... makes cash registers RING!

You know how retail merchants are. If their cash registers don't ring, they drop any advertising medium like a hot brick. So get this big fact about Baltimore advertisers:

W-I-T-H regularly carries the advertising of more than twice as many retail merchants as any other station in town!

Week in, week out... year in, year out... these retail stores buy W-I-T-H for just one reason: W-I-T-H makes the cash registers ring... at low, low cost! Smart national advertisers buy W-I-T-H for the same good reason. They know that W-I-T-H delivers more buying listeners-per-dollar than any other radio or TV station in town.

How about your own schedule in Baltimore? If W-I-T-H isn't on it, get hold of your Headley-Reed man and let him give you the whole W-I-T-H story today!
...the nation's most powerful television station
EXTENDS ITS COVERAGE!

With the recent authorization to increase its power to 50,000 watts E.R.P., WHAS-TV is now covering even more of the rich Kentuckiana Market...reaching such additional Bluegrass cities as Lexington and Harrodsburg...plus important Indiana markets as well.

Your TV dollar buys more on WHAS-TV!

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

Basic CBS
interconnected
Affiliate

Serving a market of more than 96,000 television homes

Victor A. Sholis, Director
Neil D. Cline, Sales Director

Represented nationally by Edward Petry and Co.
Associated with The Courier-Journal & Louisville Times
FOR "OUT OF HOME" LISTENING

WKMH
5,000 WATTS

is now

No. 1 in Detroit

In 21 of 48 quarter-hours, (12 noon to 12 midnight, Mon. thru Fri.), WKMH is the Number One Station (or is tied for Number One) in "out-of-home" listening. (★) (★★)

REFERENCE: PULSE OF DETROIT, JULY 1951

★ TYING FOR FIRST PLACE, FOR EXAMPLE, WITH ITS BROADCAST OF THE NEWS BY JOHN W. VANDERCOOK FROM WASHINGTON (7:00-7:15 PM MON. THRU FRI.)

★★ WKMH's OWN NEWSCASTER DALE MARR IS NUMBER ONE PROGRAM HEARD IN DETROIT (11:00-11:15 PM, MON. THRU FRI.)

LOOK FOR MORE POWER IN JACKSON, MICHIGAN!

WKHM WILL BE ON THE AIR OCTOBER FIRST.
1000 WATTS — — — — — — — 970 ON THE DIAL

Contact your Headley-Reed representative
UNLESS ALL signs fail, FCC shortly will announce decision affirming examiner’s finding that Arthur B. McBride is qualified as stockholder in WMIE Miami. While decision would take cognizance of Reafuer Crime Committee condemnation of Mr. McBride’s past association with Continental News Service, FCC expected to hold that based on hearing record, transfer to Mr. McBride and his associate, Daniel Sherby, is warranted. Whether they will cancel deal to sell majority holdings for $220,000 (one-cent on dollar) to ex-Gov. E. D. Rivers Sr. presumably will be decided when FCC finalizes its action [Broadcasting * Telecasting, July 9].

FCC CHAIRMAN Wayne Coy, who accompanied President Truman on his flight Monday (July 12) to San Francisco, flew Japanese Peace Treaty signing, expected to participate in Sept. 4 inaugural of coast-to-coast TV. He was only one outside of President’s official family to make flight on Independence.

EXPECTED MOMENTARILY: Important announcement regarding Red Skelton program on CBS to produce “new element in radio network selling” (see story this issue).

DEPT. OF DEFENSE has urged radio and TV companies to obtain accreditation for all news correspondents who might be sent overseas in event of new emergency. By completing security check and other details now, correspondents could be cleared quickly for transportation to zone of trouble if it broke out. Other matter also covered at meeting of defense officers and representatives of broadcasting, press and communications companies included possible reactivation of Spindle Eye, communications ship designed for Japanese invasion and now in mothballs.

FCC has approved CBS affiliation with Mexican border TV station XELD-TV Mata-moros [Broadcasting * Telecasting, Aug. 20], but only for period of license of WCBS-TV New York, which expires, as do licenses for all TV stations in February, 1952. Legal question whether Commission approval necessary for kines and film was resolved by FCC along lines that they are “programs” within meaning of the Communications Act and FCC rules.

OFFICE of Price Stabilization is working out new ceiling price regulation for manufacturers. This one, due for announcement in few days, will probably be effective 60-90 days later. It will allow manufacturers to consider increased advertising costs in setting new ceiling price, patterned after Capehart formula in Defense Production Act.

PLANS under way for revival of Army Hour of World War II into new hour-long program retitled America’s Hour. Utilizing substantially same format, program will be available for sponsored programs. All plans are under-stood prepared to pick up tab for first program or perhaps first segment. Army Hour (Continued on page 90)
Photograph of a typical program shows Dr. Ulna Goodall (left), Secretary of Public Instruction, Visual Education, with WGAL-TV staff member, Leo Kelly.

REPORT TO THE COMMONWEALTH

Time—Saturdays, 6:45 P.M.—on WGAL-TV the head of one of Pennsylvania's many State Departments reports on the duties, functions and activities of his Department while the people of this large area of Pennsylvania look, listen and learn. This public interest telecast answers the numerous requests for information which are regularly received by lawmakers and public officials in the Commonwealth's Capitol.

WGAL-TV presents this public service program as one of many in its endeavor to render outstanding service to the people of the communities it serves.

WGAL-TV
LANCASTER, PENNSYLVANIA

September 3, 1951 • Page 5
DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET

2 Markets

YES, EVER SINCE TIME BEGAN ... (Way back when Knighthood was in flower) there have been 'Them WHAT SAW!' and 'Them WHAT HEARD!' Today it has become possible to analyze to what degree that is so ... THE FIGURES PROVE THAT (IN THE NORTHWEST) RADIO ... and 'Them WHAT HEARD' ... IS THE LARGER GROUP.

In a recent, thorough investigation, Advertising Research Bureau (ARB) interviewed scores of persons who shopped in ADVERTISED stores, LEARNED that 54.5% of these people got their information exclusively by listening and only 33.2% by reading.

54.5% RADIO
12.3% BOTH
33.2% NEWSPAPER

LET US PROVE IT!
Clip this coupon and receive the "Proof of Pulling"

The XL Stations

KXL KLY KXLF
KXXL KXXJ KXXK KXXQ

Eastern Sales Manager - Wyfe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles
SERVING THE PACIFIC NORTHWEST

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C.
Telephone ME 1023

IN THIS BROADCASTING:

Fall Network Business Near '50 Level 23
Benton Advisory Plan Set for Hearing 23
ABC-UPT Merger Issues 25
Radio Top Retail Seller 25
NAB 5 District 4 Resolution 26
Atlantic City Story: Radio Sells Best 27
Koger Sets Intense Spot Campaign 27
WNOX Gives Advertisers a Hoppy Ride 28
NAB Reports on Operating Expenses 29
In Review: Crusade in Pacific Music in Velvet 30
Transit FM 'Threat' Opposed 36

TELECASTING Starts on Page 55

DEPARTMENTS

Agency Beat ... 10
Aircasters ... 73
Alied Arts ... 24
On All Accounts ... 10
Editorial ... 48
FCC Actions ... 80
FCC Rounding ... 87
Our Respects to ... 48
Feature of the Week ... 16
Programs, Promotions ... 79
Front Offices ... 50
Front Premises ... 11
Milestones ... 71
Strictly Business ... 16
Upcoming ... 76

WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Jo Hailey, Makeup Editor; Dave Bernyn, Assignment Editor; Lawrence Christopher, Technical Editor. STAFF: John H. Kearney, Wilson D. McCarthy, John O'Hara, Allen Ritty, Keith Tractow. EDITORIAL ASSISTANTS: Kathryn Ann Fish, Pat Kowalsky, Mary D. Statz, Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield R. Levi, Assistant Advertising Manager; George E. Daint, Ad Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schenck, Don Jones, Jeanine Rikachel; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOHN P. COGSHROVE, Manager; Doris J. Buschling, Ruth W. Davis, Jonah Giltz, Grace Scherr.

NEW YORK BUREAU

488 Madison Ave., Zone 22, Plaza 3-3333; EDITORIAL: Hurus Grats, New York Editor; Florence Small, Agency Editor; Greta Ken Groff, William Ruchnik, Liz Haslacker; Bruce Robertson, Junior Associate Editor; ADVERTISING: S. J. PAUL, Advertising Director; Paul B. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU

390 North Michigan Ave., Zone 1, CHICAGO 4-4113; William H. Shaw, Midwest Advertising Representative; James P. Pinkerton, News Editor.

HOLLYWOOD BUREAU

P.O. Box 439, Hollywood 38, CA; Office Manager: Ann August.

TOURON: 417 Harbour Commission, EMPLOYEES 4-0775 James Montagnes.

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title: Broadcast Advertising - The News of the Fifth Estate. Broadcast Advertising was acquired in 1953 and Broadcast Reporter in 1955.

* Reg. U. S. Patent Office
Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25¢ Per Copy
How many pounds are sirloin steak?

☐ 250 lbs.

☐ 150 lbs.

☐ 50 lbs.

Sirloin on a plate comes as thick as you want it and as big as your appetite (or your pocketbook).

Sirloin on a steer comes surrounded by hamburger, chuck, stewing beef and a lot of other cuts. The meat packer has to buy them all. And sell them all, too.

The part that is sirloin figures out like this: From a 1000-pound steer, you subtract 400 pounds of hides, hoofs, inedible fats, etc. That leaves 600 pounds of “eatin' meat.” But only 8% of this, or around 50 pounds, is sirloin.

That’s why you pay more for sirloin than for most other cuts. The price of each cut, you see, is determined largely by how much there is of it and how much people like it.

Economists call this the law of supply and demand. Women call it “shopping.” They compare, pick, choose. In a free market, their choice sets the values.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U.S.
WFIL BLANKETS BRIDGETON...

Bridgeton's history goes back to 1716. But you don’t have to go that far to realize that Bridgeton is a market worth having. Political center of New Jersey’s leading farm county, seat of 45 manufacturing plants, home for more than 18,000 people... Bridgeton today sells $28 million worth of goods through 356 retail outlets. Back up your merchandising with a voice that carries—WFIL. Its penetrating signal regularly pulls two-thirds of Bridgeton’s radio families... and 58 per cent of all radio homes in prosperous Cumberland County. Schedule WFIL.
and ALL of America's 3rd Market

Philadelphia

AND THE 14-COUNTY TRADE AREA

You get the most for your radio money in Bridgeton with WFIL. And it's the same story throughout Philadelphia's vast 14-County Retail Trading Area, where WFIL's signal is strongest. It's America's 3rd market because here are 4,400,000 people, more than $6 billion in purchasing power, a high income level ($5,345 per family). It's your market when you sell through WFIL, regular stop on two out of three dials in this rich, sales-producing zone. And WFIL brings you in a winner, too, in a huge bonus area reaching way beyond the 14 counties. Schedule WFIL.
Announcing the appointment of

Mr. Carroll Loos as Commercial Manager

KOMA

OKLAHOMA CITY

•

50,000 WATTS • CBS

Avery-Knodel, INC.

radio station representative

---

George H. Gribben, vice president and head of copy, named head of radio-TV commercial department Young & Rubicam, N. Y. William J. Colihan, in same department, named manager.

Wilfred S. Roberts, director of radio and TV Pedlar & Ryan, N. Y., elected vice president.

John F. Brooks, assistant director of research Federal Adv. Agency, N. Y., appointed associate account executive. Charles S. Patterson, Daniel Starch & Staff, N. Y., to Federal as assistant to Miss Margaret Booss, director of research.

Don Fairbairn, farm commentator CBC Toronto, named radio director E. W. Reynolds Adv. Ltd., Toronto.

Mr. Roberts

Needham, Louis & Brorby Inc. opens Toronto office early in Sept. at 880 Bay St., with John Wil-Loughry of Chicago office as manager. E. W. S. Reed, formerly of J. Walter Thompson Co., Toronto, will be staff member.


Kirkland, White & Schell, Atlanta, Ga., moves to new offices at 101 Marietta St. Telephone remains L. A. 3682-3.

---

Robert Joseph Fisher, is now doing his teaching by example as aggressive account executive for Lever Bros. Surf with N. W. Ayer & Son, New York.

Born in Ashland, Ohio, on Oct. 24, 1915, Mr. Fisher was educated at U. of Syracuse, where he majored in history and political science. With the aid of a scholarship and working as a radio researcher, plus an occasional summer's waiting on tables, Bob Fisher managed to get his degree in 1938.

After graduation, his first job was teaching civics and English at a Syracuse high school, while continuing to study at night for his master's degree. Two years later he abandoned teaching for a selling position with the American Text Book Co. and one year later accepted a position with Lever Bros. in the market research department.

In November 1943 he joined the Navy as a lieutenant junior grade, and upon his return in 1946 he went back to Lever Bros. for a short while. In 1947 he joined N. W. Ayer & Son's Philadelphia office in the plans department working on food and drugs. Two years later he was transferred to the agency's New York office on the Lever Bros. account.

Lever Bros. (Surf) is currently sponsoring "Awake in the Falls," five times weekly on NBC-TV, and also is running a spot radio and television campaign.

The Fishers have been married since 1940. She is the former Kathryn Benner. They have two children, Jeffrey, 8, and Janet, 2.

The family home is in White Plains. Bob Fisher claims that he has no time for hobbies, that his job and home occupy him completely.
Obviously OUTSTANDING

Fundamental research in PEORIA made possible the commercial production of penicillin!

That's only one of many achievements of the Northern Regional Research Laboratory in Peoria. Established by the U. S. Dept. of Agriculture, the "lab" develops important industrial uses for cereal and oilseed crops of the North Central states...and agricultural residues of the entire nation. It's OBVIOUSLY OUTSTANDING!

WMBD Dominates the Rich Peoriarea Market

LOCAL ADVERTISERS KNOW IT! They must base their advertising expenditures on RESULTS...and in the highly competitive Peoria market, local retailers buy more program time by far on WMBD than on any other Peoriarea station. These advertisers get RESULTS! Over 21 of them have...been on WMBD for more than 10 years...many for more than 20 years. WMBD IS YOUR NO. 1 BUY IN THE MIDWEST'S NO. 1 TEST MARKET!

WALTER THURMAN, popular world news- caster. His 8 a.m. and 12 Noon newscasts attract more listeners than the next two Peoriarea stations COMBINED.

Charles C. Caley, Vice President and General Manager
Don D. Kynaston, Director of Sales

See Free & Peters...
TELEVISION'S ONLY 2 KW VHF TRANSMITTER

IT'S ALL AIR COOLED
for 2 to 20 kilowatts ERP*

If you plan to start TV station operations with a modest equipment investment... and still be sure you get adequate signal coverage... this new "2 kw" is a logical, economical solution to your problem. Initial equipment expense is lower than that of most TV stations on the air today. And tube costs are low—because all the tubes are standard types.

Used with RCA's popular and inexpensive high-gain 3-section Super Turnstile Antenna, this transmitter produces 5 kilowatts ERP—at the lowest cost per radiated kilowatt in TV history. Used with RCA TV antennas of higher gain, this transmitter provides up to 20 kw ERP!

Why not ask your RCA Broadcast Sales Specialist to help you with your planning. He can tell you precisely what you'll need to go on the air—and how to do it at lowest cost. Make use of his "know-how." Call him today.

ANNOUNCING—a 64-page book on RCA's new line of TV broadcast equipment for all channels, 2 to 83! An indispensable reference for station planning. Available only from your RCA Broadcast Sales Specialist.

*Effective radiated power

For any TV power to 200 KW—go RCA!

The heart of the "2 kw"—the forced-air-cooled triode, RCA-5762

This service-proved triode features sturdy internal construction—and a very efficient plate radiator. The tube takes less than half the air flow previously needed for a tube having the same power-handling capability. And it's available through any RCA Tube Distributor!

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.
nationally famous merchandising expert
has joined our staff

There probably isn’t a single Indianapolis druggist or
grocer—retail or wholesale—who doesn’t personally
know and respect Ruth Burnett. She digs out
facts. She makes tests—going right to the consumer if
necessary. She tells you from first-hand research
just WHERE your products stand with actual buyers,
furnishes you priceless merchandising information
you couldn’t get in any other way. Write or phone for
further information now to the Bolling Company
or to W I S H . . .

“The Station that never out-promises
BUT ALWAYS OUT-PERFORMS”

CALIFORNIA CENTRAL AIRLINES, L. A., starts transcribed spot
campaign in Los Angeles, San Francisco and San Diego. TV will be
used in Los Angeles. Other cities to be added later. Agency: Calkins,
Hollen, Carlock, McClintock & Smith, L. A.

HAROLD'S CLUB, Reno, using spot announcements on 21 western radio
stations in Washington, Oregon, California and Nevada. Spots promote

SMITH - DOUGLASS Co., Norfolk, Va. (S-D Fertilizers), renews
Denman Views the News, 12:45-1 p.m., starting today (Monday), over
11 southern stations: WPTF Raleigh; WTAR Norfolk; WDSC Dillon,
WRCS Abbeville, N. C.; WABZ Albermarle, N. C.; WHNC Henderson,
N. C.; WIRC Hickory, N. C.; WMFR Rocky Mount, N. C.; WRRF
Agency: Lindsey & Co., Richmond.

WESTERN STATES REFINERIES, through Ross Jurney & Assoc.,
Salt Lake City, will sponsor Tune-Test, syndicated feature of Walter
Schwimmer Productions, Chicago, half-hour daily on six Rocky Moun-
tain stations: KALL Salt Lake City, KVNU Logan, KOVO Provo and
KLO Ogden, all Utah, and KLIX Twin Falls and KID Idaho Falls, Ida.

HOLLAND FURNACE Co., Holland, Mich., expands its TV spots sched-
ule now in six cities, by adding seven markets. Agency: Roche, Williams
& Cleary, Chicago.

AMERICAN VITAMIN Assoc., L. A., purchases KTLA (TV) Holly-
wood Frosty Frolics for placement in 10 TV markets including Holly-
wood, starting Sept. 7 for 13 weeks. Program will originate from KTLA
and be kinescoped for telecasting on other stations, to be heard Mon.,
7-8 p.m. (PDT) first week and Sept. 12 moving to Wed., 8-9 p.m. (PDT)
slot. Other markets include Chicago, San Francisco, Washington, D. C.,
Baltimore, Cincinnati, Cleveland, Columbus, Detroit, Philadelphia.
Agency: Schwimmer & Scott Inc., L. A.

G. T. FULFORD Ltd., Brockville, Ont. (Baby’s Own tablets), starts spot
announcement campaign for one year on number of Canadian stations.

A. O. McCOLL Ltd., Vancouver (peanut butter), starts spot announce-
Ltd., Vancouver.

FRED W. AMEND Co., Danville, Ill. (Chuckles candy), will sponsor
Hail the Champ, Sat., 6:30-6 p.m. (CT) on three ABC-TV stations,
WEBN-TV Chicago, WXYZ-TV Detroit and WXEL (TV) Cleveland,
from Sept. 22 to 52 weeks. Agency: Henri, Hurst & McDonald, Chicago.

PILLSBURY MILLS, Minneapolis, for various flour products, buys
quarter-hour of Kate Smith Show on NBC-TV one day weekly through
Leo Burnett, Chicago. Segment is 3:15-3:30 p.m. (CT) on Monday from
Sept. 10 to 52 weeks.

STERLING DRUG Co., N. Y., sponsoring 10:30-11 p.m. segment of
Songs for Sale, over CBS-TV network, Sat., 10-11 p.m., beginning Sept.
15, for 16 weeks. Agency: Dancer-Fitzgerald-Sample, N. Y.

CHAMPION SPARK PLUG Co. renewing its sponsorship of Champion
Roll Call, five-minute sports commentary, Fri., 9:55-10 p.m. over ABC,

LESLEY SALT Co., S. F., Sept. 22, starts sponsorship of Meet the
Misaus Varieties, Sat. 11:30 a.m.-12 M. (PDT), for 52 weeks, on 18

SCHICK Inc., Stamford, Conn. (razors), sponsoring Rudolph Halley,
former chief counsel of Senate Crime Investigating Committee, as mar-
(Continued on page 75)
Your Petry Man will show you how to reach the consistent, loyal, home-town New England audience of the Yankee News Service.

— Since 1934 —

8 A.M.  9 A.M.  1 P.M.  6 P.M.  11 P.M.

A New England Institution

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
AMERICAN LEGION and the Pennsylvania Assn. of Broadcasters have joined forces in a radio assault on Communism. J. Norman Lodge, Legion public relations officer, hopes that other state broadcasters' associations will pick up the idea and that the assault will become nation-wide.

Mr. Lodge, veteran newspaperman and world traveler, has prepared a series entitled, The Enemy We Face—World Communism.

The series consists of 24 five-minute scripts which Mr. Lodge says are based on fact and not simply emotional propaganda. "Already," Mr. Lodge says, "43 Pennsylvania stations are carrying the programs and we hope that 25 more stations in Pennsylvania will air the series."

Subjects of the series cover religion, schools, sportsmanship, medicine and many other aspects of daily life.

Of the five minutes, 3/10 are consumed by the narrative. Remaining 1 1/2 minutes are open for plugs for the American Legion, the station, and the association.

As prepared now, a typical script would open like this:

"The American Legion through the cooperation of the Pennsylvania Assn. of Broadcasters now brings you the first in a series. . . ." And close like this:

"This program has been brought to you by the American Legion and was prepared especially for Station X.X.X.X."

The opening script, designed to be aired on a Monday, deals with religion. Its narrative begins: Yesterday church bells rang in Pennsylvania. People went to a church of their own choice. In their own way they worshipped God. But in the Soviet Union no church bells rang.

Mr. Lodge, 24 years with Associated Press and four times around the globe, knows enough to keep the language simple and the appeal direct.

"We could make these scripts suitable for any radio station in the country by simply changing a word here and there," he pointed out.

"We hope that this idea will spread across the country. We'll air all these scripts to any station manager who requests them."

Mr. Lodge's office is in the new American Legion building at 1608 H St., N.W., Washington, D. C.

Mr. Lodge figures that the American Legion with a million membership and its own million members of Auxiliary offers a loyal audience for radio stations to begin with.

---

**Strictly Business**

brakes were being tested in Detroit.

Through the years, B. F. Goodrich has been synonymous with automobile tires and other rubber products. The name is put before each new generation by extensive advertising.

Frank Thomas Tucker has headed up this advertising operation as director of advertising for the past decade. And in his association with the powerful advertising media, Mr. Tucker has become acquainted with the salesmanship of radio, and now television.

Mr. Tucker is well-versed in the open secret that has made B. F. Goodrich famous in its field. As he explains it:

"In radio, television and printed matter the sponsor's name is highly important and should not be soft-pedaled."

Or, he tells about an experience in an Akron barber shop, which goes like this:

"I asked the barber, a TV fan, how he liked the B. F. Goodrich (Continued on page 71)
"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 

74.6% of the families named WDAY: 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

WDAY was a 17-to-1 choice over the next station . . . a 3½-to-1 favorite over all other stations combined!

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". In its home county, WDAY was a whopping 15-to-1 choice over the next station . . . a 6½-to-1 favorite over all other stations combined!

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley.

Get all the facts. Write us direct, or ask Free & Peters!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, Inc., Exclusive National Representatives
Open Mike

Overseas Mail Bag
EDITOR:

It was a distinct pleasure to learn from an article on page 23 of your July 23 issue that Radio Free Asia has been formed for the purpose of fighting Communism in Asia.

The Bolinao Broadcasting System presently operates two standard broadcast stations and one shortwave station in the Philippines with an additional standard broadcast station to be added shortly. If [Radio Free Asia] would care to avail themselves of our services in any way, we would be delighted to help. We also are willing to offer our comprehensive facilities on a "no charge" basis if they can utilize them in the furtherance of their objectives.

Unfortunately, your article did not contain an address or we would have communicated directly with the Committee without troubling you.

James B. Lindenberg
President
Bolinao Broadcasting System
Manila, P.I.

[EDITOR'S NOTE: Radio Free Asia will operate under the jurisdiction of the Committee for a Free Asia, 245 California St., San Francisco.]

Voyage of Discovery
EDITOR:

I just got back from Nassau and I thought you might be interested... in ZNS, the Voice of the Bahamas, operated by the Telecommunications Dept., Nassau, Bahamas... I was very much surprised to find that this radio station, in a British colony, is commercially operated... has been operating commercially since Aug. 1, 1956...

Joseph L. Brechner
General Manager
W G A Y - A M - P M Silver Spring, Md.

It's All Greek
EDITOR:

The neon sign on Constitution square in the center of downtown Athens has given me such a bang I decided that you... ought to know about it. Maybe you are an old fraternity man and can read the words "Radio, RCA, Television."

It is typical of Greek spirit and optimism, for television is no nearer here than Vatican City.

Radio, however, is about the most advertised commodity in Greece, utilizing outdoor advertising for the job because there is little time sold on Greek broadcasting stations. Whitewashed walls of ancient vintage herald "RCA" and "Philco" along with English and German makes all over metropolis Athens. I believe, however, that English makes have a slight edge on the others in number in use.

There are about 200,000 receiving sets in use in Greece, populaton some 8 million, which is pretty good considering the 100% import tax on such items and the lack of electric power in hundreds of villages. A listening tax of about 60 cents a month on each set goes to support the National Broadcasting Institute, a la BBC... I keep up with things at home via your magazine, a month late.

Layne Beatty
RCA/FBA
APO, 806, e/o Postmaster
New York.

Anthem in Chicago
EDITOR:

In your Open Mike department of the Aug. 27 issue, R. B. McAlister of KICA Clovis, N. M., suggests all stations play the National Anthem at the same time each day, as a constant reminder of the American way of life.

We think that is a good idea, and WLS has already made a start in that direction. For the past 20 years, we have opened our Dinnerbell program broadcast each day, Monday through Friday, with the National Anthem played by a 20-piece studio orchestra.

For almost the same period of time, we have closed the National Barn Dance at midnight each Saturday with the entire cast, backed by the instrumentalists on that show, singing this revered selection.

Glenn Snyder
Manager
WLS Chicago

Survey Shows
212,940 RADIO HOMES
31,072 TV HOMES AND BUSINESSES

NOT "178,498 RADIO HOMES" NOT "OVER 83,000 TV HOMES"
as claimed by Tulsa's TV Station

In an independent survey by Leslie Brooks & Associates, Research Consultants of Tulsa, Oklahoma, it was found that the Tulsa TV area, defined as the .1 MY area of Tulsa's single Television Station, has 212,940 radio homes and 31,072 Television Homes and Businesses as of July, 1951. This is in contrast to the Tulsa Television Station's claims in literature and in advertising of "178,498 radio homes" and "over 83,000 television sets" in the area. The survey was conducted in Tulsa and in 40 towns in the Tulsa TV area. A 3,416 interview sample was made, statistically valid within two percent.

$1,000 REWARD!
Associated Tulsa Broadcasters have posted $1,000 with the First National Bank and Trust Company of Tulsa to be given to the first person proving the Brooks survey is not within 5 per cent of accuracy, as of date made.

Per cent of market saturation

In City of Tulsa

Television Set

Radio Set

IN TULSA TV AREA...

IN TULSA TV AREA...

(Exclusive of Tulsa)

Percent

In City of Tulsa

Families with both television and radio sets - Average per day:

Average per day:

4.28 hours listening to radio

4.45 hours viewing television

Families with radio sets only - Average per day:

5.3 hours listening to radio

Associate Tulsa Broadcasters

KAKC • KFMJ • KOME • KRMG • KTUL • KV00

A copy of the survey may be obtained by writing any Tulsa radio station or from their National Representatives.
KPRC Delivers

the lowest cost per-thousand

in the fabulous Houston market

- Network station B's cost-per-thousand is 52% HIGHER than KPRC*

- Network station C's cost-per-thousand is 142% HIGHER than KPRC*

If you want to present your sales story to a constantly increasing Gulf Coast audience, and make it a buying audience, ask your Petry man . . . or call us.

* Percentages based on BMB, February-May Hooper Report, and 260 Time Daytime Quarter Hour Rate.

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager

Represented Nationally by
EDWARD PETRY & CO.
In the Public Interest

**In The Public Interest**

at

**WSNY**

these factors are synonymous as we present:

**Van de Car & The News**

6:45-7:00 P.M.—Monday thru Friday

**HAROLD M. VAN DE CAR**

Director of Development and Public Relations of Union College, Director of the Schenectady Chamber of Commerce, Civic Leader, active in all worthwhile community affairs is WSNY’s answer to the TV exploitation of the Kefauver Investigation. He is also an answer to our Public Service, Broadcasting Industry and Selfish Radio Showmanship and Commercial responsibilities.

ALREADY... since his vigorous campaigning for clean government and law enforcement... a simple tearing up of a police blotter containing an entry of a traffic violation has resulted in a grand jury investigation of perjury on the part of government officials and a full scale inquiry into all possible crime conditions in Schenectady.

You can do the same kind of thing in your community. You can help expose graft, crime and undue political influence. You can help establish the honesty and integrity of most government officials. You can help to continually guard the principles of honesty and efficiency in government.

By doing so you’ll get bigger audiences, more revenue, more respect for radio... and you’ll really be fulfilling your obligations to “operate in the public interest.”

This advertisement is placed by WSNY as a contribution to the Radio Industry of America.
SURVEYS SHOW ... Radio Reaches Farther;
Radio Delivers More;
Radio Costs Less—
Than ever before!

WREC Rate, in cost per thousand listeners, has gone down 10.1% as compared with 1946

WREC is a better buy than ever in its history. The advertiser
gets more in coverage—more in prestige—at lower cost.

<table>
<thead>
<tr>
<th></th>
<th>1946</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>RADIO FAMILIES</td>
<td>1946</td>
<td>1949</td>
</tr>
<tr>
<td>RADIO HOMES COVERED</td>
<td>404,560</td>
<td>448,890</td>
</tr>
<tr>
<td>BASIC HOUR RATE</td>
<td>$250.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>COST PER 1000 HOMES</td>
<td>.61c</td>
<td>.55c</td>
</tr>
</tbody>
</table>

Figures Quoted Based on Latest Available BMB Measurements

Advertising Is
Essentially Salesmanship

WREC MEMPHIS NO. 1 STATION ... Sells More and
Sells It Cheaper

WREC HOOPER RATINGS AVERAGE
HIGHER THAN ANY OTHER MEMPHIS STATION

Represented by THE KATZ AGENCY, INC.

Affiliated with CBS—600 K.C. 5000 WATTS.
A quick glance at the chart above shows you that KWKH is tops in Shreveport Hooperatings—has steadily increased its superiority, year after year!

On Weekday Mornings in 1949, KWKH had 70.0% more Shreveport listeners than the next station. For the same period in 1950, we had 76.9% more listeners. In 1951, we had 157.7% more listeners!

Shreveport itself, however, accounts for only 11% of KWKH's audience. BMB Report No. 2 (Spring, 1949) gives KWKH a Daytime Audience in 87 Louisiana, Arkansas and Texas counties. KWKH's total Daytime BMB Audience is 303,230 families. 75.0% of these are "average daily KWKH listeners!"

Your Branham Company man can give you the whole KWKH story. Or write us direct.

*Latest available at press time
FALL business on the nationwide radio networks this year will in the aggregate be slightly behind the combined volume of the four networks for the 1950 autumn season, if business signed in August of each year is a proper comparison.

Lists of network commercial programs to be broadcast this fall, furnished to Broadcasting & Telev. last week by all four networks, show a total of 217 sponsored network shows this year as against 245 reported a year ago, a decline of 3.3%. A similar comparison of the amount of air time these programs will occupy shows the same 3.3% drop-off from last fall, when business signed in August totaled 194 hours, 42½ minutes a week, to this fall, when 188 hours, 12½ minutes of network time a week has been sold as of this date.

These figures cannot of course be taken as an absolute criterion that the networks this autumn will not quite match last year's level in business volume. In the first place, there is a lot of selling going to be attempted and some accomplished between Labor Day and the end of the fall season. Secondly, hours alone have little significance without the number of stations to be used for each program which is translated into the number of programs or hours into dollar volume. And on that score, it must be remembered that the 10% reduction in network rates put into effect in the summer means that it takes slightly more than 10% more network station hours this fall to return the same revenue as was recorded by the networks a year ago.

Comparison With '50

It is perhaps significant that gross time sale billings of the four networks for the first seven months of 1951 as reported by Publishers Information Bureau showed a 1.8% drop, but for the month of July the decrease amounted to 4.5%, the difference presumably in large part being due to the rate cut becoming effective July 1 (Broadcasting & Telecasting, Aug. 27).

Tabulation of number of sponsored programs and amount of commercial network time each week, analyzed network by network and comparing last fall with this, in accordance with business signed in August of each year, follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>No. of Sponsored Programs</th>
<th>Amount of Sponsored Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>45</td>
<td>28-30</td>
</tr>
<tr>
<td>CBS</td>
<td>99</td>
<td>80-2/25</td>
</tr>
<tr>
<td>MBS</td>
<td>51</td>
<td>20-60</td>
</tr>
<tr>
<td>NBC</td>
<td>76</td>
<td>30-7/5</td>
</tr>
<tr>
<td>Total</td>
<td>345</td>
<td>184-0/25</td>
</tr>
</tbody>
</table>

ABC was the only network last week to report both more commercials and more sponsored hours for this fall than it had signed at this time last year. Number of commercial programs is up 9.8%; sponsored time volume is up 27.8%.

Commenting on the outlook for ABC, Charles T. Ayers, vice president for the network's radio sales division, said:

Based on current activities, the outlook for fall business on the American Broadcasting Co. radio network is most encouraging. Recent radio network sales have included such outstanding advertisers as General Foods, for Instant Maxwell Coffee; Bristol-Myers, Readington Purina Co., Sterling Drug, Hazel Bishop Inc., Prudential Life Insurance Co., Syvlania Electric Products, Philip Morris & Co., Ltd., Serutan Co. and the Kellogg Co.

All of this new business will start on the ABC radio network this fall. We confidently expect that this continued expanding use of our network radio facilities by leading advertisers will be further increased as the fall season gets under way and that this year will see ABC with one of the strongest lineups of programs and advertisers that it has had.

Karol Optimistic

John J. Karol, vice president in charge of network sales, CBS Radio Division, was similarly optimistic about the outlook for the network, which on the ABC radio network last fall business was down 3.0% in number of sponsored programs and 9.7% in amount of commercial time sold for fall, in comparison with last year. Mr. Karol said:

The fall season on CBS Radio will see an influx of advertisers new to network radio—clients who never before have used the medium for their advertising message. Among these are Kimball Meets, Belt-Tone, Solax, Dr. Pepper's beverages, Morton Salt. More and more advertisers are beginning to realize that video still is not a national medium and that network radio still gives them more value per dollar in terms of circulation (Continued on page 38).

THE BURNING question of a proposed radio-TV advisory board and its censorship implication will be aired on Capitol Hill this week. Announcement of hearings came from Senate Majority Leader Ernest W. McFarland (D-Ariz.) on the heels of an FCC letter to Sen. Ed C. Johnson, chairman of the Senate Interstate & Foreign Commerce, stating the Commission has statutory authority to fix the percentage of broadcast time a commercial station must devote to educational programs.

Both issues since their inception into the Washington scene have been given top attention throughout the broadcast industry, at NABRT district meetings and in speeches by leading radio executives.

The first proposal—the creation of a National Citizens Advisory Board for Radio and Television—burst upon the Congressional scene during a hearing by the McFarrand Subcommittee last June [Broadcasting & Telecasting, June 11]. Its sponsor is Sen. William Benton (D-Conn.), who has wielded a big stick on behalf of educational institutions for additional TV reservations.

Benton Substitutes

Only a few weeks ago, Sen. Benton offered substitutes for his bill (S 1879) and resolution (S J Res 76) in the form of amendments [Broadcasting & Telecasting, Aug. 20]. It will be on these amendments that the subcommittee, made up of Chairman McFarland, and Sens. Johnson, Lester C. Hunt (D-Wyo.), Charles W. Tobey (R-N. H.) and Homer E. Capehart (R-Ind.), will hold hearings.

Sen. McFarland announced the hearings would be held Wednesday and Thursday (Sept. 5-6), 10 a.m. in room G-16 in the Capitol. Full list of witnesses has not been completed, but it is expected Sen. Benton and other supporters of his proposal will appear.

This is only the first phase of hearings. There will be others. The next sessions will be devoted to other interested parties, namely the FCC and industry spokesmen.

