal Communications Commission,” the announcement said.

Levis to WSB

RAYMOND LEWIS, chief investigator of the FCC Hearing Div., joins the Wage Stabilization Board today (Monday) in a supervisory capacity. Mr. Lewis has been with the Commission since September 1940, during which time he participated in the newspaper ownership, B&Lova and Don Loe cases, and most recently, in the Richards case. He is a former Army captain during World War II, serving with OSS in Europe.

Lewis to WSB

RICHARD LEWIS, chief investigator of the FCC Hearing Div., joins the Wage Stabilization Board today (Monday) in a supervisory capacity. Mr. Lewis has been with the Commission since September 1940, during which time he participated in the newspaper ownership, B&Lova and Don Loe cases, and most recently, in the Richards case. He is a former Army captain during World War II, serving with OSS in Europe.

Printer Becomes Sponsor

ADD to the list of unusual voice—the printer, the William G. Johnston Co., Pittsburgh commercial printer, who has joined a participants mailing list, WDTV (TV) Pittsburgh. The 138-year-old firm long has used radio and printed advertising. Robert H. Caffee, sales manager, said that through supplementary TV advertising, closeups of methods of printing production can be shown to the public. Program sponsored by the company is Pitt Parade, a 10-minute film round of local news and current events.
Across the country—in less than a minute!

Some day soon, a jet plane will leave New York at 9 A.M....
And be in California—at 9 A.M.!
So fast are modern jets, they come close to following the sun in its flight across the continent. Speed? Yes. But in manufacture, the story is different!
The all-precision jet engine takes almost four times as much machining as World War II aircraft. It's long work—but defense deadlines are short!

To speed up jet assembly lines, the plane-makers have learned amazing production tricks. And they've learned an amazing traffic trick, too.

When ordering and shipping parts, the makers of the world's fastest planes use the world's fastest service—Air Express!

Whether your business is jets or jewelry, here are the unique advantages you can enjoy with regular use of Air Express:

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

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

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

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

For more facts call Air Express Division of Railway Express Agency.
Official Admiration

EDITOR:
This is just to let you know how much I appreciate the excellent coverage, balanced reporting, and editorial understanding of our purposes displayed by your publication in its cooperation with our TV-Radio Workshop.

James W. Young
The Ford Foundation
New York

[EDITOR'S NOTE: To Mr. Young, consultant of the Ford Foundation and senior composer of the Workshop, our thanks for his unsolicited praise, an endorsement for the valuable program of the Ford-sponsored TV-Radio Workshop.]

Punch & Counterpunch

EDITOR:
It is very disturbing! I am referring to the WMBG [Richmond] ad on the inside back cover of the Aug. 6 issue of Broadcasting. *TELECASTING.*

As I read Mr. Havens' memo to timebuyers, I was much impressed with what was apparently a spontaneous presentation of arguments for a rate increase. And I felt admiration for the man with nerve enough to state his case so boldly. He has added 8,968 families by a change in transmitting equipment. This same change improved his signal in areas already covered, and should provide more listening, in these areas too! Good!

To quote him directly, Mr. Havens says, "We must price our programs and medium realistically and in keeping with the times." Excellent! Good arguments well stated.

But wait! Here comes the shocker! This man was not building argument for rate increase! He WAS ANNOUNCING RATE DECREASES! Can you imagine it? With a story like that, the man announces rate decreases! What has happened in radio where are the leaders? Did he have to announce it so the whole industry would see it? It?

In announcing that WMBG is now worthy of a 33 per cent rate cut for this new service, he added 8,968 additional families in its coverage area. Mr. Havens had done himself, his station, and the industry in which he makes a good living an extreme disservice. If he had to cut, why announce it in the industry's leading publication? What's he so proud of?

Harold M. W. Commercial Manager
WABJ Adrian, Mich.

[EDITOR'S NOTE: Since Mr. West's comment is directed to an advertisement rather than to editorial matter, the advertisers have been asked to reply. His letter appears below.]

EDITOR:
I think you will agree that WMBG fought vigorously the attempt (on the part of the competitors) to decrease AM rates last fall. Within a matter of a couple of hours we sent the president of NBC a 1,000 word telegram in opposition to a rate reduction. . . . It was the first opposition received by the network and has been told had a great deal to do with NBC giving up the idea to reduce rates last fall.

About six months later CBS came out without prior warning and promptly reduced its network rates. Had the CBS affiliates followed the same line that NBC did six months earlier, perhaps CBS would have given up the idea just as NBC did, but no such script was prepared.

We decided to continue our network, NBC, retaining its affiliated station rates whereas CBS, its competitor, had substantially reduced theirs. NBC had to follow another course to follow but to reduce NBC rates, but still over the objection of most, if not all of, the NBC affiliates. Once the pattern was set by the networks, it seemed rather stupid for our company to try to sell its AM facilities in the spot field for $250 an hour while NBC was offering the same rates and facilities for $126. Therefore, we met the network rate in the spot field.

Incidentally, we have had some very splendid reactions to the rate revision. They have come from some of the top agency people and three of our leading trade papers. Therefore, I am more convinced now than ever before that our judgment was right and thinking clear.

The WMBG rates were the highest in the city of Richmond for its classification and this condition has existed for many months, although we have seen AM facilities increase from two stations to three, then to four, to five and finally to the current course, that is a condition that developed in almost every community after the war. I am sure anyone knows that whenever a station is added to a community, the original stations lose listeners. This condition is true even when a new station does not have a television station, and when a community does have a television station, it is worse.

Mr. West . . . asked, "Where are the leaders?" WMBG was the first commercial station in Virginia. It was the first station in Richmond to broadcast daytime programs; the first to own its own buildings; the first to own a short-wave mobile unit; the first to own recording equipment; the first to use a directional antenna. It sold the first commercial in Richmond. It was the first station with FM and the first station in the entire South to build a television station.

I do not know Mr. West, and I am not even familiar with his station connections, but my guess is that (1) he does not have a network affiliation, and (2) that the station's rate is perhaps already so low it would be more difficult to reduce it lower. His station is undoubtedly one of the 1,000 new stations added since the war and which have brought about the necessity of rate reduction through splitting of the audience. So far as leadership is concerned, I am either unable to distinguish it when he sees or hears it, or else he is very loose with the truth.

Do you imagine that one is in the right direction and one that will be followed by others who have had the years of experience that I have had dating back over the past 26 years and at the same stand.

Wilbur M. Havens
President & Gen. Mgr.
WMBG(AM), WTVY(TV), WCOD(FM)
Richmond, Va.

Locked Out

EDITOR:
KFBB Great Falls, Mont., was today denied permission to record a public hearing in the Cascade County Courthouse . . . The hearing involved the termination of three deputy sheriff jobs . . .

We are determined to continue covering events of public interest.

W. J. Toumey
Assistant Manager
KFBB Great Falls, Mont.

[EDITOR'S NOTE: The editors would like to hear from any station that runs up against an unwanted exclusion from news coverage.]

Response from Roper

EDITOR:
YOUR Aug. 13 issue carries a letter from Mr. John Wilkoff which I think indicates clearly that he (unfortunately, like so many other people!) did not hear the broadcast from which the quotations were made.

I made it perfectly clear that this particular study did not have as its purpose the measuring of radio audiences. I am not in the business of measuring radio audiences and have no desire to get into it. Mr. Wilkoff recognizes that fact in the last paragraph of his letter when he says that our study is "closely not a media measurement." But the rest of his letter seems to rather take me to task for the fact that the study is not what it clearly was not intended to be.

Judged by what it was and what it was clearly stated to be, our study did not "short-change radio"; it simply reported the number of people who said they spent most of their leisure time listening to the radio. If one were trying to measure the radio audience, one would not approach it from that angle at all, since of course to that figure must be added those who spend some of their leisure time as well as those who do not regard listening to their being "leisure time" but rather as being part of the obligation of daily living.

Elmo Roper
Marketing Research Consultant
Public Opinion Analyst
New York

In Godfrey She Trusts

EDITOR:
The July 30 issue of your publication took a couple of editorial swings at [Arthur] Godfrey which make me volunteer as a "second" for the fellow . . .

Surely you don't really believe the American I.Q. is so depressingly low . . . viewers and listeners so susceptible to under-gaging that such little talks or seminars as Godfrey's are dangerous . . . Relax. I don't think even George Washington could have convinced us all.

Sally G. Holiday
Public Relations Director
Treasurer Masters Corp.
Minneapolis

EDITOR:
As Information Officer for the U.S. Dept. of Commerce-National Production Authority in Texas, Louisiana, Arkansas and Oklahoma, I have visited more than 50 radio TV stations in the past 90 days . . .

I have yet to contact a radio TV station in my travels that didn't afford my mission 100% cooperation.

I know of no better way to express my appreciation than through a magazine that everybody in the radio TV industry reads.

Bert Haing
Regional Information Officer
USDC-NPA
Dallas

Alcoholism Series

SERIES of documentary broadcasts—The Lonesome Road, analyzing medical, social and economic problems created by drinker and drunkenness—will be presented by NBC over its five owned radio stations starting this week.

The series was produced by the National Committee on Alcoholism with the Communication Materials Center of Columbia U. [In Review, Aug. 13]. The series will be presented under the auspices of ABC's WIP New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles, and KGO San Francisco in cooperation with civic, educational, social, health agencies and similar groups.
New station in the black after 24 days...thanks to tape!

