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.
More people than ever before saw WLS talent, visited our tents and saw our displays

This was the biggest State Fair year for WLS! Radio's Ever Magic Touch brought throngs into WLS tents at the Illinois, Indiana and Wisconsin State Fairs. At each of these state activities WLS entertainers broadcast daily direct from the Fair Grounds before enthusiastic crowds. Further, the large WLS tents contained special displays promoting WLS service and entertainment... contained checking racks for the benefit of Fair visitors. Thousands of WLS listeners from all over the Midwest stopped in to meet and say hello to all the WLS folks.

As in eleven previous years, the WLS NATIONAL BARN DANCE was the opening Saturday night feature at the Illinois State Fair... and played before one of the largest crowds ever to see the famed program at the Fair! 12,331 people paid to see the 27 year old NATIONAL BARN DANCE broadcast from before the Fairground Grandstand.

This personal touch with the WLS audience... this acceptance enjoyed in ever-increasing amounts, helps prove that in the concentrated Midwest area, more people are listening to WLS—on more radios—than ever before. The WLS audience, ever increasing in size and importance, shows again the power of radio's ever magic touch—to educate—to entertain—to contribute to the American way of life—and to create favorable public opinion—and sales—for articles and services that deserve it.

SEE YOUR JOHN BLAIR MAN FOR DETAILED INFORMATION
3 ways to SELL

BIRMINGHAM’S Mass Market

1. FOOD CHAIN CO-OP PLAN gives you special displays in major food stores.

2. THREE DAILY five-minute programs (news or musical participation) at contiguous rates, beamed to reach ideal prospects. Choice availabilities for two products now open.

3. DISTRIBUTIONAL HELP is a big extra when you advertise with WSGN. We’re Birmingham’s “Food Station”, evidenced by the fact that we carry more retail food advertising than any other station in Alabama. If your product needs more distribution here, ask us for help.

Ask HEADLEY-REED or write

WHBS, Huntsville, can be brought in optional combination at a saving.

WSGN
Plus WSGN-FM with 55,000 Watts

"Serving Alabama for over 25 Years"

Radio Park, Birmingham, Alabama
WHAT MAY BE far reaching changes in economic structure of NBC, applying new standard formula for affiliates, may emerge from preliminary discussions of network's Basic Economic Study Committee. Committee, headed by Jack W. Harris, KPBC-AM-TV Houston, who also is chairman of SPAC, includes Harry Bannister, WWJ-AM-TV Detroit; C. Robert Thompson, WBEN-AM-TV Buffalo, also SPAC member, and Harold Essex, WSJS Winston-Salem. It's presumed managers will crystallize at NBC convention at Boca Raton Nov. 28-Dec. 1.

IF SENATOR William Benton (D-Conn.) has any notions that FCC will go overboard for his plan to establish Advisory Board for Radio and Television (short title: Censorship Board), he has another thing coming. FCC majority, despite qualified personal endorsement given by Chairman Coy, known to feel that plan could open up Pandora's box, since it would set up super advisory body to which FCC would have to pay obeisance without having placed upon it limitations under which Commission itself functions.

THERE'LL BE teeth aplenty in upcoming NARTB television standards of program and advertising practice if present thinking prevails. Code envisioned as effective answer to Benton plan for federal review board.

CBS ADDS its 200th station Oct. 1—WARK Hagerstown, Md., owned by Richard Eaton, operator also of WOOK Silver Spring, WSIB Baltimore and WANT Richmond. Station, with $50 network rate, operates on 1400 kc with 250 watts. CBS shorty expected to announce addition of two more stations in Rocky Mountain area.

NATIONAL CARBON CO. (Prestone antifreeze), through William Beto buying six- second weather tie-ins in about 100 markets with varying dates to coincide with cold weather from Sept. through Dec. 31. In non-TV markets time period will be 6-7 a.m. and 6-7 p.m. and in TV areas, 6-8, both morning and evening.

PROPOSED CODE for sponsorship of upcoming political conventions has been submitted to Democratic and GOP national committees by radio & TV networks, preparatory to third joint meeting within next fortnight. Proposed code understood patterned after Senate Crime Committee blueprint for Congressional radio-TV coverage (story page 72). It advocates good taste in commercials, veto power by parties over sponsor-type, to allow networks to recoup costs.

NORWICH PHARMACAL CO., Norwich, N. Y. (Pepto-Bismol), through Benton & Bowles, N. Y., adding 60 radio markets to its spot announcement campaign, effective Sept. 24 for 16 weeks.

INTERNATIONAL broadcasts dealing with (Continued on page 110)

Business Briefly

G.M. BUYS SKELTON • General Motors Corp., Pontiac Division, has bought the CBS radio Red Skelton Show for three broadcasts, Dec. 8, 12, and 19, first sale of the program under the new plan of making it available for sponsorship on a one-time-or-more basis (see story page 25). Broadcasts will advertise 1962 Pontiacs. Agency: MacManus, John & Adams, Detroit.

MARLIN NAMES NEW AGENCY • Marlin Firearms Co., razor blade and firearm division formerly with Duane Jones and Co., has appointed the new agency Scheidler, Beck and Werner, to handle advertising.

SCHUDT, SNYDER NAMED TO MAJOR CBS POSITIONS

APPOINTMENTS of William A. Schutt Jr. as National Director of Radio Station Relations for the CBS Radio Division and of C. A. (Fritz) Snyder as National Director of Television Station Relations for the CBS Television Division announced today (Monday) by Herbert V. Akerberg, CBS vice president in charge of both divisions. With CBS since Jan. 1929, Mr. Snyder, who was previously director of WABC (now WCBS) New York, then headed CBS experimental TV operation from July 1931 to Feb. 1933, when he was made manager WBT Charlotte. In 1938 he became manager of WKRC Cincinnati and in Jan. 1940, started organizing transcription division of Columbia Records before joining CBS station relations in June 1942 as field manager, becoming successively eastern division manager and director.

Mr. Snyder spent ten years with Chrysler Corp. in various positions, followed by six years as Assistant Advertising Manager of Standard Oil Co. of New Jersey, from which he moved to J. Sterling Getchell Adv. as account executive on the Socony-Vacuum account. After a year with NBC Blue Network station relations department, he joined Biow Co. in 1944 as account executive on Bulova, and from 1947 to 1961 served as assistant to the president of Bulova Watch Co., returning in January to New York. Several months ago he joined CBS TV Network Sales; since then he has been visiting CBS-TV affiliates in interest of sales relations.

14,670,000 SEE TRUMAN

TRENDEX estimated that audience of 14,670,000 watched President Truman open the Japanese Peace Treaty conference on Tuesday, rating the program at 50.1 percent.

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OUT OF THE WILD BLUE YONDER

America strengthens her defenses and WDEL-TV dramatizes for Delawareans the needs and methods for mobilization. Programs and spot announcements point up recruiting campaigns, defense bond drives, governmental aims of all types. "Your Air Force at New Castle," a weekly program presented by the Public Relations Staff of the 113th Fighter Interceptor Wing, typifies this WDEL-TV service to its viewers, brings into sharp focus "the wild blue yonder" and the men who traverse it. Delawareans depend on their local station for such programs, look to Channel 7 for information concerning their civic responsibilities and privileges.

WDEL-TV
Wilmington, Delaware
A Steinman Station

Represented by
ROBERT MEEKER Associates Chicago • San Francisco • New York • Los Angeles
THE 'BIRTH OF THE SWOON' PROVES THIS . . . Yes, in the tempestuous Twenties there were 'Them WHAT HEARD' and 'Them WHAT SAW' and we suspected even then that the listeners were in the majority . . . NOW WE KNOW THEY ARE!

In a recent, thorough investigation, Advertising Research Bureau (ARB) interviewed scores of persons who shopped in ADVERTISED stores, LEARNED that 54.5% get their information exclusively by listening to the RADIO.

54.5% RADIO

12.3% BOTH

33.2% NEWSPAPER

THE XL STATIONS DELIVER THE BIGGER MARKET

Them WHAT SEE

Them WHAT HEAR

2 Markets

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET

IN THIS BROADCASTING...

ANA Labs Another Rock at Radio 23
Benton Supporters Hold Their Plan 23
Use of Radio Slanna Planned 25
CBS One-Time Plan Aroused Mixed Reactions 25
Coast-to-Coast TV Opened to 40 Million 26
NCAA Test Schedule Issued 27
Dr. Baker to Direct New Service 27
Furniture Stores Boost Sales by Radio 28
FCC Answers in Scripps-Howard Case 29
World Series Goes to NBC-TV 29
Theatre TV Use in Defense Training 34
Wage-Pricing Policies Continue Unsettled 36
WIRC Explains Its Nine-Man Staff 46

TELECASTING Starts on Page 75

DEPARTMENTS

Agency Beat 12
Airwaves 64
Alloy Arts 66
Editorial 58
FCC Actions 105
FCC Roundup 107
Feature of the Week 14
Film Report 91
Furniture Report 16
In Public Interest 16

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CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, Central 4-4135; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 16, Sunset 8408; David Gluckman, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, Empire 4-0778 James Montagnes.

Broadcasting* Magazine was founded in 1931 by Broadcasting Publications, Inc. In 1938 the title: Broadcasting*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25¢ Per Copy
The Bolling Company was founded on the principle that it is better to serve a few, well-managed stations thoroughly than a lot of them haphazardly. This principle has paid off for The Bolling Stations! Ask them!
YOU WON'T SELL MUCH VICHYSSOISE . . .

Every day at approximately 12:45 pm in restaurants throughout America, about 13 million businessmen ask about 3 million waiters this question: "What's good today?" Each one of the businessmen is looking at a complete menu when he asks the question.

Waiters sell better than menus. People sell better than paper.

Now suppose you had these people selling for you:
Fred Allen, Louis Armstrong, Eddy Arnold, Charles Boyer, David Brian, Eddie Cantor, Jack Carson, Mindy Carson, Imogene Coca, Perry Como, Joan Davis, Jimmy Durante, Douglas Fairbanks, Jr., Jose Ferrer, Ed Gardner, Phil Harris, Ed Herlihy, Portland Hoffa, Bob Hope, Deborah Kerr, Bert
than paper

...unless you use the human voice

LAHR, FRANKIE LAINE, VIVIEN LEIGH, FRANK LOVEJOY, PAUL LUKAS, DEAN MARTIN AND JERRY LEWIS, GROUCHO MARX, DOROTHY McGUIRE, LAURITZ MELCHIOR, ETHEL MERMAN, ROBERT MERRILL, RAY MIDDLETON, RUSSELL NYE, MARGARET O'BRIEN, SIR LAURENCE OLIVIER, EDITH PIAF, EZIO PINZA, JANE POWELL, PHIL SILVERS, SONS OF THE PIONEERS, HANLEY STAFFORD, DANNY THOMAS, MARGARET TRUMAN, EVELYN VARDEN, JIMMY WALLINGTON, CLIFTON WEBB, MEREDITH WILLSON, ED WYNN

...and Tallulah Bankhead, dahlings.

These are the people who would sell better than paper for you on NBC's THE BIG SHOW: Sundays 6:30-8:00 pm.
Cost: $12,408 per week, time and talent, for a quarter-hour segment. Available in 13-week cycles.

NBC Radio Network

a service of Radio Corporation of America
new business

Spot ...


CRAWFORD CLOTHES, N. Y., to sponsor Public Prosecutor, Thurs., 9:30-10 p.m., and They Stand Accused, Sun., 10-11 p.m., both on WABD (TV) New York. Firm will also sponsor International Boxing Club (IBC) bouts, Mon., 9:30 p.m., on WOR-TV New York. Spots, disc jockey shows and newscasts will be used on WINS WMGM WQXR WLIB WMCA New York.


SCHICK (Canada). Toronto (electric razor) starts half-hour TV programs beamed to Canadian audience on Buffalo and Detroit TV stations. Agency: Harold F. Stanfield Ltd., Toronto.


Network ...

KINGAN & Co. (meat products), Indianapolis, Oct. 14 starts King Arthur Godfrey’s Round Table on CBS radio Sun., 5:30-6 p.m. Agency: Warwick & Legier, N. Y.


TONI Co., Chicago (Perm, new home permanent wave, and White Rain shampoo), to sponsor Stop the Music alternate Thursdays on ABC-TV, 7-7:30 p.m. (CDT) starting Nov. 1, for 22 weeks, sharing with OL’ GOLD cigarettes. Agency: Foote, Cone & Belding, Chicago.

GROVE Labs., St. Louis (Fitch Shampoo), sponsoring Live Like a Millionaire on CBS-TV, alternate Fridays, 10-11:30 p.m. for 22 weeks, effective Sept. 21. Agency: Gardner Adv., St. Louis.

AMERICAN CHICLE Co., N. Y. (Clorets Chlorophyll Gum), effective Sept. 16 will sponsor Rocky King, Detective Sun., 9-9:30 p.m. on DuMont TV Network. Program is Jerry Layton Assoc. production and is directed by Dick Sandwick. It has been on DuMont as sustaining show since Jan. 7, 1950. Agency: Dancer-Fitzgerald-Sample, N. Y.


DAIRY FARMERS of Canada, Toronto (institutional), starts early in October unnamed program on 28 Trans-Canada Network stations, Mon.-Fri. 1:45-2 p.m. Agency: Reynolds Adv. Ltd., Toronto.

CANADIAN WESTINGHOUSE Co., Hamilton, Ont. (receivers and electrical appliances) starting Oct. 7 for 39 weeks renews Canadian West- (Continued on page 18)

Page 10 * September 10, 1951

BROADCASTING * Telecasting
Famed for the nationally accepted “Joske’s Radio Clinic.” This account KNOWS San Antonio and South Texas Radio. JOSKE’S buys to get RESULTS ... that's why they apportion so large a part of their radio advertising dollar to KTSA. (10—fifteen-minute programs; 1—thirty-minute program; 1—five-minute program per week)

Why not follow the lead of in-the-know San Antonio advertisers ... for results choose KTSA.
JOHN KLATT, assistant director of media McCann-Erickson Inc., Chicago, appointed manager of media department. He will continue to supervise buying of radio-TV time.

C. H. COTTINGTON, vice president in charge of radio and TV Erwin, Wasey & Co. Inc., N. Y., resigns. Mr. Cottington said that he has no immediate plans for the future.

LOU HOLZER, executive vice-president, and VICTOR MALL, art director Lockwood-Shackelford Adv., L. A., formed own agency under name of Holzer Co., with offices at 8743 Sunset Blvd. They are president and vice-president respectively. MABLE FRANCES formerly Warwick & Legler Inc., L. A., is office manager.

LARRY W. PENDLETON, head of own Los Angeles agency, to Jordan Co., that city, as account executive.

TED H. FACTOR Agency, L. A., changes name to Factor-Breyer Inc. TED H. FACTOR continues as president, and DONALD A. BREYER as executive vice-president. ARTHUR PEARSON is chairman of plans board.

Man About Town and Country

Members of the Mid-South drug and grocery trade know Tom Wilborn as a regular caller.

Tom, full-time merchandising man for WMPS, gets around personally to solicit tie-ins with WMPS advertisers, make surveys, check stock—and even takes orders when necessary! He secures and maintains window, counter and floor displays. Tom's background and experience in the food and drug field is an ideal adjunct to your campaign.

Another instance of WMPS' merchandising cooperation with advertisers—100% service, through the point of sale!

Represented by RADIO REPRESENTATIVES, Inc.

WMPS

MEMPHIS, TENNESSEE

AMERICAN BROADCASTING COMPANY

Page 12 • September 10, 1951
CHARLES H. MYERS appointed account executive J. M. Matheus Inc., N. Y. He was with Grey Adv. and Benton & Bowles.


HENRI, HURST & MCDONALD, Chicago, elected to membership in American Assn. of Advertising Agencies.


MURRAY GOODWIN, copy supervisor Kenyon & Eckhardt, N. Y., named copy chief on Kaiser-Frazer account for William H. Weintraub & Co., N. Y.

GILBERT COLLINS, copywriter Warwick & Legler, N. Y., to copywriting staff William H. Weintraub & Co., N. Y.

JOSEPH MORONE, head of his own film company, to Dancer-Fitzgerald-Sample, N. Y., to take charge of production of film commercials, succeeding JOHN BATTISON, resigned. Mr. Battison has not yet revealed his future plans.

CORNELIUS W. HAUCK appointed media and research director Guenther, Brown & Berne, Cincinnati.

W. E. SIMLER, account executive Victor van der Linde Co., N. Y., sailed Sept. 4, on Gripsholm, to consult with organizing committee of 15th Olympic Games to be held in Helsinki, 1952. United States promotion for fall and spring will be discussed.

GORDON JACOBS, assistant research director Foster & Kleiser, S. F., to BBDO, same city, as account representative on Schenley account.

GRAHAM BLACK to BBDO, in merchandising and account capacity.

PERRY C. LEFTWICH, advertising manager P. R. Mallory & Co., Indianapolis, to Young & Rubicam, S. F., as copywriter.

FRANKLIN C. WELCH to Honig-Cooper Co., Seattle.

New Business
(Continued from page 10)

Inhouse Presents on 52 Dominion network stations, Sun. 6:30-8:30 p.m.
Agency: S. W. Caldwell Ltd., Toronto.

Agency Appointments

McCALL'S MAGAZINE appoints Cunningham & Walsh Inc., N. Y., to handle advertising. George A. Flanagan is account executive.

PETER FOX BREWING Co., Chicago, appoints Fletcher D. Richards Inc., Chicago, to handle advertising. Firm currently using radio and TV.

SCOTT PETERSEN & Co., Chicago, names H. W. Kastor & Sons, same city, to handle advertising for its meat products. TV will be used.

KYRON FOUNDATION, Chicago (dietary reducing aid), appoints Chicago office Simmonds & Simmonds to handle advertising. George O'Leary is account executive.


CONTINENTAL ARMS Corp., N. Y. (gun importers), names Grant & Wadsworth Inc., N. Y., to handle its advertising.

DEAN ROSE STUDIOS, N. Y., names R. T. O'Connell Co., same city, to handle its radio and television advertising.

CANADA PACKERS Ltd., Toronto, appoints Cockfield, Brown & Co., Toronto, to handle all advertising except soap division.

A. Y. CAUHORN Co., CAUHORN DISTRIBUTING Co., LAMINATED METALS Corp., and ELECTRIC DEODORIZER Corp., all Detroit, appoint Betteridge & Co., same city, to handle advertising. Radio and TV will be used. Harry W. Betteridge is account executive.

MUTUAL LIFE INSURANCE Co. of New York appoints Benton & Bowles, N. Y., to handle advertising.

By Invitation Only

ANN and BOB KEEFE

Keep WHAM's finger on a 23-County Pulse and keep 23 Counties' Ears Tuned to WHAM

It's a simple enough idea—the Keefes' "Hometown" program—but WHAM happens to be the only station doing it. And there's a moral in that for timebuyers interested in the upstate New York market of 23 prosperous counties.

At the drop of a hat—or the arrival of a postcard—the Keefes take off for any one of the area's scores of towns for a personal visit. It may be a Grange meeting here or a church supper there or a 4-H meeting somewhere else. The contact builds friendly loyalty to WHAM and the Keefes' report of their visit, broadcast a few days later, builds top listenership. Add a generous sprinkling of "favorite recipes" sent in, of play and book reviews, of strictly local club and society news—and you'll agree that "Hometown" is a perfect vehicle for your product commercials.

1:20 p.m. Daily on

WHAM
Participations Available

The Stromberg-Carlson Station
Rochester, N. Y.

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

GEORGE P. HOLLINGER COMPANY, NATIONAL REPRESENTATIVE
ALL THE TEXAS Panhandle and contiguous area knows about "Bogie," a mythical newsboy with a mythical pet dog, "Rags." Residents of the region love Bogio and his mutt because they have heard Uncle Jay Linn of KGNC Amarillo tell the tales of these lovable characters every Sunday afternoon.

Last week KGNC joined Amarillo merchants and thousands of listeners in buying copies of a new book, Bogio. First 25 were bought at premium prices for the benefit of child charities. The next 1,000 were given to the famed Cal Farley's Boy's Ranch and Khiva Kindergarten for Crippled Children.

Fred Seale, Amarillo real estate developer and builder, is Bogio's author. Mr. Seale is setting aside 5% of the sale price of all books for child welfare agencies.

Bogie was born a score of years ago when Daddy Seale started telling stories to his own children and their neighborhood friends.

As the young audience grew up, Mr. Seale was constantly asked to put Bogio on paper. He did, but no publisher was interested. That was in the early '40's.

Some months ago Mr. Linn, KGNC farm editor, heard about Bogio and started reading the story in installments on his Lines for Living program. The response from young and old was so enthusiastic Mr. Seale decided to publish the tale. In the book, Author Seale tells "the story of the story," giving KGNC credit for making Bogio known to thousands of listeners.

AMARILLO businessmen joined KGNC in helping Mr. Seale (seated, right) launch Bogio. Active in event were Dale Smiley (also seated), First National Bank vice president; Cal Farley (top, left), founder of Boy's Ranch, and Linn.

YES, WHEN YOU USE WTOC YOU SPELL SAVANNAH WITH A CAPITAL DOLLAR SIGN.

FOR YOU ARE GETTING YOUR SHARE OF THE $190,000,000 MORE TO BE SPENT IN THE SAVANNAH MARKET THIS YEAR.

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits...a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

CASUAL remark his boss made one day resulted in Harold Green's becoming advertising manager and publicity director of Detecto Scales Inc., Brooklyn. After seeing a billboard announc-
438 million dollar seed.

The cotton seed alone pays southern farmers 157 million dollars, brings southern crushers another 281 million when processed into oil, meal, hulls and linters for myriad industries. Over 11% of this income enriches Carolinians, notably WBT's 3,000,000 listeners—the largest group of your prospects reached by a single advertising medium in the two Carolinas.
they say it’s a television age, BUT...

WIBC, Indiana’s first and only 50 KW radio station

has increased its share of nighttime audiences

36.8%

No doubt about it, television has grown rapidly here in Indiana. But WIBC’s share of nighttime audiences has done a heap of growing, too!

WIBC’s share of this “A-time” audience shows a gain of 36.8% over the comparable period in 1950, according to the latest Hooper (Feb.-April, 1951).

By contrast, all other Indianapolis radio stations showed a drop in percentage of the nighttime audience of the Hoosier capital.

So, before you buy time or television in Indiana, investigate the solid evening lineup of good listening on WIBC . . . the only Indianapolis radio station that gives you an out-of-state “bonus” coverage.

Ask your JOHN BLAIR man for particulars on these excellent nighttime availabilities.

WIBC, Inc. • 30 West Washington Street • Indianapolis, Indiana

John Blair & Company, National Representatives

In The Public Interest

Boys Go to Camp

THROUGH single-handed efforts of Ross Mulholland, KMPC Hollywood disc jockey, over $4,000 has been raised during past few months to send underprivileged boys in Southern California to camp. Devoting his morning programs to boys’ cause, Mr. Mulholland has been urging listeners to subscribe all or part of cost it takes to send a boy to camp. Cost required per boy is $15. During that time over 250 boys have been able to enjoy 10-day vacations at the All Nations Boys Club Camp in San Bernardino Mts., thanks to energetic Mr. Mulholland.

Needed a Goat

AFTER being told by his doctors he had leukemia and needed goat’s milk in addition to prescribed medicine, a Danville, Va., father of five children called WDVA for help. After learning the only goat he could find cost $60, Station ran story on an early morning show and telephones began to ring soon afterward offering donations. But one listener offered a goat free to the patient if he would come get it. WDVA news editor Charley Craig drove the patient to pick up the goat, completing mission.

Blood Donations

ABC Radio today (Monday) will present a program, Wanted—Blood, in cooperation with the Dept. of Defense to point out acute need for contributions to the nation’s blood bank. Broadcast will include statements by Defense Secretary George C. Marshall, Gen. Omar Bradley, and Gen. Matthew Ridgway.