FCC Chairman Wayne Coy, who reportedly would have testified this week, will be unavailable as he is accompanying the President's party to South Pacific for the opening of the coast-to-coast TV hookup at the Japanese Treaty signing.

A secondary issue—that of fixed percentage of broadcast time for educational programming—also (Continued on page 76)
Institutes Legal Action Against Ex-Employees

DUANE JONES, president and chairman of the board of Duane Jones Co., last week resigned his remaining accounts. At the same time he instituted a $1 million suit against his former employees, among them Joseph Beck and Paul Werner, who have formed their own agency [Broadcasting • Telecasting, Aug. 27] and announced that he will retain his agency and subsequently will reveal his future plans.

Mr. Jones, who had originally formed the agency in 1942, is understood personally to have made approximately $1 million from the package goods agency field. Although he did not announce it, it was understood that he probably would not take an executive position before making any future plans.

Those accounts that did not go to the new agency and were resigned by Mr. Jones include the following: Mennen Co. (shave creams, skin bronzer, talcum for men, cream hair oil), Marin Firearms Co. (razor blades), Tretol Thros, Robert Hayes, Dr. Beck, Bonomo Turkish taffy candy and Kiwi shoe polish.

F. S. Dietrich, vice president, Mennen Co., told Broadcasting • Telecasting last Wednesday that Mr. Jones personally resigned the account. The new agency association for Mennen Co. probably will be made in about 10 days. Grey Adv. currently handles the baby products for Mennen.

Another account, Pharmaco Co., Newark, also is understood to be

HADACOL FIRM

Sold to N. Y. Foundation

SALE of the Hadacol company by Dudley J. LeBlanc to the Toyn-Baints Memorial Foundation Inc., a private medical foundation, for $8 million was confirmed Thursday.

The New York foundation—with plastic surgeon Dr. Maxwell Maitz as director—acquired capital stock in the LeBlanc Corp., Lafayette, La., for $1 million in cash, with the remaining money to be paid in 10 yearly installments. It has leased the trademark to a new organization headed by New York Attorney Asher Lans, who will replace Mr. LeBlanc as president. Mr. LeBlanc, a state senator in Louisiana, will remain with the company under a 15-year contract for an annual salary of $100,000.

The corporation will continue the manufacture of Hadacol, but plans to add new products, expand operations, Mr. Lans said. “There will be no change at the top level except for my replacing Mr. LeBlanc who will be sales manager, both nationally and internationally.”

Mr. Lans would not reveal the terms under which his organization acquired the Hadacol name and would not discuss who his associates in the venture are.

Long known for its lavish expenditures on all advertising media, the Hadacol company's advertising appropriation “will reach a record total” under its new management, Mr. Lans said.

The Hadacol company acquired the Hadacol agency from Joseph Beck and Paul Werner, who were officers and stockholders in the Duane Jones Co. I am now starting suit against this group for $1 million. Due to their piracy I have lost 50% of my business. Men that I hired and trusted as officers and account executives have pirated the accounts I paid them to represent. This practice has long been prevalent in the agency business and nobody has ever done anything about it. The thing that is happening to me can happen to any agency.

Therefore my battle to save my business is not merely an individual fight but one in which I shall wage an offensive for the entire advertising industry.

Mr. Jones said that he would not reveal the details of the suit against the former employees. However, in a statement, Mr. Jones said that he would bring an action against the agency for breach of contract and for unfair competition.

WSIX to Hollingbery

APPOINTMENT of George P. Hollingbery Co. as exclusive national representative for WSIX Nashville, was announced last week by Louis R. Draughon, acting general manager. The appointment became effective Sept. 1. WSIX, established in 1945, serves a market of 980 kcs with 5 kw and is affiliated with ABC.

GRAY ELECTED

Named Goodwill V. P.

GORDON GRAY last week was elected a vice-president of the Goodwill Stores, WJR Detroit, WGAR Cleveland and KMPH Hollywood. Mr. Gray's election took place at a quarterly meeting of the board of directors meeting at WGAR on Aug. 29.

Mr. Gray recently had been placed in charge of the Goodwill's eastern sales office.

This week Mr. Gray is to open new offices at New York. He will represent Goodwill Stations in selling and servicing the eastern area.

Edward Petry & Co. will continue to serve as representative for WJR and WGAR. H-R Representatives will continue to handle the KMPH account, the announcement said.

Mr. Gray last week at WGAR was participating in sales clinic discussions. He had just returned from similar discussions at KMPH and at WJR.

‘LADIES FAIR’

Sterling Drug Buys Series

SALE of Ladies Fair for five 25-minute periods a week for a full year to Sterling Drug spearheads Mutual’s fall advertising onslaught. Adolf N. Hult, MBS vice president in charge of sales, said last week.

Other newcomers to the MBS sponsored by Mutual for this season are Capehart Capelin, Capella Farnworth, Wildroot and Tonii, he said.

On the program front, William H. Fineshriber, vice president in charge of programs, said, “Mutual will continue to place emphasis upon shows in the drama, music and news categories—three types of programming in which we feel radio is similarly successful. We shall also carry an impressive schedule of sportscasts, including our 13th exclusive radio coverage of the 1951 World Series, followed by a sequence of the nation’s top college football contests.”

The 5-6 p.m. period will continue as the children’s hour on Mutual, Mr. Fineshriber said. He also announced that at least two major symphony orchestras will be aired by MBS on a regular schedule this fall. Five-minute news summaries will be broadcasted on Mutual three times a day, 8:45 a.m. to 4:25 p.m. each weekday, he said, most of them sponsored. The number of sponsored news programs on MBS in the past year. As a prelude to next year’s Presidential race, MBS is readying a public affairs show, Mr. Fineshriber reported.
ABC-UPN MERGER ISSUES

FCC Spells Out Questions

MERGER OF ABC and United Paramount Theatres Inc. was con-
solidated by the FCC this week into the already scheduled (but still
undated) Paramount Pictures Corp., hearing [BROADCASTING • Tele-
CASTING, Aug. 20].

In an apparent sign that the merger applications run the gamut from the relation-
ship of the officers and directors of United Paramount Theatres to the govern-
ment's run the ABC -UPT Co.-Paramount Theatres

None of the issues caused any surprise to the principals. It was apparent they were exactly what
had been expected.

Fact that the Commission did not set any date for the consoli-
dated hearing has caused some concern to the parties involved. They say the case might be
before the FCC hears their story and perhaps well into 1962 before a decision is handed down.

June 1963 Deadline

Agreement between ABC and United Paramount on the 1963 cut-off date. None of the principals believe that it will not be extended if
necessary. It was apparent earlier that CBS is going to take a long wait before it can take over WBKB (TV) Chi-
cago. Part of the merger deal in-
volve the sale of the Balaban & Kessner chain of Chicago to CBS for $6 mil-
lion. This is because ABC owns WENR-TV in Chicago, and FCC rules prohibit the same company from owning more than one facility in the communi-
ty. Significance of last week's Com-
mision action in consolidating the ABC-UPN merger with the Para-
mount Pictures hearings is this:

United Paramount is going to have to convince the seven Com-
misisoners that (1) there is actual divestiture between the two Para-
mount companies, (2) that the prin-
cipals in UPT should not be tarred
with the anti-trust brush that may be applied to the producing com-
pany, and (3) that UPT has no in-
tention of making the radio-TV
properties subsidiary to the opera-
tion of its movie theatres—in product, talent or story property.

Pointing to some of the questions in the FCC's mind was Comr.
Jones' dissent to consolidating the merger applications with the Para-
mount hearings.

"... We should not even think of hearing on the merger until such time as we have decided Paramount has anything to trans-
fer."

Action was taken by Comrs. Coy, Walker, Hyde and Webster on Aug. 27. Comrs. Sterling and Hen-
lock expressed no opposition.

Aside from the more obvious is-
ues—anti-trust violations and the character qualifications of the principals of the new American

Broadcasting-Paramount Theatres Inc., possible monopoly, etc.—the

FCC wants to know that the new company:

- Proposes to engage in the-
atre-TV "to the exclusion of other outlets for the programming of a kind seeking to secure infor-
mation as to:
a. Whether the violations com-
mitties were wilful or inadvert-
ent.
b. Whether the violations were committed over a long period of time or, internes of time were
were not present.
c. Whether the violations were
by the ARBI may be removed from this extract from his dissent:
"... Substantially the same key
officials were highly placed in Para-
mount Pictures Inc. over a wide span of years, during which courts have characte-
rized these corporations' business practices as: 'will-
ful,' 'unsuspectable,' 'unfair,' 'dis-
criminatory,' and 'predatory'."

Mr. Jones wants a complete study
of the individuals concerned and then a determination by the FCC whether the activities of the of any of the ARBI's officials, directors, direc-
tors, stockholders, employees, or agents, in all cases of either Paramount or Columbia, the extent and character of such partic-
ipation, and the results of any litiga-
tion following from such participation and the specificity to secure infor-
mation from:

June 1963 Deadline

Agreement between ABC and United Paramount on the 1963 cut-off date. None of the principals believe that it will not be extended if
necessary. It was apparent earlier that CBS is going to take a long wait before it can take over WBKB (TV) Chi-
cago. Part of the merger deal in-
volve the sale of the Balaban & Kessner chain of Chicago to CBS for $6 mil-
ion. This is because ABC owns WENR-TV in Chicago, and FCC rules prohibit the same company from owning more than one facility in the communi-
ty. Significance of last week's Com-
mision action in consolidating the ABC-UPN merger with the Para-
mount Pictures hearings is this:

United Paramount is going to have to convince the seven Com-
misisoners that (1) there is actual divestiture between the two Para-
mount companies, (2) that the prin-
cipals in UPT should not be tarred
with the anti-trust brush that may be applied to the producing com-
pany, and (3) that UPT has no in-
tention of making the radio-TV
properties subsidiary to the opera-
tion of its movie theatres—in product, talent or story property.

Pointing to some of the questions in the FCC's mind was Comr.
Jones' dissent to consolidating the merger applications with the Para-
mount hearings.

"... We should not even think of hearing on the merger until such time as we have decided Paramount has anything to trans-
fer."

Action was taken by Comrs. Coy, Walker, Hyde and Webster on Aug. 27. Comrs. Sterling and Hen-
lock expressed no opposition.

Aside from the more obvious is-
ues—anti-trust violations and the character qualifications of the principals of the new American

Broadcasting-Paramount Theatres Inc., possible monopoly, etc.—the

FCC wants to know that the new company:

- Proposes to engage in the-
atre-TV "to the exclusion of other outlets for the programming of a kind seeking to secure infor-
mation as to:
a. Whether the violations com-
mitties were wilful or inadvert-
ent.
b. Whether the violations were committed over a long period of time or, internes of time were
were not present.
c. Whether the violations were
by the ARBI may be removed from this extract from his dissent:
"... Substantially the same key
officials were highly placed in Para-
mount Pictures Inc. over a wide span of years, during which courts have characte-
rized these corporations' business practices as: 'will-
ful,' 'unsuspectable,' 'unfair,' 'dis-
criminatory,' and 'predatory'."

Mr. Jones wants a complete study
of the individuals concerned and then a determination by the FCC whether the activities of the of any of the ARBI's officials, directors, direc-
tors, stockholders, employees, or agents, in all cases of either Paramount or Columbia, the extent and character of such partic-
ipation, and the results of any litiga-
tion following from such participation and the specificity to secure infor-
mation from:
NARTB District 4 Resolutions

PROTECTION of the basic rights of broadcasters and telecasters from inroads of public agencies and from tactics harmful to economic stability provided the theme for resolutions adopted at the first of NARTB's annual series of 17 district meetings. Opening session of the series was held Aug. 23-24 at Roanoke, Va. [Broadcasting* Telecasting, Aug. 27].

One resolution was aimed directly at the plan of Sen. William Benton (D-Conn.) to set up a national citizens board to review programs. A second resolution was directed particularly at rate-cutting. A third pledged broadcaster cooperation with the government in the present defense crisis.

Texts of the three resolutions follow:

WHEREAS, Sen. Benton himself has testified that he believes such an advisory board should issue reports not unlike the infamous "Blue Book" published by the FCC in 1946; and

WHEREAS, although the function of such a board would be "advisory," the practical fact is that its suggestions would carry compelling weight with the FCC and indeed would amount to virtual directives to the FCC in determining the eligibility of applicants for grants or license renewals; and

WHEREAS, such legislation would create a high-level body having all the attributes of censors, in derogation of the Constitution of the United States.

NOW, THEREFORE, BE IT RESOLVED, That the members of District 4 of the NARTB, in convention assembled, do hereby declare their unanimous opposition to the measures proposed by Sen. Benton; and

BE IT FURTHER RESOLVED, That the members of District 4 do direct that copies of this resolution be forwarded to the chairman of the Senate and House Interstate & Foreign Commerce Committees, the Senators and Congressmen of the 4th NARTB district, and to all District Directors of NARTB.

... WHEREAS, radio under the American System of free, competitive enterprise, has demonstrated itself to be the most effective means of mass communications ever devised; and WHEREAS, radio set ownership has attained the unprecedented height of 95% of American homes, urban and rural; aside from automobiles and other out-of-home ownership; and WHEREAS, radio, since its advent in 1920, has become an indispensable part of the American way of life; with the average individual devoting more than five hours per day to radio;

NOW, THEREFORE, BE IT RESOLVED, That the members of the Fourth District of the NARTB, in annual meeting assembled, do hereby condemn any action, whether it be rate reduction; impingement upon time segments heretofore recognized as within the province of the individual station, or introduction of practices which tend to dislocate program structures, or any other acts which deprecate the value of radio as an advertising and public service medium; and

BE IT FURTHER RESOLVED, That the members of the Fourth District of NARTB, recognize the desirability of national program service, whether network or non-network, but desire to impress upon all sources of program supply the necessity of stations maintaining an economic stability, and an equitable balance of program service which will enable them to meet the public interest requirements of their respective service areas and continue to function as the backbone of the broadcasting industry.

RESOLVED: That the members of the Fourth District of the NARTB pledge all-out cooperation to their nation in the promotion of peace, and, if need be, in the prosecution of war, to the end that Government of the people, by the people and for the people shall not perish from this earth.

IOWANS PROTEST
Radio Hits Censorship

BROADCASTER resentment against censorship actions of public and educational personnel in Iowa reached a peak last week as two former members of the desk of Gov. William S. Beardsley.

Back of the protests were refusal of the State Board of Appeals to permit recording of a public hearing and censorship of sportscasting by a high school athletic official. The latter incident led recently to formation of the Iowa Broadcasters Assn., with William B. Quarton, WMT Cedar Rapids, president; Edward Breen, KVFV Fort Dodge, vice president; and George Voiger, KWPC Muscata, secretary-treasurer.

The association also plans to introduce a bill at the 1952 session of the Legislature requiring state boards to allow use of radio and press facilities at public hearings. Both Breen and the Iowa Tall Corn Network have protested discriminatory action by Iowa High School Athletic Assn. in barring AI Coupes, of KRNT Des Moines, from describing a track meet over WOTV Ames.

Fort Dodge Incident

The protest against denial of recording rights grew out of a public hearing held in Fort Dodge. Mr. Breen and a recording setup set up microphones to record proceedings but the state board refused to permit the pickup.

IBA has adopted a declaration of news and sports policy pledging joint action to protect basic freedoms and denying that any group has the right to bar any broadcaster from a public or semi-public event merely because past broadcasts might have been displeasing to the group or some of its members.

The association and the various censorship in the courts, if necessary. An IBA committee will be formed to hear complaints about any broadcast and meet with the station affected as well as those who make complaints in an effort to reach a solution.

The censorship attempts will be discussed by IBA officers and the Iowa High School Athletic Assn. some time this month.

Children's Wear

RADIO salesmen have this year the "best selling opportunity yet offered in the infants' and children's wear field," according to Radio Sales with Primer People, 25-page retail information folder mailed last week to member stations by BAB. Booklet is filled with information on the juvenile market, with statistics on the nation's child population, department store sales of infants' and children's wear, effects data on the influence of children in selecting their apparel and with other sales helps.

WBML Macon, Ga., has contracted to affiliate with NBC, effective Sept. 30. President of the station, to in-duce WBML officials (L to R): E. G. McKenzie, vice president; Ernest Block (seated), president, and Charles W. Pittman, general manager.

ABA REQUEST
Disregarded by Commissioner

Despite protest of the Arkansas Broadcasters Assn., State Bank Commissioner Ed J. McKinley has refused to withdraw his request to small loan companies for their radio and direct mail advertising.

ABA had adopted a resolution at its Aug. 6 meeting denouncing the commissioner's policy as an invasion of radio rights "both as to free enterprise and the right of free speech." ABA had contended the policy would be an invitation to other state agencies to make similar requests for advance copies of advertising material.

Mr. McKinley was quoted in press reports as saying he believed a 1951 state law, broadening powers of the Bank Dept., gave him authority to request radio advertising from radio stations. The request to loan companies was verbal, he said, adding that he didn't ask for newspaper copy since the newspapers themselves provided an easy way of checking such advertising.

Stom H. Whaley, secretary of ABA, said the association has not received a reply from the commissioner. ABA members felt the policy was "discriminatory." The requests for radio copy were not made to stations but to the banks.

TECHNICAL HELP

Wilson Asks Industry Aid

DEFENSE Mobilizer Charles Wilson last week called on industry, government and educational institutions to take affirmative steps to meet the "serious shortage of scientifically and technically trained personnel."

He asked industry to make the most effective use of already trained personnel, and to develop job training programs on a cooperative basis which will result in employed persons receiving such experience. "This must be done if our defense program is to succeed," Mr. Wilson added, noting that the number of engineering graduates in 1951 is less than half needed to man economic and defense programs.
ATLANTIC CITY STORY

Radio Sells Best

ONE solution to the problem of payment for privileges to high school football broadcasts has been reported by KPAC Port Arthur, Texas. A new series replaces the one owned by Port Arthur College. Station announced an agreement with the local board of education, which is buying time at regular commercial rates to produce and supervise the broadcasts.

KPAC said the two Port Arthur stations—the other presumably being KOLE—previously had rejected offers to buy the broadcast rights for $50 per game, to be split between each outlet, for broadcast rights. Stations held that adding such charges to already high expenses for football broadcasts made it difficult to obtain sponsors and meet expenses, KPAC said.

In rejecting the board's offer, each station suggested that it would permit the school group to buy time at regular commercial rates and produce its own broadcasts. The board accepted and now notifies the announcers and other personnel, makes arrangements for a sponsor and produces and supervises the broadcasts.

KROGER SPOT-DRIVE

One of the largest spot campaigns in radio history will get under way Sept. 24 when Kroger Co., third largest chain in the nation, switches from transmitted radio station to spot sales, according to Ralph H. Jones Co., Cincinnati.

The agency is enlisting the aid of 25,000 salesmen in the Kroger exchanges in its major cities.

The Kroger radio campaign will be handled by the agency's advertising department, which has handled the Kroger radio campaign for years.

Fall Sales Tie-in

The radio announcements will be tied into the annual series of fall sales staged by Kroger stores. Announcements will be both live and recorded and will be made in the 50 largest Kroger areas. Commercials on the TV program will be devoted to Kroger coffee and Tendervay meat.

Station list for the radio campaign will be greatly enlarged over the 25 to 30 stations used for se-

BROADCASTING • Telecasting

September 3, 1951 • Page 27
A HAPPY RIDE 
FOR ADVERTISERS

For more than 15 years, the Midday Merry-Go-Round has been spinning six days a week on WNOX Knoxville, to the happy cries of sponsors and the constant clank of coin. There are no brass rings on the carousel. Everybody pays a passable price for admission, and the formers alone among hillbilly entertainments have paid admission charges to see the program in the studio. The present charge is 50 cents.

Three sponsors still participating on the show have been steady advertisers for more than 10 years. Half a dozen others are regulars of more than six years' standing.

More than a million listeners have written letters to the program and its talent. The devotion which the show commands from its audience is unique. One expiring listener on his deathbed sent an urgent message to Lowell Blanchard, the Merry-Go-Round manager:

"Tell Lowell I said goodbye and good luck," were the dying man's last words.

The Midday Merry-Go-Round was set in motion in January 1926 in a small studio located in the Andrew Jackson Hotel. The show began to attract such large audiences that the management firmly suggested it should be taken elsewhere. The program was moved to a sports arena for several weeks and then to the City Market Hall where a 5-cent admission charge was instituted in an effort to keep down the crowds.

In May 1936, WNOX acquired its own five-story building and made the first floor into a 800-seat auditorium for Merry-Go-Round. Admission was increased to a dime, but the audience kept coming. It is still jamming the place despite successive price hikes that have boosted the admission to 50 cents.

The Merry-Go-Round is a hillbilly-variety show whose master of ceremonies, Mr. Blanchard, trained for his rustic assignment in such backwoods as the U. of Illinois and Detroit radio. It was after he was hired by WNOX that he acquired a passable mountain-man dialect and began presiding over the program.

Mr. Blanchard, the recipient of the dying fan's last words, is not alone among the program's performers in receiving acknowledgment from listeners.

Carl Story averages 3,000 letters and cards a week, some of them

Here's a typical crowd waiting to get into a performance of the Midday Merry-Go-Round which regularly plays to standing room only.

Two million people have paid their way to see the Midday Merry-Go-Round in a 15-year whirl on WNOX Knoxville, and uncounted millions more have heard it on the air.

And there's a waiting line of audience and sponsors for a radio show that is a Tennessee phenomenon.
OPERATING DATA

NARTB Reports by Income

OPERATING COST BREAKDOWN, 1950
Percent of Broadcast Revenue

<table>
<thead>
<tr>
<th>Total Operating Expenses</th>
<th>General Operating Expenses</th>
<th>Administrative Expenses</th>
<th>Technical Expenses</th>
<th>Program Expenses</th>
<th>Selling Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000-$75,000</td>
<td>11.18%</td>
<td>29.42%</td>
<td>10.02%</td>
<td>29.15%</td>
<td>88.19%</td>
</tr>
<tr>
<td>$75,000-$100,000</td>
<td>13.37%</td>
<td>28.39%</td>
<td>10.37%</td>
<td>29.32%</td>
<td>88.65%</td>
</tr>
<tr>
<td>$100,000-$125,000</td>
<td>13.73%</td>
<td>28.27%</td>
<td>9.84%</td>
<td>29.20%</td>
<td>87.19%</td>
</tr>
<tr>
<td>$125,000-$150,000</td>
<td>13.46%</td>
<td>28.43%</td>
<td>10.92%</td>
<td>29.30%</td>
<td>85.51%</td>
</tr>
<tr>
<td>$150,000-$200,000</td>
<td>14.50%</td>
<td>27.42%</td>
<td>14.32%</td>
<td>30.60%</td>
<td>84.63%</td>
</tr>
<tr>
<td>$200,000-$300,000</td>
<td>13.96%</td>
<td>26.60%</td>
<td>14.28%</td>
<td>30.69%</td>
<td>83.42%</td>
</tr>
<tr>
<td>$300,000-$400,000</td>
<td>13.25%</td>
<td>25.33%</td>
<td>12.28%</td>
<td>31.54%</td>
<td>82.42%</td>
</tr>
<tr>
<td>Over $1,000,000</td>
<td>11.88%</td>
<td>28.96%</td>
<td>12.28%</td>
<td>25.52%</td>
<td>76.42%</td>
</tr>
</tbody>
</table>

*Includes salaries, rent, taxes, losses, depreciation and other expenses.

Eight Join NARTB

EIGHT new member stations have signed with NARTB in the last fortnight, according to Jack Hardesty, NARTB's station relations director. Several joined during the NARTB District 4 meeting at Roanoke, Va. The new members are: WNKB and WQMC (FM) Royal Oak, Mich.; WFMC Goldsboro, N. C.; WHED Washington, N. C.; WINC a and WRFL (FM) Winchester, Va.; WNJC Jacksonville, N. C.; WNGO Mayfield, Ky.
CRUSADE IN THE PACIFIC, a sequel to Crusade in Europe, is the March of Time's second ambitious translation of the history of World War II to film.

It is the kind of thing that the anyone else. Although Pacific, or at least the four chapters that have been seen by this reviewer, does not quite measure up to Euro­pe, which has been seen in its entirety, the second Crusade ought to be as big a television attraction as the first.

The Pacific was not as photo­genic a war as that in Europe, where the emphasis was on mass movement of land armies and their armory which photograph hand­somely.

Land warfare in the islands was largely conducted with stealth and in night jungle where the photog­rapher had as much trouble seeing a crawling rifleman as the enemy did.

The sea and air wars, although more accessible to the camera lens than ground combat, were not entirely satisfactory as pictorial material for a film series of this kind. No matter how many angles it may be shot from, one airplane takeoff from a carrier deck looks just about like any other.

It is in this respect that this re­viewer may be a minor and perhaps quibbling point to make about the chapters of Pacific that he saw. There were so many sequences of fighters and bombers landing on or leaving carriers and ground fields that at times the film had the monotony of prolonged observation of any military airport.

The four chapters reviewed were numbers 5, 4, 6, and 7—"The Rise of the Japanese Empire," "America Goes to War in the Pa­cific," "The Navy Holds—1942," and "Guadalcanal—America's First Offensive." Of the four, the rise of Japan was the most absorbing. Both in the selection of films and the narra­tion tying them together this chapter was excellent. It was the most dramatic demonstration this reviewer has seen of the contrast between the warrior's mask that Japan wore before her 1945 sur­render and the bland and somewhat apologetic face she has worn since.

Despite its shortcomings, Crusade in the Pacific is worth anybody's television time.

March of Time does better than


MUSIC IN VELVET is another example of what trade critics have called the "soft" or "idyll" style of television—the appearance of playing directly to the home viewer and easing into its sequences with commendable if unфанciful flourish.

On the basis of the Aug. 26 pro­gram, ABC-TV Chicago apparently has endeavored to shift the time-tested techniques of radio's mood­music programs to the TV cam­eras, with at least partial success. The result is a half-hour of rest­ful, soothing musical fare that is not apt to make heavy demands on the eyes, nor to turn the viewer back to his radio set for similar ventures.

What Music in Velvet does offer, it would appear, is a set of unim­pressive camera techniques that adequately spotlight Rex Maupin and his orchestra, as well as Harpert Russ Crandall and Vocalists Paula Wray and Bill Snary.

A notable example is Mr. Snary's rendition of "You Go to My Head," which he sang to Miss Wray. Mr. Snary is adequate but this reviewer was more intrigued with the cam­era treatment which wisely dis­played only a rear view of Miss Wray's flowing tresses and a final close-up of her eyes that was most bussing the lady in question. The camera virtually nosed right into her hairdo.

Other sequences showed Mr. Maupin's velvety strings in action to good advantage on selections which were tastefully heralded by cues against the backdrop of Mr. Crandall's plucking harp fingers.

Not a word is spoken during the entire program, save at the conclu­sion which identifies the Chi­cago origination. The producers wisely let the music speak for itself.

MEDIA COVERAGE

Pondered by Crime Group


COURTS will eventually resolve the question of whether television rights are tampered with when re­quired to testify before television, the Senate Crime Investigating Committee said Friday in its final report.

Other points stressed by the committee:
- Congress does not have an adequate hearing room that would place attendant media unobstrusive­ly as in the case in the United Na­tions.
- If such a room were available, there would be few occasions where a witness could justify his refusal to testify.
- TV is desirable as it is an­other improved medium, and ex­tends the public hearing to more people throughout the country.
- Public has the right to be informed on the actions of its Con­gress. Because of the expense of picking up a hearing, the networks and the major media companies select only those hearings which have un­limited interest.
- It is up to the committees of Congress to inaugurate the codes of procedure and be "fair and equitable." The committee should not be put in position where it must dis­criminate in favor of one coverage medium over another.
- TV, as a medium, does not need the light that is necessary for the newsreel cameras and does not need as much equipment at the hearing room. Committee pointed out the fact that photographers' flashbulbs popping and Kleig lights' brightness and heat are not caused by television but by other media.

Protest 'Blackout'

The matter of coverage was brought to a head a fortnight ago by protests of the Radio Cor­respondents Assn.'s executive committee, National Assn. of Radio News Pro­ducers, and the NBC and CBS Radio. These protests attacked the radio-TV-newscast "blackout" by the crime group laid down when Irving Sherman, a New York at­torney, refused to testify unless it was enforced [Broadcasting • Telecasting, Aug. 20].

The incident occurred on the basis of Senator McBride's upholding contempt citations against two Cleveland witnesses who were TV-radio-newscast shy.

Refusing to the Radio Cor­respondents group, the committee "blackout" was an "arbitrary" limitation and "a form of dis­crimination against certain news media." Chairman Herbert R. O'Connor (D-Md.) of the crime committee told Broadcasting • Telecasting last week he feels "strongly that the two companies select how and when television ought to be made" in the hearings. While the committee members as a whole agree with this, the Senator said they did not think witnesses "ought to be forced to testify before radio or television.

Direct reference to the corre­spondents' objection has been raised by Sen. Alexander Willey (R-Wis.), a member of the crime group, on the Senate floor.

Noting that the letter of protest from Bill Shadel, of CBS, pres­ident of the correspondents' asso­ciation asked them to adopt "a sound conclusion," Sen. Willey read two paragraphs and then had the entire letter printed in the Record.

Some Estates Kleiger (D-Tenn.) has proposed that TV be treated in same category as other news media with the exception it can be barred from the outset of the discretion of the Federal Courts.

Meanwhile, it has been noted that the Senate Internal Security Subcommittee—similar to the House Un-American Activities Com­mittee—has a policy of barring ra­dio and television. News photos can be taken before and after actual hearing sessions but are prohibited during the hearings.

When announcing this policy, Chairman Pat McCarran (D-Nev.) had declared the committee made the decisions "because we are seek­ing facts, not publicity. We want to make a record, not to make head­lines...we want to make it clear that no witness who is called here will be subjected to undue publicity against his will."

Some observers have interpreted these remarks as implied criticism against other committee proceedings.

HOLLYWOOD PROBE

Radio-TV Stars Subpoenaed

ALTHOUGH names have not been revealed, between 30 and 40 movie, radio and television personalities are being subpoenaed by federal agents today by the House Committee on Un-American Activities investigating communism in Hollywood, which starts in Los Angeles' Federal Building Saturday.

Hearing, expected to throw light on subjectivity with which many reds have slipped into various branches of three industries, will be held in the "Kefauver Room."

Day and night sessions will be telecast and released via radio, if objections are not made. Hearings were originally scheduled to start to­morrow (Sept. 4) but were delayed because of the Japanese Peace Conference in San Francis­co. A five man sub-committee headed by Rep. John S. Wood (D-Ga.) will conduct inquiry.

Fort Industry Office

FORT INDUSTRY Co. has estab­lished a new office at 230 N. Michigan Ave., under the supervision of Ren Kraft, Mid­west sales manager of the company, which owns and operates WSPD­AM-Chicago, WLW-Cincinnati, WMMN Fairmount, W. Va., WAGA­AM-TV Atlanta, WGBS Miami, WJBT-AM-TV Detroit, and WSAI Cincinnati.
"The cows in the KFAB Area that 'do not give milk,' of course, are the vast herds of beef cattle raised in Nebraska's great ranch country and fattened in the feed lots of Iowa, Nebraska, Kansas and Missouri. It is the marketing of this beef (the finest in all the world) which places the Omaha Livestock Market second in the Nation.

Those 'bossies' that ARE milked in this great dairying area make Omaha the number one city in the manufacture of butter."

So, when we say that all the cows in the KFAB area give milk—we are leading into a big market story of tremendous importance to you. The Midwest Empire Station blankets a vast territory of farms, rural towns and cities. Its backbone is the ranching and farming industry. Its wealth is not only among the ranchers and farmers, but also in the cities where the agricultural products are made into marketable foods that help meet the needs of the entire Nation.

KFAB, the Midwest Empire Station, through years of experience in serving such a rich, vast area, has become the station to do the powerful selling job. Arrangements can be made for you to use this effective medium—at a low cost—and cover the Midwest Empire profitably. May we tell you more about it?
Agricultural Broadcasting Company
1230 W. Washington Blvd.,
Chicago 7, Illinois

Attention Mr. J. D. Hill, Sales Promotion

Dear Mr. Hill:

We should have written this letter several weeks ago, but we wanted to make a very complete check on the results of our two-week Clover Farm-WLS sale, which ran from July 9 to the 21st inclusive. We have made that check, we have talked to our members, and we have referred to our records. It was the most successful sale we have ever conducted! Here are a few of the most outstanding percentage increases:

- Clover Farm Salad Dressing: We advertised three sizes and our increase over our average for the year prior to the sale was 398%.
- We featured two kinds of Clover Farm Corn with an increase of 259%.
- Clover Farm Pork and Beans, 3 sizes advertised: one showed 235% increase, one 93% increase, and another 32% increase.
- We more than doubled our average sales on Red Cup, Green Cup, and Clover Farm Coffees.
- Lipton's Frostee Mix: an increase of 78%, but we sold out before the sale was over, and did not get a new shipment in time to carry on.
- We more than tripled our sales on Lite, doubled our sales on Ajax, sold as much Tide in two weeks as we sold in the preceding four months, almost three times as much Fab, doubled our sales on Surf, five times as much Creamettes (Spaghetti and Macaroni) tripled our sales on Clover Farm Grape Jam, quarts, had a 400% increase on Sur-Jel, and sold out, so it should have been more.
- Shina Dish: sold a two months' supply in two weeks
- Perfax: sold a three months' supply in two weeks
- Dexol: sold a month's supply in two weeks
- Glosstex: sold a two and a half months' supply in two weeks
- We doubled our sales on our own flour, and had a 200% increase on Joan of Arc Light Red Kidney Beans.

We are enclosing a marked copy of our newspaper ad with more facts and figures.

Again we repeat that it was the most successful sale we have ever conducted. We, ourselves, did not realize the value of a tie-in on WLS on the "Hello Homemakers" program. If you again conduct this wonderful sales event, we want you to plan a two week period for us - and we sincerely hope you do.

C. V. Allen
President.
The Peter G. Lennon Company is the headquarters for an important cooperative chain of 117 Midwest CLOVER FARM STORES in the WLS area. Recently they participated with WLS in a joint merchandising-promotion plan designed to increase summer food business at the retail level. The plan, known as the "WLS Summer Food Promotion," was originated with the cooperation of eight important chain groups, including CLOVER FARM. The letter reproduced here tells the results obtained by this one group; letters from the others verify the story. Combined, 2,300 Midwest stores were affected by this revolutionary merchandising tie-in throughout the summer.

Here then is again proof of WLS power to move goods into customers' hands. We have known of this power for years—as have many advertisers—this campaign proves results in a chain of stores for a specific time period.

Your John Blair man will give you details on how WLS can produce similar results for your product or service.
SECURITY BILLS

CONGRESS last week marked time on twin security proposals involving the FCC—one recommending that penalty provisions of the Communications Act be made more stringent and another requesting additional monies to bulwark the Commission's monitoring activities [BROADCASTING • TELECASTING, Aug. 27]. Possibility that the House Interstate & Foreign Commerce Committee would meet in executive session to discuss heavier criminal sanctions for broadcasters and other parties before Sept. 12—date the House returns from recess—was held as remote.

In any event, authorities point out, the lower chamber could take no action on a military's electromagnetic radiation control bill ($537) before that date. The suggested amendment was posed by the committee during hearings Aug. 23 on the proposal, which seeks to place non-broadcast devices within Sec. 606 of Communications Act.

Hanging in the balance is a proposal, in the form of an amendment to the Act, calling for stiffer penalties for violations entailing "willful intent to injure the United States." This was presented from a provision within Sec. 606 setting lesser penalties for "willful failure" to comply with terms prescribed under Presidential authority.

There are no express criminal sanctions at present in Sec. 606, which deals with Presidential authority over stations.

Senate Testimony

On the Senate side, the Appropriations Committee plans to hear testimony from the FCC "either this week or next" on the Commission's request for $1,340,000 to expand its radio monitoring.

The House had wiped out the $1 million sum recommended by the House Appropriations Committee for these activities. FCC is expected to make a strong pitch for restoration of these funds.

Committee spokesmen said last week that FCC Chairman Wayne Coy would be called upon to testify during this part of the emergency amendment bill, if he were available. In the event he is not available, it was felt that either Comr. George Sterling or E. M. Webster would appear.

Stiff opposition to the cut is expected once the omnibus money bill reaches the Senate floor. The House committee had approved the expenditure for new monitoring stations, including necessary personnel; additional investigative staff and mobile equipment; detection and control of illegal station transmissions and sale. Ownership devices capable of serving as navigational aids to enemy aircraft. Four new monitoring stations and upwards of 110 new employees, as well as rental, are involved.