WBOK, NEW ORLEANS, HITS SALES JACKPOT WITH TAPE-RECORDED PRESENTATIONS

Imagine a brand new station breaking even in less than a month, then zooming on to become the top independent in a tough 10-station market in less than a year! That's the accomplishment of WBOK, New Orleans. And in the words of Stanley Ray, Jr., the station's general manager, "Tape recordings enabled us to hit black ink 24 days after we began operation. We started making sales presentations of both shows and spots on tape one month before we hit the air...and these tapes in the great majority of instances closed the sale."

Tape can do tricks for you, too. It sparks new show ideas, simplifies programming, eliminates fluffs and miscues from full shows and spot announcements...and costs far less than conventional recording methods!

Why not let our representative give you the full story of what tape recording can do for you? Address Dept. BT-81, Minnesota Mining & Mfg. Co., St. Paul 6, Minn.

"YOU COULDN'T FIND A MORE EFFECTIVE or cheaper way of making a sales presentation than tape recordings," says Mr. Ray, shown presenting a suggested program to advertising agency head E. V. Brinkerhoff. "It's Standard Operating Procedure now with WBOK...and effective beyond words."

EXPERIMENTAL SPOTS and new program ideas are worked out and produced on tape by Ed Prendergast and Bob Murphy of WBOK. Unusual and localized sound effects are easily captured on tape, which reproduces in every register with matchless fidelity.

INTERVIEWS AND REMOTE PICK-UPS are simplified with tape. No complicated arrangements and expensive line charges...tape goes everywhere, hears everything. Battery-operated units make high-fidelity recordings possible in moving vehicles, elevators or planes!

IMPORTANT: There's more than one brand of sound recording tape on the market. To be sure of getting the lubricated tape used by major networks and recording companies, look for the brand name "SCOTCH" and the distinctive plaid-decorated box.

"YOU COULDN'T FIND A MORE EFFECTIVE or cheaper way of making a sales presentation than tape recordings," says Mr. Ray, shown presenting a suggested program to advertising agency head E. V. Brinkerhoff. "It's Standard Operating Procedure now with WBOK...and effective beyond words."

WOMEN ADVISORS
Defense Names Hobby, Markel
OVETA CULP HOBBY, executive vice president of the Houston Post (KPRC-AM-FM-TV), and Hazel Markel, wife of President Markel for MBS and WWDC Washington, were among the 48 women named to the Defense Dept.'s newly-created Advisory Committee on Women in the Services.

The committee, composed of outstanding leaders from radio, education, journalism, theatre and other fields, will advise on more effective utilization of women to empower in the military services, expansion of opportunities and methods of attracting service enlistments. The group will report directly to Anna M. Rosenberg, Assistant Secretary of Defense.

Also appointed to the committee were Mrs. Arthur Hayes Sulberger, wife of the publisher of the New York Times; chief of Interservice Broadcasting Co. (WQXR-AM-FM), and Mrs. Edgar Stern, wife of the WDSU-AM-FM-TV New Orleans radio executive (affiliated with the New Orleans Home and Associated Artists, Inc.) and a former Washington resident.

Miss Markel, the only woman actively identified with radio-TV, is first vice president of the Women's National Press Club and regional director of the Washington, D.C. Fashion Group. She is heard over the coast-to-coast Mutual network each Sunday, 12:30 p.m. and daily on WWDC, and also authors a weekly column in the Washington Daily News.

Store Radio Success
CASE histories of 10 prize winning department store radio programs; descriptions of spot saturation campaigns conducted by four stores and articles on store use of radio are included in Department Store Radio Advertising, a new 70-page book published jointly by BAB and National Retail Dry Goods Assn. It is available at $2.50 a copy to BAB and NRDGA members, $10 to retailer non-members and $5 to non-members other than retailers.

In Greater Grand Rapids...the most ears are WOODpecked!

MONT FASSNACHT named manager of TV program department at ABC Chicago. Other appointments: JOHN FITZPATRICK, production manager; JACK MCCORD, business manager, TV programs.

DON PHILLIPS, newscaster KWFT Wichita Falls, Tex., appointed publicity director KTRK Lufkin, Tex. Mr. Phillips is former part owner of KRKN Ballinger, Tex. JANE DE RAPPS PEACE, KTBC Austin, Tex., named continuity director KTRK.

DON ANDERSON, named announcer KFH Wichita, Kan., named chief announcer, MARJORIE BASSETT named public service director.

BUZZ HANSON, accounting director WDTV (TV) Pittsburgh, moves to studio department. NORMA WOODCOCK to accounting department.

MORGAN BAKER to CBS Housewives Protective League conducting two programs daily over WEEO Boston. BERTIE JOHNSTON, former program director WSOY Decatur, Ill., will produce show.

ROBERT SEYSCOOG, assistant program manager WKY-TV Oklahoma City, father of girl, Robin Louise.

DOUG NIXON, program director Pacific region, CBC Vancouver, awarded Imperial Relations Trust bursary for 1961, which will allow him four months' study of radio and TV in Great Britain. Bursary was established in 1948 to strengthen ties that bind various parts of British Commonwealth.

DAVE DUNN, writer and continuity editor CHKX Regina, to production staff CFNC Montreal.

JIM CLARK, graduate U. of Oklahoma, to public relations department WKY-AM-TV Oklahoma City.

NORM KELLER, program director WCNH Quincy, Ill., to WMOR-AM-FM Hamilton, Ohio, as disc jockey.

WILLIS CONOVER, disc jockey WWDC Washington, signed by WNWB (TV) Washington to do nightly half-hour program Conover's Guest Book.

RALPH KRUWERGE, WWHG Hornell, N.Y., to WCSS Amsterdam, N.Y., as announcer and special events man.

MIKE HUNNICUTT, disc jockey WFCO-TV Cincinnati, to WOL Washington, D.C., as disc jockey.

MEL MOSS to WTAC Flint, Mich., as continuity and promotion writer.

MEL CODY, studio supervisor KMPC Hollywood, father of boy, Aug. 10.

JAMES C. JORDAN Jr., television director NBC-TV Hollywood, transfers to New York as director of Eddie HAYES daily NBC-TV Colgate Comedy Hour programs.

HELEN J. SIOUSSAT, director of talks for the CBS Radio network, chosen for one of first two distinctives of services for members of Auxiliary of Veterans of Foreign Wars. Her own as a "Winds of Freedom" program, she will be honored during national encampment in New York Aug. 20-21. Other award goes to DORIS FLEISCH, of Bell Syndicate in field of journalism.

BOB ARNOTT to announcing staff KNUI New Ulm, Minn., from KYSM and WTOE Mankato, Minn. DENNY HAYES transferred from announcing staff to KNUI music librarian.

SID VAN, recent graduate California Institute of Radio & Television, L.A., to KSDO San Diego on announcing staff.


News... 

BOB ARTHUR, news editor KFHR-AM-FM Wichita, Kan., appointed director of news and special events. BOB HEPBURN transferred from announcing staff, as rewrite man and reporter.

JOSEPH BURNS appointed head of newly-created special news department WNHC-TV New Haven, Conn. Department formed in order to give comprehensive pictorial report of Connecticut happenings on its forerunner, WNHC-TV News Daily. Today, to be sponsored by G. Fox & Co. department store of Hartford. New department will include crew of movie and still cameramen, reporters, and rewrite men as well as technicians to develop and edit the film. Reporters and photographers will secure state in telephone-equipped station wagons for on-the-spot coverage. National and international reporting will be provided through the usual TV and news sources. Mr. Burns, former night supervisor at WNHC, will also act as newscaster when show takes air.

SAM KAUFMAN, Washington sportscaster, to WOL Washington, in same capacity.

BRYAN FIELD, radio and TV sportscaster, appointed chairman of new blood procurement program for American Red Cross in state of Delaware.

BOB KELLEY, sportscaster KMPC Hollywood, and co-entce KKHH (TV) Hollywood, Kelley & Moran sports program, recovering following emergency appendectomy.


GAIL CHAPMAN, executive secretary to FULTON LEWIS Jr., radio commentator and newspaper columnist, and L. D. Donald married Aug. 18. LEWIS ALAN WEISS, former Don Lee president and now with NPA, gave bride away.

KEN MAYER named to news reporting studio in Luxembourg. He was with BBC and CBC.

CLIFTON UTLERY, network and local commentator, NBC-Radio-TV Chicago, to Europe at end of month for his fourth visit since 1945. He will fly to London, France and Western Germany.

BILL STOUT, senior writer, news department ABC Hollywood, starts five weeks in Europe. See Press looks at The News on KECA-TV Los Angeles.

'S FREEDOM WINDS' Balloons Plug Free Radio

SOME 2000 balloons carrying more than 2 million messages of encouragement and hope to the people of Czechoslovakia were released from a point "near the Iron Curtain" last week in the inauguration of a "Winds of Freedom" project to supplement Radio Free Europe's radio broadcasts into Communist controlled areas. [Broadcasting * Telecasting, Aug. 13.]

On side of each message were listed the frequencies and broadcast schedule of the free world's major stations transmitting to Czechoslovakia. These include Radio Free Europe, Voice of America, BBC, Vatican Radio, Radio Paris, and Radio Luxembourg.

The "Winds of Freedom" project relies upon the fact that, in the upper air, the winds always blow from West to East. The balloons released in last week's inaugural measured four and a half feet and were of two types. One type carried a square of white "pillow" which returns to earth intact at the end of its flight, bearing its packet of messages inside. The other was a rubber pilot balloon of the type used it meteorological observation; it bursts at 30,000 feet, scattering its messages over a wide area. The project—experimental in nature—has been under study for more than a year by leaders of the Crusade for Freedom, which finances RFTE through public fund-raising campaigns.