Highway Safety

WKNE Keene, N.H., began intensive spot campaign for highway safety just prior to Labor Day weekend and will continue the drive through school openings.

Stop! Stop!

DONALD R. SHUE, former disc jockey for WGCN Red Lion, Pa., came up with an unusual promotion stunt that raised money for a local girl ill with multiple sclerosis. At a block party sponsored by a rescue fire company in York, Pa., Mr. Shue had a drumming game played over and over. They could be taken off the turntable only when a specified number of donations was reached. Mr. Shue now has his own freelance agency in York.

AIDS Red Cross

WYVE Wytheville, Va., brought the Red Cross much publicity when the station broadcast proceedings during a blood bank donation Aug. 29 of Miss Frances Poe, WYVE account executive. Microphone was handled by Sid Tear, WYVE commercial manager, who has been appointed recruitment chairman for the Wythe County Red Cross Bloodmobile. Ronnie Lindamood, WYVE engineer, assisted at donation broadcast.

Comfort for Stricken Child

CKY Winnipeg learned little Barbara DesJardais was stricken with rheumatic fever and sent Winnipeg General Hospital. Her parents could not afford any toys for her and CKY news editor George Helfman mentioned it on the air. In a matter of hours, over 200 dollars and other playthings had been sent to CKY. A local taxi company delivered them to the hospital as its good deed.

POLICE CLAIM HIT

WSAZ Defends News Report

CRITICISM by the local chief of police charging that WSAZ Huntington, W. Va., contributed partly to congested traffic conditions by reporting a series of motor accidents drew an unequivocal reply from Program Director Ted Eiland on the subject of station responsibilities.

Police Chief Lon Whitten had censured the station for airing a bulletin, with the “net result that we had to dispatch badly-needed traffic men to attempt to handle the abnormal traffic.” The local police department and AP radio wire carried the chief’s remarks along with Mr. Eiland’s reply, prompted in part by a similar incident with the fire department in recent weeks.

Mr. Eiland pointed out that a station “has not only the right and privilege but also the duty to broadcast news, the origin of which is not controlled by any individual or organization.” Moreover, individual stations must exercise their own judgment as to news value. WSAZ would have been “derelict in its duties,” he added, if it had refrained from airing the bulletin.

The WSAZ program director disclaimed any suggestion that the station was responsible for converging spectators than motorcycle sirens and cruisers. Furthermore, he noted, the announcement expressly urged people “not to go to the scene of the accident.”

Page 16 • September 10, 1951

BROADCASTING • Telecasting
Little Johnny wants to play, all right, but the coach knows it takes strong, skilled players to win—just as broadcasters know they need stirring band music to put over their fall sports programs. At the first kick-off of the season, stations covering games from Central High to Notre Dame will be scoring with band numbers from the SESAC Transcribed Library.

PUT IN THE POWERFUL

SESAC Transcribed Library

with the big Series B

BAND MUSIC

COLLEGE MARCHES   NOVELTIES
MILITARY MARCHES   CONCERT NUMBERS

All-American Band   National Symphonic Band

The Band Series is only one of the stalwarts on the solid SESAC line which stars American Folk, Concert, Hawaiian, Novelty, Religious, and Latin-American Music. And here's SESAC's All American backfield—across-the-board scripts, program notes, classified and alphabetical indexes, and a catalog of 1,200 Bridges, Moods and Themes.

With 4,000 brilliant numbers, the SESAC team will win again and again for you. And it costs as little as $40 a month (based on advertising rates).

SESAC, INC.

475 FIFTH AVENUE   NEW YORK 17, NEW YORK

BROADCASTING • Telecasting

September 10, 1951 • Page 17
open mike

100,000+ in Fayette

EDITOR:

Have just been examining the 1951 MARKETBOOK, and it's a fine job, as usual.

I note, however, that your source for 1950 population figures on the county-by-county listing was the Bureau of Census preliminary or advanced reports which doubtless accounts for your Fayette County listing of 98,506 on page 70 of the MARKETBOOK. We got over the very important 100,000 mark in the final census figures. I was able to get the final U. S. Bureau of Census figure, which was 100,746, back in April and, of course, was sorry to see in the MARKETBOOK that you hadn't used this figure.

That 100,000 plus would look mighty good (at least to us) on page 70.

J. E. Willis
Gen. Mgr.
WLAP-AM-FM Lexington, Ky.

[EDITOR'S NOTE: At the time the MARKETBOOK went to press, the only full set of population figures available were those the MARKETBOOK used. For some special requests, like Mr. Willis', the Census Bureau was able to provide final figures on an individual basis.]

Slogans in Steubenville

EDITOR:

...Since BROADCASTING has reported the slogan, "Wherever you go, there's radio," [see Editor's Note] we have adopted that slogan and are using it at least twice each hour on station breaks.

We are continuing our "extra sets" spot announcement campaign stressing the desirability of buying portables or table model sets for use in the home. During the summer months we have been reminding our listeners that they should take along a portable on all family outings. Now we're stressing extra sets for fall listening by various members of the family in their own rooms. For Christmas we plan a series of announcements on radios as suitable gifts.

Frank E. Shafer
Gen. Mgr.
WEIR Steubenville, Ohio

[EDITOR'S NOTE: The slogan was adapted World Broadcasting System for a sell-radio promotion campaign [BROADCASTING • TELECASTING, Aug. 27].]

One Man Band

EDITOR:

I appreciate your article about Morning Men ("AM in the A.M.") Aug. 27) but what about our little M.M. on 1,000-w indices. . . . My morning begins at 5:30 a.m. with Rise and Shine from 5:30 to 7 . . . From 7:15 to 8 Jay's Coffee Time runs . . . with yours truly running telephone dedications and requests. . . .

At 8 a.m. I drag my weary bones home to sleep for a few hours. 1:30 to 2:30 p.m. is graced with wax Train and me. . . . Surprisingly enough this morning man is sports editor, with a 10 minute broadcast to close the station. Before this I have a great time with a 15-minute Telephone Quiz on which I sing and give away money.

Jay Roberts
WIAM Williamsonet, N.C.

Old Story

EDITOR:

It would be interesting and profitable if all radio stations who have been "taken" by agencies offering P.I. deals would organize for mutual benefit and crying sessions. KNOR is a two-year-old and we have been initiated into the "sorry, we cannot pay you" fraternity . . .

We have been initiated and do not care to pay further fees in the way of free radio time for P.I.

KNOR will be glad to issue membership cards to the "We Have Been Taken" club. The call letters are WIBU.

William S. Morgan
General Manager
KNOR Norman, Okla.
To an ad man who may have acquired the wrong impression from a casual reading of the Official Soviet Encyclopedia (Vols. A to A)

If you’re wondering how the hell we can segue into our WMT song from that, don’t forget this: In Russian, Iowa comes under “A”—which is perfectly okay with us. It’s the following stuff in the new Soviet Encyclopedia which makes us reach for the mono-sodium glutamate.

“Iowa. State in the Middle West of the United States.” So far Mr. Dzagashvilli is telling the prava; we’re as middle U.S. West as you can get. “Large capitalist farms provide the basic production.” Hmmm, right as far as it goes. But, of Iowa’s $4 billion annual income, half comes from industry. We got balance, which is more than we can say for some people.

“All farmers are in great debt to the banks, and the farmers’ debts, even in the case of full owners, are more than 50% of the value of the farms.” Why, those jocks! Black is white and white is Red and we’ll eat Vols. A to A in the Politburo’s window if that figure is more than 7%.

Our poor banker-ridden farmers gross $768 a month from the average 160-acre farm. (Iowa land, part of the Louisiana Purchase, cost the U.S. 4¢ an acre. The land was purchased, not liberated.) Furthermore, our poor capitalist farmers have electricity (over 95%), tractors (1.1 per farm), and telephones (over 90%), all, of course, invented by Russians.

97% of Iowans have radio, made with tuning dials instead of the 1-station Soviet-style. They have a constitutional right to not listen to WMT, which few exercise.
Don Lee's audiences are

Daytime audience up 16.3%
Nighttime audience up 22.3%

(According to Nielson, 1st half 1951 vs. 1st half 1949, full network average audience)

If you want to sell your product to the maximum number of people on the Pacific Coast, Don Lee is the best medium to use. Don Lee can deliver your sales message to more Pacific Coast people through their own local major selling medium at a lower cost per sales impression than any other advertising medium.

Don Lee offers more per sales dollar than anyone else on the Pacific Coast because Don Lee broadcasts your message locally from 45 network stations in 45 important Pacific Coast markets with all the local selling influence and prestige that you need to do a real selling job in each local market...where your sales are actually made.

Don Lee is the only selling medium actually designed to sell consistently to all the Pacific Coast. That's why Don Lee consistently broadcasts more regionally sponsored advertising than any other network on the Pacific Coast. Don Lee delivers more and better and the advertisers who sell the Pacific Coast know it.
way up on the Pacific Coast

The Nation's Greatest Regional Network

WILLET H. BROWN, President • WARD D. INGRIM, Executive Vice-President
NORMAN BOGGS, Vice-President in Charge of Sales
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA
Represented Nationally by JOHN BLAIR & COMPANY

Mutual
DON LEE
BROADCASTING SYSTEM
You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
ANA LOBS ANOTHER ROCK AT RADIO

By EDWIN H. JAMES

SEN. WILLIAM BENTON (D-Conn.) and half a dozen hand-picked witnesses last week did their level best to prove that the Senate's proposed National Citizens Advisory Board for Radio and Television would not inject censorship into federal regulation of broadcasting. The Senator and his supporting witnesses testified before Senate subcommittee hearings on Mr. Benton's proposed legislation to limit television station licenses to one year, require the FCC to encourage subscription broadcasting and establish the citizens advisory board to "advise" the FCC in "fostering a national policy on broadcasting." The testimony added up to these charges:

- Commercial radio broadcasters have done an inadequate job of educational and public service programming.
- Television broadcasters have done no better than their radio colleagues.
- There is little hope that as matters now stand the commercial broadcasting record on such programming will be improved.
- The cure-alls advocated by the witnesses:
  - Reservation of television channels (perhaps more than the FCC proposes to keep on ice) for educational purposes.
  - Requirement that commercial broadcasters devote stated percentages of time to educational and public service programs.
  - Creation by Congress of a National Citizens Advisory Board of 11 members appointed by the President and attached to the FCC.

The question of how such a board could exercise wide influence over broadcasting without also exercising powers of censorship was the (Continued on page 108)

BENTON'S INNING

SEN. CAPEHART • • • • • McFARLAND • • • • • • • HUNT • • • • • • and BENTON

Should Congress Create a High-Powered Board to Put the Finger on Broadcasting?
ANA’s Third Refrain

THERE’S A modicum of restraint in the third report of the Radio & Television Committee of the Assn. of National Advertisers on what it calls the “Impact of Television on Radio Listening.”

But the report, released last week without the fanfare or tumult that accompanied its predecessors, is nevertheless a bad report for radio as a competitive advertising medium. It is another thrust in the campaign of the buyers of national advertising, through their trade association, to beat down radio rates. This is so, despite the fact that the document studiously avoids mention of rates per se. “Recent cost adjustments,” it says, “make the same type of computation impractical.”

Certainly television has made inroads into radio listening. It has made inroads into newspaper and magazine reading too. We can’t comprehend why the ANA committee persists in making radio its only target. There’s no compulsion in the buying of advertising. If the advertiser gets results at reasonable cost he uses the medium; otherwise he drops it.

The great fallacy in the ANA committee approach is that it concludes that when a television set is installed in a radio home, radio listening goes out the window. Yet it will accept the mere delivery of a newspaper or magazine to a home as proof of avid readership of every page seemingly by everyone in the household. And the printed media no longer use the yardstick of circulation as the exclusive advertising cost base. The new formula includes cost of operation, and a surcharge thereupon, to assure profitable operation.

Isn’t ANA venturing into legally forbidden area in its unmitting onslaught? NARTB board chairman Justin Miller, a distinguished jurist, last April, described advertising pressures that led to the network rate reductions as a “boycott by a combination in restraint of trade.” Relying upon his years of servitute as a Federal jurist, Judge Miller said unequivocally that there were indications of anti-trust violations in the “conspiracy” among national advertisers to force down radio rates.

We hope this issue will never have to go to the courts. But there may be some broadcaster, somewhere, who feels that he is aggrieved and irreparably injured. The average broadcaster is a small business man. The average national advertiser is not. There are laws to protect the small business man and there are committees in Congress and in Government dedicated to his protection.

We have no doubt that a number of the individual ANA members may well be pondering this very point. Certainly they cannot afford to ignore the legal judgment of a jurist of Judge Miller’s stature. There may be in this more restrained “Third Report” the portents of a sloughing off of this campaign of rate attrition. But broadcasters cannot afford to ignore it. Nor telecasters in the days ahead, because television is going to be subjected to the same sort of pinpoint “researching” that has caused radio anguish. The printed media have bitingly romped along with proof only of their circulation.

The advertiser cannot name a single service or material that does not cost him more than it did a few years ago. Why should he expect radio, with increased overhead in every bracket, to be the exception? Radio, like all other pursuits, should set its own rates. It is still demonstrably the best buy. If it isn’t a good value, the advertiser won’t buy it.

December 1949 and November 1950 used in the earlier studies “indicated that there was about 82% less radio listening in television homes than in non-television homes between 7 and 11 p.m.” the committee states: “In the absence of a comparable figure for a more recent month, it is assumed that radio listening in television homes continues to approach near-elimination during the evening hours.”

Report cites Hoover figures for 36 TV cities showing increases in the TV share of the total broadcast audience from March-April 1950 to March-April 1951, with TV accounting for more than half of the evening audiences in 24 of the 36 cities and ranging from a low of 25.3% in Tulsa to 74.7% in Philadelphia. Committee notes, however, that the TV audience “is obtained partly from additions to the total broadcast audience as well as from diversion of former radio listeners.”

Also included in the committee report are tables showing the ratio of TV homes to radio homes covered by radio stations in TV cities for both NBC and CBS radio affiliates. TV homes within a 90-mile radius of each city, as estimated by NBC for Oct. 1, 1961, are contrasted with the number of radio homes each network affiliate reported it covers and the resultant figures turned into percentages by ANA’s NBC list of the TV per.

[Editor’s Note: The third ANA report, like the two previous reports in the series, assumes for statistical purposes that only a negligible number of television set owners ever listen to radio between 6 and 11 p.m. The obvious fallacy of this reasoning has been pointed out repeatedly by this Journal. The following table included in the ANA report is typical because it includes in the “TV Share of Audience” every family that owns any type of TV set.]

### TABLE I

<table>
<thead>
<tr>
<th>City</th>
<th>Average, Evening Hours, Sunday Through Saturday</th>
<th>Average, Evening Hours, Sunday Through Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia</td>
<td>42.3</td>
<td>25.3%</td>
</tr>
<tr>
<td>Providence</td>
<td>28.5</td>
<td>74.7%</td>
</tr>
<tr>
<td>Baltimore</td>
<td>40.6</td>
<td>22.9%</td>
</tr>
<tr>
<td>New York</td>
<td>38.9</td>
<td>25.3%</td>
</tr>
<tr>
<td>Detroit</td>
<td>39.8</td>
<td>40.6%</td>
</tr>
<tr>
<td>Des Moines</td>
<td>33.9</td>
<td>23.9%</td>
</tr>
<tr>
<td>Chicago</td>
<td>39.6</td>
<td>40.6%</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>36.8</td>
<td>25.3%</td>
</tr>
<tr>
<td>Cleveland</td>
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</tr>
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<td>Columbus, Ohio</td>
<td>40.0</td>
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</tr>
<tr>
<td>Milwaukee</td>
<td>36.7</td>
<td>25.3%</td>
</tr>
<tr>
<td>Toledo</td>
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<td>25.3%</td>
</tr>
<tr>
<td>Washington</td>
<td>36.0</td>
<td>25.3%</td>
</tr>
<tr>
<td>Boston</td>
<td>35.7</td>
<td>25.3%</td>
</tr>
<tr>
<td>Syracuse</td>
<td>39.6</td>
<td>25.3%</td>
</tr>
<tr>
<td>Los Angeles</td>
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</tr>
<tr>
<td>Rochester</td>
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<tr>
<td>Atlanta</td>
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<td>25.3%</td>
</tr>
<tr>
<td>St. Louis</td>
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</tr>
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<td>Kansas City</td>
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<tr>
<td>Memphis</td>
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<tr>
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<tr>
<td>St. Paul</td>
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<tr>
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<td>25.3%</td>
</tr>
<tr>
<td>New Orleans</td>
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<td>25.3%</td>
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<td>Oklahoma City</td>
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</tr>
<tr>
<td>Tulsa</td>
<td>34.6</td>
<td>25.3%</td>
</tr>
</tbody>
</table>

* From 6 p.m. to 11 p.m., or to end of survey time, if sooner. Surveys ended no earlier than 10 p.m. in any city for any period.
* Not available.

Page 24 • September 10, 1951

BROADCASTING • Telecasting


**RADIO SILENCE**

**Temporally Use Planned**

RADIO SILENCE in case of an enemy air attack will be invoked temporarily pending organization of the deception project first announced by the FCC and U.S. Air Force in Washington last March. [BROADCASTING • TELECASTING, April 2], according to FCC? instructions sent to all AM, FM and TV stations.

The instructions, which emphasize the prima line nature of the radio silence directive, detail how this is to be observed.

The request for cooperation by all broadcast stations also is emphatic that there will be no practice alerts. When stations receive the word to go off the air, it will be the real thing.

FCC has two engineers in the field working up combinations of radio stations to operate on common frequencies using a unique synchronization-pulsation formula upon receiving an Air Defense Command Alert notice. [BROADCASTING • TELECASTING, April 23]

Plan Disclosed Earlier

The plan was first broached at a top-level management meeting in Washington's Departmental Auditorium in March and was repeated at the NARTB convention the next month.

Some complaints were registered at the time of the Washington meeting at having busy broadcasters brought to Washington to hear preliminary plans. Objectors felt the whole idea could have been relayed to stations by mail, with the technicalities described to Washington attorneys and consulting engineers for dissemination to their clients.

The plan to keep radio stations on the air during an air attack should be worked out within three months, informed sources say.

Until then radio silence apparently is the only method to prevent raiders from homing on vital U.S. targets.

There are still no plans for anything but shut-downs for FM and TV stations during an air attack, as far as can be learned. FCC and Air Force officials at the March meeting expressed hope that some method could be evolved to permit FM and TV stations to remain on the air. But so far nothing has been developed.

Meanwhile, amendment of Sec. 606 (c) of the Communications Act remains pending before the House Interstate & Foreign Commerce Committee. Consideration of the Senate-passed amendment (S 597) will be resumed when the House committee returns Sept. 12 after the current House recess. [BROADCASTING • TELECASTING, Sept. 3].

The amendment would include non-broadcast electromagnetic radiating devices in addition to broadcast stations in the section.

The section as now written gives the President power to shut down communications in the event of an emergency.

One aspect of the House committee's consideration is an endeavor to make more severe the penalties for failure to comply with a Presidential proclamation.

**FM POLICY GROUP**

**Craze Again Chairman**

RTMA's FM Policy Committee for the ensuing year again will be headed by John W. Craig of the Crosley Div., Avco Mfg. Corp.

Other members appointed by Robert C. Sprague (Sprague Electric), chairman of the RTMA board, were: H. C. Benfog, Zenith; J. E. Baker, New York; F. C. Sprague, Philco; H. L. Hoffman, Hoffman Radio; and E. H. Vogel, General Electric. Ex-officio members are: W. T. Beauchamp, Baker, General Electric, and Mr. Sprague.

**DRUG ADS**

**Bills May Hurt, Is Claim**

POSSIBLE impact on advertising by pending drug legislation was outlined to radio, TV and newspaper representatives in New York last week by the Proprietary Assn.

Meeting at the Hotel Biltmore on Wednesday, the media men were told by Ben Duffy, BBDO and chairman of the session, that certain pending drug legislation if passed in its proposed form might “kill an industry which spends over $75 million in advertising annually.”

The original and primary purpose of the bill was to clarify the problem confronting retail druggists in refilling prescriptions. The Durham Bill (H R 9298) was adopted by the House with several amendments. The great majority of interested parties fully approved the bill as amended. Its passage curbs a delegation of power sought by the Federal Security Administrator, the group was told.

**Humphrey Bill**

The Humphrey Bill, a similar bill now before the House Labor and Public Welfare Committee, covers adequately the prescription problem, it was explained. But the Humphrey Bill also incorporates a paragraph which in effect grants the Federal Security Administrator the right to determine which drugs may be sold, and if permitted to be sold, whether or not these drugs shall be sold “over the counter” or upon “prescription only.”

The Proprietary Assn. feels this is an “unwarranted and unjustifiable delegation of power to an administrative agency and is bound to create much confusion.”

It would be another step toward whittling down freedom to enterprise, and would move toward socialization of pharmacy.

The health subcommittee of the Committee on Labor and Public Welfare will hold an open hearing on the Humphrey Bill on Sept. 11.

**ANNOUNCEMENT** that CBS was offering a big-time nighttime radio program for sponsorship on a one-time basis—a radio first in a day when only TV is supposedly in a position to make such records. [CLOSED CIRCUIT, Sept. 31]—was met with neither all-out approval nor determined opposition.

“It's a good trick if they can do it,” seems to sum up the immediate reaction of New York advertising circles.

What CBS announced was that, beginning Oct. 3, “the regular CBS Radio Red Skelton Show will be available for a single week's sponsorship for $23,500 in cities accounting for more than 90% of the total CBS radio circulation.

“Of the 10 most popular shows in all radio,” the announcement continued, “it is scheduled during a peak listening hour—Wednesday, 9-9:30 p.m. (EST) —and it is expected to attract an audience of 10,000,000. "It is hoped that radio stations and other interests, Dr. Christian and Bing Crosby, Sponsors will not be limited to a single program.”

**Holiday Promotion**

Advertisers with special holiday promotions — Christmas, Valentine's Day, Mother's Day, June weddings and graduations and the like—can cash in on “a radio star with listener-loyalty of some 13 million people,” the announcement pointed out, adding that the program, is also to be used to launch a new product, model or price or to promote a contest or premium.

What CBS did not announce is that the Skelton show has already been purchased by the Norge Div. of Borg-Warner Corp., through Russell M. Seeds Co., to advertise Norge Refrigerators in 37 small markets for 39 weeks, leaving the rest of the network and the more than 90% of CBS listeners available for other sponsors. Norge hopes to increase its coverage to 46 markets.

**Fee Question**

Usual network procedure in such cases is to offer the show to local advertisers on individual affiliated stations, but in those cases the network collects only a small program fee from each station, the stations retaining the lion's share of the time sale revenue itself. CBS Radio did not pursue the beaten path of co-op radio programming.

Instead, CBS Radio determined to handle the program on a per station basis as part of its network in such a way as to retain the network's normal share of time charges for itself, as it would if the program were sold to a single sponsor for the full network for 13 weeks or longer. The result is an innovation in network radio selling, for which no other radio network has ever attempted to go the one-time special edition class previously monopolized by printed media.

A somewhat differently phrased explanation is that the network, instead of selling a share of the audience to the usual network share of radio network's normal sales procedure was offered by Howard S. Meighan, president of the CBS Radio Div., who said: “This is the first step in a long-term program to implement several basic convictions we hold about radio.”

“First, in the interests of the radio audience and sponsors alike, we believe it essential that big network contracts be granted the usual cash in order to supply the 96 million radio sets of this country with top entertainment. The Skelton promotion is one of many CBS Radio attractions that demand the full support of the network.