With respect to station penalties (in the bill before the House committee), a new subsection (h) to Sec. 606 of the Communications Act pending, with provision for fines of not exceeding $20,000 and imprisonment not to exceed 20 years, or both, for violations indicating a desire to sabotage the U. S.

The other proposed amendment—approved by the Senate Interstate & Foreign Commerce Committee, which also held hearings earlier this year—calls for a $1,000 ceiling on fines and one year's imprisonment, or both, in the case of individuals, and a levy not to exceed $5,000 for corporations—for failure to comply with that section when invoked by the President.

STATION SALES

WKAI Sold; WBGE Plans Void

FOUR stations were involved in financial transactions last week. Sale of WKAI Macomb, Ill. was announced by James C. Bailey and Lyle C. Landers, subject to the usual FCC approval. The 250 w daytime station will be bought for an undisclosed sum by William E. Schons, Dr. Edward Schons, Charles S. Harris and T. L. Cook, all of St. Paul, Minn. The Chicago office of Blackburn-Hamilton, station brokers, handled the details. As of last Thursday, the application was not on file with the FCC.

At the same time, it was learned that the sale of WBGE Atlanta, Ga., to Wilton E. Hall for $800,000 [BROADCASTING • TELECASTING, Feb. 12], had been called off. The sales contract expired Aug. 12 due to FCC's failure to act on the application. The Commission reportedly wanted to wait until South Carolina courts had acted on a case involving ownership of WAIM-WCAC (FM) Anderson, S. C. Mike Benton retains WBGE ownership.

Financial difficulties were responsible for two stations leaving the air under FCC auspices. WSKB McComb, Miss. was allowed to remain silent for 30 days from Aug. 24 in order to complete refinancing. The station is going through bankruptcy proceedings but hopes to secure backing of a "responsible radio station operator in New Orleans who is interested in keeping WSKB on the air," according to the request.

The other station, KODI Cody, Wyo., was authorized to remain silent for 90 days from Aug. 24 in order to effect sale. Owners William J. Garlow and wife moved to Dallas in January and station has been in red most of the time since. However Mr. Garlow feels it will regain a sound basis "if the right person buys." He pointed out, in his request for silence authorization, that the station grossed $50,000 in 1950 and "did quite well financially." He gave the loss for July this year as $889.88.
Almost 1,000 orders for new food product with no distribution...

another example of KDKA action!

To promote a new food product with practically no distribution, an advertiser used a single half-hour late-night program on KDKA. Listeners were asked to telephone a special number or send their order to the station. Result: almost 1,000 orders for a total of more than $8,000, with a program time-cost of only $180.

This is typical KDKA action... the kind of action documented in a revealing booklet titled "6 Case Histories." If you haven't reviewed this booklet for tips on how to build your sales in the tri-state Pittsburgh market-area, get a copy from KDKA or Free & Peters.

KDKA
PITTSBURGH
50,000 WATTS NBC AFFILIATE
Westinghouse Radio Stations Inc
Serving 25 Million
WBZ · WBZA · WOWO · KEX · KYW · KDKA · WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
RADIO — America's Great Advertising Medium
"FORCED LISTENING devices disrupt and endanger the American system of broadcasting" and pose a matter of "national concern," attorneys for anti-transmitcasting forces charged in a brief prepared last week for submission to the U.S. Supreme Court.

The brief was accompanied by a petition for a writ of certiorari asking the high court to review the judgment of the U.S. District Court of Appeals that segments of transmit FM are unconstitutional in the District of Columbia. The brief was prepared for Franklin S. Pollak and Guy Martin, who launched the original court action, by the law firm of Segal, Smith & Hennessey, Washington.

Opponents of transmit radio took this step last Thursday, little more than a fortnight after Washington Transit Radio Inc. and two other parties—Capital Transit Co. and the Public Utilities Commission—had asked the Supreme Court for a review of the lower appellate court decision. Stress was laid on the relation of the service to the First and Fifth Amendments to the Constitution [Broadcasting • Telecasting, Aug. 13]. The high court, now in recess, will reconvene in October.

In filing for consent to the writ, also requested by the pro-transmit radio faction, opponents noted that the circuit court decision sought to prohibit only "commercials" and "announcements," making no reference to musical or other "spoken parts" of the broadcasts.

Additionally, Messrs. Pollak and Martin and others hope that SCOTUS will consent to review the decision and outlaw transmit radio currently operates in upwards of 14 cities.

"Forced listening by a captive audience to editorial matter selected by private individuals involves grave dangers," the brief asserted. "The power of this captive audience has been used in the personal interest of Washington Transit Radio Inc. and Capital Transit Co. to influence public opinion on the merits of transmit radio itself."

"The United States of America has a unique system of broadcast supported by commercial advertising. Currently, the industry is on the threshold of a tremendous expansion into television. Already there are 13 million television receivers in use. Color television is in the offing. Proposals to convert television broadcasting into a form quite different from that which has prevailed in aural broadcasting are being discussed. Wire television, subscription television, pass-as-you-look phonovision, theatre television, each has its advocates. Advertising revenue, apparatus sales and the coast-to-coast astral applications have grown to a point where billions of dollars are involved."

"Transmit radio alone excepted, this whole vast structure, with all its social and economic impacts, derives its vital force from the principle that the listener or viewer shall have the absolute and unrestricted right to select whether or not his receiver shall be tuned to a given station and if so, to what station it shall be tuned. Unless the listener or viewer is completely free to select what he wishes to hear or see in a freely competitive field, the American system of broadcasting is deprived of its vigor and becomes a sinister, formless thing."

"The importance of a decision by the Supreme Court . . . at this stage affirming the inviolable right of the public to select its broadcast programs is self evident," the brief declared.

Opponents held that the "ultimate question turns" on whether the broadcasts deprive passengers of rights under the First Amendment . . . "by generally interfering with their freedom to listen or not to listen, and to read or not to read."

The high court also should determine whether the programs deprive riders of liberty and property in violation of the Fifth Amendment, the brief said.

Other Reasons

Other reasons advanced for granting such a writ, the memorandum continued, are these:

(1) freedom of communication by writing or speech and freedom of reflection are "impaired" by transmit radio and are basic to democracy; (2) "threatened" nationwide transmission of transmitcasting enterprises cannot be dealt with by the U.S. District Court of Appeals and needs SCOTUS attention.

"In the absence of a high court ruling on constitutional rights of the riding public, it seems likely that transmit radio will continue in the other cities where it is now functioning and perhaps even expand into still other cities, operating as a correlated system of broadcasting to captive audiences of many millions," the brief asserted.

Washington Transit Radio Inc. and other proponents of the service had taken issue with that part of the lower court holding that dissemination of programs are not protected by the First Amendment, and claimed it was in conflict with past Supreme Court judgments.

The court "erred," according to transmit FM forces, in holding that the action of a transportation system is governmental "action" and that the broadcasts deprive objections of liberty "without due process of law."

Brief for Messrs. Pollak and Martin was filed by Attorneys Paul M. Segal and Harry P. Warner, of Segal, Smith & Hennessey.

"KSL...has more morning listeners in Salt Lake City than the other 3 network stations combined!"

HOOPER, DEC. '50 - APRIL '51
On September 9, another outstanding season of the U. S. Steel Hour gets under way. Among the top shows already scheduled are The Glass Menagerie, Twentieth Century, The Sea Wolf, Pygmalion, Oliver Twist, 1984.

The best plays... the best stars... for the best dramatic entertainment on radio. That's been standard since Theatre Guild on the Air began in 1945. No wonder the U. S. Steel Hour has become radio's most-honored show.

SUNDAYS 8:30 PM E.D.T.

NBC NETWORK
Network Outlook
(Continued from page 28)
and audiences delivered than any other advertising medium.
The CBS Radio daytime schedule is completely sold out. There are a few
availabilities left in early Saturday afternoon periods but there are prom-
ising indications that these spots will be sold within the next few weeks.
Sunday afternoon will be bigger than last year, with new sponsors entering
network radio, others like Longines.
Wittier Watch Co. returning and the U. S. Army and Air Force rec-
ruiting services presenting a new series with Frankie Laine.
There are several good availabili-
ties in the CBS Radio nighttime schedule but there has been greater
interest on the part of sponsors in these programs during the past few
weeks than there has been for some time. And indication that the network
over television has subsided con-
siderably and that advertisers still
consider network radio the number one advertising medium.
"Our sales on Mutual are up,"
MBS President Frank White stated,
"up enough to be indicative that
the TV hysteria has abated to the
point where the true value of radio as a merchandising medium is again
receiving some measure of the
recognition it deserves."
Mr. White pointed out that the
average Mutual advertiser this
year is putting his program on 356
MBS stations, contrasted with an
average commercial network line-
up of 284 for MBS clients last fall.
Table shows that according to busi-
ness signed to date, MBS is 6.5%
down in number of commercial pro-
grams, but 0.6% up in amount of
sponsored time for this coming fall
compared with the same season of
last year. Mr. White further stated:
We plan to continue the same ex-
tensive promotion of AM radio which has already won Mutual several out-
standing awards during the past year.
If our own efforts along these lines
are now supported by increased ac-
vitivity on the part of other networks, re-
sult is bound to help radio.

NRC's vice president and director of
radio sales, John K. Herbert, was
vacationing last week and in his
absence no statement could be ob-
tained from this network. On the
August 1950 vs. August 1951 rec-
ord, NRC advance fall business is
down 9.5% in number of sponsored
shows and down 10.3% in amount
of commercial time for this fall
against last.

ABC CLIENTS
Buy $24,131,000 in Time

ABC last week announced that a
total of 46 sponsors have pur-
chased $24,131,000 in radio and TV
network accounts, starting during the
The ABC radio network reported
sales of $17,283,000 placed by 24
sponsors for the Aug. 25-Oct. 14
period, and the NBC network
for the same period reported sales
totaling $6,809,000 to 22 adver-
tisers. Seventy-five percent of the
accounts, ABC said, represented new
business while the balance are
renewals.

GODWILL CASE
Group Backs Cotton, Plummer
PROSECUTION to a decision of FCC's proceedings involving the
Goodwill Club of Chicago last
Wednesday by a group of 19 dis-
tinguished lawyers, authors and
professors.
In a motion and memorandum,
filed by Will Maclow, general coun-
sel of the American Jewish Con-
gress, the group went on record in
support of FCC General Counsel
Benedict P. Cotton and Coast
Broadcasting Bureau Chief Curtis B. Plummer's
opposition to the hearing examin-
er's initial report [BROADCASTING +
TELECASTING, July 9].
The June 14 initial report by Exa-
miner James D. Cunningham
recommended that the issues in-
volved be considered most because
of the death of G. A. (Dick) Rich-
since radio station licenses are
under a "duty to serve the public"
and that "distortion of the news in
favor of or against any group . . .
is an evil which must be thwarted."
They said the proceeding "is not
and never has been a proceeding against Richards" but to determine the
renewal of the stations' licenses if they serve the public interest.
The brief points out that past
policies of the stations fail to con-
form to "high standards expected
and required of radio franchise
holders . . . and . . . violate the
canons of good taste and fair play" then FCC must discover to whom
control passed after Mr. Richards' death.

Signing the brief were:
Roger Baldwin, American Civil Li-
terties Union; Algerine Black, Ethni-
culture Society; Paul Freund, Harvard
U. Law School professor; Lloyd Car-
son, New York attorney; Earl A.
Richards, Philadelphia radio; Hor-
ace M. Kallen, New School for Social
Research; Freda Kirchwey, editor,
"Nation"; Milton R. Konvitz, Cornell
U. professor; Edward H. Levi, Chicago
U. Law School dean.
Max Lerner, author, lecturer; Patrick
Murphy Malin, American Civil Liber-
ties Union; Thurgood Marshall, Na-
tional Association for the Advancement
of Colored People; Jerome Michael, Co-
lonial Citizens Foundation; Peter
New York attorney; David A. Reisman,
Chicago U. law professor; Harold
Taylor, president, Sarah Lawrence
College; and David W. Pelegroky, ex-
ecutive director, American Jewish
Congress.

IN ORLANDO, FLORIDA, WLOF's
"BLUES CHASERS"
DAILY 2¼ HOUR DISC JOCKEY SHOW,
CONDUCTED BY
PAUL MARLOWE
9:15 TO 11:30 A.M., MON. THRU SAT.
more than doubled station's audience (*)
on January, 1951 over January, 1950:
"BLUES CHASERS"
INCREASED WLOF DAILY AUDIENCE AS FOLLOWS:
9:15 TILL 10:00 AM. 57% INCREASE
10:00 TILL 11:00 AM. 163% INCREASE
11:00 TILL 11:30 AM. 227% INCREASE
FOR SPOT AVAILABILITIES CONTACT:
PAUL H. RAYMER COMPANY, INC.
WLOF
"FLORIDA'S SWEET MUSIC STATION"
5000 WATTS • 950 KC • MBS NETWORK
ORLANDO, FLORIDA
(*) HOOPER STUDY
DECEMBER, 1950 THRU FEBRUARY, 1951.

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER
Harveys, Nashville's Largest Store, uses WSM to talk to an area twelve times the size of Nashville. That's how Harveys became Nashville's largest store.

Radio Stations Everywhere But Only One...

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

CLEAR CHANNEL 50,000 WATTS

IRVING WAUGH, Commercial Manager

EDWARD PERCY & CO., National Representatives
CBS SCORED
By NARTSR on Norge Plan

CBS was accused of entering the national spot field at the expense of station revenue last week by Murray Grabhorn, managing director of the National Assn. of Radio and TV Station Representatives.

Ruckus started when Norge—through Russell M. Seeds Co.—planned half-hour national spot campaign for 39 weeks starting Oct. 4 and featuring Red Skelton in about 40 non-TV cities. Mr. Grabhorn wired association members that "CBS is now making a counter proposal to take this business on network basis and suggesting to stations they accept it on the line with cued cut-in commercials at no cut-in charge . . . or they offer the full show with commercials and entire program on tape to be played locally at identical network time on network basis."

Mr. Grabhorn conceded that "a number" of stations had already accepted the business, but endorsed their action of refusing to waive cut-in charges or of applying national spot sales rates to the taped versions.

His complaint stressed that the greater number of stations involved were located in non-TV markets and thus were the same group to be hit when the network made its recent rate cut, designed to equate radio-TV competition but applying to all stations, regardless of whether they shared market with TV or not.

CBS officials denied the accusation by asserting that the network had made no plans at all concerning the Skelton show and 'would not be considering it until the middle of this week. Since the network controls the comic, it was conceded that CBS "may" come forth with some proposal. Feeling remained, however, that NARTSR, lead runner for station representatives, had jumped the gun.

KIEV ENGINEERS
To Vote on Union Issue

NEW NLRB elections to determine or reject a bargaining agent will be held by KIEV Glendale, Calif., engineers Sept. 11, following a no-vote decision at an election Aug. 23. Engineers will again decide between NABET (National Assn. of Broadcast Engineers), IBEW (International Brotherhood of Electrical Workers) and no union representation. New vote called when each of the three engineers involved chose a different category.

No NLRB hearing involving about 125 engineers and stage people at KTTV (TV) Los Angeles. Seeking to represent various categories including engineers, floor managers, stage and lighting personnel are four different unions — NABET, IATSE, Screen Directors Guild and IBEW.

"People Act" Series

TRANSCRIPTIONS of the original "People Act" series are now available on a free loan basis through the Federal Radio Education Committee of the U. S. Office of Education. Arrangements were made by the Twentieth Century Fund of New York. Persons interested in borrowing the transcriptions may obtain further information by writing directly to Mrs. Gertrude Broderick, Federal Radio Education Committee, USOE, Washington 25, D. C.


CHATTING with KOA Denver listeners in the Friday 9:30 p.m. The Governor Reports is Colorado Gov. Dan Thornton (seated). Introduced by Charles C. Bevis Jr. (I), KOA general manager, the governor stressed need for action on roads, schools and crime in his initial public service broadcast.

THREE-YEAR purchase of Frederic W. Ziv's Cisco Kid by Jackson Packing Co., Jackson, Miss., resulted in this hat ceremony by (I to r): Al Godwin, Ziv; John H. Boman, pres. and gen. mgr. of Jackson Packing; Stu Gammon, assistant gen. mgr. of the packing firm; and Larry Davis, account exec., Dixie Advertisers.

ELEVEN Big Seven football games this fall will be carried on WHB Kansas City to promote Hallicrafter television sets. At final negotiations with John G. Gaines & Co., distributor, one (I to r): Jack Sampson, WHB sales; Jack Gaines; Larry Ray, WHB sports director, who will do play-by-play descriptions; and John G. Gaines, Hallicrafter TV distributor for Kansas and Western Missouri.
APPEAL by Brig. Gen. David Sarnoff, RCA board chairman, stressing the need for substantial financial support for the Voice of America as part of a “psychological peace-fare” campaign elicited favorable reaction during highly partisan debate on Capitol Hill.

Gen. Sarnoff’s plea for a $3 billion expenditure on propaganda within the next two years—with perhaps 10 percent of that for F. S. overseas radio arm—was heralded as “more persuasive” than arguments for any reductions in State Dept. program after political maneuvering within the Appropriations Committee and on the floor. Actually, the Senate group had agreed not to cripple the Voice, allotting the full $25,164,685 recommended in the budget for radio broadcasting operations. It had voted, however, to cut other informational activities from $85 million allowed by the House to $68 million, compromising on the Senate Appropriations Subcommittee figure of between $64 million and $68 million.

The monies bill last week was sent to a conference committee with assurance that funds for the Voice and other operations would not be altered on the basis of agreement by both Senate and House.

‘Not the Issue’

Noting Gen. Sarnoff’s statement upon his return from Europe [Broadcasting * Telecasting, Aug. 20], Sen. Hill said he felt the proposal for a separate agency to operate VOA “is not the issue before us at this juncture. What is relevant is his demand for greatly increased financial support . . . I regard his testimony as much more persuasive than the reasons given for the reduction of funds.”

To measure up to the challenge mapped by Gen. Sarnoff, he continued, “we must strengthen our information program, not amputate it.” The Senator also noted that the RCA board chairman had not criticized State Dept. personnel but had declared that the U. S. is losing the “ether war.”

Subsequently, lack of funds was blamed in part for the Voice’s failure in a counter-statement by Thurman L. Barnard, general manager of the information program. Conceding that primary use of shortwave facilities is not the answer, Mr. Barnard noted a department request for monies to build a ring network. Congress has authorized only one-third of funds requested, and the remainder was contained in an $88 million sum denied in a supplemental bill. Ring plan was advocated by Gen. Sarnoff last year [Broadcasting * Telecasting, July 10, 1950]. Leading the movement to restore Voice expenditures on the floor was Sen. Karl Mundt (R-S. D.) and six other GOP Senators. The upper chamber adopted the Mundt amendment for a $225 million increase over the committee sum. Later, Sen. Mundt suggested creation of a bipartisan board or commission to advise VOA officials. The Voice debate was not without its charges and countercharges. President Truman stirred the exchange rolling with a special plea to Congress for restoration of the full expenditures.

“A slash in funds for the Voice of America, coming at this time, would have the effect of severely damaging our efforts to reach the hearts and minds of people . . . would mean retreat in the face of mounting worldwide pressures of Communist propaganda . . .” he declared. Radio had succeeded in opening “at least a crack” in the Iron Curtain, Mr. Truman added, referring to the publicity which gives his message of friendship in Russia.

Sen. Pat McCarran (D-Nev.), chairman of the appropriations subcommittee which held hearings on the Voice, promptly accused Mr. Truman of joining the Voice “lobby.”

Out of floor debate also came a proposal by Sen. A. Willis Robertson (D-Va.) calling for “exposition of Christian principles” on the air, with programs to be placed under “a man of the splendid ability and character,” Gordon Gray, director of the President’s new Psychological Strategy Warfare Board and owner of WSJS Winston Salem, N. C.

Following are capsule comments on VOA from other Senators:

Brien McMahon (D-Conn.)—“It is the only item I know of in the budget which gives any promise of carrying the cold war to Soviet Russia.”

Everett Dirksen (R-Ill.)—“. . . (The Voice) is a permanent fixture in our national life. . . . But this is a type of weapon which . . . must be divorced from the policy-making branch of the government, and it should not be directed or shaped, nor should its policy be colored by the State Dept. . . . The Voice has not been very objective . . .”

Homer Ferguson (R-Mich.)—“. . . The trouble with the Voice . . . is that those having it in charge are trying to do too much. . . . They are trying to give quantity instead of quality. . . .”

Paul Douglas (D-Ill.)—“. . . We should not confuse the Voice of America with the breath of America.”

**THE RED GRANGE FOOTBALL SHOW**

RADIO’S No. 1 FOOTBALL SHOW!!

ALL-TIME ALL-AMERICAN!

- PREDICTIONS
- HEADLINE NEWS
- FEATURE STORIES
- BIG NAME GUESTS

A fast moving 15-minute show, once a week for 13 weeks, during the football season. Begins week of September 16, and runs through week of Dec. 9. Show is awarded to weekly following week-end games, and expressed for Thursday or Friday broadcasting.

**LET RED GRANGE CARRY THE BALL FOR YOU!**

For Prices and Information WRITE . . . WIRE . . . PHONE!

GREEN ASSOCIATES

PHONE—Whitehall 4-0818

520 NORTH MICHIGAN BOULEVARD

CHICAGO 11, ILLINOIS

September 3, 1951 · Page 41
Skip Makes a Slip

Miss Gilbert, the teacher, was telling me how one day last week Skip Lawson almost went to sleep in her physics class.

She noticed him nodding and—since they were discussing electricity—said in a loud voice: "Now maybe Mr. Lawson will explain what electricity is." Skip started up, looked around wildly, and blurted out, "Gee! I used to know, but I forgot!"

"What a loss to science!" sighs Miss Gilbert. "No one to this day knows what electricity really is, and here we have a genius who could explain it—but forgot!"

From where I sit, I hope this taught Skip that you're better off if you admit you don't know all answers. Some grownups haven't learned that yet—like the ones who are always telling other people what's best and what's right and what's wrong. I like a temperate glass of beer, myself, but if you prefer buttermilk I won't argue. I've seen too many "know-it-alls" turn out to be wrong!

Joe Marsh

From where I sit
by Joe Marsh

DEFENSE ROLE

RADIO’s "ability and willingness to inform the public on civil defense and to bring listeners official instructions and news in event of attack" has won it official commendation from Federal Defense Administration.

The Federal Civil Defense Administration takes a favorable look at the New York State Civil Defense Radio Network of over 135 stations, which have been offering a series of weekly broadcasts titled Plan for Survival.

The network, FCDA has informed other local community CD groups, is "attracting national attention" and has proved to be an "effective pilot project" worthy of emulation by other states. Executives of large and small stations alike were lauded by the agency for voluntarily organizing the series under the guidance of the New York State Civil Defense Commission.

These programs not only present authoritative civil defense in formation but also serve as a weekly test of the radio facilities through which the public could receive instructions during an emergency," FCDA observed.

Similar series have elicited the praise of local civil defense officials in other states where state networks have been formed for the same purpose. Reports were aired in August by a special network of 58 outlets in Alabama and 41 stations in Wisconsin, including the latter's State FM Network [Broadcasting • Telecasting, Aug. 13].

Alert Plans

Another phase pointing upward cooperation among New York CD and radio-TV broadcasting officials was the issuance of alert regulations which would require all AM stations in the state to reduce their power to 250 w in the event of proclaimed imminent of enemy attack, and compel TV and FM outlets to leave the air completely [Broadcasting • Telecasting, Aug. 6].

FCDA authorities have never publicly commented on the state alert plan and the FCC is known to entertain certain reservations with respect to the feasibility of such a proposal. It was emphasized that the rules are subject to modification which would render them consistent with regulations prescribed by the FCC in conjunction with the Dept. of Defense.

In any event, the information (as distinguished from alert) role currently being played by New York State radio stations has the blessing of federal planners who cite the project as a pattern for others groups. At the same time, the agency also is distributing kinescope recordings and film prints to TV stations for local use.

The New York State Civil Defense Radio Network, operating by direct relay rather than through land lines, originates Plan for Survival from a different station each week. Transcriptions also are made for playback by other stations at more convenient periods.

Scripts are prepared by a committee of representatives comprising the major networks and independent outlets who confer with CD authorities. Final approval of scripts is made by Col. Lawrence Wilkinson, state's CD director.

Program follows a question-and-answer format. Topics for broadcasts thus far have included "The Bomb," "Personal Survival," "Fire Fighting," "Welfare," and others. Numerous state and federal civil defense speakers also have appeared.

The 100-plus TV stations in the U.S. will, sooner or later, all receive kinescopes of What You Should Know About Biological Warfare and other subjects. First film is a reproduction of the Johns Hopkins U. Science Review, which premiered on the DuMont TV Network last April.

Under FCDA procedure, the agency periodically is making available to state networks films and kinescopes of previously telecast programs. The directors distribute them to TV outlets in their respective states or nearby areas.

Limited number of prints will make it necessary for stations to circulate them among others for adequate distribution once they have aired the program, the agency added.

Films, kinescope, scripts and other data are prepared by FCDA's Audio-Visual section under the direction of Jesse Butcher, former network and agency executive.

Working with Harold Azine, TV director, and Steve McCormick, radio chief.

PIGGSKIN SERIES

Lang-Worth Mails Booklet

COPYRIGHTED book, Pigskin Salute, is being distributed to member radio stations by Lang-Worth Feature Programs Inc. as a basis for tailoring broadcasts of the 15- or 30-minute shows to local football interest.

The book contains specially written salutes to 87 leading universities and colleges and outstanding football stories. Package also includes suggested recorded sound effects to "assure maximum results in the production of your 13-week series," according to C. O. Langlois, Lang-Worth president. Format of Pigskin Salute radio series also is designed to pinpoint the national, regional, or local football situation for advertisers now setting fall radio commercials on local levels, with suggested commercial prospects.
NPA GO AHEAD

For Three Building Jobs

PERMISSION to commence construction has been tendered by the National Production Authority to three broadcast stations who had previously obtained approval before NPA amended building regulations.

NPA notified Jefferson Standard Broadcasting Co. (WBT-AM-FM-WBTC (TV) Charlotte, N. C.), Mount Airy Broadcasting Inc. (WSYD Mount Airy, N. C.) and Dowland Broadcasting Co. (WOOF Dothan, Ala.) that they may proceed with construction without regard to new rules which brought all construction under the government’s Controlled Materials Plan beginning Oct. 1.

Notification followed issuance of a new set of criteria which will govern future approval of commercial construction projects, including those involving the delivery of materials after Oct. 1 in cases where authorization already has been granted. Broadcasters are now confronted with a virtual “freeze” on new building [Broadasting • Telecasting, Aug. 20, 19].

In Charlotte, N. C., WBT-AM-FM-WBTC was given the green light to proceed with studio alterations at an estimated cost of $12,064. In Mount Airy, Robert H. Epperson, a principal in Mount Airy Broadcasting Inc., was given approval to build WSYD at an estimated cost of $11,550. Original estimate was $7,850. Ralph D. Epperson is licensee, president and general manager of WPAQ that city.

At WOOF Dothan, Ala., R. A. Dowling, president and general manager, was authorized to commence work on a “radio broadcasting building” with the project placed at $25,000.

These applicants and perhaps a dozen other broadcasters had filed on CMP-4-C forms which must be filled out in cases requiring NPA authorization — those involving more than two tons of steel, 200 pounds of copper and alloy, or stainless steel or aluminum. NPA extended its approval in all instances [Broadasting • Telecasting, July 30].

Overseas USO Shows

THREE companies from the radio-television world are currently touring Europe to entertain troops for the newly reactivated USO-Camp Shows. Sponsored commercially but routed and administered by Camp Shows are Walter O’Keefe with his Double or Nothing quiz, Opera Star Robert Merrill, and a Ted Mack Original Amateur Hour unit. Three additional Camp Shows units are touring Korea, Alaska, and the United States with a fourth enroute overseas. A total of 14 units will be abroad by March 1.

ONLY ONE STATION COVERS THE SEVENTEENTH STATE*

WGY THE CAPITAL OF THE 17TH STATE

* A compact market of 54 counties in Eastern New York and Western New England whose population exceeds that of 32 states.
Baker is Presented Official Papers

Quietly, and without ceremony, the Broadcast Measurement Bureau was interred last Tuesday.

The turbulent career of this company came to a formal end when the dissolution papers to Dr. Kenneth H. Baker, BMB acting president and NARTB research director, were received and interred last Tuesday.

In its seven-year operation BMB conducted two major studies of station coverage, both of which received general agency-advertiser recognition. The second study is still alive and circulating, with wide acceptance given to its maps and data by major buyers of radio time.

The vast supply of statistical material developed by BMB has been turned over to Statistical Tabulating Co., 89 Broad St., New York. This company has agreed to service at cost requests for data.

Offices of BMB at 270 Park Ave.

This company has occupied more than a year by Broadcast Advertising Bureau. BAB is expected to purchase some of the supplies and furniture.

BMB exited the media-advertising world leaving a debt of nearly $100,000. Principal creditor is its foster father, NARTB, whose predecessor NAB loaned the money to prevent collapse of the project. The debt to NARTB may be cut to around $90,000 through sale of furniture and other assets. BMB’s financial plight might have been much worse had it not been able to ride out two legal actions. Last May BMB won a favorable Tax Court decision holding it to be a non-profit organization. Loss of this decision would have cost BMB or its main creditor, heavily. Another court action, in which BMB had been sued for damages, was dropped.

Since BMB was non-profit, J. Harold Ryan of Fort Industry stations, chairman of the BMB board, as well as other officers and directors, are not personally liable for the corporation’s debts.

BMB was born in January 1945 to meet desire of broadcaster-agency-advertiser groups for a survey that would show station coverage. Assn. of National Advertisers and American Assn. of Advertising Agencies each have had one-third board representation.

The No. 1 study produced coverage data for 900 stations. It also produced agonized and angry screams from stations claiming the study did not fairly portray their coverage or incorrectly portrayed coverage of other stations.

Among advertisers and agencies the No. 1 study received general approval and the data were used extensively in placement of time.

When No. 2 study was undertaken in 1946, some 650,000 ballots were mailed. They produced data covering 2,100 stations. Though the formula was revised to meet station criticism, only 640 stations actually were properly studied and advertisers received reports free but 250 agencies and 200 advertisers paid BMB for special service area reports.

Intra-Industry Battles

Because of the controversial nature of its findings, BMB was constantly embroiled in intra-industry battles. Some two years ago when the crisis became so acute that disintegration appeared imminent, Dr. Baker was loaned to BMB by NAB. He picked up the loose ends of the $1.2 million project and carried it through.

Harold E. Fellows, NARTB president, credited Dr. Baker with saving radio and NARTB upward of $200,000 in managing the research project. Speaking at NARTB’s District 4 meeting at Roanoke, Va., Mr. Fellows, answering a question, said Broadcast Audience Measurement Inc. had been formed at NARTB suggestion to investigate the coverage and measurement situation. He reminded that the NARTB board felt NARTB should not be directly involved in such a project.

Edgar Kobak, consultant, a member of the NARTB board, is contacting agency-advertiser groups to learn if they would be interested in undertaking a study of various types of program ratings.

Radio-Television Team

Nielsen Urges ‘Blend’

“IT is very important to recognize that TV and radio are usually more complementary than competitive,” A. C. Nielsen, president, A. C. Nielsen Co., points out in the September-October issue of The Nielsen Researcher, publication issued by the research firm for distribution to its clients.

In a lead article titled “Let’s Face It—TV is Here to Stay! What Should We Do About It?”, Mr. Nielsen in a five-point analysis notes that ignoring TV can be “hazardous”; that effective guidance is essential if TV is to be used effectively, urging the very best in audience and marketing research; warns against “robbing other media to pay for TV”; declares that “continuous checking of competitive sales position is a ‘must’ when TV is used either by you or by your competitors” and calls abandonment of radio in favor of TV “a most hazardous venture at this time.

Pointing out that radio and television reach largely different markets, Mr. Nielsen states: “The most profitable procedure, as we see it, is to blend these two media in the most skilful manner.”
AMERICAN RADIO TOUCH
Broadcasters Sell Radio Greece on Farm Shows

AMERICAN radio's touch is touching up radio in Greece, thanks to efforts of U. S. broadcasters on loan to the country. For the first time in radio Greece's history, a farm program is being beamed Sunday morning and in the weekday evening hours.

This development came after two months of research and preliminary work by Americans: Layne Beatty, former farm editor of WBAP Fort Worth; Richard Erstein, formerly with the Lowell Institute, Boston, and CBS New York; Charles Crutchfield, vice president and general manager, WBT Charlotte, N. C.; Everett Mitchell, veteran m.c. of NBC's National Farm and Home Hour.

Beatty With ECA
Mr. Beatty went to Greece last February to work with ECA as adviser to the Greek Ministry of Agriculture in audio and visual aids in the development of an agricultural information service. Mr. Erstein is radio officer for the U. S. Educational and Information Service in Greece, and since March, has been working closely with Gen. Giganter, director of the Greek National Broadcasting Institute.

Mr. Mitchell visited the country in mid-August and aided in the launching of the new Greek Farm Hour. He was touring 14 countries, making recordings and films of International Farm Youth exchange delegates along with Gerald A. Seaman, Bert S. Gittings, Agency, Milwaukee, which handles the National Farm show for Allis-Chalmers Co. and Jerry Sotola, Armour & Co., one of Mr. Mitchell's sponsors at WMAQ Chicago.

Mr. Crutchfield is on a four-month State Dept. assignment as radio consultant to Greece, helping to implicate improvements in overall schedules.

Originating at Radio Athens, the farm program is tape-recorded and rebroadcast on stations in other parts of the country.

CITATIONS TO NBC

Radio, TV Networks Lauded
THE NBC radio and television networks last week were cited for public service contributions by two of the nation's top military organizations.

The Veterans of Foreign Wars presented its Award of Merit to the radio network for "distinctive and meritorious performance of public service" in a ceremonial Saturday at 11:15 p. m. on the Silver Jubilee of NBC program. The award was presented by VFW Commander-in-Chief Charles C. Rails to Joseph H. McConnell, NBC President, who said he considered it "a challenge to maintain and improve our service as we begin our second quarter-century."

Earlier in the week, the NBC-TV network received a citation from the U. S. Marine Corps for the network's Marine Corps Revue show which has contributed to the Corps' recruiting program. Citation was presented on the Friday program by Lt. Gen. Merwin H. Silverthorn, assistant Commander of the Corps, to Frederic W. Wile Jr., vice president and director of television network production.

Air Force Commissions
COMMISSIONS ranging from captain to lieutenant colonel are being offered to civilians, veterans and non-veterans, to become psychological warfare officers in the First Air Force. A master's degree in one of the following fields is a prerequisite for appointment to a commission in this field: Journalism, advertising, public relations, psychology, sociology, anthropology, languages, history, political science, economics or international relations, according to a First Air Force announcement. Further details may be obtained from the Dept. of Military Personnel Procurement Headquarters, First Air Force, Mitchell Air Force Base, New York.

Those 13 million are the Canadians who listen to the radio, over 93% of all Canadian homes. They do more than listen to the radio. They spend money, lots of it. Over 9 billion dollars last year is the latest estimate for retail sales. And with an oil boom in Alberta, uranium in Saskatchewan, and new heavy industry in Quebec there's going to be lots more spent in '51-52!

Just take a look at what's happening this year:

Quebec is developing one of the largest deposits of base metals in the world.

The West is ready to harvest another bumper wheat crop and it's already sold!

British Columbia is building the world's largest aluminum refinery.

Ontario has hit the jackpot with general construction and defense plant activity.

The provinces on the Atlantic coast turned in retail sales of over half a billion dollars.

And those are just a few samples.

This is a rich market. But Canada is a vast country, stretching 4,280 miles from St. John's to Vancouver, nearly 4 million square miles in area. Your problem is: How to cover this area, both urban and rural, with a maximum number of sales messages for every advertising dollar expended. It's no secret: Use radio. Every week effective sales messages go by radio into millions of Canadian homes; and every week those same homes buy the products advertised. It's as simple as that!

With radio you cover the cities, the farms, and those isolated areas where there's lots of money and no medium other than radio giving complete coverage. The independent radio stations of Canada have done a big job in Public Service, and now it's paying off. Radio has the respect of the public—the hold on the public—the sales punch that delivers the dollars.

So, just figure out how much of that nine billion dollars could be yours and remember . . .