Page 82 • August 20, 1951
Strictly Business

Continued from page 8
brushes and powder, Omega Oil, sol wish products, Aid, belief, "Kotakio ointment and soap..." 15 other professionally promoted brands.

Mr. Abrams is 38 years old. By some, he is best known as a master blender. By Mr. Abrams' standard it means he's had a chance to study and practice marketing and advertising since the day he was graduated from the University of Detroit with a bachelor of science degree in marketing, magna cum laude.

For his master of arts degree, Mr. Abrams wrote a 200-page thesis, "The Bilingual Variations in Marketing of Drug Products." Now, he writes contracts with the theme of marketing and selling the products he represents.

In his 17-year experience, he has been a stenographer. By Mr. Abrams' standard it means he's had a chance to study and practice marketing and advertising since the day he was graduated from the University of Detroit with a bachelor of science degree in marketing, magna cum laude.

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Respects

(Continued from page 58)

about everything else which is required to get a struggling business on its feet. Therewith, came into existence the Saginaw Broadcasting Co.

Through relentless effort, he was able in 1942 to find a better frequency for WSAM and the FCC granted fulltime operation. In 1943, WSAM became the Northeastern Michigan outlet for NBC. FM was added in 1947.

Flies for Bad Axe
After his TV application was nipped by the FCC freeze, Mr. Greenbean filed for a daytime station in Bad Axe. This grant was given in 1949, and on Feb. 11, 1950, WLEW took the air to serve 75,000 residents of that rich agricultural area. He still hasn't forsaken the ambition of bringing a TV station to Saginaw.

Today, Mr. Greenbean's energies are devoted to overseeing policy of the two AM stations and the FM station, handling network-station relations and serving as liaison with Hendley-Reed, the firm's national sales representative.

He is helping form sales policies for the recently created Great Lakes Network, keyed out of WSAM and comprising WLEW, WYFC Alma, Mich., and WOAP Wosopo.

In 1948, he organized the broadcasters of Michigan into a state association. He was unanimously elected to serve as its first president and has served since on its board of directors.

NBC affiliates recognized his administrative ability and he was elected to that network's SPAC committee, the first such owner (WSAM) to be so honored. Since being first elected, he has been re-elected three times, has held the position of secretary of the group, and currently is in his fourth term of office.

In 1949 he was a member of NAB's FM committee and also was a member of the Small Markets committee of NAB.

All of these activities have brought him one of the widest acquaintanceships in the industry. He has said that he has never been in a single city in America where he didn't know someone.

His radio beliefs can best be summed up in the policy that has been the guidepost for 11 years at WSAM: "Let's be local and with the people, not above 'em."

Mr. Greenbean's family is a small but tightly-knit one, consisting of his wife, the former Maude Angers, of Saginaw, Michigan, whom he married in 1933, and their prized Boxer dog.

It seems to be true that the busiest broadcasters in the industry still somehow seem to find time for outside activities. Mr. Greenbean is no exception.

In addition to Kappa Nu, he is a member of Saginaw Lodge No. 47, BPOE; the El Khurafeh Shrine of Saginaw, Ancient Accepted Scottish Rite Consistory of Bay City, and Saginaw Club and the Radio Pioneers of America.

If there is any time left over, Mr. Greenbean spends it with his colleagues in their cover, collecting and cataloguing Indian relics. And once in a while he is able to do a little hunting and fishing.

Available!

Rhymeline Time, featuring emcees David Andrews, pianist Harry Jenks and KMB-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymeline Time is a musical comment on the past week's events and is more than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmacists. Contact us, or any Free & Peters "Colonel" for availabilities!

NEW WCAU CENTER
Wall To Include 323 Employees' Nameplates

STICKS and stones—and names—will go into the construction of the new radio-televison center of WCAU-AM-FM-TV Philadelphia.

Into a brick-and-mortar wall of the center are going nameplates of 323 WCAU executives, employees and performers.

The honor of imbedding into mortar the first nameplate (his own) went to William J. Rafferty, oldest employee in point of service. Mr. Rafferty, with WCAU since February 1938, and now head of the purchasing department, was assisted by Donald W. Thorburn, WCAU president and general manager.

This ceremony was attended by top WCAU executives who said the wall symbolized the share of each staff member in the center's growth.

Nameplates of 322 other staffers were included in the same wall by construction workers.

The plant, on a 10-acre site just outside Philadelphia, is slated for occupancy in the spring. Once completed, the oldest, 30,000-square-foot structure, the center will house under one roof all offices, studios and laboratories.

DEALERS CAUTIONED
On Set Inducements

NEW YORK—Better Business Bureau has notified radio, TV and furniture dealers that they must not advertise falsely that no money or cash is required as down payment with trade-ins on new receivers, appliances and furniture.

The amended Regulation W permits merchants to accept trade-ins at a value assigned "in good faith" and to deduct this value from the amount required to meet the full down-payment requirement.

WGAR Spot Up

VOLUME of spot sales during the first week of August was up 126% over the same week during 1950 and dollar volume was the largest since last February, WGAR Cleveland reported last week. Contracts signed early this month served to launch the station's 1951-52 season with flying colors, according to John B. Garfield, WGAR sales manager. New clients included American Book Assoc., P&G, C&d y, Briscoe-Quline Cold Tablets, Citation Hats, Four-Way Cold Tablets, GE Light Bulbs, H&H Cleaner, Kool Cigarettes, Pleinier Brewing Co., Ohio State Fair, Vick's Cough Syrup, Cough Drops and Vatronol Nose Drops, Trokotils, and George Washington Instant Coffee.

Canadian Ratings

"Mario Lanza Show" Tops ONLY SEVEN PROGRAMS are listed in Canadian national evening program rating for July by Elliott-Haynes Ltd., Toronto. They were Mario Lanza Show, with rating of 15.8, Peggy Lee 11.8, The Falcon 11.7, Arthur Godfrey's Talent Scouts 11, Contended Hour 10.2, Gracie Fields Show 10.2, and Father Knows Best 9.3.

Daytime the first five programs during July were Ma Perkins 15.4, Big Sister 12.6, Right to Happiness 11.9, Pepper Young's Family 11.9, and Life Can Be Beautiful 11.4.

French-language evening programs in July were led by La Pensee Qui Refracte 15.7, Joses Double 15.3, Oswald 16.1, L'Epervier 14.8, and Aube Incontournable 11.9. Daytime French-language programs were led by Grande Souveraine 17.8, Quart D'Hiver de Detente 17.2, Rue Principale 16, Tente Lutin 15.8, and Monan Jeanne 15.4.

Mass. Defense Group
PROGRAM Advisory Committee for the Massachusetts Governor's Defense Council-Public Service Information has been named by Craig Lawrence, vice president of Cowles Broadcasting Co. and general manager of WCOP Boston. Mr. Craig recently was appointed radio representative for the unit by Gov. Paul A. Dever. Program Advisory Committee members include: George Perkins, program director, WJJW Boston; Joseph Tobin, co-owner, WJDA Quincy; Wayne H. Latham, program director, WSPR Springfield; Harold A. Dorsch, chief engineer, WBEI Boston, technical adviser.

The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
AROUND THE SOUTHWEST
KVNO Tulsa Assignment South- west, 8:45 p.m., thrice weekly, sponsored by Standard Oil Co., includes three stories of people and events of Oklahoma, Kansas, Colorado, New Mexico and other southwestern states. Program originated by Ken Miller, KVOO news director.

KOA EXCLUSIVE
KOA Denver, 5:45 p.m. News, sponsored by Standard Oil Co., for- night night exclusive interview with one of largest automobile dealers in United States, Fred Ward, bedfast because of heart ailment, told his version of financial collapse of his multi-million dollar automobile empire. In dark room, with rhythmic beat of oxygen machines as background, auto dealer told Bill Day, manager KOA news and special events, his plans for come-back as soon as he regains his health.

BRIGHT NEW STAR
CBS Radio Sales sending trade letter with tear sheets attached about new TV program Holiday in Paris. Star of film show is Delores Gray, now on Broadway. Tear sheets are reviews of her Broadway show. Series of 13 shows were filmed in Paris featuring top Parisian entertainers along with Miss Gray.

AIR WANTED POSTERS
WNJ Newark's 10:30 p.m. newscasts now end with background facts and physical characteristics of criminals wanted by FBI. Local Federal agent has recorded these spots as daytime plugs for nightly newscasts.

HIGH UP INTERVIEW
KSIB Creston, Iowa, broadcast tape interview made by Disc Jockey Jack Mills with performer in action atop 135-foot swaying pole. Recording also was used follow- ing night by aerialist during his act. Mr. Mills, prior to his radio work, was a trapeze per- former.

PROGRAM MURAL
WSBT South Bend, Ind., has added full-color photo mural to its mod- ern reception lounge to show visi- tors "there's considerably more to a broadcasting station than sound- proof studios, glassed-in control rooms and business offices." Mural shows 28-acre plot of ground five miles from city on which transmit- ter is located, with 480-ft. five- tower directional antenna and four shorter towers 270 feet high. Original picture was taken with fast new camera from low-flying air- plane. Finished colored mural photo is 12 feet wide by 7 1/4 feet high.

FISH TALES
KFMB San Diego held "round- robin gabfest" when Toastmasters International held annual conven- tion in San Diego. Station lined up six of group's officers, three of whom lived in middlewest, and had each speak on "The Glories of Deep Sea Fishing." Station "piped" each talk to five regional head- quarters as well as airing it.