“Second, it serves the interests of all our sponsors to maintain a solid line-up of stars on the CBS Radio Network. With Skelton on Wednesday nights between Dr. Christian and Bing Crosby, we can sustain—and even raise—the high listening level of CBS Radio leadership.

“And third, we want to develop new and special ways to use the big name male talent so that more and more advertisers can profit by the mass selling that is radio's outstanding strength. We think, specifically, that new ways to high listen to all the people are essential in these days of big inventories and retarded sales, and the network plan is such a way.”

CBS's new program, which starts Sept. 30 on NBC-TV, Sunday, 10:10-10 p.m., is orthodoxy sponsored by a single sponsor, Procter & Gamble Co., for more than one week. The contract is for five years, with the usual cancellation clauses, and was placed by Benton & Bowles.

**CBS ONE-TIME PLAN Arouses Mixed Reactions**

September 10, 1951 • Page 25
COAST-TO-COAST TV

COAST-TO-COAST TV was made available to a potential audience of nearly 40 million U.S. viewers last Tuesday as President Truman's address before the Japanese peace conference in San Francisco opened the new transcontinental microwave video network. 95% of the nation's TV sets are reported within range of the network.

The program was carried live on 94 of the country's 107 TV outlets, with most of the remaining 13 stations—not yet connected to the circuit because of their more remote locations—receiving kinescopes of the ceremony for telecast later in the week.

All television networks offered only the Presidential speech at the 10:30 p.m. (EDT) time slot and, although definite results will not be known until station logs are in, it was assumed by all networks that all stations participated.

$40 Million Link
Facilities for the transcontinental telecast were provided by the American Telephone and Telegraph Co.'s new $40-million microwave system, which relayed signals in line-of-sight paths via 107 towers located about 30 miles apart. The newest link, covering the 1,687 miles between Omaha and San Francisco, was opened 28 days ahead of schedule by request of the Dept. of State, and added four more cities—San Francisco, Los Angeles, San Diego, and Salt Lake City—to the 54 communities previously interconnected.

The transcontinental link will remain unused from the end of the conference until Sept. 28, when AT&T holds the full opening of the 2,750-mile span. One channel only will be available in each direction at the start, so full nationwide programming with varied selections will be realized only gradually. Debut earlier was scheduled Sept. 30.

Meanwhile, comedian Eddie Cantor reportedly was planning to originate 10 of his Colgate Comedy Hour appearances from West Coast stations after Sept. 30. Availability of veteran guests—such as Burns and Allen and Jack Benny, who may appear on Mr. Cantor's first West Coast show—working in what film performers know as their home area and proximity to movie technical talent, will give artists more energy and resulting better performances, Mr. Cantor maintains. Racing for nationwide air time, ABC last week applied for 5½ hours weekly on the continental circuit, making definite the bid they first placed when AT&T announced plans for the San Francisco-Omaha link. Most programming will originate from New York, but ABC was reported to be planning half-hour periods from Philadelphia, Chicago, and Hollywood as well.

NBC and CBS were angling for exclusive and coast-to-coast television coverage of the World Series first week of October, while the DuMont network, silent on primary plans, announced a definite commitment for continental coverage of the college all-star football game in San Francisco Dec. 29. Problem of final clearance for any show on the single circuit remained to be settled through allocations meetings to be held between network executives and AT&T officials.

No sponsors were lined up for the national coverage, but the networks gave top-drawer attention as a public service and dispatched combined staffs of more than 100 people to the West Coast to announce, handle technical details and arrange special events programming.

CBS took ads the day of the premiere in the New York Times, the Herald-Tribune, and Wall Street Journal to announce its participation and to advise the public: "Be sure to watch history being made—in San Francisco, and in television!"

NBC announced its coverage in New York afternoon papers, the World-Telegram & Sun and the Post, with followups Wednesday in the Times and Herald-Tribune.

25 Years After Radio

When the big moment came Tuesday night—25 years after the first transcontinental radio broadcast—television screens all over the country showed the Presidential shield, telecast from the stage of San Francisco's big and clean Opera House. Three cameras ranged the stage from boxes in the golden horseshoe, another played over the lobby, and a fifth was set up outside the building entrance. Three reserve cameras were prepared for stand-by action and technicians filled the two control rooms necessary to coordinate equipment.

First voice heard belonged to NBC's Robert McCormick, who

President Truman as he appeared on the TV screen . . . . and as he appeared on the stage in San Francisco.

ALTHOUGH TV stole the show with its epic making first coast-to-coast telecast of the Japanese Peace Conference its camera (circled) was nearly lost in the huddle shelter array. The 23 lights in this picture were put there for the movie and news photographers. TV could operate efficiently without any of them.

roduced Secretary of State Dean Acheson. Stepping in front of the cameras to be seen as well as heard, Mr. Acheson followed the customarily brief form in introducing the President of the United States.

Mr. Truman, in striped tie and dark suit, read his address slowly and with more than his usual emphasis when he propounded treaty aims: To include Japan in a partnership for peace.

Cameras scanned the stage from time to time to pick up the Presidential party and the audience to watch reactions of the Russian delegation, headed by Deputy Foreign Minister Andrei Gromyko.

An unexpected note of informality came at the conclusion of the President's speech. Walking off stage, Mr. Truman turned, gesturing to his party to follow him.

No master switch was "thrown" for the start of the first transcontinental program, as "a little more complicated," according to George Mathiesen, who sat at the master control panel as general engineering supervisor for CBS-TV San Francisco.

"There were several feeders which were cut in beforehand," he explained, "but the hundred-odd television stations in the picture didn't start transmitting it over their outlets until their time cut was given."

To insure fast identification of delegates, three spots with binoculars were stationed on the first floor of the Opera House, with communications facilities to commentators, located in the box-seat area.

Initial Talks
Arrangements for the early premiere of continental television were started at the end of July when NBC's Frederic W. Wile, vice president and director of television production, was on a trip to the coast and suggested the idea to NBC's Davidson Taylor. Carleton D. Smith carried the suggestion from the network to AT&T and thereafter acted as counterpart of that company's vice presidents visited Undersecretary of State James Webb in Washington.

The effort to make facilities available for the Truman address was made Aug. 17 and three days later the four television networks were meeting to pool their facilities. They drew the production and transmission task, which they ceded to CBS. The network assigned Sig Mickelson, CBS director of news and public affairs, as overall head of the project. Final arrangements were handled through KPIX San Francisco, affiliate of both DuMont and CBS. AT&T engineers ran an experimental transcontinental transmission Aug. 31 to test picture coast and suggested the idea to

(Continued on page 80)
NCAA GRIDCASTS

The completed schedule necessitated individual negotiations with each college by Westinghouse. Colleges will receive 2½ times the NBC-TV hourly rate on a per-station basis.

Those colleges whose contests are telecast by the greatest number of stations will benefit more than those whose games will be viewed over a single outlet.

For instance, Westinghouse may pay Franklin & Marshall and Washington & Jefferson only about $1,000 each for TV rights for a single station telecast from WGAT-TV Lancaster, Pa. Whereas, teams such as those from Notre Dame and Southern Methodist U. may receive a check up to $80,000 for one nationally telecast game.

The country has been divided into west and east on the basis of existing TV cable routes, a major factor in forging the schedule.

Pittsburgh and Rochester and all points west were considered west. All others, east.

Although the present schedule was determined only after careful weighing of multiple factors, it is subject to change, if need be.

George Ketchum, president of Westinghouse, said there was a possibility the schedule could be altered it any team's performance falls short of pre-season expectations. In that event, Mr. Ketchum said, the sponsor has the right to cancel any game and replace it with a more powerful attraction. Mr. Ketchum added, however, that he was 99% sure the schedule would remain intact and declared Westinghouse had planned the finest schedule available under existing difficulties. A major obstacle in bringing the best televisions to the nation's

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Issues Test Schedule of 19 Games

Bert Bell, president, National Professional Football League, affixes his signature to contracts calling for sponsorship of the Eagles and Steelers road game telecasts. Stated (1 to r) are Fred Neull, Atlantic Refining Co. executive; Mr. Bell; Paul Lewis, secretary of Eagles; standing (1 to r) are Tom Gallery, sports director, DuMont Television Network; Norton Cotterill, N. A. Ayer & Son, Atlantic's agency, and Ed Kiely, Steelers' public relations director.

AUDIENCE STUDY

Baker to Direct New Service

BMB formally expired Aug. 28 when dissolution papers were received by the Delaware Secretary of State.

Supporting stations in the desire for a third nationwide study are many national representatives as well as advertiser and agency executives.

Whereas BMB's research involved expenditure of around $1,200,000 it is believed the new corporation can handle an expanded measurement at perhaps 70% of the BMB cost, resulting in savings for stations in comparison with the assessments paid BMB.

Dr. Baker said a 1952 radio study would give timebuyers a basis on which to evaluate the extent of television's bite into radio's basic audience. He said some buyers have subtracted all TV families from radio's circulation in a TV area.

By measuring circulation in the spring of 1952, Dr. Baker said, a

September 10, 1951 • Page 27
They Now Serve a City

DO YOU KNOW a small neighborhood furniture store that would like to serve a metropolitan market and still keep the advertising budget low? What salesman doesn't? And what small furniture store wouldn't jump at the chance to grow?

The answer: Radio. The proof comes from two long-established and successful furniture stores in widely separated parts of the country. Both use variations of the quiz show technique and both swear by its effectiveness. They are:

- The Kosciuszko Furniture Co., Milwaukee, which has used radio successfully over WEMP Milwaukee and other stations for the past 16 years while it grew from a small upholstery shop to a store that serves the entire Milwaukee market.
- The Little Potts Furniture Store, Baltimore, using WBFR Baltimore for 12 consecutive years, and now serving the entire area from its neighborhood location.

Radio advertising has boosted sales volume tremendously and contributed to the expansion of the Kosciuszko Furniture Stores. Kosciuszko was just a small store, an outgrowth of an upholstery shop, when WEMP first went on the air in 1935. With spot announcements purchased at five for $10 and a five-minute newscast, the Kosciuszko store began its radio advertising as one of WEMP's first accounts.

Because it is hard to pronounce, the peculiar name—Kosciuszko—was butchered by announcers. People from all over town flocked to the little store on Milwaukee's far south side just to see if the store looked as funny as the name sounded.

Max Stein, president of the stores, chose the name because the main store is located in a Polish area. It was two blocks away from the city's only monument to the great Polish general who fought in the Revolutionary War and was the architect who designed the West Point Military Academy.

"Kosciuszko was a highly respected man among the predominantly Polish population on Milwaukee's south side," Ed Stein, secretary and general manager, explained, "so we chose that name as one that would be respected by our customers."

In 1937, Kosciuszko sponsored a 15-minute program of Hawaiian music called Harmony Isles on WEMP. The program, broadcast for six years from 1:15-1:30 p.m., brought phone calls from listeners who wanted to know if the music came directly from Hawaii. Many listeners also came into the store to see the Hawaiian girls they imagined were there.

Change in Format

Kosciuszko changed to a different type musical program and saturation spots in 1943.

What's In The News, a quiz program broadcast from 7:45-8 p.m. on the Old Timers Party, followed. The format consisted of a phone call to a party chosen at random from the directory. Questions concerning the news of the day were asked. Correct answers merited a prize such as small appliances, lamps and lounge chairs. If answers were incorrect, a $2.50 gift certificate was given.

Kosciuszko, which has since expanded to two stores and a warehouse, still uses that same time on WEMP. A musical quiz in the Old Timers Party now makes up the format with table lamps and electric clocks as prizes and $2.50 gift certificates for wrong answers. The program averages three winners a night. Kosciuszko also uses regular daytime spots on WEMP.

Ed Stein explains the success of this program by saying, "Everybody has the desire to win, and people like to hear their names or relatives' and friends' names over the radio. It's the idea more than the item the win. Many who come in with free gift certificates end up buying merchandise. The show also spreads the name of the company, which eventually brings customers into the store."

In addition to the time on WEMP, the store uses four spots a day on WMIL and WFOX Milwaukee. The policy varies from time to time to include other stations in the city.

Mr. Stein believes daytime radio spot announcements are successful because radio has listeners in the housewives, small shop operators and businessmen traveling in their cars.

Until two or three years ago, Kosciuszko used only radio advertising. Mr. Stein found he could capitalize more with the same number of dollars spent on radio, because returns per dollar spent were greater on radio than in newspaper advertising.

To check on radio's pull, Kosciuszko has advertised special items on radio, with other items appearing in the newspaper ad. More response was received from the radio advertising than from a full page newspaper ad.

To illustrate the power of radio advertising, Mr. Stein pointed out that one year his company's annual warehouse sale was scooped by a competitor who held his sale the day before.

Kosciuszko's newspaper ad was not to appear until the following afternoon. He used 20 spot announcements on WEMP the day before, telling customers to wait for his sale to get better bargains. The next morning rain poured down in sheets, but at eight o'clock (Continued on page 93)
TEA COUNCIL
Sets $2 Million Budget

SPOT advertisements in seven radio and television markets will be a part of the Tea Council's second annual advertising campaign, budgeted in excess of $2,000,000. Radio and television will be allotted about a quarter of a million dollars of the budget. Tea Council representatives were anxious for the radio industry to understand why the main impetus of their campaign is being pushed through 10 full-page ads in Life magazine as well as in full-color ads in Sunday supplements of 33 metropolitan newspapers.

Individual council members—such as Lipton's with Arthur Godfrey and White Rose Tea with its newscasts—have long used radio as a primary advertising medium. It was felt as a result that any additional campaigns sponsored by the council should also employ other media to reach new potential markets. The same interest in building new customer lists led to choice of the spot campaign. Studies conducted by the Elmo Roper Marketing Research was used to select the final radio-TV markets.

Campaign as a whole was developed by the Leo Burnett Agency, New York, after motivation studies into people's beverage habits had been conducted by Dr. Ernest Dichter.

NARTB FM POST

JOHN H. SMITH JR., manager of the Bureau of National Affairs Inc. since the World War II, joined the NARTB Department. He takes office Oct. 1.

The post has been vacant since May 16 when Ed Sellers, previous director, resigned to Join the Carl Byoir wire. Mr. Smith's resignation was accepted on Friday, Oct. 13, as director of the association's FM Program Department.

John H. Smith Jr. Named

NARTB-Radio-Television Mfrs. Assn. campaign to promote FM receives its first major boost with the appointment of Howard D. Fellows to the post of director of the association's FM Program Department.

NARTB-FM-14

The campaign will be under consideration for several months within the association. While Mr. Smith has not been actively identified with the campaign, he has obtained a reputation as a top-level promotion executive.

One of Mr. Smith's first job will be to ride herd on a joint advertising and promotion for the 1943, was named Friday by NARTB as director of the association's FM Post.

WORLD SERIES TO NBC-TV

Gillette Names TV stations of MBS stockholders the right to carry the Series telecasts in addition to any others selected by Gillette.

This means that the 1951 Series will be telecast by WOR-TV New York, WGN-TV Chicago, WNAC-TV Boston and KJH-TV Los Angeles in addition to the coast-to-coast NBC-TV hookup.

Mutual, which pays approximately $500,000 each for the radio rights to the World Series, has sold sponsorship to Gillette for the duration of the network's contract with the baseball authority, through 1966. This year, as previously, the radio broadcasts will be given the widest distribution, with extra stations augmenting the MBS outlets for complete coverage within the continental United States. Overseas, coast-to-coast Canadian network, and broadcasts to Latin America in Spanish, plus round-the-world broadcast to our troops overseas via the Armed Forces Radio Service.

Free Speeches

WTMT Trenton, N. J., is offering several staff members as guest speakers for local clubs to talk about network radio in peace and war. The NBC affiliate offers the speeches, strongly slanted to demonstrating WBBM's community services, as its part in celebrating the network's 25th anniversary.

RTMA MEET

Features Small Manufacturers

SMALLER MANUFACTURERS in the radio-TV industry will have their inning at a three-day RTMA conference in New York Sept. 12-20.

Special meeting for small manufacturers will be under the direction of RTMA President Glenn McDaniel and A. D. Plamondon Jr. (Indiana Steel Products) who is chairman of the committee to aid smaller manufacturers particularly in the procurement of defense contracts.

Mobilization and material shortages problems will be reviewed by the heads of directors and major committees, General Manager James D. Secrest announced. Also be discussed will be the outlook for the industry and the TV station "freeze," as well as expansion of RTMA member services.

The Federal Trade Commission's draft of "Fair Trade Practices," scheduled for publication in October, will be discussed by Chairman Benjamin Abrams (Emerson) of the Trade Practice Conference Committee.

SEPTEMBER 10, 1951 • PAGE 29

BROADCASTING • Telecasting
Coast-to-Coast TV
(Continued from page 28)

quality and the stage was set.

Telephone engineers were reported as satisfied with the final results Tuesday, feeling all had gone smoothly. Radio reporters contradicted each other as to whether reception on the East Coast had been blunted, but the public seemed to like it fine.

Conference coverage for the remainder of last week was as elastic as initial schedules had been, with final results depending on when the sessions ended. All networks were prepared for extra scheduling, however, in case the Soviet delegation decided to block the signing.

CBS and NBC telecast the first primary session from 1-3 p.m. and from 11 p.m.-1 a.m. Wednesday. Another session, late because of time zone differences, was slated for 11 p.m.-1 a.m. (EDT) Friday. Actual signing ceremonies, expected to be held Saturday, were planned for 1-3 p.m. (EDT).

While using the pool picture, CBS had its own audio line to provide special commentary and interpretation during conference meetings.

NBC kinescoped important sessions throughout the daily meetings for later showing on its own network as well as over BBC television and Japanese networks. Gen. Douglas MacArthur's speech at 9 p.m. (EDT) Thursday was scheduled for exclusive kinescope showing by NBC at 11:15 p.m.

ABC, scheduling only one day in advance, showed the conference from 11 p.m.-1 a.m. Wednesday and anticipated similar coverage throughout the rest of the week. The DuMont network planned telecasts of the peace treaty meetings Wednesday from 1-3 p.m. and from 11 p.m.-1 a.m.; Friday, 11:15 p.m.-1 a.m.; and Saturday, 1-3 p.m.

In announcing the regular opening of coast-to-coast TV link Sept. 28, AT&T indicated more channels will be available in late 1952, which will permit adding Miami, New Orleans, Tulsa, Oklahoma City, Ft. Worth, Dallas, San Antonio, and Houston to the nationwide network.

The company opened a southbound coaxial cable from Detroit to Toledo Wednesday to augment the three northbound channels which have connected the cities by microwave relay for more than a year.

Opening of the nationwide microwave facilities was the signal for special programs by Los Angeles and Hollywood Advertising Clubs last Tuesday with members of the latter hearing a five-way conversation between mayors across the country.

David L. Coate, general information officer for the Pacific Telephone & Telegraph Co., speaking to members of the Los Angeles Ad Club at the Biltmore Hotel, explained the microwave system. He reported the facilities used for the transcontinental telecasting of the Japanese peace conference were developed with telephone usage primarily in mind.

Klaus Landsberg, vice president of Paramount Television Productions and general manager KTTLA (TV) Hollywood, speaking at the Hollywood Ad Club declared the opening of the relay makes the position of the independent TV station stronger than ever.

Blackburn Comment

"There's a great day coming," Norman Blackburn, director of network television for the NBC Western Division, declared. He warned, however, that the relay opening also presents a "great challenge" to the West but expressed confidence the talent and facilities in Hollywood are equal to the job.

J. Neal Regan, Hollywood manager, McCann-Erickson, and president of the Advertising Assn. of the West, told Hollywood Ad Clubbers the relay must prove itself competitively with other media.

When FCC unfreezes television channels, time buying and cost problems eventually would be solved, he said.

To mark the day, Mayor Bowron proclaimed last Tuesday "Golden Aerial Day," noting that the 170th birthday of Los Angeles and the opening of the relay coincided.

San Francisco was the television capital of America for the second time in recent months. Like the city's last big national show (General MacArthur's arrival home) the program far exceeded early plans.

The local stations — KPIX, KRON-TV and KGO-TV — like the 100 other stations along the new transcontinental hook up initially planned to carry only limited portions of the conference, but all three ended up carrying virtually every hour of the proceedings, sacrificing large blocks of regular commercially-sponsored time.

The coverage Sept. 4-8 was sponsored on TV in California by the Richfield Oil Co. Richfield paid $75,000 for the program, far less than the 11 stations participating had hoped to get. Commercials were kept down to bare and infrequent announcements reminding viewers that the coverage was being brought to their screens by Richfield Oil.

Television set distributors exploited the conference to its fullest with an extensive advertising campaign that began a month before the peace group assembled. By start of the conference they had the radio air filled with spot announcements and a heavy schedule of other media ads was placed.

Radio coverage of the conference was the greatest since the United Nations was organized in San Francisco in the same opera house six years ago.

Hundreds of radio listeners throughout the country converged on the city as the conference convened. Hundreds of national network programs usually originated in New York, Hollywood and Washington, came from the conference headquarters during the week.

In addition to the network coverage, local stations with reinforced news staffs devoted special hours daily to the conference. NBC fed special programs to the Canadian Broadcasting Corp. and in Japanese to the Broadcast Corp. of Japan.

John Thompson, director of news special events for KNBC San Francisco, headed the NBC operation; Bill Niefeldt, director of news, and Stuart Novins, director of public affairs, both of KCBS San Francisco, directed the CBS staff; Frank La Tourette, ABC's West Coast director of news and special events, headed his network's staff. Mutual's operation was directed by William Fabel, mutual manager of KFRC San Francisco.

Full coverage of San Francisco treaty conference ceremonies was broadcast and the week the Voice of America and other State Department international information media.

On hand for conclusion and signature day, the Japanese peace treaty was a radio team of two news reporters, two commentators and two special events editors. Simultaneous radio broadcasts of President Truman's address Tuesday and other highlights were fed through a direct hookup with the city's Municipal Opera House.

Truman Hooper
SPECIAL "TV-Home Hoopertings" taken in three cities to measure audiences for President Truman's Tuesday speech are special events during the opening of the transcontinental network television were reported as 8.6 in San Francisco, 5.1 in Los Angeles and 44.6 in New York.
Samples from the WHO Mailbag

Dear Mr. Woods:
Speaking for the administration and teachers in the Des Moines Public Schools, I want to express our thanks and appreciation for the splendid publicity you gave us in making American Education Week a success in Des Moines. We counted on you this time as we counted on you in the past and again your station came through.

Thanks a lot.

Very truly yours,
CLIFTON F. SCHROPP
Director of Curriculum Development and Audio-Visual Education
Des Moines Public Schools

Gentlemen:
Thank you very much for your service announcements regarding the closing of our schools during the recent snow storm. The radio broadcast is one of the best methods of contacting our people and we appreciate it very much.

Very truly yours,
E. A. COLBERT
Superintendent
Scranton Consolidated
Independent School

Gentlemen:
Last night, Saturday, there were a number of fellows and their wives in the shop, and one of them was fooling around with the radio, and all of a sudden he said “listen to this.” We did, and believe me you could have heard a pin drop. I took a paper and pencil and waited until the announcer told me the program was coming from, and therefore this letter.

The singer at that time was the 14 year old boy from Marshalltown, and believe me we have not heard any more beautiful voice on any program, even professional, and we want to hear more of him, and the others on it.

As far as the rest of the program was concerned, we really enjoyed it and the gang were here until after 1:00 a.m. and we chose at 9:30 so when you put a program on again with Slim Hayes & His Boys and the others, let us know, especially with the 14 year old sings again, and we'll borrow a machine gun from our police department and drive them out at 10 o'clock. (The customers in the shop here I am referring to.) How about it?

This is the first time we listened to your station and will do so every Saturday night as often as we can.

Very truly yours,
A. F. CARNEY
Carney Gun Repair
and Sport Shop
Waukesa, Wis.