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

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

CANADIAN ASSOCIATION OF BROADCASTERS
109 Sporkas St., Ottawa.
27 Bloor St. West, Toronto.

BROADCASTING • Telecasting

September 3, 1951 • Page 45
The sale of any product actually has two beginnings.

The first is when the prospect recognizes the need for the product, and the second—and most important to you—is when he decides on the brand name he will buy.

Somewhere between the two he talks with his neighbors, listens to the advice of his friends, and is influenced in his choice.

It is this influence of an acquaintance, the believability of a friend, that decides your prospect in favor of your brand—or a competitor’s.

In seven of America’s wealthy markets you can take part in this discussion of product merit by using the friendly voice of the FORT INDUSTRY STATION. For 24 years, you see, FORT INDUSTRY has been broadcasting in the public interest, has become an integral part of the communities it serves, has been building a loyal, responsive audience which will listen to and believe in your message.

The FORT INDUSTRY COMPANY

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

National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455
The Pioneers; Bless 'Em

COMPARE the television picture today with what it was, say, four years ago. Then, there were 200 commercial stations—all losing money and bragging about it.

Today there are 107 stations, most of them making money on a day-to-day operating basis. In the quest for assignments, notably in the coveted East and West coasts, every conceivable kind of device is being used by applicants and prospective applicants to rework existing allocations to accommodate their presumed requirements. Some suggestions are for reallocations which would remove existing stations from their present VHF assignments on grounds of need for service in other areas.

The Commission, it is expected, will do that which is, if possible, feasible, and at the same time provide maximum service to the public. That it would uproot existing stations merely because newcomers claim they would be at a competitive disadvantage, is inconceivable.

Those old timers in the capital when there were few if any receivers. They could only dream their future. They were confronted with such formidable technical obstacles as G2-Laver and tropospheric interference. Then TV began to pay off. And the rush for assignments was on. Came the freeze.

Before the September, 1948 freeze, all had the same chance—if they wanted to risk the roll of the TV dice. Those that didn't should have no recriminations. It is to be expected that the Commission—when that freeze is thawed—will take into account the extenuating circumstances. Tens of thousands of dollars, and the fine public service rendered by established radio stations in others, is it only fair play to let the pioneers of TV alone. In their spheres, they are Carnegies, the Morris, the Firestones and the Aches, who ventured their vision, judgment and capital before the bandwagon started rolling.

Hell Benton for Election

THERE IS every indication that the build-up for a new offensive against commercial radio and television is taking place.

Senator Benton, the self-appointed general of this campaign (and a candidate for election next year), has pressured the Senate Interstate and Foreign Commerce Committee into scheduling another hearing on his proposed legislation to create a National Citizens Advisory Board on Radio and Television.

He has also managed to catch the chairman of the FCC in what must have been a weak moment and obtain what Sen. Benton says is Wayne Coy's endorsement of the bill. Presumably Mr. Coy goes along with the Senator's explanation that the board would not impair upon the Commission's regulatory authority and functions.

Maybe Mr. Coy believes this, but we don't. Senator Benton himself has nullified this explanation in an article that he wrote for last week's Saturday Review of Literature. The Senator charges: "I am aware that his proposed board would not be "subject to the charge of censorship" and in the next, however, that "its potency should not be underestimated."

If a board, established by an Act of Congress, exercises potential influence in the field of radio and television, it certainly would be engaging in censorship by indirectness, which is to say censorship, period.

Mr. Benton also figures in events connected with the letter sent by Mr. Coy last week to Senator Johnson, chairman of the Senate commerce committee. The letter was intended to correct testimony that Mr. Coy gave at a recent committee hearing in which Senator Benton, although not a member of the committee, participated as an interrogator.

Mr. Coy wanted to revise his testimony to make the point that he now believed, on advice of the FCC general counsel, that the Commission had the statutory authority to fix percentages of time that broadcasters should devote to this or that kind of program, although he carefully added that he did not believe it would be desirable for the Commission to do so.

This is another part of the Benton offensive. The Senator urges that the FCC force stations to devote definite time for educational programs (although he still hasn't been able to define what an educational program is).

At the NARTF district meeting in Roanoke a fortnight ago there emerged a vigorous resolution, condemning the Benton legislation for what it is—censorship. The text is published in this issue. We hope every district will follow the NARTF's lead, and that the Senate, which has cradled many a crusade, never lets go. Sen. Benton could have his own. Every broadcaster interested in the preservation of radio's freedom of expression should seize the moment when it is open for a resolution that reaches his full Congressional delegation. The weight of that opposition can break Benton's pedagogic huckstering.

TV's Golden Spike

ANOTHER STEP—and a long one—toward a truly national video network service will be completed about Nov. 1. AT&T will open its new transcontinental microwave radio relay for two-way TV program transmission from coast-to-coast. Two months earlier during the week of Sept. 3 to 9, a temporary one-way circuit will permit the nation's televiwers to watch the Japanese peace treaty conference. About Oct. 1, in time for the World Series, a permanent east-to-west TV circuit will be put into service, to be joined a month later by a second west-to-east transcontinental link.

Without deprecating the tremendous task of installing the relay, it seems wise to point out that the addition of two transcontinental TV links will be a solution to all video's major problems. Two circuits will not carry the programs of four networks at the same time; competing sponsors during choice evening hours will still have to rely on kinescopes to reach many markets; network officials will still have to negotiate time-sharing arrangements for AT&T facilities. And until the FCC unbans the ban on station construction even AT&T cannot extend television to more than the 63 markets now receiving service.

But the contributions of the new coast-to-coast connection to television will be great. The vast resources of Hollywood talent will become available for TV programming. It will make sports and other special event telecasts available to larger audiences. The possibility for nationwide telecasts of major campaign speeches of the Presidential candidates and the resulting effect on the elections would, of itself, warrant the expense and labor involved.

What will probably be the relay's great contribution in the immediate future, however, is that it will open promising new TV studio facilities. Originating even a small part of the TV program service from Hollywood will allow more studio rehearsal time for all shows, which should result in better entertainment for all viewers.

RICHARD RUDOLPH

RICHARD RUDOLPH, the uninhibited general sales manager of the irrepressible WITH Baltimore, is 51 today. Presumably he will celebrate the occasion with the dignity and exaltation it deserves—by selling some radio time, a pursuit which Mr. Rudolph has described as transcending in its challenges and rewards such fly-by-night fields as surgery, jurisprudence or ecclesiastics.

Salesmanship, Mr. Rudolph has written with apostolic fervor, is "the most interesting, most difficult and most valuable art and science... which requires the finest and noblest qualities of manhood."

Mr. Rudolph himself has risen courageously to the exacting demands of his profession. By his own tally, he has sold nearly $2 million in radio time in the 10 years he has been at WITH, a record which he recently pointed out was "a mark for competition to shoot at."

By no means exhausted by his own selling efforts, Mr. Rudolph has composed a manual for fledgling hawkers on his staff. A model of brevity, the manual presents Mr. Rudolph's course of instructions in the "most difficult and science" in seven mimeographed pages. Newsmen joining the WITH force are presented with Mr. Rudolph's manual and urged to study it. "You will be surprised how readily you will find here the solution to all your difficulties," the instructions say.

The manual conveys objections raised by prospective advertisers and answers which radio salesmen can quickly call to mind.

It is inspirational in tone. By mastering salesmanship... by winning out in a mental battle with the prospect, by inducing him to want what he did not want before you talked to him, you become master of yourself," the manual says.

"The reward of salesmanship therefore is not in dollars only—it is in power acquired and characters strengthened. It has no price on the trade market of the world."

Such encouragement has provided urgent inspiration to an unreported but, Mr. Rudolph says, substantial number of WITH salesmen who, trained on this yeasty prose, have gone elsewhere to become managers of other stations. Mr. Rudolph himself has not ignored his own advice.

In a testimonial to his manual, he recently reported it had "helped me sell an average of over $200,000 per year of radio time personally in addition to my duties as general sales manager over six time salesmen."

He added that he had been told that "my (Continued on page 51)
VAN PATRICK, the Great Lakes Region's most listened-to sportscaster, is sponsored daily by PFEIFFER BREWING COMPANY, makers of Michigan's largest selling beer and helps deliver this kind of action!

Von Patrick listeners from 31 states and Canada mailed 3374 requests for copies of "Tiger Facts" in response to only two announcements on his 11:15 P.M. program!

FREE SPEECH MIKE
Radio—America's Greatest Advertising Medium

Represented Nationally by Edward Pay & Company
GEOE E. HALLEMAN Jr., radio-TV salesman NBC Chicago, named station manager WAAF-AM-FM Chicago. He succeeds THOMAS L. DAVIS, now managing WATF Chicago.

KEITH J. NIGHER, program director KUSD Vermillion, S. D., named manager. He replaces IRVING R. MERRILL, who resigned to work on his doctorate at U. of Illinois.

RALF BRENT, sales manager WBBM Chicago, appointed director of sales WIP Philadelphia.

RALPH E. P. MELLON, assistant chief engineer WTTM Trenton, N. J., to WPZT Pottstown, Pa., as co-owner and chief engineer. CLIFFORD M. CHAFEY, former station owner and radio consultant, named WPZT sales manager.

NORMAN DeLUDE returns to WOTW Nashua, N. H., as sales manager. Mr. DeLude was called to active duty with enlisted reserve last year.

Mr. Brent


JACK RILEY, radio-TV director Armour & Co., Chicago, to ABC-TV Chicago, as network salesman. He is succeeded by HUGH LELAND, Armour’s soap division.

LYNN CLEARY, manager of continuity acceptance DuMont Television Network, appointed manager of sales service for network and its owned and operated stations.

Chief Says:
"My braves know how to open door, make the pitch and close the sale. Chief Station ‘spots’ sure offer more ‘cause they get in where others fail."

SALES SUCCESS STORY

No supersalesmen? Ask H-R Reps or Hal Waddell about Hines, Clifton and Freed...your best salesmen in the Greater Cleveland Market.

CLEVELAND'S Chief STATION

WJW

5000 W. BASIC ABC
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

ROBERT M. SHAW, methods consulting division Shaw-Walker Co., N. Y., named administrative assistant to HAROLD L. MORGAN, vice president of TV program department ABC.

FRED I. GEIGER, sales staff WSYR Syracuse, named commercial manager WAGE Syracuse.

JAMES F. PONDER, local sales manager WESB Bradford, Pa., appointed commercial manager.

CARRIOL LOS appointed commercial manager KOMA Oklahoma City, Okla.

PAT PATTERSON, commercial manager KCRG Cedar Rapids, Iowa, to KLAC Los Angeles, as account executive.


SPENCER SCHIESS, Foote, Cone & Belding, N. Y., to ABC, as contract supervisor of radio stations department.

WILLIAM C. GILLOGLY and FREDERICK J. KELLER to ABC Chicago, as network TV salesmen. Mr. Gillogly was salesman at WOW-TV Omaha, and Mr. Keller was with WOOD Grand Rapids.

PERSONS...

CHARLES LAPHIER, president and general manager WFOX Milwaukee, father of girl, Mary Lynn. ... J. J. BERNARD, manager KOMA Oklahoma City, appointed to newly created Advertising Advisory Council to Oklahoma Planning & Resources Board. Mr. Bernard is only radio man on council. ... CARL GEORGE, vice president and general manager WGRF Cleveland, to represent Sales Executive Club of Cleveland on Chamber of Commerce. Mr. George is president of club.


ROBINSON BOUT

Will Be Aired to Europe

STEW MacPherson, sportscaster for WCCO Minneapolis-St. Paul, will broadcast the Turpin-Robinson championship fight for English and European fight fans. The bout is slated Sept. 12 at the Polo Grounds, New York. Since both BBC and Radio Luxembourg are bidding for broadcast rights, Mr. MacPherson is not sure which network he will be working for. Mr. MacPherson was Britain’s top sportscaster when he left the BBC in 1950 to join WCCO.

BBC also has asked Mr. MacPherson to do several broadcasts with Princess Elizabeth and the Duke of Edinburgh during their October tour of Canada and the United States.

Silver Anvil Awards

SILVER anvil trophies will be given again by the American Public Relations Assn., Washington, recognizing outstanding achievements in public relations, as a feature of the organization’s annual meeting to be held in Philadelphia, Nov. 14-15. One of the categories is communications organizations which includes radio and TV enterprises. Anvil will go to each of 12 categories. Deadline for 1950-51 entry is Sept. 30.

ROY THOMPSON

1240 KC
Altoona, Pa.

BROADCASTING * Telecasting

25 years of radio experience and personal participation in his community’s projects and services have made Roy Thompson a household word in industrially rich Altoona. WRAT, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

AFA Essay Contest

SIXTH consecutive approval has been given the Advertising Federation of America’s National High School Essay Contest by the contest committee of the National Association of Secondary School principals. Subject for the 1951-52 competition is “What Advertising Means to Me,” and about 50,000 students are expected to enter.
Respects
(Continued from page 48)

record of nearly $2 million in less
than 10 years is the best individual
sales record in the entire country,
since it is produced on a $7 per spot
rate."

Mr. Rudolph describes himself as
a tough-minded realist. He
measures the value of his radio
programs, many of them original,
by the sales they produce. He says
that his philosophy is "Never sell
a client anything that he does not
believe will do an effective job." This
super-salesman is constantly
on the lookout for new program
ideas. One program idea, The
Town Crier, is rounding out its
tenth year of sponsorship by one of
Baltimore's leading department
stores.

Mr. Rudolph feels that such
strong program and merchandising
ideas will do more than anything else
to keep merchants sold on the
effectiveness and low cost of radio.

Ideally, Mr. Rudolph feels that
accounts should regard station time
salesmen as one of their own per-
sonal merchandising and promotion
counsel. He aims toward that ideal
in servicing his accounts.

Mr. Rudolph was born in Balti-
more Sept. 3, 1890, and has never
left home. He attended City Col-
lege and Johns Hopkins U., both
Baltimore, and then went to work as
an insurance salesman.

Later he joined the advertising
department of the Baltimore News-
Post where he eventually became
assistant advertising manager.
After 10 years with the paper, he
organized a business that con-
ducted public opinion surveys and
two years after that joined WITH
as a salesman.

In his present post as general
sales manager he not only directs
the department but also services 75
accounts of his own.

He has three sons: Alvan, an
insurance salesman; Erwin, who is
in government service, and How-
ard, who is WITH's senior an-
nouncer and a disc jockey on the
station.

For relaxation Mr. Rudolph plays
golf and on each weekend he plays
18 innings of softball. As might
be expected, he pitches for his team.

Eleanor P. Geer

ELEANOR PACKER GEER, 46, tra-
ffic manager at WNAC Boston,
Yankee Network outlet, died in
Melrose, Mass., Aug. 24 following
a brief illness. Miss Geer had been
as an announcer and traffic man for
22 years during which time she
conducted interview-type
programs. She also was a pianist on
her own program and appeared in
vaudeville for several seasons
and entertained at service hospitals
during World War II. Miss Geer is
survived by her mother, Mrs.
Charles R. Geer, and a brother,
Reginald.

Mrs. Jessie Johnson

MRS. JESSIE R. PARSONS
JOHNSON, vice president and sec-
retary of the Brockway Co., owner
of Watertown (N. Y.) Daily Times
and WWNY Watertown, died Aug.
27, apparently of a heart attack,
at her summer home in Henderson
Harbor, N. Y. She was the widow of
Harold B. Johnson, editor-pub-
lisher of the Times until his death
in 1949. Her only son, John B.
Johnson, now editor-publisher, sur-
vives.

Edgar Higgins

EDGAR HIGGINS, 46, a member of
the DuMont Television Net-
work's news staff, was found dead
in his New York apartment Aug.
25, reportedly from an overdose of
taking sleeping tablets. He had been
with DuMont for the past year and
was one of the writers for the Broadway
to Hollywood show. Prior to join-
ing DuMont, Mr. Higgins had been
associated with NBC. He is sur-
vived by a sister and four brothers.

E. Y. FLANIGAN

Radio Veteran Dies in Toledo

FUNERAL SERVICES for Ed-
ward Yeares Flanigan, 59, man-
aging director of WSPD-AM-TV
Toledo, were held last Tuesday in
Toledo. Burial was in Ottawa
Hills Memorial Park, Toledo.

Mr. Flanigan died Aug. 25 at
the Toledo Hospital after an ill-
ness of only a week. He had
contacted pneumonia while sum-
mering at his fishing lodge at Wam-
pler's Lake, Mich.

Born in Pittsburgh, Mr. Flanigan
attended Taft High School there.
After several years in advertising
departments of newspapers, he
joined WSPD in 1931 as a sales-
man. In 1933, he was named sales
manager. Mr. Flanigan was made
station manager in 1941. In 1948
he was appointed vice president of
the parent Fort Industry Co., in
charge of the Toledo broadcast
properties.

An ex-president of the Ohio Assn.
of Broadcasters, Mr. Flanigan also
was active in NAB (now NARTB)
affairs. He was one of the original
five men to form the NAB's sales
managers committee. This
committee was the forerunner of
NAB's Department of Broadcast
Advertising, which today has become
the BAB.

Surviving are his widow, Mrs.
Anna Carmen Flanigan; daughters,
Mrs. Earl Harrison of Toledo, Mrs.
Robert Firestone of Raymond, Wash.; a son, Russell Biddle Flan-
igan, of Toledo, and four grand-
dughters.

Bob Kirby

WLAV's ACE

News man, Emcee, and
Special Events Director

Kirby's experience and
know-how on news, audience shows and
special events, lends prestige to all his
sponsors.
NPA CLARIFIES

THE GOVERNMENT last week clarified its regulations governing new construction which entailing use of substantial amounts of critical materials by broadcasters and other commercial, industrial and home builders.

The National Production Authority released a set of 44 representative materials plan affecting new construction projects. All building projects are subject to the controlled materials plan, as of the fourth quarter of 1951, except those not requiring use of the three controlled materials, steel, copper and aluminum.

Q. Can anyone build a commercial structure?
A. Anyone may proceed by self-authorization to build a store, a warehouse or an office building, provided he uses no more than two tons of steel, no more than 200 pounds of copper, and no alloy steel, stainless steel or aluminum.

Q. What is self-authorization?
A. Self-authorization means that the builder may obtain materials directly without seeking further authorization from the NPA or anyone else. He simply certifies on his order that he is conforming to regulations and is using the appropriate symbol.

Q. What are the appropriate symbols?
A. The symbol U6 is used to designate industrial building, U-7 for all home building, except for apartment houses, U-8 for all other, with the exception of recreational facilities.

Q. Must the owner or builder know all his building needs in advance?
A. The owner or builder need only know the amount of steel, copper and aluminum he will require. Its specific needs these amounts in his application for materials.

Q. If estimated needs are insufficient, can further materials be authorized?
A. If sufficient materials are not obtained for building upon first authorization, the builder may reapply for additional materials later on. There is no guarantee, however, that further allotments will be made.

Q. If building has not been started before the new regulations went into effect, and the builder has the necessary materials on hand, must authorization to start construction be obtained?
A. Authorization is necessary only where the builder, for completion of his project, requires delivery after November 1, 1951, of more materials than he can self-authorize.

Q. If building has not been started before the new regulations went into effect, and the builder has the necessary materials on hand, must authorization to start construction be obtained?
A. No. But he may not use the materials to build apartment houses, or recreation, amusement and entertainment facilities.

Q. If a builder has received authorization to start construction before the new regulations became effective, and he has not yet started his project, must he reapply for authorization?
A. He may not reapply for authorization unless he is unable to receive delivery on the necessary materials before the new regulations are in effect. If he is able to receive delivery of all materials authorized by the NPA, or any other agency, he must file his application with the appropriate agency.

Q. Under what circumstances may a builder make application for adjustment or exception to NPA's construction orders and regulations?
A. If a builder feels that the regulations work an undue hardship upon him, not suffered by others in the same industry, or if he feels that the enforcement against him is not in the interest of the defense program, he may file an application (NPA-244-A) for adjustment or exception.

Q. Where can application forms (CMQ-24) for building projects be obtained?
A. Application forms may be obtained at any Regional or normal Office of the Department of Commerce.

Q. Where are applications for general commercial construction filed?
A. Applications for commercial construction such as stores, office buildings, warehouses, and other types of construction not delegated to other agencies, should be filed with the Facilities and Construction Bureau of NPA, Washington, D. C.

SET PRODUCTION

VACATION shutdown in manufacturing plants carried July radio and TV set production to the lowest level of the year, according to Radio Mfrs. Assn. Declines of more than 50% were recorded as radio output dropped to 539,500 and TV to 116,000 sets, RTMA figures cover the entire manufacturing industry.

Revised RTMA estimates show radio set production totaled 8,413,186 for the first seven months of 1951. TV set production totaled 3,483,674 units. Radio production during this 36-week period consisted of 4,009,891 receivers, 3,264,018 auto radios and 916,962 portables.

McDaniel Speaks in West

MILITARY PROCUREMENT of electronics and communications equipment is currently running at an annualized rate of $3.3 billion a year, Glen McDaniel, president of the Radio-Television Mfrs. Assn. said a fortnight ago in a speech to Western manufacturers at San Francisco's Pacific Electronic Exhibit.

But the RTMA president quickly pointed out that about 90% of the money is being spent on products for the armed forces. Contracts actually let during 1950-51 fiscal year total $3.8 billion, Mr. McDaniel reported. About the same amount is scheduled for 1951-52 fiscal year, making a total of $7.6 billion electronic-communication war contracts for the two years, he said.

However, he added, only 20% is for products that can be made by radio-TV manufacturers, that means the small amount of $1.5 billion for the radio-TV industry for both years.

$2.5 Billion in 1950

Radio-TV industry produced $2.5 billion worth of products in 1950, Mr. McDaniel said.

Biggest military order the average radio-TV manufacturer can expect, he estimated, is for 500,000 units, the RTMA executive said. Although that amount can be run in 10-15 days, it takes 18 months to prepare production lines, he added.

That is because most of the equipment is complex and new, he said.

Using a June 1951 RTMA survey, Mr McDaniel showed that on the average set and part manufacturers were using 11% of their capacity for defense work, and 39% for civilian production.

Electronics equipment represents 32% of the average set and part manufac-turers, 200,000 workers employed by the radio-TV industry, about 50,000 are now out of work, Mr. McDaniel reported.

Joins Intermountain

KVER, 'Albuquerque, N. M., affiliated with MBS, joins the Intermountain Network (regional) effective Oct. 1, according to President William T. Kemp, Station is on 1340 on 250 w.

SUNNY California smiles brighten this discussion group during the CBS Radio Promotion Clinic held on the West Coast Aug. 6. L to r: R. Lee Black, KIMA Yakima, Wash.; Louis Hausman, CBS Radio administrative vice president; Paul Bottlett, KBRE Fresno, Calif.; Charles Oppenheimer, CBS New York; H. G. Wells, KOLO Reno, Nev.; Jules Dundes, KCBS San Francisco director of sales. Clinic was held at CBS-owned KCBS.

DISPERsal PLAN

Hill Resists Truman

THE GOVERNMENT'S plan for dispersal of industrial plants has stirred up stiff opposition on Capitol Hill and equally stern reassurances from President Truman.

Core of resistance to the executive order, which would grant tax and other benefits to qualified firms, centered around Sen. Edward Martin (R-Pa.). He sponsored a proposal, in the form of a proposed amendment to the 1950 Defense Production Act, that preference in loans and allocations of materials "shall not be given to facilities which meet any specified standards of dispersal."

'Misunderstood'

Charged with a "direct and flagrant defiance of the express will of Congress," the Chief Executive at his Aug. 28 news conference told newsmen the order is being "misunderstood." He pointed out the order does not contemplate moving existing plants but "merely encourages spacing of new defense and defense-supporting industries a few miles apart."

The plan, drawn up by the National Security Resources Board, may have little practical application to electronics firms and less to broadcasters who desire to construct radio-TV facilities in metropolitan areas [BROADCASTING * TELECASTING, Aug. 20].

NEW YORK U.

Announces Radio-TV Courses

NEW YORK U. last week announced its fall 1951 schedule of courses beginning Sept. 24 in radio and television, to include:

Fundamentals of Television: TV-Studio Production; TV Script Writing; TV Dramatic Direction; TV Films I; TV Films II; TV Films III; TV Films-Special Effects: Advertising, Radio, TV, and the Law; The Business Side of TV; Radio Production; Radio Announcing I; Radio Announcing II; Tape Recording and Tape Editing; Radio Acting Laboratory; Advanced Radio Acting; Radio Acting Workshop; Radio Actor's Playhouse; Makeup for Stage and TV; Fencing and Swordplay for the theatre; Acting for Stage and TV I—Interpretation; Acting for Stage and TV II—Rehearsal; TV Actors Workshop.

ANA AGENDA

Planned for N. Y. Meet

TENTATIVE agenda for the fall convention of the Assn. of National Advertisers, Sept. 24-26, at the Plaza Hotel, New York, was released by the ANA to BROADCASTING * TELECASTING last week, as follows:

Monday (a.m.) — Speakers: Leo Cherne, Research Institute of America, Andrew Heiskell, Life Magazine; and Phil Pillsbury, General Mills.

Monday (p.m.) — Horace Schwerin, Schwerin Research Inc.

Tuesday (a.m.) — Durable Goods Session: Fergus Mead, Buchen Co., Chicago.

Tuesday (a.m.) (Concurrent) — Consumer goods session: Don B. Hause, Armour & Co., M. B. Hursch, Shillitos Dept. Store, Cincinnati; Russell Partridge, United Fruit; Clifford Parsells, Ted Bates Co.

Tuesday (p.m.) — Earle Ludigan, Earle Ludigan Co., Chicago.

Wednesday's Agenda

Wednesday (a.m.) — Dr. Roy Peel, director of U. S. Census Bureau; Marion Harper Jr., McCann-Erickson; Richard Hottelet, CBS correspondent, Berlin; Fairlax Cone, Foote, Cone & Belding, New York.

Wednesday Luncheon speakers: C. D. Jackson, Radio-Free Europe and Fortune Magazine (others to be announced).

Adjournment: Wednesday afternoon.

Monday session is limited to ANA members only; Tuesday sessions are open to agencies and the Tuesday banquet to agencies and media. Wednesday session is open to all.

RADIO TRUCKS

ECA Aid to Vietnam

ECA has turned over to the government of Vietnam, Indochina, 10 radio-movie information trucks to be used in combating the spread of communism.

Specially designed for use in rough country, each information truck is equipped with floodlights, 2 kw midget generators, extra fire extinguishers, portable and mounted speakers, projector, master radio-recorder control panel, a collapsible movie screen and nine extra five-gallon fuel tanks, giving the diesel truck a range of 600 miles. ECA said that in small towns and bush villages near Communist territory, radio and movies are all-important methods of communicating with the people.

The trucks were turned over to the Vietnamese government by ECA Representative Leo Hochstetter who said that "a government cannot be truly representative if it cannot communicate with its people, and a people cannot take responsible action unless they understand the problems now dividing the globe and immediately threatening Vietnam."
ANOTHER AMBITIOUS plan for a Television City in Chicago was projected last week by an insurance company executive who estimated the cost at $250 million. William R. Balkin, who heads his own firm there, envisions a pooled project in which the networks and stations would cooperate in casting radio as well as video shows.

In addition, he would incorporate in the same area exclusive shops of various kinds, swimming pools, a golf course, motels, businesses allied to the broadcast media (talent bookers, model agencies, production firms) and a permanent Science Exhibition Hall, a "world TV model."

Mr. Balkin is now attempting to line up an impressive array of civic and industrial leaders to back his project, but no one in the Chicago broadcasting picture has committed his organization in any way by late last week. Several network spokesmen treated the entire idea as an "academic" one, discussing the possibility of pooled facilities "has been tried and found wanting."

One network vice president, who admired the prospect of a Television City, but lamented the enormous scope of this one, said nothing "along this line" would be conceivable "for at least 10 years, because we all have commitments on space and facilities."

NBC-TV, which operates WNBA, is understood to be tied up for another eight years on its Merchandise Mart lease; ABC for another 6½ at the Civic Opera Bldg., and Mutual and ABC at WGN-TV, owned by the Chicago Tribune and affiliated with DuMont, just expanded its N. Michigan Ave. headquarters for television by adding an entire building for video. WBKB(TV), Balaban & Katz Station which is affiliated with CBS, has been sold to CBS as an adjunct to the sale of ABC to United Paramount Theatres. CBS, when and if it takes over operation of the video station, is understood to have blueprints readied for construction of its own video center away from present headquarters in the Wrigley Bldg.

"Won't Work"

Another network official denied the entire conception of a video city for all TV stations, asserting "it just wouldn't work." He explained that any TV station would want facilities available at all times," and a pooling of studios, rehearsal rooms and facilities would be a stumbling block to any kind of production, local or network. New York stations evidencing just followed this same theory several years ago when the City of New York offered tax-free land for construction of a television area, and was turned down after serious consideration by the networks and independent stations.

Mr. Balkin expects to finance the $250-million project with contributions, 99-year leases signed by networks and stations and other allied firms, mortgaging by real estate firms and subsidies from "other groups." His brother, David, who is active in the proposed plan also, estimates the city could actually get underway with $1 million cash.

The city, as projected, would be located on a 5,000-acre tract of land, probably north or northwest of Chicago in order to be accessible to the Great Lakes Naval Training Station, the Army Signal Corps Unit at Fort Sheridan, and an air

port. Buildings devoted to television would occupy one-half the area, and all would be of Hollywood studio-type construction, one-story high.

Underground emergency TV equipment and facilities would be provided, and all buildings would be built with lead insulation "to protect them from damages of atom rays. The area would be zoned, so that no factories or electrical firms could interfere with TV broadcasting. There would also be a school, for the training of "future TV scientists and electronic engineers to make Chicago great as a TV center."

Mr. Balkin said he planned conferences with network spokesmen this week.

COMPOSER RODGERS

Handles 'Victory' Score

ORIGINAL Score for NBC's forthcoming series, Victory at Sea, a portrait of U. S. and allied naval operations during the second World War, will be composed by Richard Rodgers, Pulitzer prize-winning composer. The series of 20 half-hour television programs will be on film, actual battle scenes from files of the Navy Dept., British Admiralty, and Canadian Government. C. S. Forester, author of the "Capt. Hornblower" stories, will write the scripts, which Actor-Pro-ducer Robert Montgomery will narrate.

Victory at Sea represents the first major attempt by television to tackle problem of presenting to American people contemporary history on comprehensive, dramatic basis, Sylvester L. (Pat) Weaver Jr., vice president in charge of television said, when he announced the program plans.

POOR TV reception in London, Ont., area, 100 miles from Detroit TV stations, has resulted in erection of rhombic antennas by London Appliance Dealers Assn., where TV signals are amplified, and from where cables are strung to TV receivers in private homes. Service charge is about $5 per month per home receiving amplified TV signals. Cables cost $100 to $125 to each house.
WOR-tv
channel 9

New York's greatest sports station, carrying such important sports events as The Brooklyn Dodgers, The World Series, All-Star Game, the best in basketball, boxing, wrestling, golf

Proudly announces its 1951 Fall sports schedule

Monday — Boxing, IBC Bouts from St. Nicholas Arena
*Tuesday — Boxing, from Westchester County Center
Wednesday — Wrestling from Ridgewood Grove (in October), Basketball from Columbia, Fordham and St. Francis College from their own gyms (in December)

*Thursday — Boxing, from Sunnyside Gardens
Friday — Wrestling, from Jamaica Arena
*Saturday — Boxing, from Ridgewood Grove

Effective Immediately WOR-tv will accept orders for fall start

There are still premium availabilities on such top show groups as the following:

SPORTS
CHILDREN'S SHOWS
NEWS
FEATURE FILMS, ETC.

All time is guaranteed against pre-emption at a cost any sponsor can afford. Ask for availabilities.

write, wire, or phone

WOR-tv
in New York

★ Bouts under the supervision of one of the greatest promoters and match-makers in the fight game, Joe McKenna.
why your next 500-line ad should be on Television

One year ago in the nation’s major markets television set circulation passed that of the nation’s leading magazine, market by market.

Today television set circulation surpasses that of the leading newspaper in the nation’s major markets (see below).

Now television is firmly established as the No. 1 visual mass medium in your key markets. Television can present your message not only to families which are larger and more prosperous than average, but also to more families. And consider this: today’s average family head (averaging TV-owners and non-owners) spends 49% more time watching television than reading his newspaper. (TV-owning family heads spend 187% more time watching television).

Cost-wise, too, it pays to be on television. For the same money that would buy one 500-line ad in the leading morning newspaper in each of the eight major markets listed above, you can buy five one-minute day time announcements on the leading television station in each market.

If you have always wanted the unparalleled impact and selling power of TV but up to now have been afraid to look at the cost and circulation picture, now is the time to bring yourself up to date on the mass circulation economy of Spot Television. For the facts and figures you need call NBC Spot Sales.
MORE POWER BOOSTS SEEN

Many more of the 45-odd TV stations first believed eligible for power hikes under the FCC's "Fifth Notice" (Broadcasting • Telecasting, July 30) are going to be able to meet their power levels.

That became apparent last week when FCC grants as well as requests showed that stations are (1) changing low-powered transmitters to 5 kw apparatus and (2) moving transmitter sites.

Each such move is approved under present FCC policy—provided that coverage is maintained at the present levels.

However, once the new transmitter is in—or the antenna is relocated—it becomes possible to get special temporary authority to utilize the full 5 kw transmitter output and thus boost the radiated signal to the limit of 50 kw.

That is what WBEN-TV Buffalo plans to do after it moves to new Colden, N. Y., transmitter site, 22 miles from Buffalo. It got FCC approval last week to move, with radiation cut from its present 16.2 kw from a 335-ft. antenna above average terrain to 880 watts from a new 1,195-ft. antenna.

And it has gotten an STA to run its transmitter at 4.8 kw, transmitting a 50-kw signal.

WTTV Changes

WTTV (TV) Bloomington has similar plans. Last week it received FCC approval to modify its homebuilt 1-kw transmitter to 2 kw, but held down to same 6.8 kw radiated power. It will soon ask the FCC for an STA to run transmitter at full 2 kw output, which will boost the radiated signal to 12.8 kw from present 200-ft. antenna height.

Shortly it will ask the FCC for permission to move its antenna site to site of its 700-ft. relay tower, southeast of Bloomington, but the radiated signal will remain the same. Owner Sarkes Tarzian is an electronics manufacturer-engineer and he built his own transmitting gear.

WICU (TV) Erie, Pa., got FCC approval last week to substitute a new 5 kw transmitter for its present 600-w job with present 5 kw radiated output. When that is installed, it plans to ask for an STA to run it at full capacity to put out 40 kw from present 165-ft.

telecasting • Broadcasting

As Stations Shift Equipment

Of June Network Time

Smith Show for Hunt Foods, and $14,880 for time on the same program for Simmons Co. mattresses; $61,946 for We, the People for Gulf Oil Corp. gas and oil. NBC-TV total June gross time sales to Y&R were $458,425.

Y&R Gross

The Y&R gross combined TV network time purchases for June amount to roughly a third more than the gross of William Esty Co., second ranking agency, which in June had five shows for R. J. Reynolds Tobacco Co., two for Colgate-Palmolive-Peril Co. and one for M&M Ltd. on the video networks, for a gross of $610,297 worth of time.

Lists of the top 10 TV network agencies for June and for the first half of 1951 show none of the 10 leaders are the same for both one-month and six-month periods. In the six-month tabulation William H. Weintraub & Co. appears in sixth position, largely due to the more than $1 million worth of time purchased for Broadway Open House, sponsored five nights a week, 11 p.m. to midnight, on NBC-TV by Anchor-Hocking Glass Corp. for its disposable bottles. Program in June dropped from five to three times a week and station list was concurrently curtailed. Kenyon & Eckhardt, ranking sixth on the June list, stood in 11th place in the January-to-June tabulation.

September 3, 1951 • Page 57
TENTATIVE standards for TV programming, moving along swiftly since work was started early this month, will be submitted to the NARTB-TV Board Thursday-Friday. The board will meet at the Cavalier Hotel, Virginia Beach, Va.

Other key TV problems, including such legislative threats as the measures sponsored by Sen. William Benton (D-Conn.) and the TV freeze, will be taken up by the TV Board.

Eugene S. Thomas, WOR-TV New York, is to preside at the meeting as chairman of the TV Board.

Capitol Hill hearings on the Benton measures will overlap the board session, since a subcommittee of the Senate Interstate & Foreign Commerce Committee convenes Wednesday morning and will sit at least two days.