PROGRAM FOR BLOOD
WCXY Cincinnati, Make- bethese Ballroom, Mon.-Sat., 10 to 12 a.m. and 3 to 5 p.m. Rex Dale, show m.c., devoted entire week of programs for enlisting Red Cross blood donors. Aug. 16 "Rex Dale Day" at blood center was set aside so persons pledged could assemble and give blood. Mr. Dale greeted and thanked them personally for their cooperation.

MISTER PLUS
MBS distributing folder with re- print of ad which appeared in BROADCASTING • TELECASTING showing Mister Plus, dressed as Western Prospector, leading two burros across desert. Burros are loaded down with products of six advertisers using morning come-on network. Note attached to outside of folder explains that picture actu- ally should include still another advertiser, whose $2 million account begins in October.

OPERATION MURAL
WSBT South Bend, Ind., has added full-color photo mural to its modern reception lounge to show visitors "there's considerably more to a broadcasting station than sound-proof studios, glassed-in control rooms and business offices." Mural shows 28-acre plot of ground five miles from city on which transmitter is located, with 480-ft. five-tower directional antenna and four shorter towers 270 feet high. Original picture was taken with fast new camera from low-flying airplane. Finished colored mural photo is 12 feet wide by 7 1/4 feet high.

TALKS HIM DOWN
WKBI St. Marys, Pa., aired request for cars to light runway at airport for distressed plane. Station reports that within five minutes 550 cars were either at field or on their way. Listener first noticed plane, station broadcast suggestion that it plane was in trouble at circle WKBI's tower. Plane did this and was brought in safely.

COURTESY CAR
KOTA Rapid City, S. D., using 'Courtesy Car' on Black Hills highways. Station wagon is equipped to give visitors answers to questions, tips on enjoying their stay and welcoming guests. Station runs show, three-times daily from car, relayed to transmitter by remote facilities.

CROSLEY GROWTH
Crosley Broadcasting Corp. sending trade and advertisers two-color brochure describing and pic- turing its WLW Cincinnati, WLWT (TV) Toledo, WLWD (TV) Dayton, WLWC (TV) Columbus, WINS New York and Crosley shortwave stations. Station wagon is equipped to give visitors answers to questions, tips on enjoying their stay and welcoming guests. Station runs show, three-times daily from car, relayed to transmitter by remote facilities.

AUTO CONTEST
WCUE Akron conducted six-week automobile promotion contest, sponsored by certain car dealers in Akron area. Contestant was to take demonstration ride in car, finish statement in 25 words telling why it is "car of today." Dealers awarded new car to winner.

BROADCASTS DONATION
KALL Salt Lake City's Sport- caster Mal Wyman aired blow-by-blows broadcast widely different from his usual still fortnight ago by describing his sensations while giving 500 cc's of blood for service- men wounded in Korea.

Further ideas or samples of the promotions items mentioned on this page are available by writing to the individual companies.

AIR DELIVERY
WTAG Worcester, Accent on Paris, weekly quarter-hour series saluting 2,000th anniversary of Paris, arranged with trans-Atlantic airline to unscrew one of rubber-bulb horns from French taxi and fly it to Worcester for program.

SELLING POWER
KCKN Kansas City circulating folder showing piles of money, crowds of people and happy shop- per superimposed on air view of Kansas City, with caption: "For an in-the-money market, count on greater Kansas City." Inside folder shows map illustrating station's coverage, population and buying power figures for area.

PUPPET INTERVIEWS
KGO-TV San Francisco, Impossi- ble Interviews, Mon.-Wed., 6-6:15 p.m. Features Ralph Cheene, col- lege instructor in marionette pro- duction, and his son, Dion, who bring cast of marionettes to screen. Included is one Baron Woody, marionette ambassador, world trav- eller, philosopher and letuer, who conducts impossible interviews with...
Programs, Promotions
(Continued from Page 85)

characters, portrayed by other marionettes, out of fairyland, story-books and history.

'FREEDOM CITY' EVENT
"CITY of Freedom," musical spec-
tacle commemorating Detroit's 250th birthday festival, aided by staff members of three competing Detroit stations, Fred Foy, WXYZ-AM-TV; narrator of Lone Ranger program, had role of "Detroit," who battled "Menace" attempting to enslave him. William Wendell, WWJ-AM-TV, appeared in many disguises as "Menace," attempting to lure "Detroit" to destruction. Sidney Brechner, WJR technician, had charge of sound effects and recording. He solved problem of carrying dialogue spoken on five stages to audience, a distance of 100 yards, by recording much of show and taping sound effects.

NEW BABY
NBC-TV and Biography Films, New York, issuing printed, pinked birth announcements for new daytime serial, Cinderella Story. Description of infant reads: "Weight: 6 pounds, 13 ounces; sex: male; date of birth: April 28, 1951; place of birth: New York City; name: William James New Baby." The announcement was printed in The New York Times. The baby is the son of Mr. and Mrs. William James New Baby.

POOL PROGRAM PLAN
Four Ont. Outlets Cooperate
FOUR ONTARIO STATIONS have formed a pool for exchange of programs for the spring season. The stations are CFGS Owen Sound, the other two stations are CFOR Orillia, and CKBB Barrie. At a meeting it was decided that there would be 40 reels in the pool, each station contributing ten. The replanned programs would be presented by Community Broadcasting Services, the pool organization, and replanned programs would cover local groups, regional interviews, and personality shows. Each station would contribute one program a week. Standardized opening middle and closing announcements would be used. Tapes would be shipped between stations by mail, and at the next gumming the tapes have been set up.

'Confederate Special'
"CONFEDERATE Special" show, originating in the South, with special sections from Memphis, Birmingham, Chattanooga, Nashville, New Orleans, and Atlanta. It will carry several hundred passengers to New York to attend the Oct. 14 broadcast of NBC's The Big Show. Representation by radio, press, politics, business, and southern organizations will be aboard the special. Project is an affiliation of Masses of Ceremonies Tallahassee Bankhead's aired prediction before a New England show train audience last spring that the next gumming "will come from Dixie."

Grid Coverage
(Continued from page 85)

series, which enters its 10th season when it starts Sept. 14, is showing "tremendous local sponsor-
sales." The 15-minute program features Sam Hayes, West Coast sports expert, with football tips and predictions. It is recorded weekly at RCA Hollywood studios and flown to subscribers for broad-
cast in advance of the next week's games.

Graniteland Rice will do a weekly 15-minute football forecast series on CBS under sponsorship of Sylvania Radio & Television Division for its Golden Jubilee Television Line. The celebrated sports columnist will include predictions, interviews, anecdotes, and timely discussions.

Standard Oil of Kentucky will sponsor 11 broadcasts of U. of Kentucky grid games on WHAS Louisville this fall, according to Neil Cline, WHAS sales director. Contract was placed through Burton E. Wyatt & Co., Atlanta.

Films of Kentucky games will be on WHAS-TV the Sundays following the contests with football commentator Paul Bryant and Sportscaster Phil Sutterfield doing the commentary. Series will be sponsored by Ford Dealers of Louisville, through J. Walter Thompson Co., Cincinnati.

Marshall College Games
WPLH Huntington, W. Va., has completed arrangements with Ash-
land Oil & Refining Co. to sponsor Marshall College football contests. Station will serve as originating key for a network of West Vir-
ginia and Kentucky outlets. Ashland already has contracted for West Virginia U. games on a 21-
station regional hookup, including WAJR Morgantown, W. Va.

Rights for area broadcast cover-
age of U. S. Naval Academy tussles have been obtained by WCVY Norfolk, Va.

Ten-week schedule for Mutual's 1951-52 football Game of the Week broadcast also was announced last week, by Paul Jonas, network sports director. Sept. 22 will be the kick-off date for the Saturday afternoon games.

WHBC-AM-FM Canton, Ohio, will carry play-by-play broadcasts of the Cleveland Browns professional football games this season, beginning Aug. 25. Carling Brew-
ing Co. will sponsor the grid contests.

FORMATION of Sylvania Electric Products Inc., subsidiary of Puerto Rico to fabricate mike for use in radio tubes announced. Company, Sylvania Electric of Puerto Rico Inc., is slated to start production within 60 days in Rio Piedras, a suburb of the In. Raymond E. Chapman is manager of plant, which will employ about 100 persons.

REPRESENTATION of WGN-AM-TV Chicago is being handled now outside key commercial centers by the George P. Hollington Co., station representa-
tive firm. Terms of the contract are perused by Mr. Hollington (I) and William A. McGuire, WGN com-
mercial manager. Chicago and New York sales offices of the station will service Chicago, New York, Minne-
apolis, Philadelphia, Boston, Mil-
waukee, Detroit and Cincinnati.

McCARTHY'S LIST
'Two' "radio information" spe-
cialists and one announces cited by Sen. Joseph McCarthy (R-Wis.) in his Senate speech as being "charged with Communist activities" have been denied access to the New York office of the State Dept.'s International Broadcasting Divi-
sion.

The two specialists, Robert Ross and Nelson Chipkin, and the an-
nouncer, Esther Less, decried the charges and claimed their loyalty to the United States. All are em-
ployed by the Voice of America program under 15D operational supervision. Another State Dept.
employee, William T. Stone, de-
scribed by Sen. McCarthy as an "information and editorial assist-
ant," was unavailable for com-
ment. He currently is attending an international conference in Geneva.

Sen. McCarthy has turned the list of 26 names over to the Senate Judiciary Internal Security sub-
committee, headed by Sen. Pat Mc-
Carran (D-Nev.). He said the list was based on a series of "letters of charges" filed against each in-
dividual, noting that they may later prove their innocence. The charges were predicated on FBI material, he said.