Dear Sir:
We are studying about radio programs in our room at school. We would like to know which programs you advise for children's education. Thank you very much.

Yours truly,
CAROL FRY
Van Horne School
Van Horne, Iowa

Dear Mr. Planbeck:
We appreciate very much your kindness in giving the cancellation notice of our sale for today on your programs yesterday.
We realize that you and your force were called upon to work many hours and strenuously to get all of these service announcements on the air in the space of time allotted to you. When we called your station, we fully expected to pay for this service, for while we think it had public interest, yet it is done for a commercial firm, and when you take your time to make these announcements for commercial enterprises, we think you are going a long way in service, and we do greatly appreciate it.

Yours very truly,
O. D. ELLSWORTH
Partner
Adel Sales Pavilion
Adel, Iowa

Gentlemen:
I heard Edgar A. Guest read a poem “Tomorrow” recently and I decided that this letter which I have meant to write so many tomorrows, must be written today.

Last fall my daughter and her husband moved to Baton Rouge, Louisiana. After living in Iowa for so long they were a bit homesick, even tho the climate, new surroundings and their work at the University were more pleasant than they had anticipated. One night they decided to try and get the WHO news at 10:15 P.M. Imagine their surprise when they did get it. Of course some nights reception isn't perfect nor is it here in Lone Tree at times.

To make a long story short, it is a pleasure to know they are listening to the same program at 10:15 P.M. that we are listening to. You have so many very fine programs from your station that it would be impossible to tell you about them all. I think we especially like the News because we have many friends and relatives in different parts of the state, and if anything unusual happens to them you are sure to tell us first.

Thank you so much for the very fine service you are giving us.

Sincerely,

Mrs. WILLIAM P. ASHTON
Lone Tree, Iowa

As a sophisticated, big-city advertising man, it may be difficult for you to realize what WHO means in Iowa Plus. Day in and day out, our mailbags are jammed with personal letters of friendship and confidence—“stamp-of-approval” evidence, from your customers, that WHO is giving a unique radio service to the millions of people in Iowa Plus.

WHO

+ for Iowa PLUS +

Des Moines ... 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
LIKE TO HAVE
A PIECE OF SKELTON?

With this announcement, CBS Radio opens the mass circulation of night-time, network radio to advertisers with limited budgets. Also, to large advertisers for special promotions.

RED SKELTON, star-showman, star-salesman—and his 13 million listeners—are now available on a one-time basis. The cost: less than a color page in a mass magazine…. Here’s how a one-time budget now fits big-time radio:

QUESTION: How?

ANSWER: Red Skelton’s regular half-hour show—one of the “top ten” in all radio—will be on the air for 39 consecutive weeks, starting October 3. Each mass-market broadcast will be sold to a single sponsor (but a sponsor will not be limited to a single broadcast).

QUESTION: How will advertisers use the show?

ANSWER: To say something special with impact—as explosive as the laughter of Skelton’s listeners…. Here is mass radio uniquely produced to launch a new product—kick off a drive—announce a contest…. Here also is the perfect opportunity for the split-timing and commanding attention that many advertisers need for peak-selling seasons and holidays: Christmas, White Sales, Mother’s Day, Father’s Day, June weddings and graduations. (Skelton ad libs over our shoulder: “For Thanksgiving, we can sell bogs and bogs of cranberries.”)

QUESTION: Any merchandising tie-ins?

ANSWER: Displays and mailings will flash the appeal of Skelton’s personality, tieing-in program, product, and purse at the sales counter.

QUESTION: What’s the time of broadcast?

ANSWER: During a peak listening hour — 9:00 to 9:30 p.m., Wednesdays. Between the big-audience attractions of Dr. Christian and Bing Crosby.

QUESTION: How many stations in the Skelton line-up?

ANSWER: Stations accounting for 91.4 per cent of the entire CBS Radio circulation are available for clearance.

QUESTION: How many listeners?

ANSWER: Year-in, year-out Red Skelton in front of a microphone is a human, fun-making magnet. Last season, he drew an average weekly audience of more than 13 million people.

QUESTION: How much does the show cost?

ANSWER: $23,500—including time, talent, and merchandising. To give this price a yardstick: For $23,500, you can tap a mass audience and listener-loyalty that took an annual investment of $1,500,000 to build.

QUESTION: How will sponsors be scheduled?

ANSWER: Solely on a first-come, first-to-profit basis.

QUESTION: Are there any other answers?

ANSWER: Just a reminder: To say things that get things started…. or to give a peak-selling season a higher peak than ever, RED SKELTON is your boy…. For available program dates call your representative at...

THE CBS RADIO NETWORK
NEW KHQ TOWER  
Final Phase Completed

IS THEATRE TV the answer for training millions of citizens for the possibility of atomic attack on the U. S.?

Question may be answered Sept. 15 when the Federal Civil Defense Administration holds the first test of theatre-TV to train civilian defense workers.

On that day, 11,000 civilian defense workers will see live demonstrations in four cities—linked by a closed-circuit theatre-TV network.

The cities are Washington, Baltimore, Philadelphia and New York.

Program will originate at WMA radio station in Washington and will be piped to RKO Keith Theatre in Washington, seating 1,800; Loew's Century, Baltimore, seating 3,000; Warner's Stanley in Philadelphia, seating 3,000; Paramount Theatre, New York, seating 3,800.

Theatres have been donated for the event.

The live training course will be given for FCDA's Warden and Public Welfare Service, Communications and Warning Service, and Community Service.

A two-way circuit will be used so students in each city can question instructors in Washington.

Although the experiment is scheduled for one hour, 9-10 a.m., the theaters will be used for local instruction for a half-hour before and after the Washington demonstration.

Civil Defense officials are keyed up about the possibilities of theatre-TV.

It not only permits mass "crash" instruction by top level instructors, they feel, but if successful could possibly eliminate the time-consuming method of developing layers of teachers for regions, states, counties, communities.

With a minimum budget, FCDA is anxious to try anything that promises low cost per trained volunteer.

Attitude of civil defense officials to the possibilities was exemplified by Federal Civil Defense Administrator Millard Caldwell, who said in announcing the Sept. 15 experiment:

"The mass training of 15,000 civilian defense workers is one of the nation's most immediate problems. Through theatre television the task of preparing not only the civil defense worker for his job but the nation at large to meet an enemy attack can be greatly simplified."

Co-operating with FCDA are Robert H. O'Brien, United Paramount Theatres secretary-treasurer (and American Broadcasting-Paramount Theatres executive vice president if and when the ABC-UPT merger is approved by FCC) and Nathan L. Halpern, president of Theatre Network Television.

At present 26 theatres in 17 cities are equipped with theatre-TV installations. Before the end of the year, about 100 are expected to be equipped.

LAMB NAMED  
To Defense Post

APPOINTMENT of Franklin Lamb, vice chairman of the board of Tele King Corp. New York, as assistant to the director has been announced by Charles E. Wilson, director of the Office of Defense Mobilization.

Mr. Lamb has recently served as member of the Electronics Board of the National Production Authority and will continue as an observer with that group.

Vice Chairman of Tele King for the past two years, Mr. Lamb previously was associated with development of the Reynolds Pen and served as president of the Reynolds Pen Co. He has also been vice president of WIP Philadelphia, Gimbel Bros. outlet.
Announcing

A New and Improved Radio Sales Tool

Broadcasters everywhere are being affected by a ground swell of opinion that it is time again for the industry to produce a standardized, uniform measurement of station audience and coverage—radio's basic measurement of circulation. The industry has produced two BMB-type Studies and turned them over to its customers. There is no doubt that the time buyers liked them and used them. Enthusiastic supporters of the idea will even tell you that a goodly portion of radio's increased dollar volume can be traced directly to the availability of these basic measurements.

But radio's circulation is not a static thing—even though "everybody has a radio". Constant change is the rule of the day. Since the last industry-wide measurement in 1949, many changes have occurred. Programs have been shifted between networks and among stations. Stations have dropped or acquired new network affiliations. A whole new network has come into existence. Over 400 new stations have come on the air. Over 200 stations have changed their power or frequency or both. The effect of television on radio's basic circulation is unknown.

All of these changes can cause doubt to arise in the mind of the buyer. In many instances that doubt has taken the form of cancellations and failures to renew. The time has come to remove the doubt and to supply the firm figures which radio's customers need.

Fortunately, the job does not need to cost as much as it has in the past. Fortunately, also, the experience gained from prior studies and the benefit of lessons learned with them are still available. STANDARD AUDIT AND MEASUREMENT SERVICES has been organized to utilize this experience in the production of the next industry-wide measurement of station audience and coverage. A BMB-type of study is planned as our initial effort. The field work will be done in the spring of 1952. Commitments must be obtained now in order to guarantee an economical execution of this colossal job. Every broadcaster will soon receive contract forms and a letter explaining the project.

We invite your inquiries and participation.

Kenneth H. Baker
President

STANDARD AUDIT AND MEASUREMENT SERVICES, INC.

89 Broad Street, New York 4, N.Y.
Whitehall 3-8390

Broadcasting • Telecasting  September 10, 1951 • Page 35
WAGE-PRICE POLICIES

REGULATORY wheels which would set into motion certain wage and price concepts were turning slowly at government level last week as stabilizers cocked an eye to Capitol Hill.

Still hanging in mid air were uniform policies governing:
1. Wages for radio-TV workers in the price-exempt broadcasting industry. A procedure for salesmen on commission was also under study.
2. Remuneration under talent contracts negotiated for radio, television and other employees falling within the jurisdiction of the Salary Stabilization Board.
3. A revision of OPS Ceiling Price Regulation 22, under which manufacturers would be permitted to apply advertising, selling and other costs to their products in computing price ceilings.

In the last instance, OPS faced a stiff fight from the administration which is seeking stronger inflationary controls. Both Defense Mobilizer Charles Wilson and Price Stabilizer Michael DiSalie appealed to the Senate Banking & Currency Committee for elimination of the new formula, known as the Capehart amendment. They termed it "unworkable" in its present form. OPS officials said that the agency probably would take no action on a revised CPR 22 until Congress completes testimony on the administration battle. Hearings will be resumed this week.

Meanwhile, Sen. Burnet Maybank (D. S. C.) offered a substitute amendment designed, in part, to prohibit any price ceiling from becoming effective which establishes a level below that for such sales prior to the date of issuance of regulation or the level prevailing for such sales during the period Jan. 25, 1951, to Feb. 24, 1951.

The Maybank proposal otherwise carries the same provisions, allowing manufacturers to include advertising, selling and other costs accrued from June 24, 1950 to July 26, 1951, to the highest price during the base period from Jan. 1, 1950, to June 25, 1950 [Broadcasting * Telecasting, Aug. 6].

OPS authorities said the revised CPR 22, giving manufacturers this benefit, is being studied by legal and economic executives and being withheld until Congress takes action. In any event, manufacturers would be required to file for the new product ceilings when, and if, the regulations become effective.

Originally they were to go into effect Aug. 13.

The wage and salary boards also have been marking time. WSB has been sounding out industry and labor on the question of whether to remove wage ceilings for radio-TV and other price-exempt industries.

At SSB the problem involves compensation involving individual talent. Question of salaries, with percent of revenue, is being explored by a three-man panel [Broadcasting * Telecasting, Sept. 3]. Originally SSB gave station management the go-ahead to continue or renew contracts (without being subject to the 10% increase ceiling imposed by WSB) with individual talent, involving options by stations, network sponsors and producing agencies.

At the time, however, SSB made plain the ruling was temporary pending exploration of the whole talent issue. These cases involve distinctions between salaried or, in some cases, freelance or contracted talent and those working under wage provisions established through collective bargaining agreements.

The three-man salary panel is expected to meet sometime in the next fortnight and possibly set hearings comparable to those held by the WSB.

A similar group has been set up to investigate commission earnings looking toward the development of a board policy. A tri-partite panel of industry, labor and public members has set hearings for Sept. 18-19 in Washington. They will hear testimony on suggested methods of adjusting wages of salesmen and other employees who derive earnings, either partly or wholly, from commissions.

Coy to Speak

FCC Chairman Wayne Coy will speak Wednesday at the Bridgeport luncheon for broadcast engineers while on an inspection tour of the NBC-RCA experimental UHF station there. Trip is part of the eighth RCA television technical training program, a five-day seminar held chiefly at the RCA-Victor plant in Camden, for broadcast engineers from all parts of the country [Broadcasting * Telecasting, Sept. 3].

UHF Symposium

INSTITUTE of Radio Engineers, professional group on broadcast transmission systems, is sponsoring a UHF symposium to be held Sept. 17 at Franklin Institute in Philadelphia. Opening at 10 a.m. with a greeting by Lewis Winner, group chairman, the program will include addresses by George H. Brown, of RCA Labs, William Sayer Jr. and Elliott Mehrbach of Allen B. DuMont Labs; R. A. So- derman and F. D. Lewis, General Radio Co.; L. O. Krause, General Electric Co.; W. B. Whalley, Sylvania Physics Labs; Raymond Guy, of NBC; J. M. DeBel Jr., DuMont, and Frederick W. Smith, NBC.

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FLINT... a bustling market... and apt to stay that way!

Take a look at Flint's Saginaw Street. Daily, crowded busy scenes like this testify to Flint's willingness to buy. An effective buying income of $6134 per family per year (higher than New York or Chicago) proves the ability to buy!

And that's not all. Buick, Chevrolet, AC, Fisher Body and DuPont, with huge production schedules now being filled and huge defense contracts yet to be filled, indicate a continuing, expanding buying economy!

Sell your products in this rich market. Sell them for sure over Flint's first Station, WFDF, now in its 29th year!

(See your latest Hooper for the full story.)

WFDF FLINT MICH
910 Kilocycles

Represented by the Katz Agency
Associated with WOOD Grand Rapids—WEQA Evansville
—WFBN & WFBM TV Indianapolis
In Northern California

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

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

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

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

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

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

PLUS-Market Case History
San Jose-Santa Clara

- Population—288,938, an increase of 65.2%
from 1940-1950
- Effective Buying Income*—$415,346,000,
an increase of 166.4%
- Retail Sales*—$302,670,000, up 206.7%
- KNBC Audience—Week after week, almost
nine-tenths (89%) of the radio families
listen regularly to KNBC

*Sates Management’s 1951 Survey of Buying Power

KNBC
Northern California’s NO. 1 Advertising Medium
50,000 Watts—680 K.C. San Francisco Represented by NBC Spot Sales
sentage to run from 5% of the WSM Nashville audience to 69% of the audience of WBAL Baltimore; the CBS list shows a range for TV homes from 11% of the radio homes reached by WWL New Orleans to 71% of those reached by WEEI Boston.

Mr. Ryan issued the following statement:

In the interests of sound advertising and fair evaluation of media, BAB opposes any attempt by the buyers or sellers of advertising by means of the broadcast industry to elude the study of media problems. BAB consistently and publicly has offered its facilities, resources and technical assistance to any group with a sincere interest in true evaluation of the radio medium and radio's relationship with the other complementary major media.

This new report by the ANA cannot, by itself, seriously affect advertising decisions. It is significant primarily because, with its two predecessor reports, it is part of the ANA's organized effort to assist its members in the general area of comparative media values that so far has been restricted entirely to the problem of radio time values.

This new report is not valid unless advertisers using it are willing to rely completely on several questionable aspects of the study. BAB has started a thorough study of the report and its possible usefulness and will shortly issue a statement of its main technical and other limitations.

NOW! THE IMPORTANT, PRACTICAL BOOK FOR YOU—AT POPULAR PRICE

Theory and Design of Directional Antennas

by CARL E. SMITH, B.S., M.S., E.E.

Here is a complete and authoritative disclosure of the theory and practical design of the size and shape of directional antenna systems, and the design of feeder systems.

The National Association of Broadcasters, Department of Engineering, states in their 1949 edition of the NAB Engineering Handbook (where this material was first published): "The NAB Department of Engineering presents this material with a twofold objective: first, that professional engineers may find their work, with respect to directional antenna systems, a common understanding of the basic principles of design; and, second, that the broadcast engineer charged with the operation and maintenance of a directional antenna system, no matter how complex, will be better equipped in his design and operation, which understanding in turn will pay high dividends through more efficient, economical and consistent broadcast service.

This book is planned for the professional radio engineer, the broadcast engineer, the broadcast technician, and the student of broadcast engineering, who desires a practical approach to directional antenna design. MOST OF THE MATERIAL THEREIN HAS NEVER BEFORE BEEN MADE AVAILABLE IN BOOK FORM.

The treatment of the subject material is both quantitative and qualitative in nature, and is at a college level, and the reader is expected to have no difficulty in grasping and applying the principles found therein to the problems and examples and the solutions that are sufficiently offered—thus the practice so much desired. Order Your Copy Today!

Cleveland Institute of Radio Electronics
4900 Euclid Ave., Cleveland, Ohio

Enclosed herewith is my remittance of $1.00 to cover cost, including tax of book, "Theory and Design of Directional Antennas."

[CLIP THE COUPON]

City..................... Zone........... State

PLEASE SUBMIT BY MAIL. ORDER. DO NOT ENCLOSE CURRENCY.

PIAZZA ARAILO—known to New Yorkers as Herald Square and to the people of Macys' Department Store—becomes the scene of an Italian fair, featuring over 1,000 products made in Italy.

The department store has signed with WOV New York, bilingual independent, for coverage of opening festivities from 1:15-3:15 p.m., EDT today (Monday). Gian Balducci and Giorgio Padovani, WOV commentators, will interview officials, guests, and shoppers—both live and on tape—for information as well as future broadcast.

The independent station, transmitting both English and Italian languages, is beamed at an audience of over 2,100,000 in the greater New York area, station reports.

Combination sale and exhibition of merchandise valued in excess of $1,000,000 was 13 months in planning. Some 30 buyers were sent to Italy to obtain Venetian glass, modern ceramics, religious articles, jewelry, gloves, playing cards, leather goods, clothing, foods and wines, linens and toys. The fair, called "Italy in Macys' U. S. A.," will last until Sept. 22 and will feature skilled personnel dressed in Italian costume as well as four Italian craftsmen demonstrating their skills.

TAX PROFESSIONAL

May Aid Industry Growth

The SENECE Finance Committee last week cut a wide swath in the maze of tax proposals confronting it, but early Friday had not cleared the major hurdle of excess profit levies.

It was learned, however, that a committee members were considering write-in provisions designed to soften the blow on television and other high-growth companies which have suffered hardships under the present law.

The fate of broadcasters had not been determined by the committee late Friday as it was speculated that some relief would be granted them as recommended by industry authorities in hearings before the Senate Finance Committee [Broadcasting & Telecasting, July 30]. That reportedly was the unofficial consensus of some committee members.

The ABSENCE of Chairman Pat McCarran (D-Nev.) of the Senate Judiciary Committee from the Capitol Hill scene, together with the possibility of prolonged Japanese peace treaty activities, may conspire to further delay hearing on the judgeship nomination of FCC Commissioner Brown. McCarran's committee could be held before Sept. 14 at the earliest—if not later—because of McCarran's presence at the peace treaty talks.

The Senator is not expected back in his office before mid-week, after which details would have to be arranged for the long delay and advance notice to the public to preserve an interested in the hearing.

In any event, two factors stood out in bold relief last week: (1) the committee may have to proceed with reasonable speed to meet the Oct. 1 target date set for Congressional adjournment; (2) prolongation of the Japanese treaty observances conceivably could delay the hearing date even longer, should Chairman McCarran decide to remain on the West Coast.

Committee reported a considerable flow of inquiries from individuals and groups asking that they be notified in advance of the hearing. Some have expressed interest in testifying personally before the committee, though their identities were not divulged.

FCC Chairman Wayne Coy and Commissioner Walker are expected to testify from the Commission [CLOSED CIRCUIT, Sept. 3].

There also was an inking that the Senate committee may be delayed but protracted beyond one morning or afternoon session on the basis of the wide open procedure the committee had indicated it will follow.

PINZA - NBC PACT

Signed for Three Years

BASSO Ezio Pinza and NBC were reported today to have come to agreement for a long-term contact assuring the network of the artist's exclusive radio and television services. Contract would be for three years, with a two year option provided to the broadcasting company.

Terms assured the singer of a $5,000 following his television appearances and $2,500 for each show he might decide to make on radio. Mr. Pinza was slated to begin his first engagements Saturday when the All Star Revue returned to the air from 8-9 p.m., EDT, over NBC-TV.

The contract remained unsigned at week's end.

Fry Nuptials

NANCY FRY, daughter of Mr. and Mrs. Kenneth Fry, was to be married last Saturday (Sept. 8) to Joseph William Moran at the Church of the Little Flower, New York City. Mr. Fry is a radio-TV director of the Democratic National Committee.
The Louisville Metropolitan Area ranks 28th in America in Net Effective Buying Income.*

WAVE has a Daytime BMB Audience of 238,490 families. Its BMB Area has an Effective Buying Income of more than one-and-a-half billion dollars — or 66.6% as much as the entire State of Kentucky!

WAVE-TV was first in Kentucky by more than a year . . . is now a third-year veteran, preferred by the majority of the 91,987 TV set-owners in and around Louisville. WAVE-TV is Channel 5 . . . features outstanding local programming as well as NBC, ABC and Dumont.

Ask Free & Peters for the whole WAVE story, today!

*Sales Management Survey of Buying Power, May 10, 1951
KELP, KBMX

Station Sales Are Reported

SALE OF KELP El Paso, Tex., to Barton and Gordon McLendon, majority owners of the Liberty Broadcasting System, was announced last week. Also reported was the sale of KBMX Coalinga, Calif.

The McLendons are leasing the equipment and studios of the 1-kw daytimer KELP (920 kc) for five years at a rental of $497 per month. Lease also includes an option at the end of that term to extend rental for another three years or purchase of the equipment and studies for $5,000.

They also agree to underwrite the losses of KELP while the transfer application is being considered by the FCC. Upon FCC approval, they agree to assume all obligations up to $5,000.

KELP licensee is Paso Broadcasting Co., of which Raymond T. Richey is president. Purchase is being made in the name of Trinity Broadcasting Corp., licensee of KLIF Oak Cliff, Tex., suburb of Dallas. This 5-kw station on 1190 kc is wholly owned by the McLendons. The McLendons and Houston oilman H. R. Cullen own LBS, founded in 1948 and now embracing more than 430 affiliates.

[Advertising * Telecasting, Aug. 13.]

With price of $22,000, KBMX was sold by Benjamin M. Bowman and family to John H. Thatcher, Crescent City, Calif., subject to FCC approval. Sale of the 500-w daytime station on 1470 kc was negotiated by Blackburn-Hamilton Co., station broker. Mr. Thatcher is now co-owner of a plywood mill in Port Angeles, Wash., and was at one time financially interested in KSEM Moses Lake and KPUG Bellingham, Wash.

N. Y. AD CLUB

Radio-TV Clinic Slated

RALPH WEIL, general manager, WOF New York, will serve as director of the radio and television clinic following the conclusion of the series of 27 lectures which initiate the 28th annual advertising and selling course of the Advertising Club of New York.

Course, which will start Oct. 16, will include lecturers on “Broadcasting—Present and Future” by Louis Hausman, CBS Radio Div. administrative vice president; on “Television: An Advertising Medium” by Glenn Gundell, director of advertising, National Dairy Products Corp., and on “Qualifications for Salesmanship” by Edgar Kobak, business consultant.

Radio and television clinic, starting in February concurrently with other clinics on sales promotion, better selling copy, advertising production and research, will include sessions on “Audience Measurement” conducted by Dr. Sydney Reslow, director, The Pulse Inc.; “Radio and TV Programming” by Redney Erickson, manager, radio and TV department, Young & Rubicam; “Time Buying” by C. E. Midgley Jr., director of radio and television media, Ted Bates Co.; “Commercial Radio and TV Writing” by Joseph A. Moran, Young & Rubicam vice president and associate director of radio and television; “Audience Promotion and Merchandising” by John Cowden, operations director of advertising and sales promotion, CBS Television Division; “Television Production Problems”, by Nicholas Keesely, vice president in charge of radio and television, Lennen & Mitchell.