Review Board

This serious legislative threat to TV, involving creation of a new national program review board and other restrictions on stations (S-1879, S. J. Res 76), will be discussed by Sen. Benton and other advocates NARTB representatives will attend the hearings but it is expected opposition witnesses will not be heard until a later date (see story page 28).

In taking up TV program standards the board will review the whole subject from an overall policy standpoint. Three subcommittees have developed tentative language for their portions of the standards but these are subject to revision prior to a meeting of the full board, set in Washington Oct. 2-3.

At that time the three sections of the code will be analyzed and a complete set of standards is to be submitted to the full NARTB-TV membership Oct. 19 in Chicago.

A subcommittee under chairmanship of Davidson Taylor, NBC, has been considering education and culture, responsibility toward children, and their acceptance of program material and decency in production. This group will hold another meeting Sept. 17 in New York.

Another group, headed by Walter J. Dann, WMJ-TV Milwaukee, has made considerable progress in working out such matters as length of advertising message and other phases of commercial telecasting. The group will meet again in Detroit Sept. 13.

Harold Hough, WBAP-TV Fort Worth, is chairman of the group handling news, public events, religion, community responsibility and controversial issues. A preliminary document has been prepared, with changes being made by mail circularization.

Opening topic at the two-day board meeting is tentatively slated to be finances and membership. The TV board will be told that total video membership in NARTB comprises 68 stations and two networks.

Dues Decision

The TV directors will face decisions on how to bring all 108 TV stations into membership, and what to do about dues of TV stations and applicants as well as on-air stations desiring TV service from the association. A complete AM-P M-TV dues schedule, interlocked with Broadcast Advertising Bureau dues, will come before the combined NARTB Radio and TV Boards when they meet in December.

An arrangement by which NARTB aural members may obtain full services of the TV organization for perhaps $25 per month is to be reviewed by the TV board. This rate, it is understood, could be applied to bona fide applicants for TV permits.

The board will hear a report by a special all-industry committee investigating tax legislation. The committee is seeking Congressional relief from proposed excess profits tax which works a hardship on telecasting interests, and brief existence as an industry.

Other topics coming before the board will include status of litigation based on ASCAP's refusal to grant a compulsory license for TV; station-agency contract standardization; NARTB services for TV members and subscribers; state use of engineering standards; TV engineering problems and the overall regulatory situation.

Slated to attend the meeting from NARTB headquarters are President Harold E. Fellows; Judge Justin Miller, board chairman and general counsel; Thad Brown, director of NARTB's TV organization; Robert K. Richards, secretary-treasurer; and Ella Nelson, secretary to Mr. Arney.

Johnson To Speak

S. ED. C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, is slated to address the board pending before his committee at the U. S. Chamber of Commerce's transportation-communication committee meeting in Washington this Thursday.

DuMONT OPPOSITION

WHEELS started turning in earnest at the FCC last week as the first step in the TV freeze-end procedure came and passed. Opposition to the DuMont plan for a national allocation of channels (BROADCASTING • TELETWARING, Aug. 20) flooded into the Commission on the Aug. 27 deadline date, touching off the first work for the Broadcast Bureau's allocation division that can lead to a final result.

Study of the 128 filings opposing DuMont shows that virtually all objections fell into three equal categories:

- DuMont did not propose any VHF channel for the city involved.
- DuMont did not propose enough VHF channels for the city involved.
- Mileage separation in the DuMont plan is below minimums set by the FCC in 1950 for VHF for the large cities and METRO (sic) areas and the crumbs of allocation, or UHF for the farmers and rural areas!

Rebuttal for DuMont—and for those participants who care—is due by Sept. 17. Final legal technicalities—requests for oral hearing, motions to strike testimony, exceptions, etc.—are due by Oct. 1. Then the DuMont phase is wound up.

Meanwhile, tomorrow (Tuesday) the first of the specific city-by-city presentations starts. These are the affirmative cases for the New England and Middle Atlantic states (down the eastern seaboard to the District of Columbia).

At weekly intervals thereafter, other geographic groupings will begin. The DuMont opposition is due to Oct. 22, when the southeastern cities file.

Some 20 days after each initial filing, rebuttals are due.

After a two-week interval, pleadings may be filed.


Provided that requests for oral argument and other legal moves can be made in good time, the FCC could lift the freeze soon after the Nov. 26 date.

None, however, in industry or the Commission, have such high hopes. No one at the Commission is willing to hazard estimates when the freeze might be lifted. Not more than 1,000 participants are to be heard from.

General industry consensus is that the FCC might come to its final decision late in January 1952.

This would mean that grants would not begin to be made until next March—since the FCC proposes to allow a 30-day grace period for additional applications to be filed before beginning to process those on file.

It probably means the end of 1952 before major markets get grants. But unhappily all top markets there are more applicants already than there are channels proposed or available.

Hearings thus are inevitable—protected hearings in important cities.

Hope that there might be a partial lifting of the freeze as each segment of the country completes its case before the FCC was dashed when it was pointed out that each change in one section could set off a chain reaction affecting contiguous areas.

FCC Technical Research Division's new "UHF Propagation Within Line of Sight" publication, issued last week, already has some consulting engineers in a fret. They say it bolsters their claims that the Commission has not made sufficient allowance for coverage by UHF stations in rough terrain.

It means, they say, that under the proposed engineering standards cities like Denver are assured (like Pittsburgh, Portland, Ore., etc.) are not going to get the same kind of coverage from a UHF station as smaller cities in "smooth" terrain will get.

First Step to Thaw

BALLANTINE BUYS

"Intrigue" in 12 Markets

P. BALLANTINE & SONS, New York, will sponsor a series of adventure films entitled "Intrigue" in 12 eastern cities beginning the first week in October.

Programs will be carried on WBNY (TV) New York, WNYC-TV Boston, WWEN (TV) Schenectady, WSN (TV) Hartford, WWBN (TV) Chicago and other stations.

W. J. Thompson, New York, is the agency. Advertiser will also make the program available for sale to regional and local sponsors in all other TV cities.

BALLANTINE BUYS

"Intrigue" in 12 Markets

P. BALLANTINE & SONS, New York, will sponsor a series of adventure films entitled "Intrigue" in 12 eastern cities beginning the first week in October.

Programs will be carried on WBNY (TV) New York, WNYC-TV Boston, WWEN (TV) Schenectady, WSN (TV) Hartford, WWBN (TV) Chicago and other stations.

W. J. Thompson, New York, is the agency. Advertiser will also make the program available for sale to regional and local sponsors in all other TV cities.

BALLANTINE BUYS

"Intrigue" in 12 Markets

P. BALLANTINE & SONS, New York, will sponsor a series of adventure films entitled "Intrigue" in 12 eastern cities beginning the first week in October.

Programs will be carried on WBNY (TV) New York, WNYC-TV Boston, WWEN (TV) Schenectady, WSN (TV) Hartford, WWBN (TV) Chicago and other stations.

W. J. Thompson, New York, is the agency. Advertiser will also make the program available for sale to regional and local sponsors in all other TV cities.

INS Wire Opens

INTERNATIONAL News Service's new television wire [BROADCASTING • TELETWARING, July 30] will begin operation today (Monday). The new teletype circuit will transmit up to 8000 words per minute for use with the newswire film provided by Telenews Productions, INS affiliate, since 1948.

Newest subscribers include WNNC-TV New Haven, Conn., WRLA-TV Baltimore, and WJAR-TV Providence.

Page 58 • September 3, 1951
**DUAL STANDARDS**

Let Public Decide—Sarnoff

DUAL STANDARDS for color TV is the banner raised by RCA's Board Chairman Brig. Gen. David Sarnoff. Again this week, he reiterated the position that the FCC must "let the public decide" (BROADCASTING, Aug. 29).

It now can be assumed that the remainder of the radio-TV manufacturing industry will ask the FCC to authorize its all-industry compatible color TV system in competition with the FCC-sanctioned CBS system. Manufacturers are virtually 100% behind the system evolved by its National Television System Committee. This is substantially the same as the RCA system, which will declare public colorcasts in New York Sept. 10.

If Gen. Sarnoff's predilection for dual standards is the official position of compatible color TV proponents, then the next big question is:

When are they coming to the FCC with an official petition?

Most industry spokesmen still speak of the end of this year or early in January as the time they will be available. The Commission must be asked to look at the improved color system that has been developed from the original RCA dot sequential system during the 1949-50 color TV hearings. However, doubt has been expressed in some quarters as to whether NTSC or RCA will make that schedule.

Commission's Criteria

Doubt is based on fact that any system proffered to the FCC must be a "proven" system—it must meet all of the criteria the Commission enunciated before it will consider another color TV system. These criteria include field testing, apparatus testing by the Commission's own laboratories, etc.

Certainly, these observers say, it would be folly for either NTSC or RCA to come to the Commission before it had exhaustively possible test to make sure that all those criteria are met.

And that, they say, takes time.

Progress of NTSC toward this end was made clear by Arthur V. Loughran, Hazelton research vice president and chairman of the NTSC panel on color video standards. In answer to a BROADCASTING TELECASTING query Mr. Loughran said this:

- NTSC is moving along. The industry is getting closer and closer to agreement on standards for a compatible color system.
- But, that does not mean that the work of the NTSC is about finished. There is a great deal to be done before the system has been fully tested. While all members of the committee are moving just as fast as they can, the emphasis is on doing a completely adequate job rather than on speed alone.

No date has been set for asking the FCC to look at the NTSC system officially.

"We must be careful not to do that until we are sure we've done an adequate job," he added. "To go to the Commission before we are fully ready would serve only to make their job and ours doubly difficult."

What Gen. Sarnoff thinks about the present color situation is summed up in these words from his latest statement:

"I yield to no one in my faith in the value of the Commission before we are fully tested and give extra value to advertising." In my judgment, however, authorization by the FCC to operate a completely compatible, all-electronic, high-definition system on a commercial basis is essential, before the potentiabilities of color TV can be fully translated into satisfactory service to the public.

If given the opportunity to do so, the public can and will make that decision. I strongly favor giving the public such an opportunity. It seems to me that the present situation calls for consideration by all concerned of the need for recommending to the FCC, that it authorize the use of dual standards which would permit the compatible as well as the incompatible system of color TV to operate commercially. Only under such conditions can the public have the opportunity to see both systems in actual operation, to reach its own decision, and to make its own choice.

Only those who fear the public's decision will make their system to such a competitive test.

RCA's Booklet

In a new 12-page booklet, with color-tinted cover, RCA puts its case to the public for a "compatible, all-electronic" color system.

It details the drawbacks of the presently authorized CBS field sequential color system (incompatibility, mechanical wheel, picture size limitation, etc.) and boosts compatibility on the premise that:

"What's best for the customer is best for RCA . . . we believe that only a compatible system can supply the public with the satisfaction, economical product it requests and that any incompatible system is just not good enough."

Throughout the 8½ x 11-in. booklet, the adjective is "incompatible". CBS system, "compatible" for the RCA system.

Emphasis in the brochures conclusion is that present black-and-white sets will not be obsolete by color TV, that monochrome programs will continue for "years to come," and that this is a good time to buy a TV set.

Motion Picture Television Inc., San Francisco group whose compatible system was practically ruled out by the FCC in its final color decision and which has not been heard from since, came back into the news last week.

Move into the production of airborne radar and other electronics equipment by CPT President Arthur S. Matthews.

CTI will initially manufacture $4 million in military contracts in conjunction with electronics products designer-manufacturers Thomas E. Moseley, president, Dalmo Victor Co., San Carlos, Calif.

"With the added engineering and development facilities that will be made available . . . CTI can soon have its ready its compatible, all-electronic color system for public acceptance," Mr. Matthews said.

**SMPTIE Meeting**

SOCIETY of Motion Picture & Television Engineers will hold its 70th semi-annual convention Oct. 15-19 at the Hollywood Roosevelt Hotel. Six hundred television engineering papers are listed. Banquet Wednesday will be occasion of award presentations, including the new David Sarnoff Gold Medal Award.

**CHROMATIC TUBE**

Color Answer, Raibourn Says

TV COLOR TUBE developed by Chromatic Television Labs provides the long sought answer to color television, Paul Raibourn, Paramount Picture Corp, vice president in charge of television, stated Thursday in an exclusive interview with BROADCASTING TELECASTING.

Revealing plans to demonstrate the tube produced by the Paramount subsidiary company "within a month," Mr. Raibourn jubilantly announced that "it looks like all the color problems are solved."

"A brilliant new idea popped out of the struggle we were having which wires out the problem of getting color into the tube," he stated, "and the cost comes way down. We put the idea into the tube, and it's amazing how it works."

Mr. Raibourn declined to reveal any details of the construction or operation of the new tube in advance of the demonstration, but he repeated his conviction that it will provide the answer to color.

"We're all happy as larks about it," he declared.

Credit for the idea from which the Chromatic color tube was developed should go to Dr. Ernest Lawrence, a consultant and director of Chromatic Television Labs as well as director of the U. of California's radiation laboratory, Mr. Raibourn said. Inventor of the atom-smashing cyclotron and a Nobel Prize winner, Dr. Law rence first became interested in television as a hobby when he was a graduate student at Yale where, in 1925, he built an all-electronic television system. This hobby has now paid off with the conception of his plan for producing color pictures with a single cathode ray tube.

This tube, known as the Chromatron, developed from Dr. Lawrence's idea by Chromatic Television Labs, was described by the company as "a single gun standard shape cathode ray tube containing a color grid capable of displaying television pictures under electronic signals in color."

The company explained that although the tube will work with any known system of color television, it is particularly advantageous when used in connection with the CBS field sequential system as it eliminates the need for a wheel or drum and so removes the limitations on picture size imposed by those mechanical devices.
FTPC BLASTS Navy, NCAA TV Plans

AFTER leveling another broadside at the U. S. Naval Academy for doing business with theatre television, the Fair Television Practices Committee last week turned its guns against the National Collegiate Athletic Assn.'s so-called "partial blackout" of football telecasts.

Charles Aldredge, Washington representative of FTPC, sent the following protest to Assistant Attorney General H. Graham Morison, in charge of the Justice Dept.'s Anti-Trust Div.

The Justice Dept. was informed that Westinghouse was being "forced" to pay "spectacularly" high prices for rights to telescan the 10 games permitted under the NCAA plan. These prices, FTPC said, were "the logical results" of the limitations placed on telescanning the games this fall, and are evidence of the "monopoly" resulting from the NCAA policy (for Westinghouse football plans, see story this page).

Letter To Hill

FTPC also released further correspondence between Jerome W. Marks (New York lawyer), chairman of FTPC, and Adm. H. W. Hill, superintendent of the Academy.

The letters followed the original protest sent the Academy by FTPC to the effect that theatre TV is commercial but that it offers no public service features and that the Academy is entirely supported by public funds and therefore duty-bound to the public interest.

Navy has scheduled some of its fall gridiron games on the Theatre Network Television, which means also that one of its games regularly home telescan under the NCAA plan.

Adm. Hill pointed out that Navy is a contributing member of NCAA and is therefore agreeing with the TV plan. But, he asserted, the Naval Academy "intercollegiate athletic program is not supported by public funds." The Naval Academy Athletic Assn. provides financial support for the athletic program operation, he said. The admiral noted the funds come from membership fees, contributions, game admissions, sales of radio rights, of television rights, commercial advertising, program sales, etc.

Marks' Answer

In his rebuttal, Mr. Marks reminded Adm. Hill that while the intercollegiate athletic program of the Academy may not be directly supported by public funds, "the Naval Academy is in so supported... and the administration of the Academy has the final and unavoidable responsibility for the policies followed by the Athletic Assn."

Adm. Hill also had supplied the FTPC with its list of TV participations—one home monochrome tele-
cast, all home games live by CBS color, post game film via CBS and theatre TV to be selected.

Mr. Marks said this list "boiled down" to a single Navy game available to national TV audiences at the time the game is played.

ARENACAST PLAN

IBC Withholds Opinion

PROPOSAL by a Cleveland arena manager, Jim Hendy, that the fight arenas through the National Inter-
big screen TV sets to carry major boxing bouts for their fight audiences, was still in the early stages of discussion by the International Boxing Club, according to Harry B. Markson, managing director of the IBC.

Commitments to Pabst and Gil-
lette, who sponsor the IBC bouts on television—Pabst on CBS-FTC TV Wednesdays, and Gillette, on NBC-
TV Fridays—eliminate any con-
ideration of the arena tie-up for the coming boxing year, Mr. Markson said.

Designed to draw the fans back to the smaller arenas, the Cleve-
deland proposal would bill the tele-
vising bouts as the major attractions with the live local semi-final and preliminary fights on the same card. The threat of theatre televis-
ion receiving all box office receipts from the televised stellar fight at-
tractions, such as the Robinson-
turpin match [Broadcasting * Telecasting, Aug. 27] would thereby be averted, according to the Cleveland plan.

PENN PLANS FILMS

Half-Hour Show $10,000

UNIVERSITY of Pennsylvania is making available for sponsorship a television series of half-hour filmed programs, comprising high-
lights of the school's home football games plus one game played elsewhere during the coming gridiron season. Programs would be tele-
cast on Saturday evenings, each featuring the game played by Penn that afternoon.

Price is reportedly $10,000 per half-hour show. Package is being offered to sponsors and agencies which still hold its $25-
000 contract with the university for live telescans of all of Penn's home games. The school was un-
able to fulfill pact when it agreed to comply with a decision of the National Collegiate Athletic Assn.

TRADITION — packed post-Thanks-
giving day football game between Penn and Cornell was added last week to the CBS Color-TV football schedule. The Ivy League game from Franklin Field, Phila., replaces the previously announced Harvard-Yale game, Nov. 24.

W. Va., MORE ABC PROGRAMS

IN LISTENERS WEST VIRGINIA

Represented by THE KATZ AGENCY

WASHINGTON, AUG. 27.-The Fair Television Practices Committee is considering the request of the Westinghouse Broadcasting Corporation for permission to broadcast the University of Virginia home games on the 'Big Ten Games' Network over stations FTC, WBT and WVsD.

The committee issued a public notice on Aug. 11, to which the public is invited to submit its comments on the request, which has been filed with the Federal Communications Commission.

The committee, which has jurisdiction over broadcast television, is currently examining the request to determine whether it is in the public interest to grant the permission.

The request is based on the assertion that the broadcast of the University of Virginia home games would be in the public interest and would provide an opportunity for the audience to view high quality college football games.

The committee will hold a public hearing on the request, at which time interested parties will be given the opportunity to present their views.

The committee's decision on the request is expected to be announced within the next few weeks.

NCAA SLATE

Westinghouse Sponsors 21

NATIONAL Collegiate Athletic Assn., football games on an NBC-TV network of 48 stations this season, but the game schedule will not be released until next week. This was reported in Chicago last week by Edwin S. Reynolds of New York, NCAA specialist, as he spoke to the NCAA executive council Tuesday.

Mr. Reynolds, who was assigned to correlate the programmed [Broadcasting * Telecasting, Aug. 27], said release dates and dates of telecast was postponed until Sept. 5 to protect season ticket sales for the telecasting colleges.

Eight schools' teams will appear in two TV games during the season.

The 48-station lineup does not include four West Coast outlets, said Mr. Reynolds, adding that eastern and midwest games will be fed in some instances to the West Coast after November when microwave facilities are in operation regularly.

A minimum of four games and a maximum of seven will be carried on the coast-to-coast microwave relay system by Westinghouse, a spokesman for the Westinghouse agency, Ketchum, McCloud & Grove, Pittsburgh, said last Thursday.

Big Ten Plans

Nineteen colleges have been signed by Westinghouse to participate in the now-frozen limited TV schedule. Westinghouse, it was learned, has signed up every school in the Big Ten that can be picked up on the interconnected network, which led to speculation that at least one of the Big Ten games will be carried coast-to-coast by the microwave relay system.

The agency representative reported that they have been given "wonderful cooperation" to the Westinghouse sponsorship proposal and difficulty in the highly complex schedule was met only with "colleges in marginal areas" and areas where gate receipts could equal the 2½ times the NBC hourly rate figure offered by Westinghouse in that service.

NCAA introduced the experimental plan of blacking out specific TV areas three Saturdays out of 16 in an attempt to determine the exact effect of TV in any given area on gate receipts and attendance.

Games played Fridays, Sat-

urday nights or Sundays are not affected by the ruling. Among these, for example, is the Notre Dame-U. of Detroit match Oct. 5 in Detroit. Ruling also does not apply to games played before or after the official time, from Sept. 22 to Nov. 24. The blackout will be spotted sectionally within this time period.

CBS-FTC network presenting new feminine news program, Nov. 3, Mon.-Fri., 12:15-12:30 p.m., for three weeks beginning Sept. 3.

MORE LISTENERS

Than All Stations Combined

IN THE

W. Va., Ky., and Ohio

Tri-State Area

"by C. E. HOOPER...1951"

5000 WATTS—930 KC

ABC PROGRAMS

Represented by THE BRANHAM COMPANY
The big news this Fall...

Rudy Vallee
ON NBC-TV

Starring in his own daytime Variety Show...
Starting early September, Monday through Friday.*

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

*tentative
<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Swanson</td>
<td>General</td>
<td>Heavenly</td>
<td>D'Arcy</td>
<td>General</td>
<td>Heavenly</td>
<td>D'Arcy</td>
<td>General</td>
<td>Heavenly</td>
<td>D'Arcy</td>
<td>General</td>
</tr>
<tr>
<td>6:15</td>
<td>Mills</td>
<td>Mills</td>
<td>Mills</td>
<td>Mills</td>
<td>Mills</td>
<td>Mills</td>
<td>Mills</td>
<td>Mills</td>
<td>Mills</td>
<td>Mills</td>
<td>Mills</td>
</tr>
<tr>
<td>6:30</td>
<td>Tod Marks</td>
<td>Bop</td>
<td>Show</td>
<td>Show</td>
<td>Bop</td>
<td>Show</td>
<td>Show</td>
<td>Bop</td>
<td>Show</td>
<td>Bop</td>
<td>Show</td>
</tr>
<tr>
<td>6:45</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
</tr>
<tr>
<td>7:00</td>
<td>Hidden</td>
<td>Hidden</td>
<td>Hidden</td>
<td>Hidden</td>
<td>Hidden</td>
<td>Hidden</td>
<td>Hidden</td>
<td>Hidden</td>
<td>Hidden</td>
<td>Hidden</td>
<td>Hidden</td>
</tr>
<tr>
<td>7:15</td>
<td>Paul</td>
<td>Paul</td>
<td>Paul</td>
<td>Paul</td>
<td>Paul</td>
<td>Paul</td>
<td>Paul</td>
<td>Paul</td>
<td>Paul</td>
<td>Paul</td>
<td>Paul</td>
</tr>
<tr>
<td>7:30</td>
<td>Whiteman</td>
<td>Whiteman</td>
<td>Whiteman</td>
<td>Whiteman</td>
<td>Whiteman</td>
<td>Whiteman</td>
<td>Whiteman</td>
<td>Whiteman</td>
<td>Whiteman</td>
<td>Whiteman</td>
<td>Whiteman</td>
</tr>
<tr>
<td>7:45</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
<td>L (E-M)</td>
</tr>
<tr>
<td>8:00</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
</tr>
<tr>
<td>8:15</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
</tr>
<tr>
<td>8:30</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
</tr>
<tr>
<td>8:45</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
</tr>
<tr>
<td>9:00</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
</tr>
<tr>
<td>9:15</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
</tr>
<tr>
<td>9:30</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
</tr>
<tr>
<td>9:45</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
</tr>
<tr>
<td>10:00</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
</tr>
<tr>
<td>10:15</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
</tr>
<tr>
<td>10:30</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
</tr>
<tr>
<td>10:45</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
<td>NTV</td>
</tr>
</tbody>
</table>

**Comparative Network Showsheet**

**Sunday**

- **Swanson**
- **Hidden**
- **Paul**
- **Whiteman**
- **Lincoln**
- **Marshall**
- **B. Graham Evans**
- **People's Church**
- **Sundee Newman**

**Monday**

- **General Mills**
- **Tod Marks**
- **Goodyear**
- **NTV**
- **Lincoln**
- **Marshall**
- **B. Graham Evans**
- **People's Church**
- **Sundee Newman**

**Tuesday**

- **General Mills**
- **Tod Marks**
- **Goodyear**
- **NTV**
- **Lincoln**
- **Marshall**
- **B. Graham Evans**
- **People's Church**
- **Sundee Newman**

**Wednesday**

- **General Mills**
- **Tod Marks**
- **Goodyear**
- **NTV**
- **Lincoln**
- **Marshall**
- **B. Graham Evans**
- **People's Church**
- **Sundee Newman**

**Comparative Network Showsheet**

**Sunday**

- **Swanson**
- **Hidden**
- **Paul**
- **Whiteman**
- **Lincoln**
- **Marshall**
- **B. Graham Evans**
- **People's Church**
- **Sundee Newman**

**Monday**

- **General Mills**
- **Tod Marks**
- **Goodyear**
- **NTV**
- **Lincoln**
- **Marshall**
- **B. Graham Evans**
- **People's Church**
- **Sundee Newman**

**Tuesday**

- **General Mills**
- **Tod Marks**
- **Goodyear**
- **NTV**
- **Lincoln**
- **Marshall**
- **B. Graham Evans**
- **People's Church**
- **Sundee Newman**

**Wednesday**

- **General Mills**
- **Tod Marks**
- **Goodyear**
- **NTV**
- **Lincoln**
- **Marshall**
- **B. Graham Evans**
- **People's Church**
- **Sundee Newman**
from

A LADY WITH A PAST

to an advertiser with a future—
in NBC daytime TV

If you've ever been in Cincinnati, or if your client has a single dealer there—then you know all about this lady's past. And you know, too, why she is going National on NBC television this Fall... for RUTH LYONS' program, "Fifty Club," has been making history in that mature television market for two years running:

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

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

Share of Audience—68.2% Average*
Rating—13.9 Average*

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

*October 1950 through March 1951.

NBC TELEVISION
The network where success is a habit
A Service of Radio Corporation of America
It was cold enough to freeze everything but Sales, in
DAVENPORT!

WOC-TV
STATE FURNITURE COMPANY—1/2 HR. FILM SHOW WEEKLY
According to State Furniture's own check on customers, ad-
vertising brought $12,000 in business — of which TV
produced 97%.

STATE FURNITURE Company
During Mississippi River
flood, State Furniture re-
cieved carload of mattresses.
Warehouse surrounded by flood
waters. State Furniture put
mattresses directly into
stores, told public its prob-
lem on two WOC-TV programs.
Also used full-page ad in two
local dailies.

DAIRY QUEEN STORES—20-SECOND ANOUNCEMENTS
The day before last Easter
(Saturday, March 24) "Dairy
Queen" bought seven 20-
second and station ident.
announcements to tell public
of their Easter opening. Ad-
ditional plugs were aired
early Easter Sunday afternoon
—a cold, almost wintry day.

Representing
Television Stations:
DAVENPORT WOC-TV
(Central Broadcasting Co.—
WHO-WOC)
FORT WORTH-DALLAS WFAA-TV*
(Star-Telegram)
LOUISVILLE WAVE-TV*
(WAVE, Inc.)
MIAMI WTVJ
(Wometco Theatres)
MINNEAPOLIS-ST. PAUL WTXC-TV
(DISPATCH-PIONEER PRESS)
NEW YORK WPIX
(The News)
ST. LOUIS KSD-TV*
(Post-Dispatch)
SAN FRANCISCO KRON-TV*
(The Chronicle)

Yes, Spot Television Sells Goods!
For Further Facts, Ask:
FREE & PETERS, INC.
Pioneer Station Representatives
Since 1932

NEW YORK CHICAGO DETROIT
ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO
KFI-TV STRIKE
Settlement With TVA Seen
FOUR-MONTH Old Television Authority strike against KFI-TV Los Angeles seems headed for settlement following meetings last week between TVA officials and representatives of the new owners of KFI-TV, General Tire & Rubber Co.
Union at the first exploratory meeting presented a contract accepted by the six other local TV stations to management representatives to familiarize them with it, and at a later meeting sought to clarify various points of the contract. Further meetings are expected to be held this week.
Meeting with union executives Peter Prouse, TVA West Coast executive; Ken Carpenter, chairman, West Coast section, TVA national board, and Wayne Olver, field representative, were Norman Ostby, vice president in charge of station relations, Don Lee Broadcast Systems, and Les Frano, program manager, Don Lee.
Negotiations between the union and the former owner of the station, Earle C. Anthony, owner of KFI-AM, ceased in the three months ago when both parties met a deadlock over the issue of a closed shop.

KTV Suit
Court Filing. Expected
NOTICE of $150,000 suit is expected to be filed this week against KTTV(TV) Los Angeles and others by attorneys for Morris Braun, MGM property man, who charges lifting of a television script [Broadcasting] 9.27. Mr. Braun alleges the KTTV Batter Up Program is patterned after the television script for his Play Ball program idea, which others named in suit are Bill Welsh, m.c. of Batter Up; Sam Herrick and Art McGeary, director and producer, respectively.

WOR TV SQUARE
"TELEVISION Square," the new WOR-TV New York building and the first in the city to be constructed exclusively for television, will be completed a month ahead of schedule and ready for occupancy Dec. 1. Considered one of the most up-to-date studios extant, the structure is reported to have cost about $1,500,000.
The two-story, block-sized building was designed with the help of television engineers to stress the requirements of television production. Located on the Upper West Side of the city, the brick and concrete structure will have all facilities for "live" shows on its first floor, with film work areas on the second.
Three production rooms, each a self-contained unit with its own announcer's booth, control room, sponsor's booth, and rehearsal room, will be on the ground floor. Two of the studios contain 4,000 square feet of floor space each and the third, equipped with an audience balcony, measures 6,000 square feet. Two makeup rooms and six dressing rooms skirt the studios. A 5,000-foot area for the loading, unloading, and storing of scenery and properties runs the length of the first floor, with doors at each end large enough to admit delivery trucks, and cars or any livestock that might be used on show.
Each studio will be equipped with 27 counterweighted battens for hanging lighting equipment or temporarily storing scenery near the ceiling, plus a camera and lighting unit. Some 150 pieces of lighting equipment will be used to illuminate each studio.
The main lobby of "Television Square" has a light board that indicates all entrances to the building with lights that flash when any door except the main entrance is opened. The system, accompanied by a buzzer sound—remains in operation until the door is closed and secured. Thus trespassing or intrusions that might interrupt a show in progress will be minimized.
Film vaults, cutting and editing rooms, film projection rooms, a small studio for newscasts, and a master control room will occupy the second floor.
Many of the distinctive features of "Television Square" came about as a result of cooperation between WOR-TV and its competitors.
"We went to engineers at CBS, NBC, ABC, and DuMont," Charles Singe, WOR-TV assistant chief engineer who is in charge of the construction, explained, "and asked them what mistakes they had made in building studios so that we could avoid them. We also asked them what installations they would make if they were about to design a new studio. A lot of what is in our building is a result of those talks."
Work on the structure was begun last spring and when it is finished it will consolidate nearly all WOR-TV production activities in its near-50,000 feet of floor space.

WVO Film
Italy Production Planned
WVO New York, the only AM station in America to have its own studios abroad, establishes another first when it goes into production of television films. Contracts were signed last week for documentaries as well as TV film spots to be produced in Italy by WVO-Rome for the Buitoni Macaroni Corp.
Claire Mann of WJZ-TV New York, currently in Italy, will narrate the English-language documentaries, which will be used for educational indoctrination of American Buitoni employees as well as for Buitoni-sponsored shows to be telecast throughout the U.S. First films will be shot this week at the company's plant in San Sepolcro and at their chocolate factory in Perugina, Italy.
Segments of the documentaries, with new sound tracks dubbed in, will be edited into TV spots, which will be used to promote the spaghetti firm's products by emphasizing the Italian and tourist attractions in Italy.
Plans call for use of WVO-Rome mobile equipment—which now provides from one to one and a half hours of taped radio fare daily for New York audiences—to provide trucks and cars for the film crew of 10 technicians. Television staff will be supervised by George Ceto, director of WVO-Rome, and production will begin immediately.
Additional television films to be shot by WVO in Italy are now being discussed, Ralph Well, WVO general manager, explained, but no commitments have yet been signed. American film stars vacationing in Italy will narrate or make the English-language productions, however.

Color in Detroit
WJBK-TV Demonstrates DETROIT newsman and CBS-Columbia Inc. dealers took their first look at CBS-color television Monday when WJBK-TV Detroit opened its first production facilities. The station gave a closed circuit demonstration of the CBS color program The World and You at the Detroit Masonic Temple.
A demonstration of the viewers, CBS described, was "highly enthusiastic." Bettoloe Peterson, TV editor of the Detroit Free Press, was quoted by the network as stating: "We were all very favorably impressed with the color show...the entire color production was much easier on the eye than black-and-white", while Detroit Times reporter lrmegard Pohrt said, "Color television has already proven to be much more realistic than cinema technicolor."

Telefilm, Inc.
COMPLETE FILM PRODUCTION TV SPOTS-PROGRAMS All Production Steps In One Organization

Page 68 * September 3, 1951

"Touchdown"
Don't miss this great opportunity to include one of America's most closely followed shows on your fall TV line-up!

"Broadcasting" * "Teletesting"
OLD 1890 serials may just fade away, but Charlie Chaplin will run and re-run forever. KTGY (TV) Hollywood has purchased 26 half-hour Chaplin comedies from COMMONWEALTH Film & Television Inc. and FILM CLASSICS Exchange, both New York, for Tuesday evening telecasting.

Rebound is the new title of HINGE CROSBY Enterprises' Cry of the City. Two original stories were bought from Joe Pagano, film writer, for the series.

French acrobats, Swiss yodeling, and gypsy music will provide European flavor for Café Continental, a group of quarter-hour musical TV films based on visits to well-known bistros across the sea. Starring Isabel Bigley, currently in Broadway's "Guys and Dolls," the 13 films are produced by STERLING Television, New York, and will be available for general distribution. Columbia Pictures Corp. sponsored the films on NBC-TV during their first showing.

Top Secret, U.S.A. will depict government intelligence agents at work. Robert Alda will star in the D-N-S Television Productions show. "Mission Rhino" is the first program. It was scripted by Henry Mirock from an original story by Col. Donald Robinson, former chief historian for SHAPE in Germany.

** TV DISC SERIES

Placed in 17 Markets

INITIAL package of "TV Disc Jockey Toons," film accompaniments to song recordings produced by Screen Gems, New York, has been placed in 17 markets within 30 days, Will Baltin, sales manager of the series, announced last week.

Largest sale of the 16 films was to the Wildroot Co., through BBDO for placement in Los Angeles, Chicago, Buffalo, Philadelphia, Detroit, St. Louis, Minneapolis, Omaha, Dallas, and Oklahoma City. Mail Order Network, through the Dorland Agency, also took the package for use in New York, Newark, Washington, D. C., and possibly in Pittsburgh, Birmingham, and Toledo. Direct sales were made to three television stations: WNEB (TV) Cleveland, WCPG-TV Cincinnati and WXYZ-TV Detroit. The song-length films, rented for an introductory six-week period, will go on the air about the middle of this month.

DELEGATES to New York State Food Merchants Assn. convention in New York watched CBS color television program daily during their three-day meeting recently as guests of CBS.

UP-MOVIETONE

ABC-TV Buys Service

PURCHASE of the new United Press—Movietone News Service was announced last week by ABC-TV for an October launching on its own television stations, WJZ-TV New York, WXYZ-TV Detroit, and KECA-TV Los Angeles.

In making the announcement, Scolum Chapin, vice president for ABC-owned TV stations, said "acquisition of this newest and most comprehensive television news coverage, will bring to millions of ABC viewers the finest and fastest television news available anywhere.

We feel that through this service ABC viewers will receive the most complete and up-to-telescast coverage of the news, both live and on film, that has thus far been presented in the television field."

Films and stories from the news service which combines the reporting and camera stunts of UP and Movietone News will be utilized by WJZ-TV to form an overall "television newspaper, Mondays through Fridays, 7:00-7:15 p.m. The station also plans to incorporate the service into its evening newscast, 11-11:10 p.m. and a mid-day program at 1 p.m., Mr. Chapin said.

The Detroit and Los Angeles stations, Mr. Chapin announced, are working out similar programs based on the UP-Fox service.

DuMONT CAMPAIGN

Spotlights TV Receivers

ALLEN B. DuMONT LABS, last week announced an expansive fall advertising campaign based on the theme, "Look Inside... Then Compare. See Why DuMonts Do More," to spotlight its DuMont television receiver. George Hakim, advertising manager of the Labs Receiver Sales Div., said that DuMont wants the American public to become "more conscious of the "insides" of television receivers."