THE LITTLE STATION WITH...

Page 86 • August 20, 1951
UNIONS UPHeld

In Two NLRB Rulings

COMPLAINT filed by IBEW against International Broadcasting Corp. (KKHW Shreveport, La.), charging unfair labor prac-
tices, was substantially upheld in a preliminary finding handed down by a National Labor Relations Board trial examiner last Friday. In another action the board overruled objections raised by Westchester Broadcasting Corp. to an election held among its pro-
gram employees at WFAS White Plains, N. Y. The election involved a dispute between the station and AFRA.

The KKHW case dealt with a complaint filed in September, 1960, by IBEW alleging failure of the 50 kw station to bargain collab-
oratively, and holding that it dis-
charged two announcers for their union activities. A hearing was
held in Shreveport May 15-18.

In its reply KKHW denied com-
misison of unfair practices and held that, following an election among its personnel June 30, 1960, IBEW withdrew its original peti-
tion. Accordingly, KKHW stated, NLRB was without authority to de
ter the case.

Two announcers involved were Paul Crawford and Vendex Marsh-
all, with the latter described as station manager of KCJJ Shreve-
port at the time of the May hearings. KKHW had attempted to show that it sought to replace them "with more talented announ-
cers" looking toward improvement of its overall program ratings and advertising volume.

With respect to the WFAS election case, the NLRB ruling stemmed from a secret ballot taken among the employees last June 5 to which Westchester filed objections. Of nine eligible voters, six cast bal-
lots which were challenged by NLRB regional director and kept sealed pending further investigation.

In its ruling last week, the board held that the WFAS exceptions "raise no substantial or material issue" respecting conduct of the election. Westchester charged that the election was improperly con-
ducted, that AFRA had "coerced, intimidated and threatened" sta-
tion employees, and that election notice was insufficient. NLRB over-
saw its regional director to open and count the ballots to de-
termine whether program em-
ployees (including staff announcers) shall be represented by the AFRA local.

A. M. WHARFIELD, vice president of A. C. Nielsen Co., exhibits the 545-pound bluefin tuna he landed off Wedgeport, Nova Scotia, while vacationing there earlier this month. Catch was made with homemade tackle.

WBET FACILITIES

FCC Would Grant Changes

INITIAL decision to grant WBET Brockton, Mass., change in facili-
ties from 1 kw day on 990 kc to 1 kw fulltime on 1460 kc, direc-
tional night, was issued by FCC last Monday.

Hearing Examiner Elizabeth C. Smith found that WBET under its proposed new operation, would have "objectionable" ad-
jacent channel interference during the day to WSAR Fall River, Mass., but only within the Brock-

ton metropolitan district which already is served by 12 other sta-
tions. No objectionable interfer-
ence would be caused to any other outlet, the examiner concluded.

WBET's new primary daytime signal would serve a population of 312,555, while the new nighttime signal would give primary service to at least 63,130, according to the initial ruling. WBET is licensed to Enterprise Pub. Co.

Allocation Speeches

TWO TOP government allocation officials—Walter W. Watts, deputy administrator for procurement and production, Defense Production Administration, and Manly Fleisch-
mann, DPA Administrator—last Tuesday delivered key addresses on the nation's production picture. Mr. Watts, who went to Wash-
ington from his post as vice president in charge of RCA's Engineering Products Div., spoke before the U. S. Savings Bond Div., Treasury Dept., at the Mayflower Hotel, Washington. Mr. Fleischmann ap-
peared on ABC's America's Town Meeting of the Air.

INTERNATIONAL Brotherhood of Electrical Workers, Chicago local 1220 of radio and TV broadcast engineers, moves to 400 N. Michigan Ave., room 514, from 410 N. Michigan Ave. Wal-
ter Thompson is president.

FARM MARKET DATA

Agriculture News Aired by 1,312 Stations

FARM market news, an important factor in keeping the farmer in a
favorable bargaining position with other industry segments, is carried
daily on more than 1,300 radio sta-
tions, according to the U. S. Dept.
of Agriculture.

Social and economic conditions in foreign nations would be much im-
proved were farmers able to receive agricultural news through radio and other media, the Economic Co-
operation Administration has been
told by German and Scandinavian
farm information specialists who have
been making a tour in this country.

In explaining results of the U. S. station survey, Kenneth M. Gepen,
assistant director of information in
charge of the Dept. of Agriculture's Radio & Television Service, said
1,312 of the 1,922 reporting sta-
tions disclosed they carry one or
more farm market broadcasts daily, an increase of 13% over the num-
ber a year ago.

First Broadcasts

First market news was broadcast in 1921, with three stations carry-
ing the reports. This year it was found that 1,223 stations regularly broadcast reports on livestock and livestock products; 592 on fruits and vegetables; 633 on grain and feed; 932 on dairy and poultry; 288 on cotton, and 36 on tobacco. Be-
side the 1,312 AM outlets another 200 FM stations carried market news.

This year marked first use of farm market news by TV on a regular basis, according to the de-
partment. Five TV stations re-
ported such programs, including
WTVI-AM Ames, Iowa; WCPW-TV Cincinnati; WTVN(TV) and WONS
TV Columbus, Ohio and WHO-AM Dayton, Ohio.

Small number of stations carrying

CFCF

Canada's FIRST station—wise in the
WAYS OF PROGRAMMING, PROMO-
TION AND MERCHANDISING . . .
Gives you the coverage and the listen-
ERSHIP needed to do a real selling job
in this rich market area.

IN MONTREAL

it's

CFCF

U. S. Representative—Weed & Co.

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Mr. Bill Husman
Mayor Keyson and Richard
New York City

Dear Billy:

Here's one for th' books! Hit shore proves that ole WCHS ter back when it comes to reaching folks 'round Charleston West Fer
genny. 'Tother day ole J. R. called th' po-
lice out red feller was a-dreamin' in th' Kanawha river. T'other
talkin' but couldn't find no traces at th' police
place, or 'course, ole J. R. knew who had called. Th' ole
WCHS ter back was called to come back. Th' ole
was adv-er-ent along his ses-
se ter th' place but th' guy and managed ter
to be back was afraid. Hit shore proves, Billy, even yo' want ter pl
nothing creas round here, yo' gotta use WCHS!!

ter th' place and ter th' guy and managed ter
to be back was afraid. Hit shore proves, Billy, even yo' want ter pl
nothing creas round here, yo' gotta use WCHS!!

Yes.  A lap

WCHS
Charleston, W. Va.
Sutherland's department heads personally tell listeners, via WLAW, about upcoming sales and values. L to r: Mary Cafrey, Loretta Corney, WLAW's Richard Hicken, who handles special promotions for the store, Nora Pidgeon and Frances Remita.

**RECORD OF RESULTS**

**WLAW Advertiser Increases Radio Budget**

HERE'S what the A. B. Sutherland Co., of Lawrence, Mass., thinks of its advertising over WLAW Lawrence:

From an original radio budget of $600 in 1943, the firm has consistently increased its budget so that this year it is expected to spend $10,000.

Sutherland's largest department store north of Boston, attributes its success over WLAW to four components of its broadcasts.

In its programs, the store gives local news of general interest, weather news, shopping information and non-commercial religious programs at Easter, Thanksgiving, Christmas and New Year's.

For its shopping news section, Sutherland's often uses department heads to describe outstanding values.

The 51-year-old company now draws customers from as far away as 35 miles. Sutherland's confines its press advertising to local newspapers and depends on WLAW, with whom it spends its entire radio budget, to reach prospective customers outside the immediate vicinity.

**AD COURSE**

**Opens Today In L. A.**

DONN B. TATUM, director of television, ABC Western Div. and manager, KECA-TV Los Angeles, has been added to the list of speakers participating in radio and television session of the 10-day advertising indoctrination course for Southern California teachers getting underway in Los Angeles today (Monday) [Broadcasting • Telecasting, Aug. 13].

Radio-TV session, scheduled Aug. 28 at NBC Hollywood studios, will be sponsored by Southern Calif. Broadcasters Assn. Entire 10-day course is offered under auspices of Los Angeles and Hollywood advertising clubs and Los Angeles Advertising Women Inc., in cooperation with Los Angeles Board of Education.

Other radio-TV speakers will include John Baird, director, public affairs department, KMPC Hollywood; Myra Clark, community editor, KFI Los Angeles; A. E. Joscelyn, director of CBS Hollywood operations and president, SCBA; Robert J. McAndrews, managing director, SCBA.

Program will include a tour through NBC radio and TV facilities, supervised by Alan Courtney, NBC station relations and public service director.

Participating in other sessions of the 10-day indoctrination workshop will be representatives of advertising agencies and advertisers.

KOWH Treats 1,200 Kids

ACTING on the theory that baseball is no less a community project than a private enterprise, KOWH Omaha recently went to bat for some 1,200 youngsters and arranged for a special knothole section at Omaha Stadium, home of the minor league Cardinals baseball club.

Faced with a lack of enthusiasm for the knothole idea on the part of the ballclub, which feared juvenile misbehavior, the KOWH management sold the club's front office on the idea and handled complete details. It hopes to interest the YMCA, Rotary and other groups in sponsorship.

The youngsters were asked to sign their ticket of admission calling for good behavior and sportsmanship and also to obtain their parents' signatures. Station then arranged to pay five extra policemen to patrol the bleachers at the suggestion of the club. Total cost came to $41 including payment to policemen, printing of tickets and minor clerical work, KOWH said.