Course of 27 lectures and six clinic sessions will be held Monday and Thursday, 6:15-7:15 p.m. at 29 W. 39th St., New York. Fee for the full course is $25.

SAFETY DATHS

WTCC-AM-TV Sets Coverage

STATEWIDE induction of some 20,000 youths comprising a school safety patrol will be given ceremonial coverage Sept. 18 in a half-hour radio-TV broadcast by WTCN-AM-TV Minneapolis-St. Paul from the Minnesota State Fair Grounds grandstand.

The WTCN radio program will be fed to a statewide network of 22 stations, most of them members of the Upper Midwest Broadcasting System, beginning at 1:30 p.m. The American Legion will install radio loudspeakers and, in some instances, TV sets in schools within the Twin Cities area, with about 6,700 Twin Cities youngsters among those to be sworn in by Governor—encumbent C. Elmer Anderson.

Members of Upper Midwest planning to carry the program are: KBMW Breckenridge, KNUU New Ulm, KLER Rochester, KXRA Alexandria, KAUS Austin, KBUN Bemidji, KLIZ Brainerd, KROX Crookston, WDSM Duluth, WEVE Eveleth, KSUN Fairmont, KDML Faribault, KTOE Mankato, KFMH Marshall, KVOX Moorhead, KPAM St. Cloud, KWLM Willmar, and KWNQ Winona. Others include KWAD Wadena, KWOA Worthington and KBCZ Grand Rapids, all Minnesota.
in total share of Washington audience!*

And that's going some! The Washington, D. C. radio market is the most highly competitive in the country. No less than 17 stations crowd the Washington area. The latest Pulse survey shows WWDC as second in total share of audience! And at WWDC's low rates, it's really first—on a results-producing basis. It means that in Washington, your best advertising buy is WWDC. Just get all the facts from your John Blair man.

*Pulse: May-June, 1951; 6 A.M. to Midnight
PRODUCTION of radio-TV appliances and other semi-essential consumer durable goods will remain at substantially the same level during the fourth quarter of 1951 (October through December), government officials indicated last week.

Available steel and aluminum—two key materials under the government's Controlled Materials Plan—for radio-television sets and phonographs will be somewhat larger for the remaining months under plans outlined last week.

The copper situation will remain acute, dependent upon the outcome of the strike which has paralyzed about 95% of the nation's producers and related manufacturers. [Broadcasting, Sept. 3.]

In a news conference held Wednesday by Manly Fleischmann, administrator of the Defense Production Administration and National Production Authority, fourth-quarter allotments for steel, copper and aluminum were mapped.

Mr. Fleischmann said:

Allotments, plus raw materials still in the hands of manufacturers and suppliers of finished products will be adequate to meet normal demands during this period and so provide reasonable employment for those who are dependent upon the continued production and distribution of consumer durable goods. The highest allotments were made to those industries which have a heavy share of military orders or which are producing goods essential to defense industries. Other products must be supported because they are important to public welfare, health or safety.

Radio-TV appliances were not included in an essentiality list issued by the NPA's Consumer Goods Division, but were tabled in requirements compiled by the agency's claimant group, the Electronics Products Division.

Electronic durables fared better than the average for "essential consumer durable goods," which were cut to 68% of the base period for steel, 54% for copper and about 48% for aluminum. Home radio, TV and record-player sets as distinguished from commercial equipment, such as transmitters, will receive about 65%, 54% and 48%, respectively.

The fourth-quarter breakdown shows the following data:

Steel—79,804 tons, compared to 72,500 for the third quarter; copper—23,885,000 pounds compared to 21,942,000 for the present period; aluminum—16,788,000 pounds as against 15,050,000 for the present three months ending Oct. 1.

The increase for steel and aluminum was made, according to NPA authorities, to bring radio-TV up to the same level as that for other consumer hard goods.

Previous metal percentages for these civilian items during the third quarter had a range cutbacks from 70% for iron and steel through 60% for copper to an even 50% for aluminum—comprising consumer products only recently placed under CMP.

More significantly, on the basis of allotments compiled by NPA's Consumer Goods Division, electronics tops the copper and aluminum categories for all other civilian goods during the fourth quarter and is second only to "household refrigerators" in the matter of steel tonnage.

Specific Allocations

There were some specific allocations of structural steel during the forthcoming period. Firms receiving allotments for defense (Army, Navy, Air Force) expansion programs included the Magnavox Co., Webster Electric Co., Ampex Electronic Corp., Westinghouse Electric Corp., the Baldwin Co., General Precision Lab., and others.

Reviewing the materials problem, Mr. Fleischmann said that steel (used in radio-TV towers and transmitter construction) will continue scarce during the first four months of 1952. Demand is expected to remain far ahead (about 200%) of available supply.

The copper strike dominated the news conference. Mr. Fleischmann termed the situation "terribly acute"—primarily because of the copper strike. His agency has notified producers to give priority to "essential needs." If the strike continues, he added, fourth quarter allotments already set will have to be drastically curtailed.

The government has found it difficult to maintain the flow of metals to consumer goods because of the walkout, said.

In the case of structural steel for commercial construction and other purposes, Mr. Fleischmann...

(Continued on page 44)
THE ABUNDANT LIFE

greater than ever*

in SOUTH DAKOTA

* PER CAPITA INCOME - UP

18%

IN THE RICH SIOUX FALLS MARKET KELO INFLUENCE ON BUYING HABITS IS GREATER BY FAR THAN ANY OTHER ADVERTISING MEDIUM

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.
Radio-TV Goods
(Continued from page 42)

made clear that "projects not approved are not being permanently denied," but only "deferred." Broadcasters who contemplate new building or major alterations fall under this category, as previously outlined [Broadcasting * Telecasting, Sept. 3]. Only 11% of requested allotments have been granted in terms of steel tonnage, NPA said.

The copper situation became more acute with each passing day. President Truman asked Atty. Gen. J. Howard McGrath on Tuesday to apply for an injunction in a move to curtail the national strike. The injunction was sought against the International Union of Mine, Mill & Smelter Workers and affiliated AFL unions "in the interest of the public health and safety."

At the same time the government announced a program for conserving structural steel and other materials used in building construction.

DPA suggested a standards guide of recommended conservation practices for builders who "want to minimize delay." The program is backed by Defense Mobilizer Charles Wilson and 17 government agencies participating in the mobilization effort.

SET SALES DRIVE
Omaha Campaign Underway
NEBRASKA - IOWA Electrical Council in late August began sponsorship of a saturation spot campaign on radio stations to stimulate television set sales.

Spread over 42 days, the campaign will use over 800 spot announcements. More than half of the spots are reported scheduled on WOW Omaha, with the remainder slated for KFAB KOIL KBON KOWH Omaha.

SAG APPEALS
Two Appear at Senate Hearing
ASSERTING that its members were being deprived of jobs under the Taft-Hartley Act, the Screen Actors Guild sent two representatives to Washington Aug. 27-28 to seek modification of union membership requirements. The representatives, actor Richard Carlson, and John Dales Jr., executive secretary of the guild, appeared before a subcommittee of the Senate Labor Committee, headed by Sen. Hubert Humphrey (D-Minn.).

The actors' union maintains that the law, since it permits an individual to work 30 days before having to apply for union membership, allows "thousands of casuals" who have no serious intention of becoming professional actors to take a great number of one-to-three-day jobs away from the small bit players in Hollywood. The guild wants the 30-day clause to be dropped or at least reduced to a few days. SAG will begin collective bargaining negotiations with motion picture producers Sept. 17 [Broadcasting * Telecasting, Sept. 3] and to protect small bit players will demand an employment preference clause as part of its new basic work contract.

MEXICO TOPS
In L. A. Radio-TV Progress

GREATEST radio and TV development among Latin American nations has occurred in Mexico, Judge Justin Miller, NARTB board chairman and general counsel, reported Friday after an inspection trip that took him to nine countries.

Judge Miller made the tour as representative of the Office of International Information, Dept. of State, and as a member of the U.S. Advisory Commission on Information. He said radio in Colombia is under government censorship and Brazil demands a daily hour of government news popularly known as the "Hour of Silence." Argentina operates all radio stations in the country and is planning government TV outlets, he said.

In Uruguay broadcasters are planning a cooperatively owned television outlet, Judge Miller continued. He said two TV stations are operating in Mexico, one in Cuba and two in Rio de Janeiro.

Latin broadcasters appreciate United States participation in Inter-American Assn. of Broadcasters, he added.

HOGAN FACSIMILE
Jop Press Gets License

IJI Press in Japan has been granted an exclusive license for use of Hogan facsimile equipment in Japan, Korea, Formosa, and Okinawa, according to John V. L. Hogan, president, Facsimile Inc.

The Japanese agency, which specializes in economic news, will use facsimile to distribute its information to subscribing newspapers over telegraph circuits. Individual subscribers will receive service either by wire or FM.

National Nielsen Ratings Top
Radio Programs

[TeteI U. S. Area, including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes]

EXTRA-WEEK July 28-August 4, 1951
EVERYONCE-A-WEEK Nielsen-Rating*

CURRENT RANK PROGRAM PERCENT

1 Big Story (NBC) 6.5
2 Romance (CBS) 6.5
3 Screen Directors Playhouses (NBC) 6.5
4 Mr. District Attorney (ABC) 5.9
5 Dragnet (NBC) 5.7
6 Broadway Is My Beat (CBS) 5.7
7 Mr. and Mrs. North (CBS) 5.6
8 Private Files of Rex Sanders (NBC) 5.5
9 Voice of Traitor (NBC) 5.3
10 Counter Spy (NBC) 5.3

NOTE: Nielsen-Rating is obtained by applying the "Nielsen-Rating" (R) to 41,900-the 1951 average number of households with radio in the U.S. States Radio Homes.

Top programs during all or any part of the program, except for homes listening only 1 to 3 minutes.

Copyright 1951 by A. C. Nielsen Co.

dropped or at least reduced to a few days.

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The Southwest is a great and growing market. WOAI covers this market with its 50,000 watt clear-channel voice better, far better, than any other advertising medium. BMB shows 395,350 families listen to WOAI daytime - 740,700 families listen evenings - latest Hooper shows WOAI leading day and night! Daytime, WOAI leads in 34 of 40 rated ½ hr. periods! Dollar for dollar, there's not a better advertising buy!
HOW does a 1,000-w daytime AM station operate with a ‘total staff of nine’?

The story was told in detail by Edmond H. Smith Jr., general manager of WIRC Hickory, N. C., during the NARTB District 4 meeting at Roanoke, Va. [Broadcasting • Telecasting, Aug. 27].

Speaking during a panel discussion, Mr. Smith said the staff is closely knit and versatile, sharing overflows of work among departments. There is little overtime, he said, and normal working hours prevail for all but the general manager and women’s editor, who is Margaret A. Smith. These two are principal owners.

During the summer WIRC needs no temporary or parttime help as staff members assume relief duties. Major work load is centered in programming and selling. The programming formula calls for five special talent programs daily, plus local news coverage in a five-county area seven days a week. The general manager and women’s editor handle most news coverage, aside from a parttime string correspondent who phones news every day.

Sales activity in the competitive market involves much personal contact, Mr. Smith said, with national spot a secondary, extra effort of the general manager.

Here is his detailed story of the nine staff jobs:

BUSINESS DEPARTMENT

(a) General Manager—In addition to routine business management, he apportions his time mostly to active selling of local advertising, servicing of important accounts, writing spot area news and writing occasional commercial copy.

(b) Bookkeeper - Receptionist—Does all accounting except the annual audit. She supplies monthly statements, handles all commercial billing, shares telephone answering with the program personnel and conducts over the counter visitor business. The bookkeeper also types most traffic orders, but does not take dictation for correspondence. WIRC staff members mostly write their own business letters.

PROGRAM DEPARTMENT

(a) Women’s Editor—Devotes about half her work day to her three air shows—Woman’s World, Make Believe Time and Stork Club. The first is the society-women’s news commentary, the second is a children’s story record program and the third is news of births from three counties. The other half of Margaret Smith’s day is absorbed mostly by writing spot news for the 12:30 p.m. midday news and for the late afternoon Home Final; also by copy writing, script writing and general program department details. She represents WIRC in the leading women’s organizations by active membership and attendance.

(b) Traffic-Program Manager—Types the program schedule on the transmitter logs in advance, making several carbon copies for studio use. She also files complete announcer books for every air shift, maintaining the files of all formats, commercial copy and library scripts. Mrs. Padgett does her scheduling from traffic orders, but is so skilled at keeping competitive advertising apart that the sales department often leaves it to her to select the best availabilities for short-notice spot schedules. She also keeps the talent mail count, helps answer the telephone and does her own feminine hillibilly disc jockey half-hour show each afternoon, Monday through Friday. Her work week is 40 hours.

(c) Staff announcers—The two staff announcers are employed on a basis of a 40- to 50-hour work week, including overtime as necessary. They actually average about 41 hours weekly. The relief announcer-salesman is paid a basic salary in the program department for these principal duties: two full relief shifts each week-end and copy writing. Otherwise, he is on his own time as an outside commercial announcer.

(Continued on page 74)
WSIX  \{  ABC  \\
      5000 WATTS  \\
      980 K.C.  \\
\}

NASHVILLE, TENNESSEE

*  

Announces
the immediate appointment
of the

George P. Hollingbery Company

as exclusive
national representatives
in West Virginia... your dollar goes farther with “personality”

More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of “Personality” Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it!

Joe L. Smith, Jr., Incorporated
Represented nationally by WEED & CO.

REGULATION W

A MODIFICATION of Regulation W was under study by the Federal Reserve Board last week, looking toward move literal compliance with down payment provisions on installment purchases.

Action is being taken on the basis of complaints that some dealers have used the newer, less severe credit terms to competitive price advantage in terms of advertising and selling practices.

The charge also was pointed up by the National Appliance & Radio Dealers Assn., which called on manufacturers to help “clean this situation up!” lest the “many, clean, legitimate retailers” suffer for the abuses of a few. Mort Farr, NARDA president, also urged Congress and the reserve board to take appropriate action.

Many dealers “advertised no down payment, exaggerated the meaning of the new credit terms, encouraged customers to make purchases without getting cash equity in the merchandise,” Mr. Farr stated in his letter to manufacturers.

Specifically, complaints received by FRB and Congress, allege that trade-ins have little actual value and that they are, in effect, concealed discounts. The FRB is not concerned with the discount phase but is known to be skeptical over ad practices which tend to devalue the trade-ins under terms of Regulation W. An “over-allowance” applied to down payments would violate the spirit of the regulation, it was stressed.

Past Relaxations

The board last month amended the regulation to provide for a 15% down payment on radio-TV sets and a maturity date of 18 months. The government had relaxed restrictions requiring 25% down payments and 15 months’ maturity date after protests from the manufacturing industry and other groups.

With respect to the imminent clarification, board spokesmen noted that it would be impracticable to develop an interpretation which would require an evaluation of trade-ins at the time of purchases.

What does pend, however, is a modification spelling out in broad terms that so-called “over-allowances” applied as down payments would violate the intent of Regulation W—the objective of restraining credit purchases. What language the amendment would take was not known last week.

FRB decided to take action after conferring with members of the Senate Banking & Currency Committee the past fortnight, it was learned. Board officials had sought to determine whether the trade-in provision represented the clear intent of the committee before Congress adopted the less stringent credit rules.

The committee advised the board it would take no further action pending revision of Regulation W by FRB itself. At the same time it also was pointed out that any formal complaint involving advertising abuses would fall within the jurisdiction of the Federal Trade Commission. FTC had no official comment last week.

Mr. Farr asked manufacturers to carefully monitor all dealer advertising and deny cooperative funds for “advertising that discredits our industry.” Set-makers should seek out “exaggerations and misinterpretations” of new credit terms, he added. He also sent copies to the board and Senate Finance Committee, which passed them on to the Senate Banking group.

SCBA SERIES

National Promotion Slated

SOUTHERN California radio, with millions of automobile sets, skyrocketing population, growing in-home and out-of-home listening and low rates, is “different.”

Just how different will be told to the agencies and advertisers in New York, Chicago, Cincinnati and Minneapolis in a series of presentations by the Southern California Broadcasters Assn. starting Sept. 24 and continuing through Oct. 12.

Presentations will be delivered by Robert J. McAndrews, SCBA managing director, with several sales representatives of Southern California stations participating in each meeting. Station representatives are working in committees to schedule several meetings daily.

Broadcast Advertising Bureau, New York, is hosting a new reception in New York on Sept. 24 at which the representation will be previewed. Personnel of station representatives organizations will hold a luncheon the same day for similar purposes.

Planned by SCBA sales promotion committee under chairmanship of Kevin Sweeney, sales manager KPFI, Los Angeles, this is believed to be the first time that a regional group of competitive stations have banded together for a major cooperative sales campaign in key spot buying centers.

Lansing Council Tribute

CITY COUNCIL of Lansing, Mich., at a weekly meeting Aug. 27, paid tribute to WILS Lansing. The council congratulated WILS for receiving a daytime power from 1 kw to 8 kw. A resolution passed by the council stated, in part, . . . “this council express its appreciation to WILS for the public service that this station has given to the public and wish them success for the future.” W. A. Pomeroy is station general manager.
PRAISES WSID

Morton Levinstein, A.W.L. Advertising Agency, Balto., congratulates Richard Eaton on gratifying results!

Says Morton Levinstein, of A.W.L. Advertising Agency, 810 N. Charles Street, Baltimore, Md.: “We are delighted with the results achieved from our advertising over WSID, Baltimore. We have at least 15 clients on your station, retail and national, and all of them are more than pleased with results. Some of them are retailers with small budgets, who MUST get immediate business, and it's really astonishing—even for a skeptic like me—to observe the great tangible results.”

We feel very happy with the praise we've received from A. W. L., one of Baltimore’s fastest-growing, most-progressive, and successful advertising agencies. A. W. L. in the last 5 years has increased its total billing over 800%, and they are well-known for their shrewd purchasing of time and space; for their careful, intelligently conceived merchandising follow-up; and their shirt-sleeve, down-to-earth approach to their clients’ advertising problems. We are delighted to know they consider us as one of their best buys. Yes, and the UBC network can help YOU too increase sales for your clients.

From left to right, Morton Levinstein, A.W.L. Advertising Agency; Albert Lanphear, General Manager of WSID; and Richard Eaton, President.

U.B.C. United Broadcasting Company

WSID Serving BALTIMORE Area
WOOK Serving WASHINGTON Area
WANT RICHMOND, Va.
WARK HAGERSTOWN, Md.
NARND SUPPORT
Offered In La. Incident
NEWSMEN in all media must
"unite and work together to keep
all freedoms intact in America,"
Ben Chatfield, president of the Na-
tional Assn. of Radio News Direc-
tors, has advised newspapermen
in the wake of separate incidents
involving news suppression.

Mr. Chatfield offered the asso-
ciation's assistance to five Lake
Charles, La., newspapermen in-
dicted by a grand jury on charges
of defaming three alleged gamblers
and some public officials, and to two
other editors barred by the mayor
of Elorton, Md., from town council
meetings.

In letters to the mayor and fore-
man of the grand jury, the NARND
president said he had received
of the incidents indicated
"very serious threats to freedom
of information." He added that
the incidents are being probed by
NARND's Freedom of Information
Committee under the chairmanship
of William Ray, NBC Central Di-
vision. Mr. Chatfield also asked
the newspapermen their versions.

"It is high time for newsmen in
all media to unite and work to-
gether to keep all freedoms intact
in America," the NARND proxy
wrote. "News is news, whether
it comes off a press or from a radio
or television speaker, and that
freedom can't be held without the
absolute cooperation of every hon-
est journalist in the entire world."
He asked the foreman of the
Lake Charles grand jury to "see
that that freedom is protected,
noting that the First Amend-
ment of the Constitution provides
for freedom of the press.

Broadcasters have been directly
concerned in two similar incidents,
one involving a prohibition against
a recording of a public hearing and
the other censorship over coverage
of a sports event, both in Iowa.
Complaints filed with the governor
flayed the action of the State Board
of Appeals and the Iowa High
School Athletic Assn.

Voicing broadcast of Radio Free
Asia is Lion Light (seated), with
Richard Bertrandus, RFA pro-
gram director, directing... 

Whether it's lambs or sales that have gone astray,
WIBW can quickly pull them back into the fold. Out
here in Kansas, WIBW is the station most listened to
by farm and small town families.* These are the folks
who have the money...do the bulk of the buying.**

These "bread and butter" customers of yours leave
their dials set to WIBW from sunrise to midnight
because we're programmed to give them the entertain-
ment, services and features that both interest and serve
them.

So, to hold old customers and build new ones,
use the most powerful mass selling force in Kan-
sas—WIBW.

* Kansas Radio Audience 1951
** Ask our Research Dept.

RADIO TO ASIA
RFA Project Started
FIRST privately operated project
designed to pierce communism's
Iron Curtain in Asia was put into
action last Tuesday as a 1½-hour
program of news and comment was
beamed to the Chinese mainland
by Radio Free Asia.

Seven-day-a-week schedule of
broadcasts is being transmitted from
San Francisco over RCA shortwave to
Manila and then shortwaved to 6110 kc to
China. Broadcasts start at 10:30 p.m.
Manila and China time.

Brayton Wilbur is chairman of
Committee for a Free Asia Inc.
Radio Free Asia is an operating
branch of the committee and is di-
rected by John W. Elwood, former
manager of KNBC San Francisco.

News and comment are divided
into three sections—Mandarin,
Cantonese and English. Program-
ing will be expanded later both in
length and type, eventually includ-
ing programs on agriculture, health
and other topics designed to aid
people in various parts of Asia and
to help them resist communism.

Suppression in Asia
All media of public communica-
tion in the major part of Asia are
controlled, Mr. Elwood said. RFA
will concentrate on Asian news for
Asians "with the aim of letting the
Asians know what actually is go-
ing on in their own areas." All
broadcasts are live from San Fran-
cisco, conducted in native language
by refugees or exiles. Later the
committee plans to build and oper-
ate its own transmitting stations
as near the target areas as possible.

AAW '52 MEET
Feltis Named Chairman
HUGH M. FELTIS, formerly presi-
dent of Broadcast Measurement
Bureau and now an independent
radio-television consultant in
Seattle, has been named chairman
of the 1952 Advertising Assn. of
the West, convention, scheduled to
be held in Seattle June 22-27, 1952.
Mr. Feltis was selected by the
Past Presidents' Council of the
Advertising and Sales Club of
Seattle, host to the convention.

The AAW convention is expected
to draw 1,000 delegates from eleven
Western states, Canada and
Hawaii, as well as representatives
from eastern and national advertis-
ing organizations. The Ad Club
has also announced that all com-
mittees for the AAW convention
will be headed by past presidents
of the Seattle group. Present
president is Roger Rice, sales
manager for KING Seattle.

Until last spring, when he
resigned to establish his own con-
sultation service, Mr. Feltis was
general manager of KING-AM-
FM-TV Seattle.
In Siam and elsewhere too, women have worn trousers of a sort for centuries. The idea was considered quaint. The Bloomer Girls tried it. It was hilarious. Then one day a few years back a girl stopped in at a tailor shop and ordered herself a pair of pants. All of a sudden, for better or for worse, slacks became a standard and important part of every woman's wardrobe.

How come? Well, it started in Southern California. The tailor shop was on Hollywood Boulevard. The pants covered a pair of famous legs. Other famous movie stars and other women everywhere found the idea irresistible—for, as every good merchandiser knows, if an idea takes hold in Southern California, the rest of the country, the rest of the world, will follow suit.