Media to be used include radio and TV spots, film commercials, newspapers in TV cities, and consumer and trade magazines. DuMont agency is Campbell-Ewald Co., New York.

News Network

INS-Telenews, WXEL (TV) Cleveland and McCann-Erickson Inc. have cooperated in establishing a regional network to distribute the daily TV news program of the in five Ohio cities by Standard Oil Co. of Ohio. Each night at 11 p.m., the 10-minute news show is microwaved from WXEL to WSPD-TV Toledo, WBBM (TV) Columbus, WLWD (TV) Dayton and WPLW (TV) Cincinnati, under the supervision of Robert Moxley. WXEL news programs include the INS-Telenews daily newscast, plus spot news photos, maps and charts.

Produced Especially for TV!

AVAILABLE FOR NATIONAL - REGIONAL OR LOCAL SPONSORSHIP

Adrian Weiss Productions present

CRAM KENNEDY CRIMINOLOGIST

first 13 1/2-hour films completed

SYDNEY MASON

As Inspector Burke

LEWIS G. WILSON

As Walter Jameson

Newspaper Reporter

Supporting Cast of Established Players

* In the thick of everything is CRAG KENNEDY, CRIMINOLOGIST - thuggish, fighting and risking his life to excite, startling conclusions!

* FILMED EXCLUSIVELY TO HOLD YOUR VIEWERS THROUGH EVERY COMMERCIAL AND RETURN FOR MORE!

SO

PHONE-WIRE-WRITE

Exclusive Distributor

LOUIS WEISS & COMPANY

655 N. Fairfax • Los Angeles 46, California

Phones: Olympia 1913, NOrmandy 1-6883

Write for Catalog of Westerns, Features, Serials, Cartoons, Travelogues.

September 3, 1951 • Page 69
MORE INFORMATION on how Paramount Pictures' "Telemeter" system of subscription-TV works is needed before the FCC can consider granting their request for technical experiments over WGST and WSB. FCC reply last week to Paramount *comparator* containing the magnetic tape and the money, in a lot, put up by a Telemeter serviceman and taken to a central point. Here the money will be counted and the magnetic tape read by an electronic computing machine, insuring proper allocation of this money to those who requested the "comparator" service. No need for land lines was explained in this manner:

The operation of the Telemeter System is on the same principle as the "comparator" system used in the WSB-TV stations. The "comparator" system, which will be used, in any other than those used in the normal operation of any television set. There is no necessity for telephone or power lines other than those in the norm, as the coded information from the station to the set is completely independent of the broadcast television signal. The System as devised can be used with any existing channel, with any existing partner, and will be used with color and can be attached to any standard television set now being manufactured.

The experimental work will be done in conjunction with International Telemeter Corp., who have designed and built the aforementioned device.

International Telemeter Corp. intends to moniter these experimental programs in locations where weak and strong signals, close to the transmition, are used.

The FCC will not make the grant until it has had time to study charges and the FCC at the time of the original grant.

Since Broadcast Inc., new owners of Channel 8, and Atlanta Newspapers Inc., which plans to move to Channel 2, had requested a 40-day extension for consummation of the sale, the Commission's stay did not cause them undue alarm.

Under FCC rules, a sale must be consummated within 30 days after the Commission approves a transfer. In this case that would have been Sept. 9. But both Atlanta parties had planned to begin their new operations Oct. 1. Thus they had asked for an extension.

Both Broadcasting Inc. and Atlanta Newspapers denied the charges of hidden and multiple ownership, also questioned the legal standing of the petitioners.
Will Rogers' Take-off

Will Rogers, he remembers, used to present an amusing take-off on the announcer, the late Graham McNamie. The great humorist in a radio broadcast ribbed the McNamie Goodrich commercials.

Mr. Rogers mimicked: "He's up. He's down. He's up. But Mr. Rogers would continue, Mr. Graham 'would not tell us who was up or who was down until we bought a set of F. F. Goodrich Tyres.'"

Filling in on some background, Mr. Tucker says the reason for the heavy commercial was instructions from the firm to use frequent announcements between rounds if it looked like a short fight. The Baer-Carrnera fight was anything but brief, but Mr. McNamie, who thought it would be abbreviated and went heavy through the early rounds, couldn't let up because the audience might forget the sponsor's message.

While B. F. Goodrich manufactures many more products than tires, company policy, according to Mr. Tucker, makes the massed product commercial a rarity. Exception, he says, was last New Year's Eve telecast on CBS on the company's 80th anniversary. That program covered the history of the U. S. and of B. F. Goodrich from 1870 up to 1950.

Mr. Tucker was born in Ottumwa, Iowa, in 1896. When in high school he started in the newspaper field, working his way through the U. of Wisconsin as correspondent and sportswriter for Chicago and Milwaukee papers. He was sports editor of the Madison (Wisc.) Capital Times.

Next came aviation in the Navy in 1918, followed by more newspaper work.

Mr. Tucker made his bow at B. F. Goodrich in 1919 while he was covering the Wisconsin State Legislature for the Milwaukee Sentinel.

In the more than 30-year association with the firm, Mr. Tucker has served in sales, public relations and various advertising divisions.

Most successful company campaign, Mr. Tucker believes, is the one led by the Goodrich president, John L. Collier, encouraging American rubber-producing facilities to free the U. S. from dependence on foreign rubber supply sources.

Mr. Tucker is married and has two children, a son and a daughter, both in their 20s.

When away from his desk, he grows tall "Iowa" corn in his Akron backyard.

Fraternal organization is Beta Theta Pi. He is a member of the Akron and Cleveland Advertising Clubs and the Congress Lake Club, Hartville, Ohio.

Robert Mathews

FUNERAL services for Robert Mathews, 37, CBS Television Hollywood production facilities manager who died Aug. 27 following a major operation, were to be held last Thursday at American Martyrs Church, Manhattan Beach, Calif. His widow and three children survived.

BLOOD DRIVE

NETWORK commitments for radio-TV kickoff of the Armed Forces Blood Donor Program next Monday (Sept. 10) were announced by the Dept. of Defense Office of Public Information last Thursday.

Tentative schedule calls for radio playback of the 15-minute taped program on ABC, 10:15-30 p.m.; CBS and MBS, 11:15-30 p.m., and NBC, 11:30-45 p.m., all EDT. On television, ABC-TV plans to carry the film version from 8:30-45 p.m. and DuMont TV Network, 8:15-30 p.m. NBC-TV and CBS-TV schedules were undetermined Thursday.

The special salute was prepared simultaneously for radio and television broadcast, and features messages from Gen. George C. Marshall, Secretary of Defense; Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and Gen. Matthew B. Ridgway, UN Far Eastern Commander.

The program will launch a year-long campaign to raise 2,800,000 pints of whole blood and plasma for the armed forces, and enjoys the cooperation of The Advertising Council and NABTA. A continuous series of network spots and special shows, plus local station coverage for community tugs, will follow up the network premier [BROADCASTING • TELECASTING, Aug. 20].

AND HERE'S HOW . . . WITH *KOW

It's the knock of knowing "how" that makes the difference . . . how your product can get its share of Bossy's "moo-la." There's a half-billion dollars' worth of milk checks that will be spent this year. And WKOW will reach these customers in America's rich dairyland.

**HERE'S HOW TO GET RESULTS W**

**KOW-CBS**

**MADISON, WISCONSIN**

Blankets the capital and 13 prosperous counties. Gives you the largest radio coverage in Wisconsin. That's why WKOW is Wisconsin's hottest advertising buy!

**WISCONSIN'S MOST POWERFUL STATION WKOW**

September 3, 1951 • Page 71
CBS MORALS CLAUSE

DEFEAT of CBS attempts over the past year to insert a morals clause in writers' agreements with the network was ruled last week by the American Arbitration Association, in proceedings brought by the Writers' Guild. Since CBS agreed to arbitration in its initial contract with the guild, the decision is final.

The CBS clause, considered to have been the network's reaction to New Cleaver listings, stipulated that contracts could be terminated any time an artist committed "an offense involving moral turpitude . . . or which might tend to bring the arts into public disrepute, contempt, scandal or ridicule or which might tend to insult or offend the community . . . or tend to reflect unfavorably upon CBS, its sponsors, or their advertising agencies or injure the success of the program."

Quotes Arnold

Majority opinion, written by Louis Gannett, writer and critic, and Dr. Harold Taylor, head of Sarah Lawrence College, quoted Matthew Arnold that "Art is a criticism of life." Stating that in the Western democracies in 1951 a creative writer is generally understood to be someone who tells the truth, the opinion said, "it is difficult to see how a writer could avoid tending to offend some segment of the community by what he creates, eyes apart from other 'acts or things' which he may commit 'at any time,' since this must obviously include what he does in his leisure hours of conversation, study, or experience action, in which the creative process ferments."

RWG, contending that the morals clause violated the spirit of their agreement with the network, signed in 1947, initially sought arbitration through the joint adjustment board. CBS, contending that the clause was an outside argument not pertinent to the original pact, first sought a stay or arbitration from the State Supreme Court and later appealed their negative decision. The five-judge appellate court unanimously ruled that the question was for one arbitration, clearing the way for an argument, which was heard last May.

Dissenting opinion in the arbitrators' 2-1 decision was written by Attorney Albert M. Gilbert.

The decision retained for CBS the right to delete offensive material from its scripts.

PROMOTE FM

Asheville Meet Sept. 5-6

MEETING of FM broadcasters in North Carolina to discuss means of promoting manufacture and sale of FM sets will be held Sept. 5-6 at Mt. Mitchell and Asheville, N. C.

Barbecue and inspection trip is scheduled Sept. 5 atop Mt. Mitchell, with WMT (FM) as host. WMT returned to the air July 1 after having been silenced in April 1950. The station will soon be operating with 325 kw power, according to W. Olin Nishet Jr., president. Jack Erwin, Zenith distributor in Charlotte, is vice president.

Conmmd. E. F. McDonald Jr., president, and Ted Leitzzell, public relation director, of Tele-Tone Radio Corp., have been invited to the two-day session, along with Zenith distributors and dealers. All FM broadcasters will be welcomed.

Business meeting will be held Sept. 6 at the George Vanderbilt Hotel, Asheville.

WCCO PACKAGE

AM, Stage Shows Bought

A TRAVELING weekly stage show and a half-hour Sunday radio program over WCCO Minneapolis-St. Paul have been purchased by the Northern States Power Co. Both will star Cedric Adams, WCCO newscaster and radio personality.

A "Home Town Social" show, with a troupe of five variety acts, will be given in a different town or city of the area each week. The show includes music, comedy and local appeal and is climaxed by a broadcast of Mr. Adams' Night-Time News. The stage show, free to inhabitants, will be sponsored by the local Northern States Power Co. manager.

On the following Sunday, Mr. Adams narrates the story of his visit to each "home town" at 1-1:30 p.m. The program, Your Home Town, also will include portions of interviews with local personalities during the evening stage show. Show was premiered Aug. 26 after heavy promotion.

Litvin Burial

DR. PHILIP LITVIN, husband of FCC Examiner Fanney Neyman Litvin, was buried Aug. 30 at Arlington National Cemetery, following funeral services that morning. Dr. Litvin's body was found Aug. 24, four days after he drowned while vacationing with his wife in Montana. [BROADCASTING • TELECASTING, Aug. 27.]

S. W. GROSS, president Tele-Tone Radio Corp., announces million-dollar defense order for production of telephone-telegraph signal units. Contract is prime agreement with U. S. Army Signal Corps.

Mr. Sam Margolis
Shaffer-Drenner-Margolis Ad. Co.
St. Louis, Missouri
Dear Sam:

Overheard a ben party father might rig after they'd heard a speech on world affairs. Durned neat over the thing they saw up on this tiny, senstive, ten 1%" m. that goes on WCHS! Now, Sam, one of the reasons why WCHS outdoes "em all in this northern central. West Virginia, is the Jack that it has the best colored new coverage on all levels. Fristment, sm. sm. when WCHS gives a news round-up, it has 62 percent of the sm. audience, out they're fine stations in town, then when Lowell Thomas comes on't. WCHS percent is 1%. Yes! Sam, folks really listen to WCHS- one don't fergit, those Hooper figures is for six 1/2 city area. They don't include the big1/2 big colorful covered 'most "exclusively by WCHS, customers!" Ages. Rip.

WCHS

Charleston, W. Va.
RADIO EMPHASIS
In Journalism Stressed
GREATER emphasis on radio journalism instruction was urged by Prof. Mitchell V. Charnley, U. of Minnesota, in a report to the Council on Radio Journalism, which met Aug. 27 at the U. of Illinois, Champaign, Ill.

The council agreed to change its name to Council on Radio-Television Journalism Inc. The action will be submitted to the 1962 meeting, slated during the NARTB convention.

Baskett Moase, Northwestern U., was elected council chairman, succeeding Floyd K. Baskette, U. of Colorado. Robert K. Richards, NARTB public affairs director, was re-elected secretary-treasurer, Karl Koerper, KMBK Kansas City, who has left the broadcasting business, (Broadcasting * Telecasting, Aug. 27), resigned. Ben Chatfeld, WMW Macon, Ga., and president of the National Assn. of Radio News Directors, was elected a member under the automatic provision covering NARND.

Prof. Charnley's report urged more attention to teachers clinic sigd a study of procedure covering accreditation of journalism schools.

Amend By-laws

By-laws were amended to increase membership from 10 to 12. The council was formed in 1945 by NARTB and the Assn. of Accredited Schools and Depts. of Journalism. It maintains an internship program by which radio journalism teachers spend the summer serving in radio newsrooms.

Attending the Monday meeting were Arthur M. Barnes, State U. of Iowa; Prof. Baskette; Prof. Charnley; Mr. Koerper; Prof. Moase; President Chatfeld and Richards. Terms of William Brooks, NBC, and Edward Breen, KVFD Ft. Dodge, la., expire this year. Vacancies will be filled by President Harold E. Fellows, of NARTB.

RCA Tube Dept. has announced low-priced all-electronic vacuum-tube Junior Voltomhyst meter. It is designed to meet service technicians' demands for low-priced voltomheter capable of measuring AC variables and DC volts, and resistance in five different ranges.

HAL DAVIS, radio and advertising executive, appointed program director KING Seattle. GRANT MERRILL appointed production manager.

BILL BRENNAN, producer-writer KTSL (TV) Los Angeles named program director. He replaces CELCIL BARKER, who recently resigned to become TV program and production director ABC Western Division.

LISLE F. SHOEMAKER, night manager Los Angeles office United Press, appointed promotion manager KFMB-AM TV San Diego.

By JIMIE, script writer, and CAL REED, floor manager KLAC-TV Hollywood, named producer and director, respectively, of KLAC-TV Hollywood program.

JOHN TILLMAN, chief announcer and newscaster WPIX (TV) New York, received second 1961 Community Service Award given by Veterans of Foreign Wars on his Televiews the News Aug. 23. He was cited for "the outstanding cooperation he has unstintingly given through his television programs to a wide variety of community endeavors.

BILL GORDON, program staff WGN Wilson, N. C., appointed program director. Mr. Gordon is a graduate of WAYN Rockingham, N. C., and W A T L a k e Worth.

RICHARD ROSS, announces KIRO Seattle, father of girl, Kimberly.

BOB READ, assistant program, producer LBS, appointed network production supervisor. Mr. Read was general manager WNTN Natchez.

WALTER LEWIS, program director and chief announcer WTJN Trenton, N. J., to WILI Hempestad, N. Y., as member of announcing and production staff.

MAX BAER, former world's heavy-weight boxing champion and noted comedian, starts weekly disc jockey show on KEKB Sacramento, Calif.

JIM LOWE to NBC Chicago as vacation relief announcer. He was with WBBM Chicago and WIRE Indiana.

JACK ANGELL, newswoman NBC Chicago, father of daughter, Rosalind, born Aug. 16.

PAT FITZGERALD, disc jockey WNOK Columbia, S. C., father of boy, Patrick Francis.

JEFF SCOTT to WFIL Philadelphia, as disc jockey.

BETTY YEAGER, WIP Philadelphia, and James Mossino, married.

Mr. Brennan

Mr. Gordon

Mr. Wright, announcing staff WONE Dayton, to WIP Philadelphia, as summer replacement on announcing staff.

HOWARD J. SILBAR, promotion director WOOD Grand Rapids, Mich., father of daughter, Jean Claire.

TED MEADOWS, graduate, Don Martin School of Radio & Television Arts & Sciences, Hollywood, to KPSD San Diego.

CY HARLEY, graduate, Don Martin School of Radio & Television Arts & Sciences, Hollywood, to KITO San Bernardino, Calif.

WILLIAM HUDDY, recent graduate, Don Martin School of Radio TV Arts & Sciences, Hollywood, to KOOL Phoenix.

BOB CUNNINGHAM, Chicago writer, producer and announcer, now handling agency contact and sales work Universal Recording Corp., same city.

SID GARFIELD to CBS Radio Network Sept. 5, as director of exploitation. He was eastern publicity and advertising director Samuel Goldwyn Productions.

JANET WILLIAMS, personnel department NBC New York, to continuity acceptance department NBC Chicago.

GUY WALLACE, program manager WDFR (FM) New York, resigns to join Radio Free Europe as executive producer.

RICHARD L. CASS, promotion department MBB Central Div., and Mart Staff, Chicago Tribune, married, Aug. 25.

JOHN KERRICK and TOM LEE, graduates Don Martin School of Radio & Television Arts & Sciences, to KYUM Yuma, Ariz. ANDRIO DARCO, Don Martin graduate, to KOAL Price, Utah. OSCAR SEMONER, graduate, to KBIS Bakersfield, Calif.

VINITA HENDERT to production department KWK St. Louis.

JANE KORTE to music department WCKY Cincinnati.

The council has agreed to change its name to Council on Radio-Television Journalism Inc. The action will be submitted to the 1962 meeting, slated during the NARTB convention.

By-laws were amended to increase membership to 12. The council was formed in 1945 by NARTB and the Assn. of Accredited Schools and Depts. of Journalism. It maintains an internship program by which radio journalism teachers spend the summer serving in radio newsrooms.

Attending the Monday meeting were Arthur M. Barnes, State U. of Iowa; Prof. Baskette; Prof. Charnley; Mr. Koerper; Prof. Moase; President Chatfeld and Richards. Terms of William Brooks, NBC, and Edward Breen, KVFD Ft. Dodge, la., expire this year. Vacancies will be filled by President Harold E. Fellows of NARTB.

RCA Tube Dept. has announced low-priced all-electronic vacuum-tube Junior Voltomhyst meter. It is designed to meet service technicians' demands for low-priced voltomheter capable of measuring AC volts and DC volts, and resistance in five different ranges.

HAL DAVIS, radio and advertising executive, appointed program director KING Seattle.

GRANT MERRILL, appointed production manager.

BILL BRENNAN, producer-writer KTSL (TV) Los Angeles named program director.

He replaces CEcil BARKER, who recently resigned to become TV program and production director ABC Western Division.

LISLE F. SHOEMAKER, night manager Los Angeles office United Press, appointed promotion manager KFMB-AM TV San Diego.

By JIMIE, script writer, and CAL REED, floor manager KLAC-TV Hollywood, named producer and director, respectively, of KLAC-TV Hollywood program.

JOHN TILLMAN, chief announcer and newscaster WPIX (TV) New York, received second 1961 Community Service Award given by Veterans of Foreign Wars on his Televiews the News Aug. 23. He was cited for "the outstanding cooperation he has unstintingly given through his television programs to a wide variety of community endeavors."

BILL GORDON, program staff WGN Wilson, N. C., appointed program director. Mr. Gordon is a graduate of WAYN Rockingham, N. C., and W A T L a k e Worth.

RICHARD ROSS, announces KIRO Seattle, father of girl, Kimberly.

BOB READ, assistant program, producer LBS, appointed network production supervisor. Mr. Read was general manager WNTN Natchez.

WALTER LEWIS, program director and chief announcer WTJN Trenton, N. J., to WILI Hempestad, N. Y., as member of announcing and production staff.

MAX BAER, former world's heavy-weight boxing champion and noted comedian, starts weekly disc jockey show on KEKB Sacramento, Calif.

JIM LOWE to NBC Chicago as vacation relief announcer. He was with WBBM Chicago and WIRE Indiana.

JACK ANGELL, newswoman NBC Chicago, father of daughter, Rosalind, born Aug. 16.

PAT FITZGERALD, disc jockey WNOK Columbia, S. C., father of boy, Patrick Francis.

JEFF SCOTT to WFIL Philadelphia, as disc jockey.

BETTY YEAGER, WIP Philadelphia, and James Mossino, married.

Mr. Brennan

Mr. Gordon

Mr. Wright, announcing staff WONE Dayton, to WIP Philadelphia, as summer replacement on announcing staff.

HOWARD J. SILBAR, promotion director WOOD Grand Rapids, Mich., father of daughter, Jean Claire.

TED MEADOWS, graduate, Don Martin School of Radio & Television Arts & Sciences, Hollywood, to KPSD San Diego.

CY HARLEY, graduate, Don Martin School of Radio & Television Arts & Sciences, Hollywood, to KITO San Bernardino, Calif.

WILLIAM HUDDY, recent graduate, Don Martin School of Radio TV Arts & Sciences, Hollywood, to KOOL Phoenix.

BOB CUNNINGHAM, Chicago writer, producer and announcer, now handling agency contact and sales work Universal Recording Corp., same city.

SID GARFIELD to CBS Radio Network Sept. 5, as director of exploitation. He was eastern publicity and advertising director Samuel Goldwyn Productions.

JANET WILLIAMS, personnel department NBC New York, to continuity acceptance department NBC Chicago.

GUY WALLACE, program manager WDFR (FM) New York, resigns to join Radio Free Europe as executive producer.

RICHARD L. CASS, promotion department MBB Central Div., and Mart Staff, Chicago Tribune, married, Aug. 25.

JOHN KERRICK and TOM LEE, graduates Don Martin School of Radio & Television Arts & Sciences, to KYUM Yuma, Ariz. ANDRIO DARCO, Don Martin graduate, to KOAL Price, Utah. OSCAR SEMONER, graduate, to KBIS Bakersfield, Calif.

VINITA HENDERT to production department KWK St. Louis.

JANE KORTE to music department WCKY Cincinnati.

WCFL-AFRA TALKS
Resume as Recess Ends

NEGOTIATIONS between WCFL, Chicago Federation of Labor station, and American Federation of Radio Artists (AFRA-AFL) on wage increases will be resumed this week after a one-week recess petitioned by AFL President William Lee.

The announcers' union is seeking higher wages for its 26 WCFL staff announcers, as well as free-lancers, and wants the minimum weekly wage increased from $114.35 to $135 in line with that paid to the "big five" stations in Chicago. AFRA's old contract at WCFL, an independent, expired Oct. 31 last year.

The labor station is also having wage problems with the International Brotherhood of Electrical Workers (AFL) Local 1220, which seeks higher wages on a new contract. Its old one expired 11 months ago, and members reportedly were ready to issue a strike vote until management offered a $5 general increase for engineers and technicians. This proposal is being studied now.

AFRA's dispute with WGN continues unsettled as two arbitrators, one representing each group, attempt to find a third person amenable to both. The AFRA contract has more than a year to go.

Mr. Murphy

DuMONT SEES
Great Electronic Rise
PREDICTS that the electronics industry, next to steel and aircraft, will be responsible for the greatest contribution to the nation's present military defense effort, was made by Allen B. DuMont, president Allen B. DuMont Labs, Thursday in Pittsburgh.

Dr. DuMont, chief speaker at the Men's Formal Dinner of the 67th Annual Convention of Theta Xi Phi Eternty, told his audience that almost all phases of military operations utilize electronic devices and asserted that the superiority in electronics must be counted as a decisive factor under modern military strategy and tactics."

Increase in electronic production, Dr. DuMont said, has increased 300% in the last six months and will probably expand another 300% in the last half of 1951.

Dr. DuMont also prophesied an uprising in sales of TV receivers for October and November this fall, and said that he anticipated a "normal" holiday sales season.

Good color television pictures, Dr. DuMont asserted, will not be received for some years, and the high cost of receivers prohibits mass consumer purchasing.

CBS' "Vauhga Monroe Show Sept. 1, was the single air for four weeks. Replacing program during that time will be Bill Downs with 8-8:15 p.m. news cast on KNX Hollywood and eastern dance orchestras during 8:15-8:30 p.m. Saturday time slot.

Time Buyers, NOTE!

NO TV Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC Station Sering
This Market
50 000
All programs duplicated on WFMJ-FM
50,000 Watts on 105.1 Me.
WATTS CALL
Headley-Reed Co.
National Representatives

DuMONT SEES
Great Electronic Rise
PREDICTS that the electronics industry, next to steel and aircraft, will be responsible for the greatest contribution to the nation's present military defense effort, was made by Allen B. DuMont, president Allen B. DuMont Labs, Thursday in Pittsburgh.

Dr. DuMont, chief speaker at the Men's Formal Dinner of the 67th Annual Convention of Theta Xi Phi Eternty, told his audience that almost all phases of military operations utilize electronic devices and asserted that the superiority in electronics must be counted as a decisive factor under modern military strategy and tactics."

Increase in electronic production, Dr. DuMont said, has increased 300% in the last six months and will probably expand another 300% in the last half of 1951.

Dr. DuMont also prophesied an uprising in sales of TV receivers for October and November this fall, and said that he anticipated a "normal" holiday sales season.

Good color television pictures, Dr. DuMont asserted, will not be received for some years, and the high cost of receivers prohibits mass consumer purchasing.

CBS' "Vauhga Monroe Show Sept. 1, was the single air for four weeks. Replacing program during that time will be Bill Downs with 8-8:15 p.m. news cast on KNX Hollywood and eastern dance orchestras during 8:15-8:30 p.m. Saturday time slot.

Time Buyers, NOTE!

NO TV Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC Station Sering
This Market
50 000
All programs duplicated on WFMJ-FM
50,000 Watts on 105.1 Me.
WATTS CALL
Headley-Reed Co.
National Representatives

DuMONT SEES
Great Electronic Rise
PREDICTS that the electronics industry, next to steel and aircraft, will be responsible for the greatest contribution to the nation's present military defense effort, was made by Allen B. DuMont, president Allen B. DuMont Labs, Thursday in Pittsburgh.

Dr. DuMont, chief speaker at the Men's Formal Dinner of the 67th Annual Convention of Theta Xi Phi Eternty, told his audience that almost all phases of military operations utilize electronic devices and asserted that the superiority in electronics must be counted as a decisive factor under modern military strategy and tactics."

Increase in electronic production, Dr. DuMont said, has increased 300% in the last six months and will probably expand another 300% in the last half of 1951.

Dr. DuMont also prophesied an uprising in sales of TV receivers for October and November this fall, and said that he anticipated a "normal" holiday sales season.

Good color television pictures, Dr. DuMont asserted, will not be received for some years, and the high cost of receivers prohibits mass consumer purchasing.

CBS' "Vauhga Monroe Show Sept. 1, was the single air for four weeks. Replacing program during that time will be Bill Downs with 8-8:15 p.m. news cast on KNX Hollywood and eastern dance orchestras during 8:15-8:30 p.m. Saturday time slot.

Time Buyers, NOTE!

NO TV Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC Station Sering
This Market
50 000
All programs duplicated on WFMJ-FM
50,000 Watts on 105.1 Me.
WATTS CALL
Headley-Reed Co.
National Representatives

DuMONT SEES
Great Electronic Rise
PREDICTS that the electronics industry, next to steel and aircraft, will be responsible for the greatest contribution to the nation's present military defense effort, was made by Allen B. DuMont, president Allen B. DuMont Labs, Thursday in Pittsburgh.

Dr. DuMont, chief speaker at the Men's Formal Dinner of the 67th Annual Convention of Theta Xi Phi Eternty, told his audience that almost all phases of military operations utilize electronic devices and asserted that the superiority in electronics must be counted as a decisive factor under modern military strategy and tactics."

Increase in electronic production, Dr. DuMont said, has increased 300% in the last six months and will probably expand another 300% in the last half of 1951.

Dr. DuMont also prophesied an uprising in sales of TV receivers for October and November this fall, and said that he anticipated a "normal" holiday sales season.

Good color television pictures, Dr. DuMont asserted, will not be received for some years, and the high cost of receivers prohibits mass consumer purchasing.

CBS' "Vauhga Monroe Show Sept. 1, was the single air for four weeks. Replacing program during that time will be Bill Downs with 8-8:15 p.m. news cast on KNX Hollywood and eastern dance orchestras during 8:15-8:30 p.m. Saturday time slot.

Time Buyers, NOTE!

NO TV Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC Station Sering
This Market
50 000
All programs duplicated on WFMJ-FM
50,000 Watts on 105.1 Me.
WATTS CALL
Headley-Reed Co.
National Representatives

FuDONT SEES
Great Electronic Rise
PREDICTS that the electronics industry, next to steel and aircraft, will be responsible for the greatest contribution to the nation's present military defense effort, was made by Allen B. DuMont, president Allen B. DuMont Labs, Thursday in Pittsburgh.

Dr. DuMont, chief speaker at the Men's Formal Dinner of the 67th Annual Convention of Theta Xi Phi Eternty, told his audience that almost all phases of military operations utilize electronic devices and asserted that the superiority in electronics must be counted as a decisive factor under modern military strategy and tactics."

Increase in electronic production, Dr. DuMont said, has increased 300% in the last six months and will probably expand another 300% in the last half of 1951.

Dr. DuMont also prophesied an uprising in sales of TV receivers for October and November this fall, and said that he anticipated a "normal" holiday sales season.

Good color television pictures, Dr. DuMont asserted, will not be received for some years, and the high cost of receivers prohibits mass consumer purchasing.

CBS' "Vauhga Monroe Show Sept. 1, was the single air for four weeks. Replacing program during that time will be Bill Downs with 8-8:15 p.m. news cast on KNX Hollywood and eastern dance orchestras during 8:15-8:30 p.m. Saturday time slot.

Time Buyers, NOTE!

NO TV Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC Station Sering
This Market
50 000
All programs duplicated on WFMJ-FM
50,000 Watts on 105.1 Me.
WATTS CALL
Headley-Reed Co.
National Representatives

DuMONT SEES
Great Electronic Rise
PREDICTS that the electronics industry, next to steel and aircraft, will be responsible for the greatest contribution to the nation's present military defense effort, was made by Allen B. DuMont, president Allen B. DuMont Labs, Thursday in Pittsburgh.

Dr. DuMont, chief speaker at the Men's Formal Dinner of the 67th Annual Convention of Theta Xi Phi Eternty, told his audience that almost all phases of military operations utilize electronic devices and asserted that the superiority in electronics must be counted as a decisive factor under modern military strategy and tactics."

Increase in electronic production, Dr. DuMont said, has increased 300% in the last six months and will probably expand another 300% in the last half of 1951.

Dr. DuMont also prophesied an uprising in sales of TV receivers for October and November this fall, and said that he anticipated a "normal" holiday sales season.

Good color television pictures, Dr. DuMont asserted, will not be received for some years, and the high cost of receivers prohibits mass consumer purchasing.

CBS' "Vauhga Monroe Show Sept. 1, was the single air for four weeks. Replacing program during that time will be Bill Downs with 8-8:15 p.m. news cast on KNX Hollywood and eastern dance orchestras during 8:15-8:30 p.m. Saturday time slot.

Time Buyers, NOTE!

NO TV Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC Station Sering
This Market
50 000
All programs duplicated on WFMJ-FM
50,000 Watts on 105.1 Me.
WATTS CALL
Headley-Reed Co.
National Representatives
New Business
(Continued from page 14)

rator of dramatic series, Crime Syndicated, over CBS-TV Tues. 9-9:30 p.m. starting Sept. 18. Agency: Kudner Inc., N. Y.

PURE Oil Co., Chicago, renews H. V. Kaitlenborn and Pure Oil News Time three days weekly on NBC from Sept. 3 through Leo Burnett, same city. Pure Oil sponsors Mon.-Wed.-Fri. segments. Richard Harkness handles Tues. and Thur. commentaries.

ANHEUSER-BUSCH INC. (Budweiser beer), St. Louis, resuming its sponsorship of Ken Murray Show over CBS-TV, Sat., 8-9 p.m. beginning Sept. 8. Agency: D'Arcy Adv., St. Louis.

GENERAL FOODS Ltd., Toronto (various products), Sept. 9 to June 2, sponsoring Father Knows Best on 39 Dominion Network stations, Sun. 5:30-6 p.m., changing from Trans-Canada Network Sun. 8-8:30 p.m. Agency: Baker Adv. Ltd., Toronto.

LEYER BROS. Ltd. Toronto (margarine), Sept. 10 starts unnamed program to June 6, on 33 Dominion Network stations, Mon.-Fri. 10:45-11 a.m. Agency: Young & Rubicam Ltd., Toronto.

BULOVA WATCH Co. Ltd., Toronto, has purchased Red Skelton transmitted show from All-Canada Radio Facilities, Toronto, for use by local dealers on local radio stations.

Agency Appointments

H. E. PLINER SHOE Co., Phila. (women's and children's shoes), appoints Lavenson Bureau of Advertising, same city, to handle advertising. TV will be used.


BUCKEYE BREWING Co., Toledo, appoints W. B. Doner & Co., Detroit, to handle advertising. Radio and TV will be used.

COCHRAN FOIL Co., Louisville, Ky. (household, industrial and institutional products), names Compton Adv., N. Y., to handle advertising and merchandising of all of company's products.

CENTRAL CHEVROLET Co., L. A. (dealers), appoint Hunter, Patterson & Scott Adv., L. A., to handle advertising. Radio and TV solely will be used. Bill Hunter is account executive. DULANE MFG. Co., L. A. (Fryrite and Butterbye), names same agency to handle advertising for 11 Western states. Firm currently utilizing approximately 10 spots daily on about six TV stations in that area, with further TV and radio plans in offering. Harry Patterson is account executive.

WESTCHESTER PLASTICS Inc., Mamaroneck, N. Y., names Grant & Wadsworth Inc., N. Y., to handle its advertising.

Adpeople


JACK HARGER, account executive Weak & Wank Adv., S. F., to Cutter Labe, Berkeley, as advertising manager.

FRED R. McBRIEN appointed vice president and sales manager Bristol-Myers Co. of Canada Ltd., Windsor. He will be in charge of advertising.

J. M. TESSIER appointed Quebec advertising manager Robin Hood Flour Mills Ltd., Montreal.

EMERSON STOCK
Sets Employee Option Plan

EMERSON Radio & Phonograph Corp. last week announced that its board of directors had authorized a restricted stock option plan for key employees of the corporation, with no more than 100,000 shares of unissued capital stock to be available under the plan. Authorization is subject to approval of the stockholders.

Board members, Ferdinand Eberstadt, Richard C. Hunt and George H. Saylor have been named to pass upon qualifications and to select employees to participate in the program. It was made known by Emerson that Benjamin Abrams, president, and Max Abrams, secretary-treasurer, will not participate in the plan.

At the same time, Emerson and its subsidiaries announced a consolidated net profit (before provision for federal income and excess profits taxes) of $5,782,716 for the 39 week period, ended Aug. 4, 1951, as compared with consolidated net profit (before taxes) of $6,040,120 for the same period in 1950.

Consolidated net profit for the 39 week period ended Aug. 4, 1951, after taxes, was reported by Emerson as $3,089,043, equal to $1.57 per share on 1,936,187 shares outstanding. For the same period ended Aug. 1950, after taxes, Emerson reported $3,559,827 equal to $1.84 per share on the same number of shares.

RCA Institute

TOTAL of 178 students were graduated last month from RCA Institutes Inc., one of the oldest technical training schools in America, at commencement exercises held in New York. Maj. Gen. George L. Van Deusen, president of RCA Institutes, reported that during the past year, more than 96% of the school's graduates had found employment in radio, television, or electronics. "At least 100 men in our August class had accepted positions prior to graduation."

Miss Truman To Sing

MARGARET TRUMAN'S singing of "God Bless America" will cap the all-star Irving Berlin's Salute to America, a full-hour program of the composer's music to be aired over NBC-TV Wednesday, Sept. 12, 8 p.m. Red Cross Shoes will sponsor the all-star program, which marks the TV debut of Mrs. Berlin, who also is producing and directing the program. The performance will be Miss Truman's first since her recent trip abroad.

RETAIL SALES
Commerce Survey New Eng.

RETAIL sales of independent radio, furniture and other house goods dealers dropped off 10% in Boston for the first seven months of 1951 as compared to a similar period last year, but jumped 5% each in Providence, R. I., and Hartford, Conn., a Commerce Dept. New England survey showed last week.