In reporting on the special knothole occasion, KOWH noted that one of the big problems confronting minor league baseball is to maintain a healthy interest among the youngsters for the local team. Knothole gangs have become virtually extinct since the advent of night baseball, the station observed.

**BETTER RADIO-TV**

**Calif. Group Goes National**

EXPANDING scope of operation to a national basis, the Southern California Assn. for Better Radio & Television has changed its name to National Assn. for Better Radio & Television.

Headquartered in Los Angeles, the non-profit corporation will continue to promote social, cultural and educational values in radio and television through a national program designed to arouse public interest and support for higher standards of programming, according to Mrs. Clara S. Logan, president. Projected activities include publication of a monthly magazine and an extensive educational program, as well as continuation of current program evaluation studies and research projects, she said.

Dr. Richard Atkinson, author and lecturer, is first vice president and Dr. Lee deForest, inventor, second vice president. First new director to be elected under the national expansion program is Dr. Dallas Smythe, research professor of communications, U. of Illinois. He also is director of studies for the National Assn. of Educational Broadcasters.

**WDRC**

**Hartford 4 FM**


**Broadcasting • Telescasting**

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Advisory Board

(Continued from Page 25)
ting their money’s worth” out of radio and TV.

First industry reaction to the Benton proposals came from NARTB a fortnight ago following its discussions with John Howe, assistant to the Senator [Broadcasting • Telecasting, Aug. 13].

Here is a quick summary of how the so-called “amendment” to the bill and the original draft differ:

- Any officer, director, employee, or person otherwise “active” in the affairs of stations or networks would be barred from membership in the 11-man board. Formerly, persons with “financial interest in broadcast stations or networks or employees thereof” were prohibited. Not more than six members of the board can be of the same political party.
- Persons with financial interest in broadcasting activities are barred from employment with the board.

Under the bill as drafted, the board would study “programming trends of broadcasting stations” with particular emphasis to community service performed; extent of carrying programs for broadening the civic, educational and cultural interest of the American people, and “the extent to which such programs are carried at good listening hours.”

Other Duties

In addition, the board would seek out potential new programming techniques; methods of financing broadcast operations; nature and composition of the “groups which exercise effective control over programming,” mentioned are station owners, networks, advertisers, educational institutions.

Significantly the revisions leave out referenda to authority of the board to “consider and advise the FCC” in the many phases of broadcasting that it would study. Also deleted was a former reference to the encouragement of the financing of public service and educational radio and TV programming through educational institutions and nonprofit organizations or other sources.

proposals, Sens. Hunt and Saltonstall noted the opposition from the radio industry, the Senate commerce group and from FCC, and said they thought the revised versions would serve to meet most of this opposition.

Shows Way for FCC

Sen. Hunt said the advisory board was necessary to point up needs and details to both FCC and to Congress since the legislators do not have time to study “each facet” of the broadcasting industry.

As Sen. Hunt looks at the situation “broadcasters consult with FCC, the Commissions is bound to be influenced to the industry’s best interests. The FCC staff becomes the creature of the broadcasters and the Commission becomes the creature of the staff.”

Sen. Saltonstall said he understood that suggestions for revision of the legislation which Sen. Bennet maintained in discussion with “Mr. Coy” should give the legislation a better chance to be approved.

COUNTY AGENTS

Rotate on KFSB Show

KFSB Joplin, Mo., is building up its rural audience through a local farm service program featuring six county agents of the U. of Missouri Agriculture Extension Service.

The program, County Agent, is heard six times weekly during the noon hour. Each day a different agent from one of six counties in the Joplin area broadcasts in informal style the latest happenings in his county.

Bill Clark, general and commercial manager of KFSB, can claim credit for the program. Transportation difficulties were overcome through tape recorders.

REASONS WHY

People in Kansas and adjoining states depend on farming for a living. That’s why we’ve programmed to their needs for 24 years. And it’s why they buy WIBW-advertised goods.
BROADCASTING

Milestones . . .

Initial celebration of WBST South Bend's 30 years on the air took place last week when 70,000 persons attended the annual St. Joseph 4H fair and heard a four-day concentration of plugs for the veteran station. WSBT operated the public address system, staffed with announcers, and an information booth at the entrance of the main exhibition hall on the fairgrounds. Station also originated numerous broadcast features from the site.

► WTMJ Milwaukee has entered into its 25th year on the air. The Milwaukee Journal station began broadcasting on July 25, 1927. The official 25th anniversary next year will be marked by special features now in the planning stage.

► On Aug. 26, WTJS Jackson, Tenn., will celebrate its 20th year of broadcasting. Special programs and newspaper promotions are being used throughout August in honor of the station's birthday.

► Two staffers at WDRC Hartford, Conn., are observing anniversaries with the station during August. Chief Announcer Russ Naughton is marking his ninth year and Eleanor Nickerson, secretary to President Franklin M. Doollittle, is observing her 15th anniversary.

‘Lucky Number’
New Format, More Chances

FORMAT of the Lucky Social Security Numbers program operated by Azrael Adv. Agency, Baltimore, has been broadened to include additional types of numbers on which ads appear. Where as the program originally was based on social security card numbers, the format now includes armed forces serial numbers, $1 bills and auto drivers’ permits.

Number of digits in lucky numbers has been reduced from nine to six, providing more chance for listener winners. The agency has paid out nearly $250,000 in cash prizes since the show started last year, according to Maurice Azrael, head of the Baltimore agency. The four-way number format has been tested in several cities.

The program was held not to be a lottery in the July 19 decision in the WWDJ Washington case [BROADCASTING * TELECASTING, July 23]. In ruling that WEAM sterilization, could not be broadcast numbers until at least an hour after their announcement on WWDC, Judge Albert V. Bryan, of the U. S. District Court in Alexandria, Va., held the idea did not fall within U. S. lottery laws or FCC regulations.

DISCUSSING mutual problems at a meeting of San Francisco Bay Area radio and TV engineers are (l to r): Seated, Chief Engineers Harry Jacobs, KG0-TV; Al Isberg, KRON-TV; Al Towne, KPIX, and Ralph Johnson, RCA engineer; standing, Philip G. Lesky, vice president and general manager, KSFO-KPIX (TV); Vic Zack, Zock Radio Supply Co., and Joseph Kelly, RCA. Some 70 engineers attended the meeting which was held at the KPIX studios. Mr. Johnson was principal speaker, discussing latest advancements in the image orthicon and camera techniques.

WAY WEEKEND HOST
Tourists Feted by Station, Advertisers

GUEST couples on the WAYX Waycross, Ga., Welcome World program are given an unusual sample of southern hospitality. First they are scared half-to-death, then they are feted.

Unsuspecting motorists are stopped by a stern command of a local police officer. The motorists, usually out-of-towners, wonder why they are being arrested, what laws they possibly could have violated.

They are much relieved when the policeman invites them not to appear before a judge but to be guests of the city and to appear on the program, Welcome World. If the visitors consent to be weekend guests, they are given a police escort to the city limits where they are met by the mayor and the city commissioners.

Wide Entertainment
During the weekend the visitors are parties, given a sightseeing plane ride, a visit to nearby Okefenokee Swamp, a long-distance phone call to a person of their own selection, and gifts from local merchants.

On the weekly Welcome World, they are interviewed informally. When the guests set out again to continue their trip, they do so with a full tank of gasoline, courtesy of another local merchant. The programs are sponsored by local civic clubs.

Addie Davis Cobb

FUNERAL services for Mrs. Addie Davis Cobb, mother of Wilton E. Cobb, general manager, WMAZ Macon, were held Aug. 16 in Eastman, Ga., her home. Mrs. Cobb died Aug. 14. In addition to her son she is survived by a sister, Mrs. Jennie Davis Sessions.

"REAL AMERICAN BREAKFAST," campaign by Log Cabin Syrup, Aunt Jemima Pancakes, Swift's Premium Bacon and Pan American Coffee Bureau, will be boosted by radio and television on Garry Moore Show (NBC-TV); Show of Shows (NBC-TV); Don McNeill's Breakfast Club (ABC); Log Cabin's CBS newscast and Yankee Hometown Food Show

FLOOD AID
Red Cross Lauds Radio

"IMMEDIATE and generous response" by the nation's radio stations to fund-raising plea of the American Red Cross for aid to Gulf Coast flood victims has been cited in a message to Harold E. Fellows, NARTB president, by E. Roland Harriman, president of American Red Cross.

Hailing NARTB membership stations "has been an inspiration to the entire Red Cross organization, and has demonstrated once again the dedication to public service of all those in the broadcast industry," Mr. Harriman said. "Your wholehearted cooperation will be a major factor in helping sustain our campaign."

In a letter to Theodore S. Repplier, president of Advertising Council Inc., Mr. Harriman praised the council for "obtaining the all-out support and cooperation of the radio and television industry to reach the public with our emergency flood relief appeal for $5 million."

ALL-NEGRO STAFF
WEDR Enters Third Year

WEDR Birmingham on Aug. 28 enters its third year of broadcasting along with an all-Negro staff. Serving the 242,000 Negroes of Jefferson County, Ala., the station claims to be the first completely Negro-staffed broadcast outlet in the nation.

"In the two years of operation many changes have come about in both types of programs and in the attitudes of the residents of the area served," according to Paul E. X. Brown, WEDR news editor.

These two years have been two years of trials, of success and achievements. By the widespread response to the use of Negro personnel in southern radio and the pointing of programs to the Negro market, WEDR has given the green light to a new field and provided opportunities in heretofore unexplored avenues.