Got something to sell? Sell Southern California first—with the station that serves it best.

KMPC, Hollywood, reaches 197 pace-setting, free-spending communities in its primary listening area.
Strictly Business
(Continued from page 14)

of their request lists. Since then the products, which are produced in matching, soft colors, have been shown on color television—an idea that Mr. Green realized would demonstrate his merchandise as well as the advertising possibilities and color distinctions that CBS was promoting.

"On television, we can actually show how our equipment works," he observes, "and on color screens, we can put over one of our major sales points—our products match each other." The result is that Detecto is currently looking for its own program, preferably on television, for fall sponsorship.

Mr. Green, a native New Yorker who was born April 19, 1922, on the anniversary of Paul Revere's ride, has kept up his own pace by combining college with career. He received his final degree only last year. After attending New York high schools, he enrolled at the City College of New York, but transferred to Maine's Quoddy School of Engineering in 1942. He became managing editor and columnist for the weekly paper at Quoddy and sold advertisements on the side, thus getting his introduction to advertising techniques.

Enlists in 1942

In August 1942, he enlisted in the Army Air Corps and was assigned, for more engineering study, to the U. of Chicago. He was shipped abroad to participate in the invasion of the Philippines and Okinawa. He continued, from his Far East location, to do the freelance writing he had started in college and also served on the Mid-Pacific edition of Yokohama magazine.

One of his poems about Combat Engineers was shown by his mother to a fellow office worker who, after the remote and impersonal introduction, ultimately became Mrs. Green. Mr. Green and his wife, a professional singer when not working in a wartime office, are now greasing their two-year-old daughter for a future singing career.

Back in New York after the war, Mr. Green returned to CCNY, working part time for Stewart-Dougall & Associates Inc. (then Stewart-Brown) as advertising manager. In 1947, he and two fellow students, all of whom were on theLexicon, the CCNY yearbook, started their own advertising agency, Lexicon Associates. Although all of them left their agency for bigger and better jobs, Mr. Green still holds a few of his original accounts. Mr. Green's next stop was with a trade publication and from there he went to Detecto two years ago, winning his job over a field of 49 applicants.

His schooling, concurrent with his working, earned him a BBA in advertising in 1947. Then he transferred to Columbia Teachers College as a night student to work on his Masters in business education and public affairs, receiving his degree in 1960.

Last year, he was somewhat surprised to find his evenings—usually spent in class or at study—were relatively free. The result: he has scripted several different program series for adult education on television. Columbia's Lyman Bryson started Mr. Green on the project and now CBS, NBC and the Ford Foundation are considering his ideas. Regarding educational television, Mr. Green says, "If it's educational, people won't look, and if it's interesting enough to hold their attention, it's probably not too educational." So his series aim for the middle mark. "You have to be subtle," he observes.

An inveterate pipe-smoker (he bought a car to drive to work, thus avoiding subway no-smoking rules), Mr. Green's preoccupation with commercial television during business hours and educational television during his spare time, now consumes his day. It's just about all he can do to get an occasional chess game into his crowded schedule.

Anthony C. Thornton
REQUIEM MASS for Anthony C. Thornton, 41, manager of WCVA Culpeper, Va., who died Aug. 19, was offered Aug. 21. Native of Memphis, Tenn., Mr. Thornton joined Culpeper Broadcasting Corp. in May, 1950. Mr. Thornton suffered a heart attack two months previously. Surviving is his widow, the former Dorothy Louise Jones, of Viroqua, Wis.

WCKY PRODUCES RESULTS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER
FOR YOUR INFORMATION:

It's a rare day when a technical report on laboratory research gets past the editor and into print. The reason: it's not news. But often as not you will find the results of that research on Page One. The reason: they are news.

A case in point is the story of the advances made in aviation design. American manufacturers are building airplane engines with double the horsepower of our best World War II models. What does that mean to newspaper readers? It means that our commercial aircraft can carry heavier payloads at higher speeds and without a comparable increase in engine weight. It means that our fighter and bomber pilots can knife deeper into enemy territory, strike with greater force, and come home again. That gets into print. That's news.

What makes this progress possible? For one thing, a little army of men and women, working at oil company laboratories in every section of the country, developing the fuels that make these engines possible. They work with hydrocarbons. They ask -- then answer -- questions about gravity and viscosity and flash point and molecular structure. To most newspapermen, that's not news.

Thus, when the American public opens its papers it reads the effect, not the cause. But behind these tremendous industrial achievements are such interesting facts as these:

...during the past five years oil scientists have patented 8,179 new inventions -- an average of more than six every working day.

...some of these have helped make possible today's record oil output -- 25 per cent greater than during the peak year of World War II.

...others have made possible today's high standard of oil product quality -- two gallons of gasoline now do the work that three gallons did in 1925.

...research work is going on at the greatest pitch in history. U. S. oil companies today employ more than 15,000 scientists and technicians, spend more than 100 million dollars a year to create new products, make old ones better.

If you'd like further information -- on any phase of this remarkable story of research or any other part of the oil industry -- please write to me.

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

(Continued from page 87)

rather precise basis would be set up for estimating effect of TV on radio. This would provide a benchmark or base figure for estimating increases of these estimates into the future as new TV stations take the air.

National and regional sponsors, after experience with the two BMB studies, now recognize uniformity in measurement of station audience and coverage as a "must" in buying time, he added. More than 400 top buyers regularly use the BMB reports and this experience has created among them "a strong desire" for such a basic type of audience measurement, he explained.

An advantage of the BMB type of circulation measurement is found in the opportunity for comparisons with data supplied by printed media, according to Dr. Baker. He said radio long has been at a competitive disadvantage because it is bought exclusively on a program-rating basis whereas printed media are judged on a basis of gross circulation.

Radio's Yardstick

Recalling the oft-heard adage that radio is measured by a micrometer and printed media by a yardstick, he said the projected new study will provide a radio yardstick.

A number of important changes have occurred in the broadcasting industry since field work was done for BMB Study No. 2 in the spring of 1949, he declared. Programs have shifted from one network to another and also among stations, he continued, and some 400 new stations are on the air. In addition he observed that over 200 stations have increased power on changed frequency, or both. On top of these factors a fifth network, Liberty Broadcasting System, has developed and all these changes have created "uncertainties in the mind of the buyer which can be detrimental to radio's interest," according to Dr. Baker.

An "important improvement" is planned by Dr. Baker in the new study. Audiences will be reported for morning, afternoon and evening periods instead of just the day and night separation previously reported, he said.

Stations buying the report will automatically receive information concerning the audience of competing stations although such data will not be in a form that can be used by non-purchasers.

Price of the new study will be based on estimated audience of the station involved, or number of baili- lot-mentions, instead of on station income, Dr. Baker said. He called the relating of cost to station income "unrealistic, working to the disadvantage of many stations."

Letters are being mailed all broadcast stations, explaining the new study and providing contract forms. The new company asked for signatures by Oct. 15 to permit commitments for personnel, printing, ballots, premiums, tabulating etc. by Nov. 1. It is understood a higher fee will be levied after Oct. 15.

A NARTB-inspired agency, Broadcast Audience Measurement Inc., has been conducting a study of the whole coverage picture for more than a year. It was set up to analyze the situation and report to NARTB. Under current NARTB board policy the association is not permitted to participate as such in coverage projects.

Dr. Baker was called into BMB's second study two years ago when the project began involved intra-industry bickering. He was named acting president of BMB, on leave from NARTB, and has been credited with saving the study and carrying it through to successful conclusion.

The whole BMB matter was aired at the opening NARTB district meeting held Aug. 23-24 at Roanoke, Va. At that District 4 session NARTB President Harold Fellows, answering questions, cited history of BMB and the salvaging job performed by Dr. Baker.

NARTB has not yet announced a successor to Dr. Baker as research director. Department work will be carried on by Frederica Clough, his assistant, and the staff.

FAITH IN RADIO

KLZ Sponsor States Belief

FRED DAVIS, dean of Denver furniture dealers, has a philosophical approach to advertising.

"Advertising is much like religion," says Mr. Davis. "You've got to believe in it to get results."

No better testimonial of Mr. Davis' faith could be desired than the fact that he has just signed his yearly renewal for KLZ Den- ver's Voice of the News, thereby marking the start of his 17th consec- utive year as a KLZ newscast sponsor.

The newcast is aired seven days weekly, from 7:45-8 a.m. Consistent use of radio has been instru- mental in bringing new cus- tomers into the store, says Mr. Davis, who on Oct. 7 celebrates his 51st business birthday.

Materials for the commercial include suggestions on home furnishings, new trends, new merchandise and style information.

His Sponsors Alone

Make a Sizable Audience

Fulton Lewis, Jr. is sponsored locally on more than 240-370 Mutual stations by (572) advertisers. The roster of business represented is too long to detail here, but this brief summary shows their scope:

10/ 92 automotive agencies
2/ 49 auto supply and repair companies
6 bakers
55 banks and savings institutions
31 builders
6/ 66 building materials firms
31 coal, ice and oil companies
19 dairies
36 department stores
25 drug stores
16 food companies
47 furniture or appliance stores
2/ 47 hardware stores
16 jewelers
17 laundries
29 real estate and insurance agencies
69 miscellaneous

His program is the original news co-op. It offers local advertisers network prestige, a ready-made and faithful audience, a nationally known commentator—all at local time cost with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).
The new “package” that’s boosting drugstore sales in New England’s BIG market!

What It Is:
“WBZ Feature Drugs” is the new radio advertising-plus-merchandising-plus-promotion idea that’s ready to hypo you drugstore sales throughout the heart of the rich WBZ-land market.

How It Works:
Participating advertisers on “WBZ Feature Drugs” get the day-after-day benefit of:
- 500 Co-operating Drugstores—each identified by a “WBZ Feature Drugs” decalcomania.
- 500 Continuing Displays—one in each of these high traffic independent stores.
- Regular Point-of-Sale Promotions.
- Alert, Aggressive Field Staff—providing reports to advertisers on 200 storechecks each month. This staff acts as a valuable on-the-spot extension of your own sales staff!

Who Makes It Work:
Intensive Coverage of the heart of the rich WBZ-land market.
A Full-time Staff of five under the personal direction of Betty Ready, merchandising co-ordinator of “WBZ Feature Drugs.”

Who Makes It Work:
At the microphone is Bob Rissling, one of New England’s great radio personalities. Bob continues his friendly chit-chat... his singing of the songs your customers want to hear... and adds special drugslanted stunts such as recorded interviews with leading druggists.

When It’s Heard:
“WBZ Feature Drugs” is on the job for its advertisers twice a day... 1:00-1:30 PM, and 7:00-7:15 PM, Mon. thru Fri. each week. The show is new! The format is tested. Success is assured! For details and availabilities, check WBZ Sales or Free & Peters.
ONE ANNOUNCEMENT

ON WCKY

SELLS OVER 200 SUITS!

Stein's Clothing, who buy three announcements weekly at 7:05 am, received a copy change Friday July 20th reducing the price of their summer suits to $15.95. This price change arrived after the Friday morning announcement, and since there would have been no additional announcement until Monday, WCKY made a short announcement at 10:45 am Friday morning, saying that the price on the 7:05 am announcement should have been $15.95.

Friday and Saturday, on this ONE announcement only, Stein's sold over 200 suits and did not have enough suits to advertise them again Monday morning. Mr. Gregory of the Stein organization, who is from New York, and isn't used to the pulling power of WCKY, was overwhelmed with the results.

WCKY—ON THE AIR EVERYWHERE 24 HOURS A DAY 7 DAYS A WEEK 365 DAYS A YEAR
THE LATEST WCKY STORY

WCKY Sells Sears Roebuck Out of Lawn Fertilizer

During the annual "Sears Days" sale, the Cincinnati Sears Roebuck store used announcements exclusively on WCKY to sell Lawn Fertilizers.

By the third day of the sale, WCKY had sold the entire supply. Sears had to immediately call in the stocks from the stores in Covington, Ky. and Dayton, Ohio to meet the demand.

FOR RESULTS IN CINCINNATI
INVEST YOUR AD DOLLAR
WCKY’S-ly

CALL COLLECT OR WRITE:

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

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 281
One-Shot Skelton

THERE IS something new under the radio sun. The CBS Radio one-time sponsorship plan, offered initially for the Red Skelton show, is an innovation in nighttime network radio that could open a new vista of network selling.

There should be many opportunities to sell one-shot accounts — accounts with limited budgets and with special merchandising jobs. By using time-intervalated and time-slots, the advertiser is assured a loyal audience.

The Skelton plan competes with consumer magazines, both as to cost and deadline. The Skelton format, in view of the fore-runner of a new mode of radio-selling, is an example of ingenuity stemming from necessity. It is the first sales thrust made by Howard S. Meighan since his appointment as president of the Division, from where we sit, it's an auspicious beginning.

Bye Bye, Bill of Rights

SEN. WILLIAM BENTON has a veteran copywriter's knack for making things seem nicer than they are. He set out, in his testimony before a Senate subcommittee hearing on proposed legislation to make a National Citizens Advisory Board for Radio and Television, to prove that such a board would influence broadcasting but would not in any way act as a censor.

No ordinary intellect would try to reconcile that inconsistency, but the Senator has indeed an unusual mind.

The Senator began by quoting from some editorials from Broadcasting on teletcasting. He said he was forced to deny our statements that his board would exercise censorship powers.

Well, asked Sen. McFarland, the subcommittee chairman, how much effect on broadcasting would the Benton board have unless it did exercise "some degree of censorship?"

Senator Benton's answered in part: "I have a great faith in the desire of the industry to respond to the kind of constructive report that would come from the type of men that would be on the board."

To get a realistic grasp of what Sen. Benton has in mind, we here whiprepharse that answer.

What he really means is that with a few experts, a board, established by Congress, appointed by the President and attached to the FCC like a permanent mustand plaster, would command enough political authority to make stations do as it pleased. Another case of regulation by the lifted eyebrow, a term we used to use in describing the infamous Blue Book.

Well, Sen. McFarland wondered what if stations did not conform to the recommendations of the board? Would the FCC be expected to conform to them?

"It would and could on occasions where you have a flagrant failure of a license to live up to his promises," said Senator Benton.

Right there, the Senator undid the fancy argument he has been using to make his proposed board appear nicer than it would be.

No matter how you slice it, the board would be established for no other purpose than to monitor the air, judge programs on the basis of the board's own sympathies, and issue recommendations which, if ignored by the licensees, could be taken as directives by the FCC in granting or renewing licenses.

It would constitute not only censorship, but censorship with a loaded gun in its hand.

Come In, San Francisco

WE SAW the first coast-to-coast television program last week in a company of only average sophistication, and it struck us as noteworthy that not a person in the room at any time marveled at the technical phenomenon of sitting in Washington, D. C., and watching people 3,000 miles away in San Francisco.

Everyone apparently accepted this electronic transmission as entirely acceptable and indeed expected. Technical progress has occurred with such jading speed that we doubt the first take-off to the moon will draw more than a few of the most curious.

Well, we're still naive enough to be at least slightly astonished when, without moving from our living room, we can watch and hear the President deliver an address in San Francisco's Municipal Auditorium. We don't think the event should pass without acknowledgment to the engineers of the A.T.&T. who not only built $40 million relay system but put it into operation a month ahead of schedule to teletcast the peace conference.

These engineers have been passing miracles in such abundance that we are apt to forget that it has only been 36 years since coast-to-coast telephone service was made possible and 24 years since the first transcontinental radio network was hooked together.

Coast-to-coast TV starts with a bigger audience than coast-to-coast radio did. There are twice as many television homes today than there were radio homes when NBC began networking with the Rose Bowl broadcast of January 1, 1927.

The engineers have completed the biggest part of their transcontinental TV work, and they have already been forgotten in the rising comment and debate of the program and comment which will be made on what we will use the equipment the engineers have built.

We have no doubt the system will be put to good use. Meanwhile, as coast-to-coast transmissions become routine, we expect the engineers will be continuing their work. Unlike some of our unfamed companions, we're saving a little reservoir of astonishment for the next big technical jump in television, perhaps for a reauring day when we can recline on our sofa and see what's going on in London, or even Moscow.

Fire Both Barrels

SOME ADVICE from A. C. Nielsen was reprinted in this publication last week, and we think it bears repeating.

Mr. Nielsen said: "It is very important to recognize that TV and radio are usually more complementary than competitive, i.e., they reach different audiences ... The most profitable procedure [for advertisers], as we see it, is to blend these two media in the most skillful manner. Here is a place where big profits will be made from now on."

In a footnote to his remarks, printed in the regularly-issued Nielsen Researcher, the research expert added: "It follows that, in cases where the cost of TV cannot be defrayed by additional appropriation, TV should be viewed as a replacement for magazines, newspapers, outdoor and other types of promotion to at least the same extent as it is viewed as a substitute for radio."

We think Mr. Nielsen makes a lot of sense to us and should make sense to advertisers.

Radio spreads through all kinds of markets — cities, suburbs, farms. TV at present is concentrated in urban areas — only 63 of 100.

No prudent advertiser who hopes to distribute his product nationally can disregard radio — the only saturation medium.

WILLIAM CARL JEFFREY

WHAT happens to child prodigies? The answer sometimes would be that they become broadcasters. This is true in the case of John Carl Jeffrey, vice president and general manager of W1OU Kokomo, Ind.

Mr. Jeffrey maintains that if his mother had not had a burning desire to give him a fine musical education, he might never have become involved in a radio career and its subsequent adventures.

Born in 1903 in Indianapolis, Mr. Jeffrey at an early age showed promise of becoming an accomplished pianist. At his mother's insistence his education centered around music. Her faith in his ability was justified.

The door to a radio career opened when he played accompaniment for his sister who was singing over the old WKBF Indianapolis. This was the beginning of an interest in radio which has taken Mr. Jeffrey from coast-to-coast during the past 25 years.

From the beginning, Mr. Jeffrey's philosophy of radio has been the premise upon which W1OU operates today.

"We believe," says Mr. Jeffrey, "that every station should make the most of every opportunity to give and be of more public service to the citizens of North Central Indiana."

"If we do this job for which we were licensed, our sales picture will take care of itself."

Most of Mr. Jeffrey's quarter century in radio has been spent at W1RC Muncie, WCVS Springfield, Ill., and WCCO and WTCN Minneapolis.

In 1941, Mr. Jeffrey became manager of W1KO Kokomo. He resigned this position six years later and began formulating plans for a new outlet there.

The construction permit was granted for W1OU on January 19, 1946, for 1 kw on 1550 kc. The first program went on the air July 10 of that year.

Public service has been a forte of W1OU. Mr. Jeffrey has thrown his weight behind every public welfare cause since he has been at W1OU.

When asked what he considers the high spot of his career at W1OU, Mr. Jeffrey points to a black-bound book on his desk:

"The day I received this book was the happiest. It was presented to me by the Women's Civic Council and, believe me, it was the first time I have ever been completely overcome."

Prepared by 15 civic and fraternal organizations, which took advantage of the 296 free quarter-hours made available each month by

(Continued on page 80)
THESE SIGNS* ARE NORMAL IN NEW YORK

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

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

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

*The sign says "Pedestrian Crossing."

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

730 FIFTH AVE., NEW YORK 19
KIRBY NAMED
Becomes WLAW Sales Head
Nona Kirby, for the past six years regional sales manager in the Boston area for WLAW Lawrence, Mass., has been named general sales manager. The appointment, announced last week, was effective Sept. 1.

William A. Riple, station manager, said also that since WLAW has become the Boston outlet for ABC, the sales organization will be greatly expanded, bringing to advertisers a complete sales service.

Miss Kirby has been active in radio since 1935, joining the industry after a successful career in show business.

NATIONAL radio broadcast from Hollywood Sept. 24 with leading stars enacting scenes from coming pictures will help inaugurate year-long, nation-wide advertising and publicity campaign of motion picture industry, keyed to 50th anniversary of the nation's first movie theatre.

KING-AM-TV CHANGES
Four Given New Posts
FOUR executive changes at KING-AM-TV were announced last week by Otto Brandt, vice president and general manager.

Grant Merrill, KING program director, has been promoted to production manager. Hal Davis, formerly freelance announcer and advertising agency executive, has been named program director of the AM outlet.

Mel Anderson, freelance publicity man, has been appointed director of publicity and promotion for both KING and KING-TV. Elizabeth Wright Evans has been assigned as director of public service.

CHURCH RADIO
Father Broderick Named
The REV. Edwin B. Broderick of St. Patrick's Cathedral in New York was appointed archdiocesan director of television and radio last week by Francis Cardinal Spellman. The newly created department was originated, Father Broderick said, "to establish a central clearing house for Catholic speakers, films and programs" and to act as "clearance board" for negotiations between radio and TV stations and the Catholic Church, in the Archdiocese of New York.

Offices of the new church department are located at 453 Madison Ave., New York.

OK REITZEL, account executive, KCBS San Francisco, named San Francisco sales manager, Columbia Pacific Network. He replaces Henry L. Buccello, resigned to join Bank of America, as assistant to vice president and general manager.

Robert F. Hyland, local sales staff WBBM Chicago, appointed assistant to the general manager KMOX St. Louis.

Owen Sadder, general manager, and Howard O. Peterson, sales manager May Broadcasting Co. (KMA Shenandoah, Iowa, and KMTV (TV) Omaha, Neb.), appointed executive vice president and vice president in charge of sales, respectively [Broadcasting * Telecasting, Sept. 3].

Ernest F. Oliver, general sales manager WESB Bradford, Pa., appointed station manager WDOS Oneonta, N.Y.

Ralph R. Brunton, former president and general manager KGW and KJBS San Francisco, announces opening of Brunton Inc., electronic engineering, Redwood City, Calif.

H. F. (Herb) Saxton, Bernie Simon and Jack Stoops appointed to sales staff KRIZ Phoenix. Mr. Simon was with KCMN Tucson.

Homer (Rusty) Gill, new to radio, named to sales and promotion department KSWI and KFMI (FM) Council Bluffs, Iowa. He replaces Dick Gurney, now with KBOB Omaha, Neb.

Joseph Hershey McGilvra Inc., N. Y., appointed national sales representative for WKBS Oyster Bay, N. Y.

James F. Owens, account manager in sales department DuMont TV network, named account executive on sales staff. Mr. Owens was managing editor, "Television Magazine," and associate editor, "Radio Daily."

Bill L. Merritt, director of several west coast TV programs, named account manager for sales department WABD (TV) New York, and the DuMont TV Network.

Howard N. Johansen, sales staff WNEI Endicott, N. Y., appointed to local sales staff WEEI Boston.

PERSONALS


Edward H. (Bud) Hawkins, business staff WGR Cleveland, and Helen Paulus, married. . . . R. A. Jolley, president and general manager WMRC Greenville, S. C., appointed to national OPS advisory committee. . . . Ted Bergmann, director of sales, DuMont TV network, father of boy, David L., Aug. 29.

DETOIT AM

CKLW Sales Up 25%
Healthy state of AM radio is emphasized in report of sales for 1951 by CKLW Detroit-Windsor. Local and national business is up 25% for the first eight months of 1951 over a comparable period in 1950, according to station president, J. E. (Ted) Campeau.

One of the most enthusiastic supporters of "The Detroit Plan" for selling radio, Mr. Campeau said: "We have the entire CKLW sales staff geared to emphasize that radio is still the greatest mass medium, through adaptations of our slogan, "Wherever you go, there's radio.' We feel confident that this effort will result in constantly increasing sales efforts."

CION St. John's, Newfoundland, new 5 kw station, went on the air late in August, with Jeff Sterling as manager. Station is represented by All-Canada Radio Facilities, Toronto.
to meet your
Broadcasting Requirements -
AM - FM - TV - MICROWAVE

Truscon possesses seventeen years of engineering knowledge and experience in the steel radio tower field. Since 1934, Truscon has designed, built and supervised the erection of a large number of steel radio towers in America and many foreign countries.