The radio-furniture-household retail group showed a sharp drop of 31% in retail sales for July 1951 compared to the same month last year, and a 10% decrease off the pace for June. In Providence and Hartford, July '51-July '50 and July '51-June '51 comparisons also showed drops ranging from 5% to 1%. Hartford recorded a monumental slump of 48% for the group during July '51 as against June '51 figures.

The survey did not break down the group into different categories, such as for a similar study of New England counties. In this instance, comprising Suffield, Providence and Hartford counties, radio-household appliances dealers reported a sharp 25% increase in retail sales for July over June 1951 and a 42% drop in the July '51-July '50 comrparisons.

BASEBALL game in Los Angeles between Los Angeles Rams and Chicago Bears was recorded by Armed Forces Radio Service for broadcast to servicemen overseas.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.
Advisory Board
(Continued from page 28)
came up during a hearing at the suggestion of Sen. Johnson with the support of Sen. Benton. That hearing, July 18, featured testimony by Chairman Cottone on a host of subjects, chief among them the freeze and educational television [Broadcasting • Telecasting, July 23].

Subsequently, an FCC advisory opinion, authored by the then acting general counsel, Max Goldman, was sent to Sen. Johnson. It indicated that FCC thought Congress should enact a law if it desired the Commission to require commercial broadcast stations to devote a specified percentage of their time to educational programs [Broadcasting • Telecasting, July 30].

Mr. Goldman then said that FCC does not have this authority clearly defined.

However, Chairman Cottone last week sent a new letter and an additional memorandum written by FCC General Counsel Ben Cottone, expressing quite a different view-point.

In the new memorandum, Mr. Cottone points out that the Gold-
man memorandum "quite accurately sets out the past attitude of the Commission on the question of the desirability of prescribing specific percentages of time for educational or other uses in the broadcast services."

"The considerations adduced in that memorandum for the conclusion that clarifying legislation is desirable are considerations of policy and not arguments establishing want of legal authority."

But because FCC thus far has not believed it desirable that in the public interest such action be taken "it cannot be inferred that the Commission lacks authority to take such action under circumstances where it could find, as a matter of policy, that the public interest would be served."

Mr. Cottone pointed out that Congress' clarifying legislation would be useful only as an expression of Congressional belief that circumstances now warrant the exercise of the authority . . .

The section of the Communications Act (Sec. 326) dealing with censorship, Mr. Cottone said, is no bar to the authority of FCC to require a percentage of time to be devoted to educational programs, since it is merely specifying classes of stations for which it will issue licenses, and the nature of programs required to be rendered as authorized by Sec. 303(b)." [Sec. 303(b) gives the Commission authority to classify stations and directs it to encourage larger and more numerous opportunities for use of radio in the public interest.]

Chairman Cottone, in commenting on Mr. Cottone's memorandum, said he was "especially impressed with his [Mr. Cottone's] observation that Congress has the authority to allocate percentages of time for educational programs must be kept separate from the present question of the desirability of making special allocations."

Chairman Cottone said:

I have also given further thought to Mr. Cottone's statement that the prohibition of Sec. 326 does not preclude the exercise of authority to make percentage allocation of broadcast time for educational programs. I am impressed with the point he makes that in setting up classes of stations for the provision of educational services, the Commission prescribes the educational purpose or character of the particular service is available.

I do not think that there would agree that when the Commission provides that commercial programs may not be carried on a non-profit educational station, that entertainment may not be presented on taxable frequencies, such action is censorship in violation of Sec. 326.

In that light, I would now draw a distinction between the Commission action in prescribing the nature and content of educational programs, or otherwise intervening in the presentation of individual programs, and in prescribing a general type of service.

Chairman Cottone noted, however, that the policy problems involved "are of the most formidable kind, and I have real doubt as to the desirability" of devoting a specified percentage of broadcast time to educational programs.

Foremost difficulty, Chairman Cottone emphasized, was his concern that definition of the term 'educational program.' Educational may be entertaining and vice versa, he explained. To him, the FCC has not left initial responsibility on the entire problem with the individual station licensee, "acting in the light of his knowledge of local conditions and his practical experience," Chairman Cottone concluded.

Meanwhile, Sen. Benton spoke on the floor of the Senate last Monday on the question of educational television and his program for an advisory citizens board for the broadcast media.

Again, Sen. Benton announced that "Mr. Wayne Coy has notified me that he is in accord with the bill [to create the board]." The Senator had stressed Chairman Coy's reported agreement to the Senate earlier in August when presenting his revisions in the Senate.

Cites Tideland Rights

During his talk to the Senate, the Connecticut Democrat likened the allocation of television frequen-

cies to the tideland oil rights, saying: "In my own judgment, at least, these frequencies are a more valuable national asset than the tideland oil."

His comments came while introducing for the record his article, "Television With a Conscience," which appeared in an August issue of the Saturday Review of Literature.

In the article, Sen. Benton developed four main avenues of action in order to save television from "commercialization and trivialization" as he expressed the attitude of the American media: "is in the interest of the American people."

These four narrow down to (1) the fixed percentage time idea, (2) the pay-as-you-go system or subscription or "teleleasing," (3) the operation of TV stations by educational institutions and (4) the establishment of the advisory board "with annual recommendations to the FCC, the Congress and the public."

There's a lot of space to grow in the Pine Tree State . . . plenty of elbow room between population centers.

NATURALLY, RADIO SERVES MAINE BEST BUT--
NO ONE STATION SERVES ALL MAINE RADIO HOMES.

That's why you need the first-established, long-accepted three-station facilities of The MAINE BROADCASTING SYSTEM for widest coverage at least cost per thousand homes.

Guidepost to the BUY-WAYS of Maine

WCOSH
Portland
Represented by
Weed & Company
Nationally

WRDO
Augusta
New England

WLBZ
Bangor

BROADCASTING • Telecasting

URCOMING

NARTB DISTRICT MEETINGS

<table>
<thead>
<tr>
<th>Dates</th>
<th>Dist.</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept.</td>
<td>10-11</td>
<td>2 Syracuse</td>
</tr>
<tr>
<td>17-18</td>
<td>9 Morale On - UN</td>
<td>Highland Park</td>
</tr>
<tr>
<td>20-21</td>
<td>11 Madison</td>
<td>Minneapolis</td>
</tr>
<tr>
<td>27-28</td>
<td>10 Broadview</td>
<td>Wichita</td>
</tr>
<tr>
<td>Oct.</td>
<td>4-6</td>
<td>14 Salt Lake City</td>
</tr>
<tr>
<td>11-12</td>
<td>13 Clifton</td>
<td>San Francisco</td>
</tr>
<tr>
<td>15-18</td>
<td>16 Hills Hotel</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>23-30</td>
<td>13 Shamrock</td>
<td>Houston</td>
</tr>
<tr>
<td>Nov.</td>
<td>1-2</td>
<td>5 St. Petersburg</td>
</tr>
<tr>
<td>12-13</td>
<td>3 William Penn Hotel</td>
<td>Utica, N. Y.</td>
</tr>
<tr>
<td>15-16</td>
<td>1 Somerset</td>
<td>Colebrook, N. H.</td>
</tr>
<tr>
<td>Sept.</td>
<td>5-6</td>
<td>4 Hearing on Benton Bill</td>
</tr>
<tr>
<td>13</td>
<td>12:30</td>
<td>UNESCO Special TV Working Party Meeting.</td>
</tr>
<tr>
<td>14</td>
<td>2-3</td>
<td>12 to 13</td>
</tr>
<tr>
<td>15</td>
<td>18-19</td>
<td>11:00</td>
</tr>
</tbody>
</table>
WEWS SHIFT
Daughter Subs for Mother

WHEN Dorothy Fulheim, news commentator for WEWS (TV) Cleveland, left for a tour of European capitals, her place was taken by Dorothy Fulheim.

Daughter Fulheim is taking the air for her mother, regular WEWS commentator, who is taking the air for her trans-oceanic tour.

Mrs. Fulheim, during a two-week, 17,000-mile trip, planned to interview important personalities in London, Paris, Berlin, Rome and Madrid.

While she was away, Miss Fulheim will serve as her substitute on the Duquesne Brewing Co. news program, Highlights of the News.

No stranger to a microphone, Miss Fulheim has conducted her own TV newscasts. At one time she competed for audience by appearing on FM newscasts while her mother was doing her regular TV stint.

CITES TV THREAT
At Publishers' Meeting

TELEVISION was depicted as a threat to the printing and publishing business fortnight ago at the annual convention of the International Photo-Engravers Union of North America (AFL).

Chairman J. B. Fisher of the Gravure Printers Negotiation Committee told the delegates in New York that TV's growth already has upset the advertising market of the publishing field, and warned that the effect of 16 million sets in use by 1962 would be to "take advertising dollars locally as well as nationally." Advertising money which otherwise would be allocated to the publishing industry, he said, is going at least in part to television.

PRODUCTION FIRM
Set Up for TV in Houston

ORGANIZATION of a TV production firm, Montrose Studios, Houston, to turn out spot announcement cartoons, shorts, features and other material has been announced by Bill Wilson, executive at KCOH Houston, who will head up sales and promotions for the new firm.

Production schedules designed to produce material for KPRC-TV Houston and other TV outlets, with the eventual lifting of the freeze, are now being mapped, according to Mr. Wilson. Organization will comprise staffs for makeup and dance numbers and include two cameramen and film editors, a director to handle scripts and production, and a business manager. Firm will be located at 4401 Montrose Blvd., Houston.

KLAM-TV Hollywood has completed construction of its new art stage unit, erected at cost of $18,750. It allows 2,500 square feet for construction of props, sets and backdrops for TV programs.

The standard
of comparison

Convenient, near-by service.
...on tubes for TV*

RCA Tube Distributors are the leading distributors in their territories ... and are fully equipped to offer you efficient, local service on your RCA tube requirements.

For the best tubes that money can buy ... order RCA quality tubes from the RCA Tube Distributor in your locality.

*RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the dependability and operating economy of every RCA television tube. To get all the performance you pay for ... buy RCA quality tubes.
TV DEGREES
Presented at WGN Course
TV B. S. degrees have been awarded five members of the staff of the Chicago Board of Education's Radio-Council. The degree—Television, Back Stage—was earned by the quintet after a one-week observation course at WGN-TV Chicago. The project, instigated by Radio Council Director George Jennings, enabled each of the five students to see the various kinds of TV shows, starting with rehearsal and continuing through the on-air telecast.

The group studied all technical aspects, including engineering, film production and camera work, as well as the production and sales angles of programming. They hopped a ride with a station mobile unit from the garage to the ball park to see a remote pickup; accompanied a WGN-TV newsroom cameraman on his assignment, and watch the shooting, developing and editing of film.

Mr. Jennings, long an advocate of educational radio and TV, pointed out that the station's training program for his men "is an outstanding example of helpful service to education by a commercial television station. The educator cannot use these modern technical developments in communication without knowledge of them first hand."

AT INAUGURATION in New York of AT&T's $40 million, 3,000-mile transcontinental microwave radio relay for telephone service Aug. 17 were (1 to r); H. T. Killingsworth, AT&T vice president in charge of the Long Lines Div.; Wayne Cey, FCC chairman, and Cleo F. Craig, AT&T president. Ceremony marked the first phone call to span the country by radio rather than by wire or cable [Broadcasting • Telecasting, Aug. 20].

GRIDIRON SPONSORS Nine More Set Plans
ON the eve of football's 1951 regular season debut, more than a score additional sponsors have joined the lengthening list of gridiron broadcast sponsors [Broadcasting • Telecasting, Aug. 20].

Latest reports include:

Professional, college and high school football will be broadcast this fall by KQV Pittsburgh. Station Manager James F. Murray reports four exhibition games of the Pittsburgh Steelers, MBS' 10 college football Games of the Week, and eight Mount Lebanon High School games will be carried. Local sponsor, Sylvars TV dealers, has been signed for the MBS game High school contests will have local Kaiser-Frazer dealers paying the tab. Professional tilts are being sponsored by Atlantic Relining. Co.


KGW Schedule
KGW Stockton, Calif., of the McClatchy stations, has a full football schedule: Ten home and road games of the College of the Pacific, sponsor, Tidewater Associated Oil Co.; professional San Francisco 49ers (17 games), sponsor, Goebel Brewing Co., and seven Game of the Week (ABC) broadcasts. Station also will air two weekly football programs.

In Albany, N. Y., WPTV will cover four exhibition games and 12 season contests of the New York Giants, professional footballers. Sponsor is Miller's High Life beer.

Eleventh pigskin year for WKRC Cincinnati, with Syd Cornell and Ed Kennedy calling the plays, again features the complete U. of Cincinnati schedule. Sponsor is Frisch Restaurants of Cincinnati.

WCFL, Chicago Federation of Labor, station, after prolonged negotiation, has obtained rights to 17 Chicago Cardinals contests which include both regular and exhibition games of the professional team. Package, with pre and postgame shows, will sell for about $45,000. Sinclair Oil Co. is picking up the check for the regular season games. American Vitamins, U. S. Steel, Atlas Brewing and Sandra Motors are expected to be adjacent sponsors of exhibition slate.

KYW Philadelphia has been granted exclusive air rights to the 10-game home and road schedule of Temple U. Plans call for Sports-caster Allan Gans and Lee Allen to handle four nights and six after noon contests commencing Sept. 21. Games will be played on Fridays and Saturdays.

Stations also reported other pigskin activity. WWSW Pittsburgh Sports Director Joe Tucker has completed a series of tape-recorded interviews with Pittsburgh Steelers stars for use on his sportscasts. Mr. Tucker will handle play-by-play of pro games on WWSW for the 10th consecutive year this season.

Philo Distributors Inc., and metropolitan Philo dealers will present play-by-play broadcasts of the Notre Dame football schedule over WMCA New York, starting with the Indiana game on Sept. 29. Joe Boland, one-time Notre Dame player and line coach, will handle the broadcasts, which will include all of the "Fighting Irish" games except the Notre Dame-Navy game on Oct. 6. Substitute for Navy game is Army-Northernwestern.

CD MONIES
Media Spending Tops Govt.
Radio and television stations, the advertising industry and other public media "have already spent far more money in terms of space and time that has been spent by the federal, state or local governments" on civil defense, members of Congress have been told.

Millard F. Caldwell Jr., Federal Civil Defense Administrator, told a House Appropriations subcommittee that civil defense would have "fared badly" if it had been forced to rely on the federal government. However, civil defense appropriations and other appropriations were released Fortnight ago [Broadcasting • Telecasting, Aug. 27].

"We have received remarkable support from all the media of information and have assurance of greater support in the future," Mr. Caldwell said, citing radio and TV, and other media activity.

FCC funds were cut almost 50% by the House—from $853 million to $65,255,000—although monies for the communications warning system ($4,120,000) and public information and education ($114,000) were approved without reduction. The House committee had stressed the importance of education (media) as the "basic" concept for national civil defense.

Protests over the broad cuts in CD funds have been lodged by the National Civil Defense Advisory Council and other groups. The bill for supplemental funds now pends before the Senate Appropriations Committee.

SAG-AMPP
Negotiate New Contract
SCREEN ACTORS GUILD will open negotiations for a new contract with the Assn. of Motion Picture Producers on Sept. 17, it has been announced jointly by John Dales Jr., SAG executive secretary, and Charles Boren, vice president in charge of industrial relations, AMPP.

Among major proposals the guild will present to the producers are the calling for repayment to actors of their original salaries for each reshowing of a motion picture on television in the same viewing area, and the banning of television showing of all theatrical pictures made after Aug. 1, 1948, until an agreement can be reached on the conditions of TV exhibition [Broadcasting • Telecasting, Aug. 20].

1ST in CHATTANOOGA in the morning
2ND in CHATTANOOGA in the evening
3rd in the nation of all ABC Cooperated stations in A. M. share of audience

Source: March, April, May—Hooper

Page 78 • September 3, 1951
THE LIP PRINT
WINX Washington, WINX Varieties, Mon.-Fri., 9:30 a.m.-1 p.m., featuring Jack Laurence, as m.c., conducting “Miss Kissable Lips” contest. Contest started as gag when Mr. Laurence asked listeners to send in lipstick imprints. Mail began pouring into station along with offers from local business firms with prizes. Panel of prominent people selected to serve as judges in contest.

A SWAPPING PARTY
WKNA Charleston, W. Va., recently held fourth annual Swap Shop party at home of listener. Swap Shop program airs swaps listeners would like to make. Mike Wynn, m.c., reports swaps that are made, and one swapper is awarded gardenia corsage. Each year one woman swapper volunteers her home for party, inviting listeners. Each listener brings articles for another. If not suitable, swapping begins.

DUTCH SAYINGS
WJTM - AM - TV Milwaukee has published Milwaukee Talk based on typical sayings of old German population in city. Expressions collected through contest on WTMJ Grenadiers show. Booklet used colorful English translations of old German and other sayings along with illustrations.

BLOOD NEED
WSYR-TV Syracuse and WFMY-TV Greensboro, N. C., have brought need for blood donations to public through TV shows. WSYR-TV had entire local blood bank in studio to show viewer how easy it was to give donations. Director Tom McCollum gave bank pint of blood as viewers watched. WFMY carried entire process of blood from taking to testing. Complete operation was topped with Program Director Homer Leach’s donation. During tense on Mr. Leach of Leach’s feelings to audience. Local Greensboro Red Cross officials reported public service show drew great many responses.

FIRST HAND SELLING
KNBC San Francisco sending small recording to timebuyers and agencies based on Judy Deane show. Record is sales pitch beamed to timebuyers by Judy Deane herself. Station officials think record will attract more interest than printed promotion. Unique promotion comes in small envelope saying “This package contains a personal message from Judy.”

CAN GOODS SELLING
WFBF Baltimore sending trade and advertisers promotion piece accompanying small card with invoice. Piece explains that Gibbs Packing Co. received wonderful results through station advertising of beets. Letter on inside of folder from Gibbs' president praised use of WFBF in advertising product. Piece headed “How to bring Gibbs to his nibs...on the right Baltimore station.”

AUDIENCE PROBLEMS
KTTV (TV) Los Angeles, Opinion Please, Tues., 9:30-10 p.m. (PDT), started Aug. 28. Panel of five station “experts” attempt to answer problems submitted by home audience. Prizes are given for best problem submitted on basis of human interest and humor. Additional prize of Denrus wrist watch given bearer of problem getting best reaction from studio audience and panelists. Permanent members of panel are Bill Welsh, sports and special events announcer; Fred Nelson, m.c. of KTTV’s Come into the Kitchen, and Judd Leatherman, station stage hand. Two additional guest panelists are chosen weekly.

OLD PRODUCTIONS
KTLA (TV) Hollywood, Flicker Switches, Thurs., 7:30-8 p.m. (PDT). Oldtime comedy film shorts of 1915-1918 era, with suitable comment by Bud Stefan.

FIRE SCOOP
WSCC Charleston, S. C., broadcast on-the-spot coverage of last Tuesday’s water-front fire. Charles Hall, station news staff, arriving before several fire companies, broadcast description via telephone. He followed that up few minutes later with complete narrative picture of disaster.

ENTERTAINS VISITORS
OVER 500 North Carolinians attending the opening of the Rocky Mount tobacco market accepted the broadcast invitation of WFMA (FM) Rocky Mount to visit station. They met staff members, President John Horne and General Manager Melvin J. Warner. WFMA served several thousand glasses of lemonade and reminded visitors station had been operating in black for some time.

BREAKFAST PARTY
WLVF (TV) Cincinnati’s Breakfast Party is gathering place for visitors from faraway places. During week beginning Aug. 6, two visitors were from Australia. Others come from 22 states and District of Columbia. Cast celebrated program’s first anniversary Aug. 29.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.
August 24 Decisions

BY THE COMMISSION EN BANC

KTSF, Santa Clara, Calif.—Granted.

KWMM, Myrtle Beach, S.C.—Granted, subject to following conditions: antenna tower must not exceed 450 ft. or 850 kw trans. output.

THE COMMISSION EN BANC

August 24 Applications

ACCEPTED FOR FILING

Modification of CP

WPTV, West Palm Beach, Fla.—Modification of CP to increase EIRP output power from 14 kw to 18 kw.

WMCC, Cleveland, Ohio.—Filed application to increase EIRP power from 2 kw to 5 kw.

WDIV, Detroit, Mich.—Application for construction permit to increase EIRP power from 5 kw to 12 kw.

August 24

License Renewal

Following stations were granted license renewals:

WQXO, Burlington, Iowa; WQAA, Altoona, Iowa; WQMX, Mount Pleasant, Mich.; WQYX, Davenport, Iowa; WQPR, Dubuque, Iowa.

License for CP

WSPD-FM, Toledo, Ohio—Application filed for license renewal.

August 27 Decisions

BY THE COMMISSION EN BANC

Petitions Granted

Following petitions for modification of CP were granted:

KWMM, Myrtle Beach, S.C.—Granted.

KXRF-FM, Ogden, Utah—Granted.

KFNS, Fremont, Calif.—Granted.


KXLR, Kansas City, Mo.—Granted.

KXNL, Anchorage, Alaska—Granted.

KWMM, Myrtle Beach, S.C.—Granted.

KQSL, Denver, Colo.—Granted.

KXRM, Dallas, Tex.—Granted.

KXLP-FM, Wellington, Colo.—Granted.

KXKL, Wilson, Wyo.—Granted.

KXGN, Great Falls, Mont.—Granted.

KXNA, New Braunfels, Tex.—Granted.

KXOO, Rockford, Ill.—Granted.

KXMO, Columbia, Mo.—Granted.

KXII, Fort Worth, Tex.—Granted.

KXLI, Lancaster, Pa.—Granted.

KXI, Morgantown, W. Va.—Granted.

KXG, Phoenix, Ariz.—Granted.

KXFG, Fort Worth, Tex.—Granted.

KXFI, Glendale, Ariz.—Granted.

KXEM, Jersey City, N. J.—Granted.

KXDR, Dallas, Tex.—Granted.

KXDA, Dallas, Tex.—Granted.

KXCH, McCloud, Okla.—Granted.

KXCG, Corpus Christi, Tex.—Granted.

KXCB, Galveston, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.

KXAG, Wichita, Kansas—Granted.

KXAE, Dallas, Tex.—Granted.

KXAD, San Antonio, Tex.—Granted.

KXAC, Longview, Tex.—Granted.

KXAF, Lubbock, Tex.—Granted.
The text in the image appears to be a listing of various consulting radio and television engineers, along with their contact information and services. Here is a structured representation of the text:

**Consulting Radio & Television Engineers**

### JANSKY & BAILEY
Executive Office
National Press Building
Offices and Laboratories
399 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

### JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash., 4, D. C.
Telephone District 1205
Member AFCCE

### A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON, D. C.
Member AFCCE

### WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W., Republic 3883
WASHINGTON, D. C.

### E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON, D. C.
Member AFCCE

### MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 4, D. C.
MICHIGAN 2261
Member AFCCE

### JOHN CREUTZ
319 BOND BLDG., REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

### GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television
Electronics-Communications
188 M St., N. W., Wash., D. C.
Executive 1800—Executive 4611
(Night-holidays, Lockwood 5-1819)
Member AFCCE

### WALTER F. KEAN
AM- TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riviera 7-2152
Riverside, Ill.
(A Chicago suburb)

### TV—Ch. 5
KSTP-TV St. Paul, Minn.—CP to change ERP from 26.7 kw. to 17.3 kw. sur. to 98.7 kw. to 54.3 kw. sur. and add power amp, to trans. equip.

License Renewal
Following stations request license renewal:

APPLICATION RETURNED
KNIT Dalhart, Tex.—RETURNED request for assignment of license.

### August 29 Decisions
**ACTIONS ON MOTIONS**

By Comr. Rosel H. Hyde
KROY Sacramento, Calif.—Granted petition for discontinuance of hearing from Sept. 7 to Dec. 7 in Washington in proceeding re application.

KIRO Seattle, Wash.— Granted petition for continuance of hearing from Sept. 13 to Dec. 12, in Washington, D.C. in proceeding re application.


The Gadsden Radio Co., Mobile, Ala.— Granted petition of Aug. 17 for leave to amend application so as to specify 990 kw 1 kw. D in lieu of 150 kw 250 w.; application, as amended, removed from hearing docket. Dismissed petitions filed on July 3 and 5 for leave to amend.

WMGR Bahnbridge, Ga.—Granted petition for dismissal without prejudice of application.


State Capital Bstc., Raleigh, N. C.— Granted petition for dismissal with-
Help Wanted

Managerial
North midwestern 200 watt network affiliate seeks experienced station operator for new network market and a proven station. Salary of present manager receives $8,000. Send complete résumé and photograph together with photo. Box 737K, BROADCASTING.

Salesman
Salesman for local accounts. Draw and commission. Texas station. Box 625K, BROADCASTING.

Salesman for 1000 watt network affiliate. Prosperous Michigan community where retail sales are way above national average. Guaranteed salary. Give background and references first. Address: Box 660K, BROADCASTING.

Salesman with car. Rocky Mountain ABC affiliate, promotional, stable station. Capable local salesman. Address: Box 715K, BROADCASTING.

Help Wanted

Salesman for local accounts. Draw and commission. Texas station. Box 625K, BROADCASTING.

Salesman for 1000 watt network affiliate. Prosperous Michigan community where retail sales are way above national average. Guaranteed salary. Give background and references first. Address: Box 660K, BROADCASTING.

Immediate opening for combination announcer-engineer. Experienced salesman, Utica, N. Y. Box 509K, BROADCASTING.

Opportunity for responsible man who has lost the wanderlust. State all particulars in first letter. Send tape. Box 810K, BROADCASTING.

Immediate opening for experienced announcer-engineer. Must know how to operate General Electric studio control board. Send full particulars and disc. Box 737K, BROADCASTING.

Help Wanted (Cont'd)

Announcer, some experience—$240 per month. Probation period—2 months. Box 400K, BROADCASTING.

Announcer—staff man with disc-found background for existing vacancy at top mid-south independent station. 3-5 years experience preferred. Must be knowledgeable of contemporary music. Send photographs in full details in first letter to Box 740K, BROADCASTING.

Wanted: Announcer-engineer for early morning program. Early morning shift, 6:30-9:30 A.M. Must have background in music. Box 1006K, BROADCASTING.

Wanted: Announcer-engineer for early morning program. Hours of work subject to change according to day of week. This is an excellent opportunity for the right man. Must have disc-found ability. Tape audition by appointment. Radio Station KSBN, Box 345, McCook, Nebraska.

Combination man wanted for immediate opening. Send letter, disc and snapshot. KBTJ, Lampasas, Texas.

Immediate opening, experienced announcer-engineer—New York. $240 per month start. EXU hunting sports area. All mail photo and disc in first letter. Box 787K, BROADCASTING.

Network station needs good announcer with first class license. Good opportunity for the right man. Must have disc-found ability. Present position in excellent company. Write to Box 102K, BROADCASTING.

Immediate opening, experienced announcer-engineer. Send details of previous experience. Bradford, PA. Box 105K, BROADCASTING.

Wanted: good announcer with disc-found ability for local station. Write to Box 108K, BROADCASTING.

Immediate opening for experienced announcer-engineer. Man with some sports play experience preferred. Must have disc-found ability. Texas. Box 111K, BROADCASTING.

Wanted by southeastern network affiliate. Capable announcer for news and sports programs. Some play ability and attractive salary and ideal working conditions. WHMA, Antionna, Alabama.

Wanted: two experienced announcers. Prefer man who has worked leaf tobacco markets and from North Carolina, South Carolina, Virginia, or Georgia. Good working conditions, no fluctuation in hours. Send references to WRCN, Henderson, telephone 736.

Announcer with first class license, will consider inexperienced man having technical training. WRKQ, Bogalusa, Louisiana.

Wanted: Reliable combi man. Experience—Must have disc-found ability. Preferred—right man. Write, call or see Jim Worthington, KFRO, Longview, Texas.


Announcer-operator wanted. Regional ABC. WKTY, LaCrosse, Wisconsin.

NFC affiliate has opening for above. Thoroughly experienced announcer. Must have the opportunity for off-draft exempt man seeking permanent position. Must have disc, snapshot, complete outline qualifications including past and expected earnings, WSAV, Savannah.

Help Wanted (Cont'd)


Technical

Engineer or combination for 250 watt near N. Y. Box 508K, BROADCASTING.

Transmitter operator, mid-September opening. Must have first experience. Good opportunity. We prefer man with amateur or servicing background. Box 715K, BROADCASTING.

First class operator in upstate New York. Good wages. Write Box 725K, BROADCASTING.

Immediate opening for combination engineer. Strong technical background and first class license. Audition disc is required. Good opportunity in western network affiliate. Box 785K, BROADCASTING.

Engineer wanted for immediate employment. Send details of previous experience. Box 708K, BROADCASTING.

Wanted—Engineer, first class license, no experience necessary. Box 710K, BROADCASTING.

Engineer wanted for immediate employment. Send letter or details of previous experience. Box 708K, BROADCASTING.

Wanted: Engineer capable assuming duties and responsibilities of chief in long established and prominent network affiliate. If interested, kindly communicate First class license and experience required. Box 707K, BROADCASTING.

Wanted—Engineer, first class license. Experience not required. Western Penna. $250. State minimum salary in local Address Box 812K, BROADCASTING.

Texas independent wants female engineer. Good Paying opportunity. No experience necessary. Write Box 818K, BROADCASTING.

Wanted, engineer with some announcement experience. Start with future for right man in 3 kw ABC station in southeast Colorado. KGHP, Pueblo, Colo.

Engineer or combo. 1000 watt independent—Must have disc-found ability. Write for future for right man. Needed immediately. Box 712K, KJCK, Junction City, Kansas.

Wanted—Chief engineer for 1000 watt daytime station, KPBM, Carlsbad, New Mexico.

First class engineer. No experience necessary. WASA, Havre de Grace, Md.

Wanted: Combination engineer—announcer with first class license. WKQZ, Mutual outlet, 60 miles north Atlanta. $55.00 for 44 hours to start. WSBF, Cartersville, Georgia.

Wanted: First phone or combination man with first class license. WCFV, Clifton Forge, Virginia.

Engineer, first class license for 1000 watt day station. Experience desirable but not necessary. Car essential. WJDL, Springfield, Tenn.

First class engineer-operator needed immediately for full time station. WPAL, Altoona, Pennsylvania.

Southeastern network station wants experienced first class operator with car. Economy car provided as well as transmitter watch. Computer trained man preferred. Opportunity for guy going man placed going man to TV after five years our staff. Write, wire or phone Bill Atkinson, WGBA, Columbus, Georgia.

Production-Programming, Others

Newspaper, able to take full charge of a live wire news room in a leading 5000 watt, north-central network affiliate. Must be a topflight newcomer, thoroughly experienced in local reporting, editing wire copy and able to direct other news personnel. Reply in confidence, giving detailed previous experience. Read and use available and attach small photograph. Box 408K, BROADCASTING.

Woman copywriter. Southwest. Send audition disc, copy and recent photo. Box 672K, BROADCASTING.

Experienced secretary—copywriter. Experienced secretary—copywriter. Good opening for major station. Send details of previous experience and salary required. Box 673K, BROADCASTING.

Experienced writer for large copy department. Send full details. Box 407A, BROADCASTING.

Newsmen: We are interested in a re- liability, New York and regional. Please take charge of news programs for large network stations. Write, rewrite local, state and national news. Write WEDL, Cleve, New York.

 ситуаций Wanted

Managerial

Experienced executive, former NAB official, twenty years operating, administers large network in South. Has years in Washington, available for major eastern opportunity. Own Chase channel; extensive civic, club and government work. $2,000 per year, now requires too long absence from home. Will consider move to any city. Will make change on thirty to sixty days notice. Write 898K, BROADCASTING.

Experienced station manager with successful record and clear, sober head. Making change for understandable personal reason, with recommendations of all present station employees. Can bring engineering help. Box 901K, BROADCASTING. Address: Manager, Jonesboro Box 267, Salesmen

Fifteen years NBC sales, local, spot net. Reliable, good relations; able to close. Currently employed. Considering leaving New York City. Box 744K, BROADCASTING.

Salesmen

Salesman, good record, references, full details and audition by phone or letter. Position not urgent. Box 808K, BROADCASTING.

Account executive desires position station rep. N. Y. or Phila. Box 810K, BROADCASTING.

Announcers

Play-by-play football, basketball, base- ball, etc. Must have good falsetto without sponsor, seek sports station. Assist in programming production. Original announcing. Box 651K, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Engineer with first class license who has experience. NBC Station, WGRM, Green- wood, Mississippi.

Immediate opening for engineer first class. Experience not necessary. Starting $1,100. WRK, CBS in Port Myers, Florida.

Have immediate opening for transmitter engineer. No experience necessary. For large network affiliate, WJBF, Augusta, Georgia.

Wanted, engineer for AM and FM NBC affiliate, WKPT, Kingsport, Tenn.

Transmitter engineer with car wanted. Station KABC, Los Angeles. Contact Harold White, WKTY, La Crosse, Wisconsin.

Engineer-announcer, auto necessary. Send salary requirements and full details first letter to WZRE, York, Penna.
Strong
Seeking job as engineer.
BROADCASTING.

Announcer, five years all phases. Now PD, $80K, BROADCASTING.

Announcer, former树木前repositioned. Preferred full-time duties position as combo or engineer in all phases of engineering experience, lst phone, draft exempt. Box 797K, BROADCASTING.

Experience, formally trained newscaster.

Announcer, five years experience AB radio, on-air. Expert at writing and performing.

Top disc jockey, currently conducting late night show in the east.

Room engineer.

News—DJ. General staff: Two years experience, prefers considerably better conditions but not hard to get along with. Top job.

Network experienced sportsman wants employment preferably west. Board experience acceptable. Will accept draft exempt. Presently employed, no drifter.

American, 3 years experience, all phases, first phone license, college, married. Requires position in south or west. Box 798K, BROADCASTING.

Announcer, 3 years experience all phases, first phone license, college, vet., married. Prefer east coast or west for permanent, in south west. Box 799K, BROADCASTING.

Experienced announcer, disc jockey. Trained Radio City. All phases of on-air experience and ability. CASH.

Announcer—seeks position with progressive station. Box 799K, BROADCASTING.

Announcer-engineer, former树木前repositioned. Preferred full-time duties position as combo or engineer in all phases of engineering experience, lst phone, draft exempt. Box 797K, BROADCASTING.


Top disc jockey, currently conducting late night show in the east. Four years experience. Desired change to progressive station as PD or DJ and spouse expects considerable increase in future phases of announcing. Married. $75,000 guaranteed. Will move anywhere. Box 772K, BROADCASTING.

Experienced announcer, copywriter. Age 37, married. confirms with references. Will move anywhere. Box 798K, BROADCASTING.

National and local copy. Age: 37, married. Seems to fit the Bob Hope mold. Will accompany with references. Box 799K, BROADCASTING.

Need copy. Age: 37, married. Seems to fit the Bob Hope mold. Will accompany with references. Box 799K, BROADCASTING.

Will you pay for experience and ability? I'm your man. Box 799K, BROADCASTING.

Experienced announcer-newscaster-disc jockey. Trained Radio City. All phases of on-air experience and ability. CASH.

Announcer, experienced announcer-engineer, disc jockey. Former树木前repositioned. Preferred full-time duties position as combo or engineer in all phases of engineering experience, lst phone, draft exempt. Presently employed, no drifter.

Announcer—seeks position with progressive station. Box 799K, BROADCASTING.

Top disc jockey, currently conducting late night show in the east. Four years experience. Desired change to progressive station as PD or DJ and spouse expects considerable increase in future phases of announcing. Married. $75,000 guaranteed. Will move anywhere. Box 772K, BROADCASTING.


Top disc jockey, currently conducting late night show in the east. Four years experience. Desired change to progressive station as PD or DJ and spouse expects considerable increase in future phases of announcing. Married. $75,000 guaranteed. Will move anywhere. Box 772K, BROADCASTING.

Experienced announcer, copywriter. Age 37, married. confirms with references. Will move anywhere. Box 798K, BROADCASTING.

National and local copy. Age: 37, married. Seems to fit the Bob Hope mold. Will accompany with references. Box 799K, BROADCASTING.

Need copy. Age: 37, married. Seems to fit the Bob Hope mold. Will accompany with references. Box 799K, BROADCASTING.

Will you pay for experience and ability? I'm your man. Box 799K, BROADCASTING.

Experienced announcer-engineer, disc jockey. Trained Radio City. All phases of on-air experience and ability. CASH.