Idea for the all-Negro staff was conceived by J. Edward Reynolds, who with his two partners (also white) spent some $30,000 getting the operation under way.

For Girls Only

AT WJNR Newark, N. J., the "W" in the call letter is believed to stand for "women." Last five babies born to wives of staff members have been girls. Fathers are Art Hodges, newsmen; Harry Wasphe, personnel manager; John W. McCaffrey, supervising engineer; Tom Costigan, news editor; and finally, Harry Goodwin, general manager, father of four girls.

The five are fathers at 17 children, all of them girls.

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FCC actions

August 10 Decisions . . . BY THE SECRETARY

In a decision the following output power of the following TV stations granted Aug 3: WAGA-TV Atlanta, Ga, vis. from 3.4 kw to 5 kw and from 19 kw to 2.5 kw. WKBK Chicago vis from 2.1 kw to 3 kw. WOOL-TV Wilmington, Del, vis from 210 kw to 3 kw. WAGL-TV Lancaster, Pa, from 240 kw to 250 kw. WJAS-TV Louisville Ky, vis from 895 kw to 57 kw. WJAC-TV Johnstown Pa, from 3.5 kw to 8 kw and from 2.5 kw to 9 kw. WTVN Columbus Ohio, vis from 2.5 kw to 2.3 kw. WXEL Cleveland Ohio, vis from 4.5 kw to 5 kw, and from 2.5 kw to 2.5 kw.

Concurring in the decision is the FCC.

August 10 Applications . . . ACCEPTED FOR FILING

License for CF

KCBS Sacramento Calif.—License for to increase power, change DA and license for new station.

KBBC San Francisco Calif.—License for to increase power, change DA and license for new station.

KCRG Cedar Rapids Iowa—License for to increase power, change DA and license for new station.

KOLO Reno NV—License for to increase power, change DA and license for new station.

KDFW Fort Worth Tex.—License for to increase power, change DA and license for new station.

KCOY Visalia Calif.—License for to increase power, change DA and license for new station.

August 13 Decisions . . . ACTION ON MOTIONS

By Order. Related to Fred H. Rayford, Or.—Granting permit to contest with thru Aug., 29, 1959.

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change type trans.

KIDO Inc., Boise, Idaho—Granted CP for new remote pickup KA-9460.

Keway Coolidge, Az.—Granted CP to make changes in trans. equipment.

WNBH New Bedford, Mass.—Granted CP to install sw." trans.

KABB Aberdeen, S. D.—Granted mod. CP for approval of ant. trans. location and to make change in program to accord with Section 15.25.

WKIN Kingsport, Tenn.—Granted mod. CP for approval of ant. trans. location and to make change in program to accord with Section 15.25.


WJPR Greenville, Miss.—Granted CP for increase in station power from 500 kw to 5,000 kw aur. and increase in Type A station trans. power from 50 kw to 5 kw; KMKH Los Angeles, Calif. (from 5 kw to 5 kw; and from 2,95 to 2,5 kw); WWJ-TV Detroit, Mich. (from 2,95 to 5 kw, and aur. from 2,09 to 2,5 kw); WTVI New York, N. Y. (from 3,135 kw to 5 kw, and aur. from 1,86 kw to 3 kw); WOL-TV Ames, Iowa (from 4,14 kw to 5 kw); WSHA-TV Philadelphia, Pa. (from 4,41 kw to 5 kw); WFEM-TV Indianapolis, Ind. (from 4,48 kw to 5 kw); WCPO-TV Cincinnati, Ohio (from 4,44 kw to 5 kw); WMBF-TV Myrtle Beach, S. C. (from 2,86 kw to 5 kw, and aur. from 1,05 kw to 2,5 kw); WNNB Chicago, Ill. (from 4,49 kw to 5 kw, and aur. from 1,05 kw to 2,5 kw); WSYK-TV Syracuse, N. Y. (from 4,45 kw to 5 kw); WWJF-TV Hingham- ton, N. Y. (from 2,46 kw to 3 kw); WNBK New York, mod. STAN granted to operate in accordance with BMFCT-825 except vis. from 1,43 kw to 3 kw, and aur. from 1,92 kw to 2,5 kw, and to operate aux. ant. with increase in vis. trans. power output from 4,15 kw to 5 kw; KNBC, Los Angeles, Calif. (from 2,95 kw to 5 kw, and aur. from 1,95 kw to 2,5 kw); KFMB-TV San Diego, Calif. (from 3,65 kw to 5 kw); WCBS-TV New York, N. Y. (from 3,85 kw to 3 kw). WYK-TV Oklahoma City, Okla. (from 3,85 kw to 2,5 kw, and aur. from 1,7 to 2,5 kw); WKZO-TV Kalamazoo, Mich. (from 2,55 kw to 3 kw).

WBSM-TV Nashville, Tenn.—Granted license for commercial TV station and to change studio location, ant. height 662 ft.

August 15 Applications ... ACCEPTED FOR FILING AM—1110 kc

KBBN Bend, Ore.—CP to switch from 770 kc to 1110 kc and change type trans.

CP to Replace CP

KPOR Riverside, Calif.—CP to replace CP, as mod. and reinstated, which authorized a new FM station and expired 5-22-51.

License Renewal

Following stations request renewal of license: WMIC Mt. Carmel, Ill.; KREI Farmington, Mo.; KFBF Great Falls, Mont.; KGWA Graham, Tex.; KXAB Taylor, Tex.

TV—Ch. 10

WBNB-TV Columbus, Ohio—CP to increase ERP from 24.29 kw to 12.15 kw, and to change type trans., ant. 450 ft. etc.

TV—Ch. 4

WOAI-TV San Antonio, Tex.—CP to increase ERP from 21.8 kw to 19.1 kw, and to change type trans., ant. 450 ft. etc.

TV—Ch. 6

WTVR Richmond, Va.—CP to TV station AMENDED to delete change from metropolitan to rural station and change ERP from 28.8 kw to 18.1 kw, and to change type trans., ant. 450 ft. etc.

APPLICATIONS RETURNED

WBHI Stillwater, Minn.—RETURNED CP to change from 1290 kw 100 w to 630 kc 1 kw DA, in install new trans. and change type trans., in accordance with Section 1.314 (a).
Help Wanted

Salesman

Radio station is looking for a topflight salesman to call on radio stations selling nation's number one radio programs. $100 weekly plus commission. Opportunity. Write full details about yourself. Box 364K, BROADCASTING.

Good deal for man experienced sports and commercial announcements. West Coast. Box 511K, BROADCASTING.

Help Wanted

Manager


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Radio station is looking for a topflight salesman to call on radio stations selling nation's number one radio programs. $100 weekly plus commission. Opportunity. Write full details about yourself. Box 364K, BROADCASTING.

Salesman for local accounts. Draw and commission. Texas station. Box 623K, BROADCASTING.

Salesman for 100 watt network affiliate. Nostalgic Michigan community where retail sales are way above national average. Opportunity. Give background and references first letter. Box 696K, BROADCASTING.

Sales manager for progressive network affiliate. For Chicago office. Prefer man with minimum five years of experience with WGN, Chicago or similar network affiliate. Write full details about yourself. Box 699K, BROADCASTING.

Salesman for local accounts. Draw and commission. Texas station. Box 623K, BROADCASTING.

Help Wanted

Announcer

Sports-caster announcer. Must be top basketball and football announcer. Must do radio and television special events, general staff. Above average earnings possible. Must have good speaking voice. Must be versatile. Box 506K, BROADCASTING.

I want experienced announcers — DJ abilities. Must have experience. Must have good speaking voice and measure ability. Send full particulars including picture and au- dition to Box 692K, BROADCASTING.

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Experienced, former FAA official, twenty years operating, administra- tive and technical experience. Expert in Washington, available for capital connection assignment, limited duration. Excellent written and oral skills. Extensive civic, club and government affiliations. Relocation assistance. $20,000 per year, now required too long absence family. Available between November and March to make change on thirty to sixty days notice. Write Box 566K, BROADCASTING.


Experienced executive, former chief announcer to World Sports. Excellent personal qualities. Fully capable of handling any family position. Thorough knowledge of radio and television. Write Box 657K, BROADCASTING.

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Radio and Newspaper Appraisals

Tax, estate, and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY
Radio Station and Newspaper Brokers

WASHINGTON, D. C. CHICAGO
James W. Blackburn Harold R. Murphy
Washington Bldg., Tribune Tower
Sterling 4311-2 235 Montgomery St.
San Francisco, 2-5212-6

For Sale

Situations Wanted

Television

Salemen

TV TIME SALES
Further identify assault, tentative, radio and TV director, and served all types of TV. Hardworking experience with two of America's leading retail firms. Can get results for station or representative. Willing to travel. Box 646K, BROADCASTING • TELECASTING

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EXECUTIVE PLACEMENT SERVICE
Confidential nation-wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and doe jockeys. Inquiries invited from applicants and employers.

HOWARD S. FAZIER
TV & Radio Management Consultants
766 Bond Bldg., Cincinnati 6, O.

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RACING BOOM

Laid to Kefauver, TV

TELEVISION is proving a boon to the nation's racetracks—and trackmen are wont to attribute clicking turnstiles in part to Sen. Estes Kefauver (D-Tenn.) and the Senate Crime Investigating Committee which held televised hearings on gambling operations.

Credit to the Kefauver group, which TV projected sharply on the public consciousness, is given by race track owners who report a booming business in point of increased attendance (20%) and trackside betting (25%). A 16 million racing fans wagered a triffe over $1 billion at 44 tracks during the first seven months of 1961, according to the Wall Street Journal.