The recognition of responsibility ... in every detail of steel tower engineering and manufacture ... has always been a Truscon obligation.

Truscon facilities for the complete production of steel radio towers ... from drawing board to final installation of the beacon light ... are the most modern and efficient in the industry.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you prompt, capable engineering assistance on your tower problems. Call or write today.

TRUSCON STEEL COMPANY
Subsidiary of Republic Steel Corporation
Youngstown 1, Ohio
ZENITH STORY
‘Post’ Traces Phonevision

FCC approval of Zenith Radio Corp.’s Phonevision system could establish President Eugene F. McDonald Jr. as the most powerful individual in the entertainment field by requiring the movies and television industry to cooperate with him on subscription TV.

That conviction is expressed by Victor Ulman in a byline piece appearing in Aug. 25 issue of the Saturday Evening Post. Title of the article is “What About Pay-As-You-Look TV?”

Mr. Ulman traces the history of the McDonald concept that the future of TV lies in telephone wires and that advertising will not adequately support all video entertainment. Millions of dollars and 16 years of research laid the groundwork for Zenith’s current claim to world patent and licensing rights to Phonevision, Mr. Ulman recounts.

The article notes that Comdr. McDonald and his engineers have the “advantage” of a system that is “acceptable to the public” on the basis of 30-day tests conducted in the Chicago area. The experiment proved, according to the author, that “pay-as-you-go” gadgets are not a substitute for the movies, sports events or TV, but merely a supplementary form of entertainment.

ABC-TV’s daytime programming will be extended to 11:30 a.m. (EDT) beginning Sept. 24, when network starts Okay Mother, audience participation show starring Dennis James. Program will be seen 11:30-12 noon, Mon.-Fri.

Miller Buys Game

MILLER Brewing Co. of Milwaukee, Wis. (Miller Hi-Life beer), purchased sponsorship of the Cleveland Browns-Chicago Bears football game, from Chicago over 17 stations of the DuMont Network at 2:30 p.m. yesterday, Sept. 9. Proceeds of the charity game will be split among Army Emergency Relief, Navy Relief Society, and Air Force Aid Society. Agency: Mathisson and Associates Inc., Milwaukee.

TWENTY-FIVE Time for Beany items have been licensed in six months since first offering of merchandising tie-ups with Bob Clampett’s television program, George T. Shupert, vice president of Paramount Television Productions Inc., N. Y., announced last week. All negotiations were handled through John F. Howell of PTP.

...More precious than ever

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

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

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

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

WILLIAM H. REUMAN, founder-president of WWRL New York, which marked its 25th anniversary last month [Broadcasting • Telecasting, Aug. 27], slices the birthday cake during the party when the station staff presented him the sterling loving cup memento atop the cake.

BAB Contest

WITH ENTRIES from almost 75 stations received in the last week alone, BAB’s first “Radio Gets Results” contest will pull entries from at least two out of three member stations by the contest’s end on Oct. 1, BAB President William B. Ryan estimated last week. Success stories in approximately 200 merchandising categories provided by the contest have made it one of the most profitable things BAB has yet undertaken, he said. “It is building up an arsenal of priceless case studies and success stories, every one of which proves radio’s superior ability to create store traffic and move merchandise.”

ATTEMPTING to answer frequently asked questions and clear up misconceptions about the CBS color television system, KFSL (TV) Los Angeles sales promotion department has sent pamphlet entitled Questions and Answers on Color Television to 1700 community leaders in Los Angeles.
How to solve your tower problems

Specify Blaw-Knox

You can be sure of maximum radiating efficiency and tower strength when you specify guyed or self-supporting Blaw-Knox towers...for AM, FM or TV.

Blaw-Knox engineers and Graybar are familiar with your tower requirements...whether they are problems presented by extreme wind velocities, heavy ice and snow loads or difficult terrain. They've solved them in hundreds of tower installations—they can solve yours.

Take advantage of Graybar service

Blaw-Knox towers—in fact, all of your broadcast equipment needs—are available through your near-by Graybar office.

Discuss your requirements with a Graybar Broadcast Equipment Representative. You'll find him well qualified to assist you in every phase of station construction, of transmitter and studio expansion or modernization.

Remember, too, that Graybar distributes everything you need in wiring, ventilating, signaling, and lighting equipment...maintains a nation-wide warehouse system to help you get deliveries on schedule. Graybar Electric Co., Inc.: Executive offices: Graybar Building, New York 17, N. Y. 110-19

Graybar Brings You Broadcasting's Best...

Manufactured By...

Amplifiers (1,23) 1. Allen Lansing
Antenna Equipment (23) 2. Ampex
Attenuators (8) 3. Blaw-Knox
Cabinets (13) 4. Bryant
Consoles (23) 5. Communication Products
Loudspeakers and Accessories (1,23,25) 6. Continental Electronics
Microphones, Stands and Accessories (1,13,14,16,23,25) 7. Crown-Hinds
Monitors (12) 8. Darin
Recorders and Accessories (2,9,19,22) 9. Ferranti
Speech Input Equipment (23) 10. General Cable
Test Equipment (1,8,12,24) 11. General Electric
Tower Lighting Equipment (7,11) 12. General Radio
Towers (Vertical Radiators) (3) 13. Hubbard
Tower Equipment (11,16,22) 14. Hughes Lynes
Transmission Line and Accessories (3) 15. Kep-Motol
Transmitters, AM and TV (6,20,23) 16. Machlett
Tubes (11,16,22) 17. Meletron
Turntables, Reproducers, and Accessories (9,19,23) 18. National Electric
Wiring Supplies and Devices (4,10,11,13,18,21,25) 19. Pratt

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:

ATLANTA E. W. Stone, Cypress 1751
BOSTON J. P. Lynch, Kenmore 6-4567
CHICAGO E. H. Taylor, Canal 6-4100
CINCINNATI W. H. Mansher, Main 6060
CLEVELAND W. S. Rockwell, Cherry 1-1260
DALLAS C. C. Ross, Randolph 6454
DETROIT P. L. Gundy, Temple 1-5500
HOUSTON R. T. Asbury, Atwood 4571
JACKSONVILLE W. C. Wofford, Jacksonville 6-7611
KANSAS CITY, MO. R. B. Uhlig, Baltimore 1644
LOS ANGELES R. B. Thompson, Angelus 3-7283
MINNEAPOLIS W. G. Prex, Geneva 1621
NEW YORK J. J. Connolly, Stillwell 6-5950
PHILADELPHIA G. T. Jones, Walnut 2-5405
PITTSBURGH R. F. Grossart, Allegheny 1-4100
RICHMOND E. C. Tams, Richmond 7-3491
SAN FRANCISCO K. G. Morrison, Market 1-5131
SEATTLE D. L. Craig, Mutual 0123
ST. LOUIS J. P. Lenker, Newstead 4700

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR via Graybar

Distributor of Western Electric products
VOA NAME CHANGE
Already Being Used—Leffon

CONGRESSIONAL resolution that the Voice of America be changed to the Voice of Freedom, introduced by Rep. W. J. Bryan Dorn (D-S. C.), has provoked a statement from Walter S. Leffon, president of the World Wide Broadcasting Corp., licensee of WRUL Boston.

"Use of the words 'Voice of Freedom' to identify our station is copyrighted and has long been recognized in the radio industry as belonging to station WRUL," he said. The privately owned station has beamed commercial broadcasts to Europe and the Middle East as well as Central and South America since it first went on the air with educational programs in 1938.

"It is interesting to note," Mr. Leffon added, "that we had at one time used the identification 'Voice of America' long before the government entered the broadcasting field."

"If Congressman Dorn's resolution is passed," Mr. Leffon promised, "we of course will be glad to fully cooperate in every way with the desires of the Congress."

WNJR Newark and Broadway stars, Molly Picon and Joey Adams, combined to raise telephone pledges totaling $8,000 during station's three-hour Stars for Bonds broadcast of a Newark, N. J., "Bonds for Israel" rally last month.

G EORGE MacMULLEN, sports director and sales man WPWF Panama City, Fla., appointed traffic manager and program director. He will continue duties of sports director. JACK HOWELL, west coast disc jockey, appointed music director.


BOB BACH, assistant producer of What's My Line?, and JESS KIMMEL, assistant to producer of Your Show of Shows, named CBS color TV producers. Mr. Bach for past two years has been associated with Goodwin-Todman Productions, and with CBS-TV as writer. Previously he wrote for New York stations. Mr. Kimmel previously was assistant to producer of Olsen & Johnson show.

GUY DEANGELIS appointed continuity director KRZJ Phoenix. He was with several advertising agencies handling commercial copy and continuity.

BILL ROBIN, director of Garroway-At-Large show on NBC Chicago, transfers to NBC New York, where he will direct Show of Shows. Mr. Robin also handled the Wayne King show.


DAVE SNOW, graduate Don Martin School of Radio & Television Arts & Sciences, Hollywood, to ENAK Salt Lake City. BERNARD TURNER, graduate, to KPMO Pomona, Calif. JOHN SUROYIK, graduate, to KDLM Del Rio, Texas.

LOU DORFSMAN appointed director of art division of sales promotion and advertising department CBS Radio Network. IRVING MILLER named director sales promotion for NBC radio stations. Both have been members of CBS's art department.

P. C. (Mike) STRAWN, director of promotion and publicity KCMO Kansas City, Mo., elected president of Kansas City Industrial Editors for 1951-52 term.

EDWARD LEHMAN, organist pianist, to music staff ABC Hollywood.

BOB MCVAY, KSRO Ontario, Ore., to KPFI Klamath Falls, Ore., as staff announcer.

GENE WEBSTER named writer of Columbia Pacific Summer Cruise program.

JOAN BROWN, research staff Quid Kids radio program, to CBS Bob Hawk Show, in similar capacity.

ALLAN J. PHAUP Jr., program director WMBG Richmond, recalled to active duty with Air Force as captain. He will train recruits at Sampson Air Force Base, Geneva, N. Y.

IMogene MILLER named secretary for sales department KWK St. Louis.

DONALD W. McGUINN, traffic department WOR New York, father of girl, Mary Elizabeth, Aug. 24.

ALBERT McCLELLRY, television producer NBC, and Sanny Sue Bailey, married.

News...

TOM CARNegie, sports editor WIRE Indianapolis, awarded citation by National Sports Committee for United Cerebral Palsy in recognition of his cooperation in 1951 campaign.

ROBERT McCORMICK, Washington manager TV News and Special Events NBC-TV, appointed European television news representative with headquarters in Paris, effective Sept. 15. Mr. McCormick will head NBC-TV's European, African and Middle Eastern news coverage. Succeeding Mr. McCormick in Washington will be JULIAN GOODMAN, NBC Washington radio news chief.

MATT WEINSTOCK, Los Angeles columnist, starts weekly 15 minute commentary on KECA Los Angeles.

HANK WEAVER and CHET HUNTLEY, newscaster and commentator ABC Hollywood, and TOM HANLON, announcer-nights manager KNX same city, signed for feature roles in 20th Century Fox Slim the Pride of St. Louis.

LEWIS SHOLLENBERGER, CBS director of special events in Washington, appointed Admiral in Nebraska Navy by Gov. Val Peterson.

Respects
(Continued from page 58)

WIOU, the presentation reads, in part: "... this book is a token of the esteem we all have for Mr. John Carl Jeffrey and the competent, efficient and courteous staff of WIOU."

Although music and the demanding profession of being a broadcaster have absorbed much of Mr. Jeffrey's energy, he would not be a true Hoosier unless he was a basketball enthusiast.

Mr. Jeffrey played four years on the varsity basketball team of Arsenal Technical High School in Indianapolis and even today is an avid basketball follower.

He does not, however, have as much time as he would like for basketball. His devotion to civic affairs absorbs most of his "leisure" moments.

Mr. Jeffrey is a past president of the Kokomo Lions Club, the Civic Center and the Community Chest. He is a member of the Kokomo Chamber of Commerce, present director of the Community Chest and a member of the Masonic order. Last year he was district governor of 35-D in Lions International. He is proud of his 10-year perfect attendance record in the Kokomo Lions Club.

Another source of pride is his family. He is a companion to his son, Jimmy, 17, and a wrestling father to his daughter, Jenelle, 18 months.

If he has any time left over, he tries to improve his golf.

FAUST SPEAKS

On Advertising Honesty

COMMERCIALISM was held forth as the real reason for American progress by Holman Faust, Chicago advertising consultant, in a speech before the Advertising Club of Chicago Sept. 4.

Mr. Faust, radio-TV consultant for the Bismarck Adv. Agency, was to talk on "Honesty in Advertising." He dwelt on the fact that it is only a few minutes, however, because, he said, as a business became successful through advertising, the honest in advertising took care of itself.

The morals and ethics of the advertising, Mr. Faust added, clears itself because of the economical standpoint.

Mr. Faust went on to another subject, "Happiness Toward Advertising." He stated that advertising was the most important factor in the development of this country.

He concluded that the real reason for the American progress lies in its commercialism. Mr. Faust then said that it would be better for anyone could become over-commercial in anything he did.

PLATTER program, M.J. B. Show, has been made into a syndicated package for 25 stations in mid-west and west. Handled by Frankel & Price, St. Louis, show is conducted by Myron J. Bennett.
BRAND NEW!

C O L L I N S
250 WATT TRANSMITTER

Immediate Delivery in Limited Quantities

The sensationally modern Collins 300J 250 watt AM transmitter is a product of the latest engineering techniques.

It is completely contained in a full size, beautifully styled cabinet, finished in attractive high gloss two-tone grey enamel, and streamlined with polished chrome trim.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through the use of high gain, long life tetrodes. The employment of these highly efficient tubes also permits the use of low drain receiver-type tubes in the driver stages. Only 16 tubes, of but 7 types, are used in the entire transmitter.

The tuning and operating controls are conveniently located on the front. Tubes, components and terminals are quickly, easily accessible from the rear.

This handsome, modern, full size transmitter is immediately available in limited quantities. If you are planning a new or modernized 250 watt station, we urge you to get in touch with your nearest Collins office without delay.

For broadcast quality, it's...

C O L L I N S R A D I O C O M P A N Y, Cedar Rapids, Iowa

11 West 42nd Street
NEW YORK 18

2700 West Olive Avenue
BURBANK

1937 Irving Boulevard
DALLAS 2

Dogwood Road, Fountain City
KNOXVILLE

September 10, 1951 • Page 65
KGW FM BID
Would Resume Service

APPLICATION for the resumption of FM has been filed with the FCC by Portland Oregonian-KGW-Newhouse interests.

This is the first time that the holder of an FM permit which had shut down the station has reconsidered and asked for authority to resume FM broadcasting, as far as it is known.

The Portland Oregonian station was granted in 1946—one of the first in the state—and was surrendered in 1960.

Theodore Newhouse, vice president of Pioneer Broadcasters Inc., licensee of NBC-affiliated KGW, said that the reason for filing the application for the FM station is: "We believe that there is a definite future for FM operation and because there are thousands of FM receiving sets now owned by residents in the KGW service area that are entitled to receive such service."

The Newhouse interests, which bought Portland Oregonian and KGW last December [Broadcasting • Telecasting, Dec. 18, 1950], also own WSYR-AM-FM-TV in Syracuse, N.Y.

Present application asks for same facilities as previously held by KGW-FM: Channel 262 (100.3 mc), 57 kw, antenna 857 ft. There will be no construction cost since the equipment of KGW-FM is still available.

$1050.00
A W A R D

KFMJ, in Tulsa, Oklahoma, the Fred Jones station, has announced an award of $1050.00 if, and when, it does not sell ANY other medium in Tulsa on a mutually approved promotion. Results to be measured by ARBI for 3 days, and advertising to run simultaneously on same merchandise, with an expenditure of $150 or more.

KFMJ is one of America's top independents in share of audience. Are you using it in Tulsa? Call Indie Sales, New York.

LAWSON TAYLOR
Manager

THE 1961 Crusade for Freedom campaign, a national drive with the double goal of 25 million members and $3.5 million, was opened with a special radio broadcast Labor Day.

Messages were read by Gen. Lucius D. Clay, national chairman, and Harold E. Stassen, chairman. Gen. Dwight D. Eisenhower, Mayer Ernest Reuter of West Berlin, and Walter S. Gifford, American ambassador to England, also spoke on behalf of the freedom campaign.

Sounds of Big Ben in London, the bell in Notre Dame of Paris, the Freedom Bell of West Berlin, and the Chong-No bell in Korea were also incorporated into the program, taped for broadcast over CBS at 5:30 p.m. (EDT).

Funds from this year's campaign will be used to provide two more transmitters for Radio Free Europe, Gen. Clay explained. Grants also will be made to Radio Free Asia, sponsored by the Committee for a Free Asia, which started daily newscasts to the Chinese mainland last week (see story this issue) [Broadcasting • Telecasting, Sept. 3, July 29].

Gen. Clay also announced the appointment of Gen. David Sarnoff, RCA board chairman, as New York City's drive chairman.

CBS analyst Edward R. Murrow narrated the broadcast which will be translated into six languages for use over Radio Free Europe in the propaganda war against communism.

Chicago Ad Exec Club
FREDERICK A. NILES, producer for Klang Studios, will talk about TV commercials and how they are produced at the Advertising Executives Club of Chicago's first meeting of the year today (Monday) at the Drake. Mr. Niles has worked at KFVFD Fort Dodge, Iowa; KGLO Mason City, Iowa, and WAAF Chicago. He joined Klang Studios after serving with a propaganda unit of the Army during World War II.

NEW LIGHT DEVELOPED

A NEW TYPE of TV studio light, a bluish lamp combining some of the best qualities of all previously employed light sources, has been developed by DuMont in cooperation with Luxor Lighting Products Co., according to Rodney D. Chipp, director of engineering for the DuMont TV Network. Two years of research, he said, have produced a type of studio lighting which will allow the home viewer to see finer skin textures and a better gray scale, doing away with the chalky pale-faced performers of the past.

PUBLICITY Club of New York on Sept. 18 will start its third annual 14-week survey of the "Freedom Telecasts of Publicity," Tuesday evenings, 7-9 p.m. at Hotel Shelton, New York. Cost of course is $15.


WILLIAM A. PARSONS, commercial engineer tube department's eastern sales region, General Electric, Schenectady, appointed commercial engineer for western sales region of department.

JOHN M. BRUSH, project engineer, Television Transmitter Div., Allen B. DuMont Labs, Clifton, N. J., to speak on "Video Switching Problems" before fall general meeting of American Institute of Electrical Engineers, Oct. 22-26, Hotel Cleveland, Cleveland.

CONCORD RADIO Corp., Chicago, issues 1952 catalog on TV, radio and industrial electronic parts and equipment. Catalog 506 said to be complete buying guide for industry, radio-TV stations, schools, servicemen, radio amateurs, government export buyers, experimenters and builders.

GARBAELECTRIC, Schenectady, announces new de-magnetic testing desk containing all components and auxiliary equipment for making routine de-magnetization and hysteresis tests and simple flux measurements.

M. J. Yahr, theatre sales representative in Chicago region for RCA Engineering Products Dept., appointed manager RCA Sound Products Sales Group.

Technical . . .

DON FOSTER, CBS engineering staff, appointed assistant to RICHARD MALMBER, director of licensing and contracts for CBS Labs Div. He will assist manufacturers who plan to put color TV into production and be of general aid to those seeking technical data on CBS color TV.

BILL YOUNG, WORL Boston, named chief engineer WOTW Nashua, N. H.

New Light Developed

A NEW TYPE OF TV studio light, a bluish lamp combining some of the best qualities of all previously employed light sources, has been developed by DuMont in cooperation with Luxor Lighting Products Co., according to Rodney D. Chipp, director of engineering for the DuMont TV Network. Two years of research, he said, have produced a type of studio lighting which will allow the home viewer to see finer skin textures and a better gray scale, doing away with the chalky pale-faced performers of the past.

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Radio TOWERS

* BROADCASTING ANTENNAS
* 2-WAY COMMUNICATION
* TV-FM SUPPORT TOWERS
* MICROWAVE RELAY TOWERS

DIRECTIONAL ANTENNAS

BY WINCHARGER

You have to be GOOD to be the LEADER

Well over 1,000 successful antenna tower installations from coast to coast testify to Wincharger's "know how" in radio tower design and construction. Many of the first directional antennas were pioneered on Wincharger drafting boards. The slender uniform cross section permits highly efficient radiation combined with surprisingly low initial and maintenance costs. A sleeker, streamlined tower with adequate high safety factor. Directional arrays of Wincharger Towers are efficiently serving many stations where strict adherence to a critical and complicated broadcasting pattern is most essential.

WRITE WIRE PHONE

TELEPHONE 2-1844 Dept. 3
SIoux CITY 2, IOWA, U.S.A.

WINCHARGER Corporation
J. M. NASSAU
Pa. Radio Pioneer Dies
JOSEPH M. NASSAU, 48, president and general manager of WAEB Allentown, Pa., died Sept. 2 after a heart attack.
Burial was Wednesday morning from St. Luke's Catholic church.
One of the pioneers of radio, Mr. Nassau taught wireless engineering in the Philadelphia Marconi School during World War I. His commercial radio career began with the New Warpanak, as WIBG Philadelphia, as an engineer. He later became known as an announcer and tenor vocalist, finally being general manager of the station. Later he joined WLIT Philadelphia and in 1930 started WHAT, which he operated until its sale to the Philadelphia Public Ledger. WHAT is now licensed to Independence Broadcasting Co.
Mr. Nassau was general manager of WLIT from 1932 to 1935, when it merged with WFI to become WFIL. In 1936 he formed Seaboard Broadcasting Corp., which bought and operated WIBG Glenside. He was a radio management consultant for a few years after K. WIBG (now Philipplin) but started WMRF Lewistown, Pa., in 1941. During World War II he was consultant on Air Force radio equipment purchases and later was radio director in Pennsylvania for war bonds.
Mr. Nassau became vice president and general manager of WEEU Reading in 1944, but sold his interests and returned to radio management consultation. In 1948 he formed WAEB Allentown. He is survived by his widow, the former Marian Hodgson.

K-NUZ not only offers more listeners per dollar invested, but also a number of the top Hoopers in the Houston Market.

Results speak much louder than words . . .

Ask about these campaigns:

Ebonv Magazine
U. S. Green Stamps
Bendix T. V.
R. C. Cola
Capehart T. V.
Hunt Mattress Co.
Jet Dog Food

Their Success Stories are Proof of K-NUZ' Sales Ability.

For information call FORJOE
National Representative or DAVE MORRIS
General Manager at KEEstone 2581

"RADIO RANCH"
P. O. Box 2135

Baseball's Female Fans
WNEB Worcester, Mass., has long suspected that its broadcasts of Boston Red Sox games attracted a growing number of women listeners. The station feels that a just-completed contest proves it. WNEB offered six pairs of game tickets, plus transportation to the six persons writing in with the nearest answers to the question: How many baseballs did the Red Sox use in their official 1960 home games? The station reported that 86% of the entries were from female fans who indicated that they'd be lost without the baseballs.

NEW VOA SHOW
Beamed to Japan
ALMOST concurrent with the Japanese peace treaty conference, the State Dept. last week launched a series of daily Voice of America broadcasts to Japan in both Japanese and English. Initial broadcast included statements by Vice President Alben Barkley, Secretary of State Dean Acheson, and other U. S. officials.
The special programs will touch on special events, news commentaries, features and music and emanate from New York with relay by West Coast transmitters and those in Honolulu and Manila. Anthony J. Keynes, deputy chief of the Army Civil Information Section's Radio Branch, will head the new Japanese desk for the Voice of America. Addition steps up the Voice output to 50 daily program hours in 46 languages.