Announcer—seeks position with progressive station. Box 799K, BROADCASTING.

Announcer-engineer, former树木前repositioned. Preferred full-time duties position as combo or engineer in all phases of engineering experience, lst phone, draft exempt. Presently employed, no drifter.

Announcer—seeks position with progressive station. Box 799K, BROADCASTING.

Top disc jockey, currently conducting late night show in the east. Four years experience. Desired change to progressive station as PD or DJ and spouse expects considerable increase in future phases of announcing. Married. $75,000 guaranteed. Will move anywhere. Box 772K, BROADCASTING.


Top disc jockey, currently conducting late night show in the east. Four years experience. Desired change to progressive station as PD or DJ and spouse expects considerable increase in future phases of announcing. Married. $75,000 guaranteed. Will move anywhere. Box 772K, BROADCASTING.

Experienced announcer, copywriter. Age 37, married. confirms with references. Will move anywhere. Box 798K, BROADCASTING.

National and local copy. Age: 37, married. Seems to fit the Bob Hope mold. Will accompany with references. Box 799K, BROADCASTING.
GAB MEETING
Full Program Announced

COMPLETE program of the Georgia Assn. of Broadcasters summer meeting was announced last week by Ben Williams, GAB president and commercial manager of WTOC Savannah. The meeting will be held at the King and Prince Hotel on St. Simons Island, Ga., Sept. 6-8.

Among speakers scheduled are Oliver S. Gramling, assistant to the general manager for radio AP, Tucker Wayne, president of Tucker Wayne & Co.; Wythe Walker, station representative; and Thurman Sengue, executive vice president, Southern States Industrial Council.

The program follows:

Thursday: Afternoon registration.
Friday: Morning registration: 12 noon. Opening session with Dorsey Owen presenting the BMI Young Composers Award. 2 p.m.; Lunch with a talk by Mr. Gramling; 3 p.m., Mr. Wayne's address; 3:45 p.m., James Colon, public relations director, Delta Airlines; 5 p.m., Convivial Hour; 7 p.m., Party with talk-singing.
Saturday: 12 noon, Miss Gertrude Gordon, groups liaison representative, Office of Industrial Liaison: 1 p.m., Lunch with talk by Mr. Walker.

WEATHERS TO WBS
83 New Stations Added
JAMES WEATHERS has resigned as commercial manager of WNXE Macon, Ga., to join World Broadcasting System as a field sales representative, Robert W. Friedheim, general manager of World, announced Thursday. Cy Kaplan, previously with Tel-Airassoc., has also been added to the World field force, Mr. Friedheim said, noting that the two appointments are the first step in a WBS program to expand services to its more than 800 affiliated stations.

WBS during the period June 1-Aug. 27 added 83 stations to its list of library affiliates to bring the total to 827 subscribers. WBS also signed 197 renewals of existing contracts during the summer, which showed a 48% over-all increase in business compared to the same period of 1950. The 1951 summer record, best in the company's 20-year history, was attributed to local programming and local sales.

SOLD
The property that was scheduled in this issue of BROADCAST-
ing has been sold to one of Blackburn-Hamilton Company's qualified buyers. For careful handling, on a strictly confidential basis to buyers we have checked and know are qualified —not just information seekers seeking property with our national organization.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY

Radio Network Clients for Fall 1951
(Continued from page 28)

<table>
<thead>
<tr>
<th>Program</th>
<th>Hours Per Week</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lone Ranger</td>
<td>5/4</td>
<td>Tatham-Laird Inc.</td>
</tr>
<tr>
<td>Edward Arnold, Story Teller</td>
<td>25 mins.</td>
<td>Knoxville Accordance</td>
</tr>
<tr>
<td>Betty Crocker Magazines</td>
<td>15 1/2</td>
<td>Knox, Reeves Adv.</td>
</tr>
<tr>
<td>Mr. Mercury</td>
<td>15 1/2</td>
<td>Knox, Reeves Adv.</td>
</tr>
<tr>
<td>Silver Eagle</td>
<td>15 1/2</td>
<td>Knox, Reeves Adv.</td>
</tr>
<tr>
<td>Helen J. Taylor</td>
<td>15 1/2</td>
<td>Knox Agency</td>
</tr>
<tr>
<td>Gillette Fights Varieties</td>
<td>15 1/2</td>
<td>Maxon Inc.</td>
</tr>
<tr>
<td>Back to the Bible</td>
<td>15 1/2</td>
<td>J. M. Camp</td>
</tr>
<tr>
<td>The Greatest Story Ever Told</td>
<td>15 1/2</td>
<td>Kudner Agency</td>
</tr>
<tr>
<td>Revival Hour</td>
<td>15 1/2</td>
<td>H. R. Alber Co.</td>
</tr>
<tr>
<td>Hour of Decision</td>
<td>15 1/2</td>
<td>Walter F. Bennett &amp; Co.</td>
</tr>
<tr>
<td>Adventures of Ozzie &amp; Harriet</td>
<td>15 1/2</td>
<td>Maxon Inc.</td>
</tr>
<tr>
<td>The Jergens- Woolworth-Journal</td>
<td>15 1/2</td>
<td>Kenyon &amp; Eckhardt</td>
</tr>
<tr>
<td>Victor Borge</td>
<td>15 1/2</td>
<td>Kenyon &amp; Eckhardt</td>
</tr>
<tr>
<td>Mark Trail</td>
<td>15 1/2</td>
<td>Lennen &amp; Mitchell</td>
</tr>
<tr>
<td>Not the Music</td>
<td>15 1/2</td>
<td>Lennen &amp; Mitchell</td>
</tr>
<tr>
<td>The Original Amateur Hour</td>
<td>15 1/2</td>
<td>Cecil &amp; Presbury</td>
</tr>
<tr>
<td>(To be announced)</td>
<td>15 1/2</td>
<td>Hutchins Adv.</td>
</tr>
<tr>
<td>Breakfast Club</td>
<td>15 1/2</td>
<td>Calkins &amp; Holden, Carbick, McClintock &amp; Smith Inc.</td>
</tr>
<tr>
<td>Jack Benny Show</td>
<td>15 1/2</td>
<td>William Esty Co.</td>
</tr>
<tr>
<td>Space Patrol</td>
<td>15 1/2</td>
<td>William Esty Co.</td>
</tr>
<tr>
<td>Saturday Night Live</td>
<td>15 1/2</td>
<td>Wm. H. Weinstrohs &amp; Co.</td>
</tr>
<tr>
<td>Sunday Morning Show</td>
<td>15 1/2</td>
<td>Roy S. Durstine Inc.</td>
</tr>
<tr>
<td>Howdy Doody</td>
<td>15 1/2</td>
<td>Dance-Fitzgerald-Sample</td>
</tr>
<tr>
<td>Monday Morning Show</td>
<td>15 1/2</td>
<td>Dance-Fitzgerald-Sample</td>
</tr>
<tr>
<td>My True Story</td>
<td>15 1/2</td>
<td>Dance-Fitzgerald-Sample</td>
</tr>
<tr>
<td>Mystery Theatre</td>
<td>15 1/2</td>
<td>Dance-Fitzgerald-Sample</td>
</tr>
<tr>
<td>Breakfast Club</td>
<td>15 1/2</td>
<td>Dance-Fitzgerald-Sample</td>
</tr>
<tr>
<td>Sammy Kaye</td>
<td>15 1/2</td>
<td>Dance-Fitzgerald-Sample</td>
</tr>
<tr>
<td>Sunday Serenade</td>
<td>15 1/2</td>
<td>Dance-Fitzgerald-Sample</td>
</tr>
<tr>
<td>Game of the Week TBA</td>
<td>15 1/2</td>
<td>Grant Adv.</td>
</tr>
<tr>
<td>The Voice of Prophecy TBA</td>
<td>15 1/2</td>
<td>Western Adv.</td>
</tr>
<tr>
<td>Walter Winchell TBA</td>
<td>15 1/2</td>
<td>Kenyon &amp; Eckhardt</td>
</tr>
</tbody>
</table>

C B S Radio

<table>
<thead>
<tr>
<th>Program</th>
<th>Hours Per Week</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Romance of Helen Trent</td>
<td>15</td>
<td>John T. Murray Adv.</td>
</tr>
<tr>
<td>Harry Rabbitt Show</td>
<td>15</td>
<td>John F. Murray Adv.</td>
</tr>
<tr>
<td>Our Gal Sunday</td>
<td>15</td>
<td>John F. Murray Adv.</td>
</tr>
<tr>
<td>Edward R. Murrow</td>
<td>15</td>
<td>Joseph Katz Co.</td>
</tr>
<tr>
<td>Frank Goss-News</td>
<td>15</td>
<td>McCann-Erickson</td>
</tr>
<tr>
<td>Jack Benny Show</td>
<td>15</td>
<td>BBDO</td>
</tr>
<tr>
<td>Armstrong Theatre of Today</td>
<td>15</td>
<td>BBDO</td>
</tr>
<tr>
<td>Ralph Story Show</td>
<td>15</td>
<td>Charles R. Stuart Adv.</td>
</tr>
<tr>
<td>TBA</td>
<td>15</td>
<td>Horber Hoee &amp; Sons</td>
</tr>
<tr>
<td>Sidney Walton Show</td>
<td>15</td>
<td>Horber Hoee &amp; Sons</td>
</tr>
<tr>
<td>Magic of Believing</td>
<td>15</td>
<td>Wallace-Henry Co.</td>
</tr>
<tr>
<td>Bill Shadel</td>
<td>5 min.</td>
<td>Wallace-Henry Co.</td>
</tr>
<tr>
<td>Club 15</td>
<td>15</td>
<td>W. B. Wheelock Co.</td>
</tr>
<tr>
<td>Contested Hour</td>
<td>15</td>
<td>Erwin, Wasey &amp; Co.</td>
</tr>
<tr>
<td>Stars Over Hollywood</td>
<td>15</td>
<td>Erwin, Wasey &amp; Co.</td>
</tr>
<tr>
<td>Songs For Sale</td>
<td>15</td>
<td>Sullivan, Stauffer, Colwell &amp; Bales</td>
</tr>
<tr>
<td>CBS Newsroom—Sunday Desk</td>
<td>15</td>
<td>Smith, Stauffer, Colwell &amp; Bales</td>
</tr>
<tr>
<td>Dr. Christian</td>
<td>15</td>
<td>Sidney Garfield &amp; Assoc.</td>
</tr>
<tr>
<td>Charlie McCarthy</td>
<td>15</td>
<td>McCann-Erickson</td>
</tr>
<tr>
<td>Strike It Rich</td>
<td>15</td>
<td>D'Arcy Adv</td>
</tr>
<tr>
<td>Kings Row</td>
<td>15</td>
<td>Wm. Esty Co. &amp; Sons</td>
</tr>
<tr>
<td>Mr. &amp; Mrs. North</td>
<td>15</td>
<td>Wm. Esty Co. &amp; Sons</td>
</tr>
<tr>
<td>Ted Bates &amp; Bros.</td>
<td>15</td>
<td>Sherman &amp; Marquette</td>
</tr>
<tr>
<td>Grand Slam</td>
<td>15</td>
<td>Ted Bates &amp; Bros.</td>
</tr>
<tr>
<td>Let's Pretend</td>
<td>15</td>
<td>Ted Bates &amp; Bros.</td>
</tr>
<tr>
<td>Galen Drake</td>
<td>15</td>
<td>Ted Bates &amp; Bros.</td>
</tr>
<tr>
<td>Suspense</td>
<td>15</td>
<td>Ted Bates &amp; Bros.</td>
</tr>
</tbody>
</table>
LABOR CASES

IBEW complaint that William Penn Philadelphia Broadcasting Co. (WPEN-AM-FM) had "illegally interfered" with employees' rights by renewing its contract with American Communications Assn. is pending once again before the National Labor Relations Board.

The board last April overruled the findings of a trial examiner and dismissed for lack of proof the complaint that the unit sought by IBEW was appropriate for collective bargaining. But it reopened the case for remand to the examiner for further evidence.

Examiner George A. Downing last week found that the unit was appropriate and concluded that William Penn "lawfully rendered support and assistance" to ACA by renewing its contract. Bargaining history with ACA, he added, was "at best a defective one," because that union bargained "for a group of heterogeneous classifications such as have never been recognized as constituting an appropriate unit . . ."

In another case, NLRB handed down a decision touching on the status of Frank Saj, a non-supervisory employee at WWOL Buffalo, N.Y. (Greater Erie Broadcasting Co.). Issue hinged on Mr. Saj's right to vote in an election involving NABET. The board ruled that Mr. Saj had not become a non-supervisory employee during the period between a hearing and the election. WWOL claimed it bestowed supervisory authority on Mr. Saj in the interim period, and that he was not eligible to vote.

WNBT Ruling

In a third case, NLRB said NBC engineers and other employees at WNBT (TV) New York "who regularly spend more than 60% of their time handling and placing television lights . . . are in effect stage electricians" and would belong in the unit represented by National Alliance of Theatrical Stage Employees.

This ruling was handed down last Tuesday in a decision clarifying unit designations set forth last July. A joint petition asking for clarification had been filed by IATSE (AF'L) and NABET (CIO), along with NBC Inc. Balloting held in May 1950 resulted in the election of NABET as bargaining agent for stage electricians, carpenters and property men.

The petitioners sought a clarification to determine whether the classification of "stage electricians" was intended to cover only employees bearing those titles on the payroll or those spending more than 50% of their time in placement of lights. NBC previously testified that engineers had spent only a minor portion of their time on lighting duties.

In its initial decision, the board noted that under a compromise in effect at NBC in May 1950, TV lights were handled and placed by engineer members of NABET and stage electricians belonging to IATSE at NBC Radio City studios. At NBC's 106th St. Theatre and International Amphitheatre, only electricians handled lighting.

The order represented another NABET defeat inasmuch as NLRB bracketed engineers spending majority of their time on lighting with electricians. Originally, the board had concluded that engineers should constitute a distinct unit. It noted, however, that the ruling applied only to NBC employees, in the case at hand, and implied it might be interpreted differently in other instances [Broadcasting & Telecasting, Aug 6].

In the NBC case, to which ABC originally was a party, NLRB explained its "reconsideration of the record" thusly:

"It is evident from the delineation of lighting duties . . . that these duties whether carried out by stage electricians or engineers, do not bring into play the additional electronic knowledge or skills acquired through higher learning or special training and experience . . . When an engineer ceases to perform such work as a mere incident to his all-around engineering functions, but regularly takes on these duties as his main operation, he thereby forsoaks his special field and assumes the character of a stage electrician.

---

PROTECT YOURSELF, YOUR STAFF, YOUR CLIENTS from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad Libs, Financial Comment, Mystery Plots, Gosspy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION — LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.
August 29 Applications — continued

ACCEPTED FOR FILING

Modification of License

KDON Palm Beach, Calif.—Mod. li-
cense to change main radio location
AMENDED to change to Salinas-Santa
Cruz, Calif. — Continued

Modification of CP

WIMS Manchester, N.H.—Mod. CP
amended to change to Manchester
in power, etc., for extension of completion
date to 160 days after grant.

WVLX Christiansburg, Va.—Mod. CP
amended to change to Christiansburg
in power, etc., for extension of com-
pletion date to 60 days after grant.

WSYI (FM) Chicago, Ill.—Mod. CP
to change ERP, ant. height, etc.

AM—1440 kc

WJN White Plains, N. Y.—CP to
change trans. location to Long Rd.
and install new vert. ant.

FM—106.5 mc

WSPF-FM Salisbury, Md.—CP — new
FM station AMENDED to change from
(Continued from page 105)

FM 291 (106.1 mc) to Ch. 295 (106.5 mc).

License Renewal

Following stations received license
renewal: WSOY-AM Deutzall, Ill.;
KVBM (FM) Sheboygan, Wis.

APPLICATION RETURNED

WIBS Sutuntes, P.R.—RETURNED
application for assignment of license.

August 30 Decisions — continued

BY THE COMMISSION EN BANC

SEA Granted

WRFL (FM) Winchester, Va.—Grant-
ed request for extension of special ex-
clusion from FCC rule requiring remote
control from studios, to March 1, 1952
under permit.

FM Plan Amended

The Commission proposed to amend
Broadcast Equipment Allocation Plan for
Class B FM Stations to substitute Ch.
284 for Ch. 283. A request from Madison,
Wis. and transfer channel 266 from Albany,
Ga., to Dawson, Ga.

SSA Extended

KOB Albuquerque, N. M.—By order,
the Commission extended the period
on 770 kc 25 kw-N 50 kw-LS, unl.
for 6 months from Sept. 1; grant
is without prejudice to any action
the Commission might take during this
period to comply with the decision of
U. S. Court of Appeals for the District
of Columbia in this matter.

Silence Authorized

KODI Cody, Wyo.—Grant
authorized by order, for 30 days for
purpose of selling station.

Authority Extended

WIOD Chicago, Ill.—Grant
authority extension of authority
for 30 days from Sept. 11, to operate
on 1550 kc 3 kw with 25 kw-LS,
and power reduced to 2 kw, pend-
ing reconstruction of authorized DA.

WEN-TV Buffalo, N. Y.—Granted
CP to move from site 22 miles from
center of Buffalo to Colden, N. Y.

License Renewals and Extensions

Following commercial TV, experi-
mental and noncommercial stations were
granted further temporary extensions of
licenses to Dec. 1.

WKBK, KA-3429, Chicago, III;
KDBO, KA-2592, Oxford, Conn.
KEXXDN, KE-3429, Kansas City.
KQCB-FM, KA-2156, near Kansas City.
K济南, KA-4445, near Pittsburgh, Pa.
KQCB, KA-3154, near Washington, D. C.
KQCB, KA-4442, near Los Angeles, Calif.
KQCB, KA-4441, near San Francisco, Calif.;
WRGB Schenec-
tady, N. Y.—KA-4558, near Bos-
ton, Mass. — Continued

Following noncommercial educational
FM stations were granted renewal of
licenses on a regular basis.

KOLM-FM Lakewood, N. J.;
KQCB-FM Scranton, Pa.;
WKUR-FM East Lansing, Mich.;
KXDR-FM Sanfard, Mich.;
KQCB-FM Amherst, Ohio; KBUT
KCKQ-FM Washington, D. C.;
KXCV-FM Scranton, Pa.

Following FM stations were granted
renewal of licenses to Dec. 1.

KXCA-FM Pittsburgh, Pa.;
KXSA-FM Philadelphia, Pa.;
KBUT-FM Bos-
ton, Mass.; WBEA-FM Springfield,
Mass.; WOFO-FM Paris, Ind.;
KBOV-FM Orland, Neb.; KGCH-FM
Kansas City, Mo.; KKQK-FM St. Louis,
Mo.; WAJL Flint, Mich.; WGTG Pax-
ton, Mass.; WLYM-FM Lynn, Mass.;
WTOA Trenton, N. J.; WEAW Evans-
ton, Ill.; WUSB Chicago, Ill.; WQO
Mariden, Conn.; KRHD-FM Los
Angeles, Calif.; WLDM Oak Park,
Mich.; WJKF Pittsburgh, Pa.;
WWDC-FM Washington, D. C.;
WHK-FM Bea||.

Following FM stations were granted
renewal of licenses on a regular basis:

KQCB-FM Pittsburgh, Pa.;
KQCB-FM Jacksonville, Fla.;
KALE-FM Takina, Wash.;
KQCB-FM Denton, Tex.;
KXCV-FM Albany, Ore.;
KQCB-FM Butler, Pa.;
WLYM-FM Canton, Ill.;
WLYM-FM Scranton, Pa.;
WLYM-FM Alliance, Ohio; WNW-FM
Staten Island, N. Y.;
KQCB-FM Manchester, N. H.;
WQO-FM Sanfard, Mich.;
WQO-FM Tallas-
hasse, Fla.;
WQO-FM Lynchburg, Va.;
WQO-FM Woonsocket, R. I.

Following FM stations were granted
temporary extension of licenses to
Dec. 1.

WJFS Elkin, N. C.; WBBX Harris-
burg, Pa.

WQ-TV Ames, Iowa—Granted
temporary extension of license of
noncommercial educational FM station to
(Continued on page 88)

TWA Changes Plans

TRANS-WORLD Airlines will not
resume the weekly half hour trans-
scripted NBC The Blandings in fall
as planned because Cary Grant and
his wife, Betsy Drake, who played the
role of the Blandings, are unable to
continue in the series due to heavy movie
commitments. Agency is BBDO, New
York. Don Sharpe, Holly-
wood program packager, has audi-
tioned Robert Cummings and Jane
Wyatt for the title roles with ex-
pectation of originating from New
York with a new sponsor.

Successful marketing is an integrated operation. Printers' Ink stands alone as the one publication that reports every phase of marketing completely, that integrates all the complexities of marketing for the advertising, management, sales and agency executives who are the leading buyers of advertising.
August 30 Applications...

ACCEPTED FOR FILING
Modification of License

KCBO San Diego, Calif.—Mod. lic. to change from DA-3N to NA-7.

KQIO Milwaukee, Wis.—Announced full time dedication of directional antenna and modification of ERP.

KDKA Pittsburgh, Pa.—Announced full time dedication of directional antenna and modification of ERP.

WRRF Chicago, Ill.—Mod. lic. for new AM station from partner ship of Chicago Tribune Co. to Chicago Corp.

KALX Minneapolis, Minn.—Announced change of frequency from 1420 kc. to 1420 kc.

KALX w. 1420 kc.

On the air.

Docket Actions

NEW APPLICATIONS

Wilton, Conn.—Announced full time dedication of directional antenna and modification of ERP.

WBLW Nashville, Tenn.—Announced full time dedication of directional antenna and modification of ERP.

WITC Darlington, Wis.—Announced full time dedication of directional antenna and modification of ERP.

WIBO Des Moines, Ia.—Announced full time dedication of directional antenna and modification of ERP.

WIBD Danville, Va.—Announced full time dedication of directional antenna and modification of ERP.

WIRE Lincoln, Neb.—Announced full time dedication of directional antenna and modification of ERP.

KBOU Oklahoma City, Okla.—Announced license renewal.

KXRO Seattle, Wash.—Announced license renewal.

WJJW Chicago, Ill.—Announced license renewal.

August 30 Applications...

ACCEPTED FOR FILING
Modification of License

KCBO San Diego, Calif.—Mod. lic. to change from DA-3N to NA-7.

KQIO Milwaukee, Wis.—Announced full time dedication of directional antenna and modification of ERP.

KDKA Pittsburgh, Pa.—Announced full time dedication of directional antenna and modification of ERP.

WRRF Chicago, Ill.—Mod. lic. for new AM station from partner ship of Chicago Tribune Co. to Chicago Corp.

KALX Minneapolis, Minn.—Announced change of frequency from 1420 kc. to 1420 kc.

KALX w. 1420 kc.

On the air.

Docket Actions

NEW APPLICATIONS

Wilton, Conn.—Announced full time dedication of directional antenna and modification of ERP.

WBLW Nashville, Tenn.—Announced full time dedication of directional antenna and modification of ERP.

WITC Darlington, Wis.—Announced full time dedication of directional antenna and modification of ERP.

WIBO Des Moines, Ia.—Announced full time dedication of directional antenna and modification of ERP.

WIBD Danville, Va.—Announced full time dedication of directional antenna and modification of ERP.

WIRE Lincoln, Neb.—Announced full time dedication of directional antenna and modification of ERP.

KBOU Oklahoma City, Okla.—Announced license renewal.

KXRO Seattle, Wash.—Announced license renewal.

August 30 Applications...

ACCEPTED FOR FILING
Modification of License

KCBO San Diego, Calif.—Mod. lic. to change from DA-3N to NA-7.

KQIO Milwaukee, Wis.—Announced full time dedication of directional antenna and modification of ERP.

KDKA Pittsburgh, Pa.—Announced full time dedication of directional antenna and modification of ERP.

WRRF Chicago, Ill.—Mod. lic. for new AM station from partner ship of Chicago Tribune Co. to Chicago Corp.

KALX Minneapolis, Minn.—Announced change of frequency from 1420 kc. to 1420 kc.

KALX w. 1420 kc.

On the air.

Docket Actions

NEW APPLICATIONS

Wilton, Conn.—Announced full time dedication of directional antenna and modification of ERP.

WBLW Nashville, Tenn.—Announced full time dedication of directional antenna and modification of ERP.

WITC Darlington, Wis.—Announced full time dedication of directional antenna and modification of ERP.

WIBO Des Moines, Ia.—Announced full time dedication of directional antenna and modification of ERP.

WIBD Danville, Va.—Announced full time dedication of directional antenna and modification of ERP.

WIRE Lincoln, Neb.—Announced full time dedication of directional antenna and modification of ERP.

KBOU Oklahoma City, Okla.—Announced license renewal.

KXRO Seattle, Wash.—Announced license renewal.
COPPER STRIKE

COPPER STRIKE Creates Manufacturer Threat

MATERIALS scarcity problems appeared seriously compounded for manufacturers of radio-TV appli-
cances in late July. The government's concern over the situation has erupted as a result of "unfair practices" which would affect the copper industry. Thursday as the nation found itself tied up with a copper strike of threatening dimensions.

Industry authorities generally conceded that, if the work stoppage continues for another week, pro-
duction of radio-TVs would cease temporarily as the industry runs out of copper for chassis, tubes, and other parts. A tentative draft, or "working agreement," for coping with the situation, was expected to be made public at the FTC's request this week.

Equipment manufacturers have continuously faced shortages, dating back to last fall when the government imposed gradual cutbacks. But the present strike of mine, mill and smelter workers portends a more ominous spectacle. Seven unions are involved in negotiations with companies which produce 95% of the nation's copper, much of it going into highly-developed electronic weapons.

Aside from copper, for which manufacturers have devised substitute metals and materials (cop-
er, steel and aluminum) under the government's Controlled Materials Plan, Consumer durable makers are down to 65% below pre-
Korean levels.

Late Thursday government medi-
dators tried to set up new bar-
gaining sessions. While union spokesmen were obstinate, the Presi-
dent signed an executive order in-
voking the Act. He also set up an inquiry board to investigate and report as he instructed. Even with early settlement of the strike, further cutbacks in copper for non-defense projects seemed almost a certainty, perhaps almost as serious as this. Copper rules for September already are in effect.

Copper is used in many portions of TV sets, with pound ratio for copper five times greater than that needed for radio receivers. It also is used to plate steel chasis, and in AC power trans-

TRADE RULES

FTC Sets Meet Sept. 26

FEDERAL Trade Commission last Friday unveiled a tentative draft of proposed new trade practice rules for the radio-TV industry and simultaneously set Sept. 26 as the date for a second conference for government and industry repre-
sentatives.

The conference will be held in the National Archives Bldg. audi-
torium and will be open to the public. Subsequent sessions are slated for Sept. 27-28 if necessary. FTC Chairman James Mead is expected to preside.

The FTC tentative draft, pre-
pared by its staff and released last week, conforms substantially to recommendations set forth by the Radio-Television Manufacturers Association and other groups. Representa-
tives attended the first conference last June [BROADCASTING • Tele-
casting, June 26], when color TV erupted as a bitter controversial issue in the one-day proceedings.

At that time, the commission agreed to compile a summary of suggested rules and regulations and distribute them to industry parties, a procedure which it set in motion last week. The rules are merely advisory and would have no of-
icial FTC approval.

These proceedings are designed to formulate trade practice rules which would eliminate and prevent "unfair methods of competition, de-
geuptive practices and other abuses falling within the commission's jurisdiction. The rules will replace those in effect which deal with representations for color TV. It would be an "unfair trade practice" for any industry member to advertise or represent that:

A television receiving set is a color television receiving set, or a color television receiving set when parts of the set are made of materials which such television receiving set is cap-
able, as so constituted, of reproducing color television signals in color from a color television transmitting station.

An adaptor or other device for color television is capable of produ-
ing television pictures in color when such is not the fact.

TRIED and PROVED

A Dramatized Industrial Educational Program for Employees

On WBRY since 1945. Just renewed on upper N. Y. station. Now available for your city. Programs run 5 min-
utes; Can be adapted to special local situations.

FOR AUDITION RECORDS AND INFORMATION WRITE

WBRY
CBS in Waterbury, Conn.

September 3, 1951 • Page 39
FELLOWS ASKS CHANCE TO OPPOSE BENTON BILL

"URGENT" desire of broadcasters and telecasters to be heard in opposition to Benton legislation (S 1579, SJ Res-76) expressed to Chairman Edwin C. Johnson (D-Colo.), chairman of Senate Interstate & Foreign Commerce Committee, by Harold E. Fellows, NARTB president (see story page 23).

Legislation considered "the most dangerous and far-reaching to come before Congress in recent years," Mr. Fellows said, terming this unanimous opinion of industry. He indicated "substantial number of witnesses both within and without industry will want to testify.

TV PLAN CHANGED FOR SOUTHERN CALIFORNIA

CHANGE IN TV allocations along Southern California-Mexican border officially made public Friday when FCC released text of Aug. 29 letter from Chairman Coy to Will C. Crawford, San Diego school superintendent. Instead of proposed Channels 7 and 9 to Mexico, new allocation proposes only Channel 3, deleted from San Diego [Broadcasting * Telecasting, Aug. 15].

Mr. Coy assures Mr. Crawford that educators who favored FCC's plan to reserve Channel 3 for education in San Diego would have a chance to file new comments on remaining channels allocated—8 and 10 or 21, 27, 39. In any event, Mr. Coy says, Commission will reserve one of UHF channels for educational TV.

WAUSAU, WIS. TV BID

ONLY TV application filed last week was request for Ch. 7 in Wausau, Wis., by Rib Mountain Radio Inc., owned 60% by the Morgan Murphy-Walter C. Bridges interests and 40% by Wausau Record-Herald. Rib Mountain Radio wants 48.5 kw from 814 ft. antenna. Construction cost estimated at $520,446; finding operating expenses, $150,000. President and general manager is W. C. Bridges; vice president is J. C. Sturtevant, publisher Record-Herald; secretary-treasurer is Morgan Murphy. Bridges-Murphy stations are WEBC Duluth, WMFG Hibbing, Minn.; WLAB Virginia; WEAU Eau Claire, WISC Madison, Wis. Mr. Bridges owns controlling interest in WMIC Rice Lake, Wis., and Mr. Murphy owns majority in KVOL Lafayette, La. On Friday, WOW-TV Omaha got STA to run transmitter at full 5 kw, boosting output from 16.7 kw to 17.5 kw.

FLYNN PROMOTED

HENRY FLYNN, account executive, promoted Friday to assistant general manager, CBS Radio Sales.

RELAY OPERATIONS

TRANSCONTINENTAL TV relay facilities will be in operation 51/2 hours weekly starting Sept. 30, according to Donn Tatum, western director of ABC television.

CROSS-COUNTRY RATE ON NEW CBS-TV CARD

CBS-TV Rate Card No. 6 for first time offers advertiser live transcontinental TV program service, with addition of KTSL (TV) Los Angeles, KSL-TV Salt Lake City, KPIX (TV) San Francisco and KFMB-TV San Diego to CBS-TV system. Service, which now total 51 out of 61 affiliates, Base evening hour rate for 51 interconnected station network is $39,200; for full 61 stations: $44,000. New card shows 46-minute rate at 80% of hourly rate instead of 86% as heretofore. Facilities charges are set at $325 an hour within eight consecutive hours, $350 an hour otherwise. Remote facilities are priced at $1,250 per pickup. Card is dated Sept. 1.

DuMONT TO LEND SETS TO WORLD SERIES VIEWERS

PROMOTION of DuMont television receivers tying in with World Series this fall announced by Walter L. Stickel, national sales manager of Receiver Sales Division.

DuMont will form World Series clubs whenever group of five or more people register with dealer, specifying desire to watch series telecasts in group. Sets will be installed wherever "club members" choose—in home, barbershop, hotel, or bus terminal—in time for opening game and for duration of series. Promotion is open to all authorized DuMont dealers through their distributors.

TV'S SOCIAL IMPACT CITED BY PSYCHOLOGISTS

SCIENTISTS' view of TV's impact on public reflected in three papers on television slated for presentation at four-day American Psychological Assn. Convention which opened Friday at Chicago's Hotel Sherman.

In papers scheduled to be given Dr. Thomas E. Coffin, supervisor, program research division, NBC TV Dept., suggested that video's success and advertising medium is measure- ment of TV's success as training medium. Dr. G. D. Wiebe, research psychologist, CBS Radio Div., contended that television, under certain demonstrable conditions, can help achieve social and cultural objectives.

SADDLER, PETERSON NAMED

MAY BROADCASTING Co., owner-operator of KMA Shennandoah, La., and KMTV (TV) Omaha, has named Owen Saddler, general manager, as executive vice president. Howard O. Peterson, sales manager, was advanced to vice president in charge of sales. President Edward May said action was based on expansion of company and growth of Omaha operations to major proportions.

WNEX MACON JOINS ABC

WNEX Macon, Ga., 250 w on 1400 kc, effective Sept. 3 becomes an affiliate of ABC. Station also now a CBS network affiliate, comes from ABC to NBC Sept. 30 (see photo page 26).

Closed Circuit

(Continued from page 4)

was under RCA sponsorship 3 1/2 years. Plan contemplated Sunday afternoon time on full radio network, with "chase-up" of "blue chip" advertisers. Pickups would be world-over from "battle stations." Col. E. M. Kirby, radio TV chief of Army, who created World War II series NBC and in collaboration with RCA-NBC, has been contacted by Robert Woodruff, Coca Cola chairman and other officials about development of program.

NEW holdup on Senate Judiciary Committee hearing of FCC Com. Frieda B. Hennoch's judgeship nomination attributed to Chairman Pat McCarran's (D-Nev.) absence. Nevada is on West Coast attending collaboration with RCA-NBC, has been contacted by Robert Woodruff, Coca Cola chairman and other officials about development of program.

NEXT PHASE of RCA-NBC color demonstrations, to get underway Sept. 10, will include "networking" of its electronic color. While date hasn't been set, series contemplates transmission of ABC coaxial cable of color program from New York to Washington where all in government (including FCC) can see for themselves. Sometime soon it's indicated Bell Telephone Co. will be asked to test link using compatible color, in accordance with criteria laid down by Commission last year.

COMMENT of Frank Folsom, RCA president, on statement by CBS Laboratories Division Vice President Peter C. Goldmark that laboratory tests with RCA tri-color tube are not as good as color disc: "So what."

CHAIRMAN Robert Crosser (D-Ohio) of House Interstate & Foreign Commerce Committee may have given industry members indication of speedy consideration of dormant McFarland Bill (S688). But there are few portents of action. House is on extended recess. Besides, some of Rep. Crosser's key committee staffers are vacationing, along with members.

SNARL developing in NARTB aural and TV dues plan, with aural members paying extra for video services. Meantime BAB is getting jump by signing stations in advance of NABET-BAB divorce next April. Joint NARTB boards not to work out aural-video-BAB dues formula until December.

NARTB quietly preparing up-dated data on TV station construction costs to meet rapidly growing demand as tax approaches. Section will be added on UHF.

TELEPROMPTER RULING

TELEPROMPTER employees don't have to be NABET members, National Labor Relations Board ruled last week. In decision on complaint of Teleprompter principals (Irving Kahn, Twentieth Century-Fox executive) and NLRB ruled that visual prompter aid shall be operated by Teleprompter's own employees—members of International Alliance of Theatrical Stage Employees. Dispute between NABET and Teleprompter forced several stoppages of NBC Little Show rehearsals last February.

MEYERS TO MATHEWS


BROADCASTING * TELECASTING.
That's what you want, isn't it? In advertising that means more sales impressions per dollar spent.

No other medium can approach radio in reaching a lot of people at low cost. In a market that is nearly 1/10th of America, one station—WLW—reaches more people more frequently and at lower cost than any other medium available.

If you're really serious about wanting more for your advertising dollar, if you're concerned about the cost of reaching people, you should see the new presentation, "What Price People?" We'll be glad to show you this factual story about—

WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION
These men get TV's Inside Story

When you buy a fine television receiver, correct installation and maintenance are as important as the set. For service technicians, RCA has developed the only training program of its kind—a factory program.

During their studies, these men learn the basic facts of modern, all-electronic TV... how it reached its present perfection by research at RCA Laboratories... how to build a television receiver... how to select and install the right antenna for your home... all the complexities of kinescopes, electron guns, tubes, TV cameras and transmitters.

When their studies are complete, they have a grasp of television's inside story that assures you the most perfect possible installation and maintenance—under your RCA Victor Factory-Service Contract.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.