George Widener, president of Belmont Park, N. Y., describes TV as a key factor in introducing racing to a broader public and whetting appetites. Partial TV coverage of racing events was cited. Another official, Fred Ryan of Tanforan, claims that the Senate committee put the quietus on off-track betting and spurred actual attendance.

A spokesman for the Empire City Racing Assn. of New York noted that "television is uniquely suited to giving the public a complete show without giving it the entire show." The Whealing Downs management in West Virginia also finds TV stimulating, too, and is negotiating with some Pittsburgh breweries for sponsorship of races, the Journal reported.

AMA Colorcasts

CLOSED circuit colorcasts of new operating techniques will be used by American Medical Assn. during its convention in Los Angeles Shrine Auditorium Dec. 4-7. Employing CBS color system, Smith, Kline & French equipment, the telecasts will be scheduled daily from 9 to 11 a.m., and 2 to 4 p.m., it was said.

BLOOD DRIVE

United Effort

RADIO-TV broadcasters will be asked to contribute their time and ideas to a blood drive to replenish blood plasma beginning next month.


HEH TAXI!

Meet TV-Wise Paulsen

THERE'S a cab driver in San Francisco who pulls his cab right up into the television screen, gets out and starts telling stories; a habit that cab drivers seem to have not only in San Francisco but also in New York, Philadelphia, Denver, London, Paris, and any place else on earth.

There's a catch, however. This cab driver is not the operator of a taxi but an actor. He also advertises a product, the Yellow Cab Co. of San Francisco.

This story-teller is Vic Paulsen, once-a-time radio announcer, news commentator and disc jockey, who took to cab driving because he liked meeting people and it was a good way to keep eating. Mr. Paulsen shows up on most TV programs on all three local stations. His favorite is KRON-TV's Man at Mason Street, a sideways reporter TV program, where the cameras catch Mr. Paulsen and cab pulling up at the curb. Rhoades & Davis, San Francisco advertising agency handling the rolling-stock talent, says he is popular with viewers and gives informative commercials.

IN THE FUTURE

GE Uses TV at Meeting

A PORERATA of the "Sales Convention of the Future" may be had in Chicago on Sept. 5, when executives of General Electric Co.'s Appliance Division and 150 of its distributors and salesmen gather in NBC-TV studios for a closed-circuit preview of the network's Bill Goodwin Show, to be sponsored by GE.

The event will be part of the GE appliance division's sales counselors convention in Chicago. All 48 interconnected stations of the NBC-Cab drive will be fed the closed-circuit telecast, and each station is being requested by NBC to summon local GE distributors and appliance dealers into its studios to look in on the meeting.

Starting Sept. 11, the GE Appliance Division will sponsor the Bill Goodwin Show on NBC-TV Tuesday and Thursday, 5-6 p.m., through Young & Rubicam.

February 20, 1951 • Page 97
Radio Goes To Market
How KUTA Gives Sponsors a Merchandising Plus

By S. JOHN SCHILE
VICE PRESIDENT, SALES
ROCKY MOUNTAIN BROADCASTING SYSTEM
KUTA SALT LAKE CITY

TO BEGIN WITH, I'm going to reiterate some well known, hackneyed trite but true facts:

Merchandising moves merchandise into the hands of customers, for which advertising has created a desire. Point of sale display is essential to the success of advertising effort. Coordination of all promotion activity is important for maximum results. It's the old one-two and follow-through. Right?

Now then. Despite the fact that many of us in this business of radio advertising have been well aware of these facts, only a few of us have bothered to integrate these activities into our own organizations. Don't get me wrong. There are some outstanding merchandising plans in operation. WLW Cincinnati for example, and many more. But they are mostly found in large markets. Or, they are very complex and comparatively expensive.

Requests for Product Promotion Are Frequent

Today it is not uncommon for an advertising agency or its client to write us asking, "Would you write a letter to the grocers in your market calling attention to the special radio campaign promoting the sale of Freesert? Would you prepare display cards? Would you help our broker obtain floor displays in the super markets? Would you run extra spots?" Well, would you?

Chances are you would, rather than run the risk of losing the account to the station currently enjoying a higher "Hooper" than yours. But most of it would be "eyewash." One copy to the broker, one copy to the agency and one copy to your "rep," and a letter (dictated by you) to your favorite grocer applauding your "terrific job."

How, then, can an aggressive 5 kw station operating in a market of 500,000 or less do an effective merchandising job with a spot rate of less than $20, for Class "A" time.

Frankly, we at KUTA don't have all the answers but I think we've developed one of the most sensible station-product-store tie-ups in our market. It's very simple too. One glance at the picture accompanying this article should tell the story.

Granted, there's nothing new in point-of-sale sampling. Granted, there's nothing new in point-of-purchase displays and signs set up by the radio station. After all, we appreciate the value of appealing to as many of the five senses as possible in creating a desire to buy.

Even the corner butcher is cognizant of this approach when he proffers a slice of cheddar on the point of his carving knife. But in today's shop-a-minute super markets much of this personal touch is relegated to a few - too few - salesmen who set up their samples on an upended cracker box or a rickety card table. It's been seen shoppers actually do an "end run" to avoid this type of gaffing. Yet the idea is sound.

Let's take another look at the picture.

You'll agree, won't you, the booth is attractive - attractive enough to stand out in the finest market. It contains a built-in phonograph and amplifier with portable speakers that are set up throughout the store. The grocer likes this. So do his employees. The woman demonstrating the product is qualified to answer all questions about the item and its uses. She works for us and is supplied with all pertinent data well in advance of the demonstration. Data that is always available.

Experience Has Shown Effectiveness of Effort

While the idea is still comparatively new we have had enough experience so far to evaluate the results. Obviously, sales increases of the products demonstrated have been out of all proportion to the effort. I could say and prove that in one instance we stepped-up the promotion, increased our number of spots yet we could not sell all the stock. Nevertheless, somebody would challenge us to double the sale of Zilch's sucotash when everybody knows Zilch only has 2% distribution in the market.

Yes, but...? Oh, you mean how do we determine how many samples an advertiser is entitled to. Or how often. The answer to that question shall have to remain X.

If you are sincere in wanting to do a job for your clients, I'm sure you'll arrive at an equitable solution to the problem. Besides, let's not overlook the intangible value of the stations personal contact with its listeners. You'll pick up some interesting and mighty valuable information on the "iring line."

HERE's a way for radio stations to put an extra merchandising push behind the products of their sponsors. It might well do as much for other stations and their clients as it has for KUTA Salt Lake City and such advertisers as Pillsbury, General Foods, Ready Mix Flour, Pepsi-Cola, Country Club Potato Chips, Frusola Soft Drinks, Reddi-Wip Dessert Topping and Ralston Instant Cereal.

One KUTA sponsor, Hi-Land Dairy, credits the combination of a daily half-hour program and the use of two merchandising booths each weekend with boosting its sales 20% in a year. S. John Schile, KUTA sales manager and vice president in charge of sales of the Rocky Mountain Broadcasting System, here tells how it's done.

The ad campaign, called "The Cost of Doing Nothing," in fact, the whole operation belongs to KUTA. The advertiser needs only to have plenty of stock on hand and stand back.

I've been talking about one booth. The one you see pictured. But don't jump to conclusions. We are prepared to put a dozen into simultaneous operation at the drop of a sales curve. And considering that each of them will serve from 1,500 to 3,000 customers on an average Saturday, that's good coverage.

Actually on the average about half of our dozen booths are in use at one time. But I'm proud to say we've been able to get some well known, super promotion spots? We give them to the grocer instead. He gives us a few items he wants to feature for the Saturday we will be in his store, and we run these spots on Friday. Of course the spot calls attention to the demonstration of Freezert too. A couple of good spots will adequately compensate him for his floor space. Right?

He did it as well as he could, but then somebody would challenge us to double the sale of Zilch's and we would. We would, because the whole thing is built on the basis of the stations personal contact with its listeners. You'll pick up some interesting and mighty valuable information on the "iring line."

From the agency or principal. The best is therefore. In fact, the whole operation belongs to KUTA. The advertiser needs only to have plenty of stock on hand and stand back. 

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FOR LOCAL LEVEL IMPACT

Less than half of the nation lives in the metropolitan areas. In Small Town and Rural America, you will find more than half of the nation living—with more than half of the nation’s purchasing power! The Keystone Broadcasting System has 450 stations with LOCAL LEVEL IMPACT to sell these people who need and buy the same necessities of life as those in metropolitan areas.

BEYOND EFFECTIVE TELEVISION

There are very few television sets in Small Town and Rural America—with little and unsatisfactory reception. These people still depend upon their local radio station—and these stations, according to BMB studies, enjoy higher listener-loyalty than distant metropolitan stations. National blue chip advertisers have already discovered that Keystone’s 450 stations effectively and economically move their merchandise!

IN SMALL TOWN AND RURAL AMERICA

For LOCAL LEVEL IMPACT, Keystone is the only national transcription network reaching Small Town and Rural America. These 450 stations can be purchased in one, low cost and attractive package—with only one order, one check and one performance affidavit! Or buy only the number of stations needed to cover a selected area.
What price people?

You have to reach and influence people to move goods. To move goods in volume at low cost, you must reach a lot of people. You must reach them frequently and at low cost.

But what Price People?

In WLW-Land, the market that is approximately 1/10th of America, WLW delivers people—a lot of people—at the lowest possible price.

The new presentation entitled “What Price People?” is a factual substantiation that WLW is your best buy to reach more people, more often, to move more merchandise—for less.