Mrs. Ralph H. Booth
MRS. RALPH HARMAN BOOTH, 72, mother of John Lord Booth, station owner-publisher, died Sept. 4 at her Grosse Pointe home, near Detroit. Mrs. Booth was the widow of the Michigan publisher and former Minister to Denmark. Mr. Booth is owner of Booth Radio Stations Inc., and a director of Booth Newspapers Inc. Booth stations are WJLB-AM-FM Detroit, WBBC Flint, and WSGW Saginaw, Mich.

PEACE TREATY
KIJI Denied VOA Report
KIJI Honolulu was denied permission to rebroadcast Voice of America accounts of the Japanese Peace Treaty signing in San Francisco and has complained to Secretary of State Dean Acheson.

Mr. Howard wrote Secretary Acheson: "It seems silly to deny KIJI this opportunity to perform a great public service in Hawaii" when countries throughout the world, including those behind the Iron Curtain, would receive the VOA broadcasts.

It seemed "silly" also to Mr. Howard that Hawaiians could pick up the VOA transmissions on a shortwave set, yet be prohibited from hearing the broadcasts on a regular set.

Copies of the letter to the Secretary were sent to Sen. Joseph C. O'Mahoney (D-Wyo.), Sen. Edwin C. Johnson (D-Col.), Joseph R. Farrington, Delegate from Hawaii, and to FCC.

Ernest Crarn
ERNEST R. CRAM, 70, Brooklyn radio engineer, died Sept. 4. Born in Boston and educated at Harvard, Mr. Cram was a founder of the Society of Wireless Telegraph Engineers, which has since become a part of the Institute of Radio Engineers.

WDGY Minneapolis awarded national citation by American Legion for "education, entertainment and inspiration of the community." According to Legion officials, it was first time such an award made in station's area for recognition of service by any radio station.

WCKY PRODUCES RESULTS
See Centerpread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS OF SELLING POWER
BROADCASTING • Telecasting
What! Only black bread?

"Nice thing to serve a guy after a hard day's work!

"Why... that's the kind of food they eat on the other side of the iron curtain.

"Then I caught on to why Mabel did it. I'd complained we'd had baked ham twice that week. So this black bread business was her way of teaching me a lesson in thankfulness. And I admit I needed it.

"Here I am living in a democratic America. And we've got plenty else besides good food to be thankful for. We've got Freedom... and that's the tastiest dish any people could ask for!

"Freedom of worship... that's important. So's free speech. So's the secret ballot. What's more, we can travel wherever we please, own a house or a farm or a business or get a job like I have with Republic, turning out the steel this country needs. We can put our hard-earned bucks into a bank account, stocks and bonds, or a weekend fishing trip. Freedoms like these are all old stuff to us.

"Trouble with us is we take it for granted that we'll always have these Freedoms. But, come to think of it, many of those oppressed people used to have Freedoms, too. They got careless, though, and let a lot of power-hungry dictators 'plan' their Freedom right out from under their noses.

"Like Mabel was hinting at, I guess it's smart to be thankful for what we have... and to take a more healthy interest in which way we're heading.

"By the way... did you ever eat a meal of just dry, hard black bread? Ugh!"

REPUBLIC STEEL
Republic Building, Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America looking to the Steel Industry for strength both in times of peace and in times of war. In today's national emergency, Republic is doing all it can to help meet the huge requirements of steel for National Defense. At the same time, Republic is making every effort to provide Industry and Business, too, with quality steel to meet civilian needs as fully as possible.

* * *

*This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.*
CRJ ELECTS THREE
Terry Speaks at U. of Ill.

Three new educator members have been elected to the Council on Radio Journalism, which jointly represents the broadcasting industry and schools of journalism, it was announced last week.

The new members, elected Aug. 29 at the national convention of the Assn. for Education in Journalism, are Baskette Mosse, chairman, division of radio, Northwestern U. School of Journalism; Professor Paul Wagner, school of journalism, Ohio State U.; and Professor Donald E. Brown, school of journalism and communications, U. of Illinois, Urbana.

Three additional members to the council are to be appointed later this year to represent the broadcasting industry. These appointments are to be made by Harold E. Fellows, NARTB president.

The council met in connection with the AEJ convention, held on the U. of Illinois campus.

Hugh B. Terry, vice president and general manager, KLZ Denver, spoke on "Responsibility of the Radio Station Manager in Broadcasting News and Public Events."

Mr. Terry warned, "It is vital that radio management protect its newswave from pressure of any form. This goes for sponsors . . . prominent persons in the community . . . and within the station from the various departments.

"Factual, unbiased reporting of news is basic to any radio sta-

FLOYD BASKETTE, chairman, Council on Radio Journalism, extends a welcoming hand to Ben Chatfield, news director of WMZ Macon, Ga. Mr. Chatfield, president of the National Assn. of Radio News Directors, became a member of the Council following a change in the by-laws which provides that NARND shall be officially represented on the group.

"* * *

tion if it is to build a reputation for integrity among its listeners," said Mr. Terry.

He concluded by reminding his audience that "management should protect its newscasts." This may be done, he added, by seeing that "newscasts are programmed in good time periods, care is taken in the type of sponsorship and product association, and news periods are protected against encroachment and shifting around for other programs."

NARND AWARDS
Open Station Competition

NATIONAL Assn. of Radio News Directors is now accepting nominations for outstanding news presentations by radio and television, between Sept. 1, 1950 and Aug. 21, 1951, Ben Chatfield, NARND president and news director of WMZ Macon, has announced.

Competing stations will be judged on reports of special coverage of one or more major news events, plus reports of special coverage of community activities or problems. Facilities of station and city should be reported, as judges will take these factors into consideration. Entries should include recordings of radio shows and kinescopes of TV shows where possible, and be sent to Baskette Mosse, Medill School of Journalism, Northwestern U., Evanston, Ill., by midnight, Oct. 15. Awards will be presented at the 1951 NARND convention, to be held late this fall in Chicago. Winners in 1950 were WOW Omaha for radio and WHAS-TV Louisville for television.

AFTER 23 YEARS
Circus Buddies Meet Again

IN THE SPRING of 1925 two men met while working for the Hagenbeck & Wallace Circus at its winter quarters in Peru, Ind. One of the men was an aerialist and acrobat, the other a wild animal trainer. They became inseparable buddies for the next three years, but then, like most show people, they drifted apart and went with different circuses.

A fortnight ago the two men met for the first time in 23 years. They were united in the studio of WSWG Saginaw, Mich.

The former aerialist, Vince Picard, is now a WSWG salesman. The wild animal trainer now owns a circus. His name is Clyde Beatty.

After meeting Mr. Beatty again, Mr. Picard said, "Clyde is reported to be a millionaire and is a nationally known star, but he hasn't changed one bit from the Clyde Beatty I first met 26 years ago."

* * *

CANADIAN MEET
Stresses Set License Fee

Stressing radio regulations now in force in Canada hindering freedom of information, the Western Assn. of Broadcasters has gone on record urging repeal of the annual radio receiving license fee and the establishment of an independent regulatory body.

Annual meeting of the Canadian group was held at Banff Springs Hotel, Banff, Aug. 30-Sept. 1.

E. A. Rawlinson, CKBI Prince Albert, was re-elected president and Saskatchewan representative.

F. H. Elphicke, CKWX Vancouver, was re-elected British Columbia representative and vice president; Gordon Love, CFBC Calgary, was elected Alberta representative, and W. A. Speers, CKRC Winnipeg, Manitoba representative. Ninety-seven persons registered at the convention representing 42 western Canadian stations.

At a closed meeting the final day of convention was passed urging the Canadian Assn. of Broadcasters "to take such steps as they see fit to request Parliament to abolish the present radio receiver license fee, and to fight for the setting up of a public authority to be constituted on the lines of fundamental freedom of every Canadian."

No Longer Excuse

J. T. Allard, general manager of CBK, pointed out to the convention that "the need for regulation [of radio] arising from frequency allocations and related technical matters should not be permitted to serve any longer as an excuse for control of freedom of information."

He stated radio should have the same rights and privileges extended to other forms of communication.

"The broadcast segment of the press should not alone be singled out for control," he said.

He stated an independent regulatory board is best for the broadcast industry. Mr. Allard also said definite plans for handling emergency broadcasting in civilian defense had been drawn up.

In view of the successful engineering clinic of western station personnel last year, WAB decided to hold clinics on radio programming soon. These are planned to be two-day meets, to be held at various western Canadian centers with program directors and station managers discussing and studying programming, music and incorporated services.

Meeting place for 1952 was decided to be Jasper Park Lodge, Jasper, Alberta. Sponsors 4. M. Rawlinson was chairman of convention and R. G. Lewis, Canadian Broadcaster, Toronto, was guest speaker at the annual dinner.
“We are adding thousands upon thousands...”

FRANK M. FOLSOM
President, Radio Corporation of America

"By a simple person-to-person canvass, we are adding thousands upon thousands of serious savers to our Payroll Savings Plan. Our employees are eager to contribute to the strengthening of America's defenses while they build their own security. They know that individual saving initiative means a blow at ruinous inflation. They know that is the line on which all of us at home can make our strongest fight."

"Thirty days has September." And every one of these September days is a D Day. In newspapers... magazines... over the radio... from the television screen... on billboards... contributed advertising will urge every American to "Make today your D Day. Buy U.S. Defense Bonds."

September days are "D" Days for management, too — Decision Days.

If you have a Payroll Savings Plan and your employee participation is less than 50%... or if you have not made a person-to-person canvass recently—consider this your "D" Day.

Phone, wire or write to Savings Bond Division, U. S. Treasury Department, Suite 700, Washington Building, Washington, D. C. Your State Director will show you how easy it is to increase your employee participation to 70%, 80%—even 90%—by a simple person-to-person canvass that places an application blank in the hands of every employee. He will furnish you with application blanks, promotional material, practical suggestions and all the personal assistance you may desire.

Your employees, like those of the Radio Corporation of America and many other companies will join by the hundreds or thousands because they, too, are eager to contribute to the strengthening of America's defenses while they build their own security. Make it very easy for them—through the automatic Payroll Savings Plan.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and...
HILL COVERAGE

A SUGGESTED "code of procedure" governing commercial practices to be followed by radio-TV networks and stations in coverage of Congressional hearings was laid down by the Senate Crime Investigating Committee prior to its expiration Sept. 1.

In a report designed for adoption by other committees on Capitol Hill, the crime-probers held that committees should not discriminate "unjustly" among media. The public, it affirmed, has a right to free access to news involving actions of Congress. [Broadcasting • Telecasting, Sept. 3.]

The committee recommended that:
- Sponsorship of a public proceeding be permitted only with pre-committee approval.
- Commercial announcements originate outside the hearing rooms.
- Station identifications be limited to 10 seconds duration.
- No permission be given for commercial or other comments, particularly by local stations for local or spot announcements, be prohibited.

Additionally, networks would be required, at the beginning or end of such proceeding, to include the announcement that "these hearings are brought to you as a public service by local cooperation with the . . . television network."

To Save Time

Offering the suggested code as a means of saving time and expediting hearings, the committee also tendered "wholehearted approval" to the Kefauver proposal (S Con Res 44) now pending before the Senate Rules & Administration Committee. Sen Estes Kefauver (D-Tenn.) and a dozen other Senators urged a "code of conduct" for hearings, with provision for full coverage by radio, TV and other media save in cases where the witness proves to the committee chairman that such devices "annoy" him [Broadcasting • Telecasting, Aug. 27]. It was drafted because of the "advent of new methods of rapid communication."

Both Senate and House approval is necessary before the code becomes practice. The rules group may take up the resolution at its next meeting next Wednesday. The crime committee's report was submitted in connection with S Res 202 (as amended) which authorized its crime exploration activities.

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The Kefauver resolution provides that:
- (Sec. 12.) Subject to the physical circumstances of the hearing room and consideration of the physical comfort of witnesses, equal access for coverage of the hearings shall be provided to newspapers, magazines, radio, newreels and television. It shall be the responsibility of the committee chairman to see that the various communications devices and instruments do not unduly distract or frighten the witness and interfere with his presentation.

In its report, the crime-probers, headed by Sen. Herbert R. O'Connor (D-Md.), note the issue of the advisability of permitting TV coverage "does not relate to television as such," since the latter is merely "another improved method of public communication."

The report continued:
- No serious objection has been raised to the use of flash-bulb photographs for newspaper publication and the use of radio to broadcast public hearings has been a common practice. Newsreel cameras present the most difficult problem because of their bulk and the brilliance of the lights required for their use. . . . Aiding television merely has the effect of increasing the number of people who can actually see the proceeding. Television cameras are quiet and unobtrusive and they require considerably less light than newreel cameras. . . .

"It is the degree of public interest, not the desires of the committee, which governs the number of new representatives and the amount of equipment that the committee will be asked to allow in the hearing room," the report added.

Cities Pool Operation

The committee also observed that TV networks have one common pool basis, reducing the amount of equipment. It also cited instances showing varying degrees of bans imposed on media.

The probers also scored another popular conception: ". . . the error of placing Congressional hearings in the same category as trials in court." A court trial, it noted, is "entirely different" and for numerous reasons, radio broadcasting of court proceedings are expressly forbidden. The function of the Congressional committee is to obtain information, while a jury must weigh evidence without distraction in a "calm and judicial atmosphere."

Turning to commercial sponsorship, the committee explained:
- Unlike most public interest programs, a Congressional hearing is seldom broadcast, occupies long periods of time, often extending over several days. During this period, a radio or television station or network, in order to carry the hearings, would have to cancel all of its regular commercial programs. This involves not only loss of revenue but also, in some cases, the payment of cancellation penalties. Seldom can a station or network afford to bear this enormous financial burden.

The code for commercial radio-TV sponsorship, the committee added, was drafted after extensive study with its staff and consultation with industry representatives in an effort to reach an understanding. The Senate Crime Investigating Committee had to act without benefit of precedent when it received requests to televise the crime hearings, it was stressed.

Following is the set of standards proposed for sponsorship:
- 1. No television network or station shall use for the hearings a commercial sponsor not specifically approved in writing by the committee or its designated representative, and no sponsor other than a network or station more than such reasonable amount as may be consistent with the usual charges for other programs emanating from a public source.
- 2. No commercial announcement shall be broadcast from the hearing room.
- 3. Breaks for station identification during the hearings shall be limited to 10 seconds.
- 4. No network or station shall make any comment or commercial announcement during the testimony of a witness, or interrupt the broadcasting of the testimony of a witness for the purpose of making any such comment or announcement.
- 5. During the period of intermission in the hearings, the network may make a commercial announcement lasting not more than 1 minute, except in the case of a newspaper, magazine, or other publication of general circulation referring to reports of the hearings to appear in its columns, such commercial shall be institutional in character and shall make no reference to the hearings.
- 6. No station shall interrupt any portion of the broadcasting of the hearings as received from a network for the purpose of making any spot or other commercial announcement.
- 7. A network or situation may, at any time, make a complete break from the broadcasting of the hearings for the purpose of broadcasting other programs.

At the beginning and end of the broadcasting of the hearings for any day, the network carrying the hearings shall make the following announcement:

These hearings are brought to you as a public service by the X Company in cooperation with the Y Television Network.
introducing
a worthy successor

the new PRESTO portable tape recorder*

The new streamlined PT-920 (the designation for the group consisting of the RC-7 mechanism and the A-920 amplifier) will take the place of the famous PT-900, one of the most widely used tape recorders in the world.

The tape transport RC-7 has a 3-motor drive which eliminates the friction take-up clutch and tension adjustments. It also has fast forward and rewind speeds and instant switching to eliminate danger of tape breakage.

The A-920 amplifier is a compact unit with single microphone input, and a power output of 10 watts. An A/B switch provides monitoring either from the recording amplifier or directly from the tape. Connection with the RC-7 is easily made with only two plugs. The original A1-900 amplifier, with three microphone input, is still available, however, for use with the RC-7 if desired.

Due to mechanical improvements and streamlining, the PT-920 actually costs less than the PT-900. For complete information write direct or contact the PRESTO distributor in your community today!
Nine-Man Staff
(Continued from page 46)
mission advertising salesman. All three men earn talent fees paid only by advertisers. WIRC pays no talent, but encourages advertisers to pay it for special shows. Occasionally a staff announcer is allowed a 10% sales commission for personally selling an assigned account which the regular salesmen have repeatedly failed to sell. Thus, all program department personnel, including the traffic-program manager, are given inducements in the form of talent fees or commissions for extra initiative.

(d) Morning shift—The morning man works his announcing shift from sign-on at 6 a.m. until 12:45 p.m., Monday through Saturday. He gets a half-hour break from 8:30-9 a.m. while salesman-relief announcer presents Sweep Shop talent program personally from the control board. Thus the morning man has 1 1/2 days off each week—all day Sunday and a half-day Saturday. One relief shift is Sunday morning, the other Saturday afternoon.

(e) Afternoon shift—the afternoon announcer starts on duty at 12 noon. This provides two voice air work from noon through the midday local news, a 15-minute newscast 12:30-12:45 p.m. Afternoon shift varies greatly during the year because of the changing sign-off time, based on an average of local sunset. In summer, his shift lasts from noon until 7:45 p.m., but he gets breaks from 4:30 p.m. and 6:30-8:30 p.m.

The first break is provided by the traffic manager’s half-hour hillbilly disc jockey show, during which she operates the control board herself. The late afternoon break is provided by relief announcer, who also supplies a two-voice share in the home final news, 5:45-6 p.m. In the winter months, when sign-off is as early as 5:15 p.m., he makes up working hours by helping with copy writing and other programming work each morning before lunch. The afternoon announcer’s off duty is all day Saturday and a half-day Sunday morning.

ENGINEERING DEPARTMENT
(a) Personnel—The WIRC engineering department consists of only two men, both licensed first-class operators. The only person performing other engineering duties is a part-time remote operator (unlicensed), who originates all Sunday church remotes.

(b) Operation—The two licensed engineers stand the complete transmitter watch. They make all necessary repairs both to transmitting and studio technical equipment, cut all disc recordings, prepare all engineering reports for the station, and—in the interest of economy—they perform the yearly proof-of-performance required by the FCC. The small number of engineering personnel has fostered friendly attitude of cooperation between the engineers and the other departments.

Since the WIRC transmitter is some 21/2 miles from the studios and separate operation is therefore utilized, the engineers normally do no announcing. During their regular transmitter watch, the engineers also maintain the station program log. As we are a local station, we feel the engineer has more time at his disposal to do this than the announcer, who also doubles as control operator. Keeping the log is typed in advance at the studios. Actually, this requires no extra work for the program department, as the pre-entered portion of the log is merely the “original” of the several copies of the daily operation schedule prepared for the announcers. The work week of each engineer is the hourly equivalent of one-half of the station’s operating hours for that week. After considerable experimentation, a staggered schedule of working hours has been worked out. This affords the engineers sufficient days off for recreation. When the log is off, the other works the entire broadcast day without a break. Contrary to first impression, this has placed no burden on the engineers. Each engineer has two weekdays and alternate Sundays off.

TWO NEW PI OFFERS
This Time They’re Vitamins, Christmas Cards

Injection of some zip into the sale of Vip has been undertaken by the law offices of Saul W. Goldberg, Berger Blg., Pittsburgh, according to a per-inquiry offer sent stations by Attorney Goldberg. Also brightening the pre-autumn market is a Christmas card per-inquiry offer.

Per-inquiry techniques have been adopted—only for radio—by the law firm on behalf of the distributors of Vip, described as a new vitamin capsule containing Vitamin B-12, plus assorted other vitamins and minerals. A sample label specifies Drug Packaging Inc., Pittsburgh, as distributor.

Attorney Goldberg informs stations that Vip’s distributors are beginning a new advertising campaign which features the sale of an introductory one-month supply of this vitamin capsule for $1. “This quantity,” he says, “permits the public to determine whether or not the vitamin is beneficial, without being forced to invest large amounts as is required in the purchase of most other vitamin capsules.” He continued:

The distributors are starting an area by area campaign to acquaint the public with their product. For the radio portion of their advertising they are proceeding strictly on a per-inquiry basis. They are prepared to pay 30% of the sale price to the station, securing the orders. C. O. D.’s will not be accepted. Full payment must accompany each order.

Submitting the Christmas card offer is Radio Advertising Corp. of America, Jersey City, on behalf of Welcome Greeting Card Co. Welcome is advertising “for people who wish to earn money in spare time by taking orders for Christmas cards that ‘sell on sight.’”

For each bona-fide lead mailed in or phoned to the station, Welcome will pay $1, the offer specifies, adding, “Our client’s 16 years’ experience has shown this to be a very fair price to pay for leads. We pay $1 a lead net to you, and we worry about the percentage of closures and how many boxes they sell.”

Brightening the offer is a tip that the client plans another campaign starting in January and running through June, after which it will switch to Christmas cards again.

Why buy 2 or more... do 1 big sales job on “RADIO BALTIMORE”...

Contest EDWARD PETTY CO

WBAL
Fall Forecast...

...good shows followed by heavy audiences on DU MONT!

<table>
<thead>
<tr>
<th>Professional Football</th>
<th>Sunday Afternoon</th>
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</thead>
<tbody>
<tr>
<td>Cavalcade of Stars</td>
<td>Friday 10-11 pm</td>
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<tr>
<td>Down You Go</td>
<td>Friday 9-9:30 pm</td>
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<tr>
<td>Adventures of Ellery Queen</td>
<td>Thursday 9-9:30 pm</td>
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<tr>
<td>Bigelow-Sanford Theatre</td>
<td>Thursday 10-10:30 pm</td>
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<tr>
<td>Cosmopolitan Theatre</td>
<td>Tuesday 9-10:00 pm</td>
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<tr>
<td>Kids &amp; Company</td>
<td>Saturday 11-11:30 am</td>
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These are just a few of the many fine audience attracting shows that will comprise the Fall lineup of the DU MONT TELEVISION NETWORK

62 AFFILIATED STATIONS

A DIVISION OF ALLEN B. DUMONT LABORATORIES, INC. • 515 MADISON AVENUE, NEW YORK 22 • MU B-2800
HE CAN SEE HUNDREDS OF MILES!

Somewhere along a coaxial cable route—it may be a state or two away—a fault threatens television transmission. A warning light flashes in a central control room. The maintenance technician places a record sheet over a glass screen. Within seconds a pattern of lights shows exactly what's wrong.

Many times the fault can be corrected by automatic apparatus operated from the control center. Or the maintenance chief can send crews directly to the spot. In most cases the trouble will be fixed without interference with the program.

This and other automatic equipment keep transmission flowing freely along more than 19,000 miles of television channels—both coaxial and radio relay. To the Bell System, maintenance of network television service is just as important as providing channels.

The coaxial cable, radio relay systems and associated equipment used by the Bell System for television purposes are valued at nearly $85,000,000.

The cost for your use of this equipment? Bell's total network facility charges average about 10 cents a mile for a half hour of program time, including both video and audio channels.
By DAVE GLICKMAN

CROSS-COUNTRY microwave relay notwithstanding, film is expected to represent more than 60% of TV's future program total, with Hollywood as the major supply line.

That's the consensus among top advertising agency executives in Los Angeles, and many a station operator throughout the country shares that thinking.

Not wanting to set themselves up as oracles and talking "off the record," executives of various top agencies have told TELECASTING that "film is the thing" and their clients will be using "more and more of it as advertising budgets permit."

Big spenders, they believe, will use both live and filmed TV entertainment, with activity slowly increasing. "Fringe edge" advertisers, who must watch their dollars, will stick, however, to film on the local level, buying tailor-made products and/or old theatrical motion pictures available.

Stations, besides releasing TV network shows, live and kinescope, will continue to produce their own local programs, but Hollywood tailor-made products for video and available theatrical motion pictures, will make up an important part of daily programming.

Substantiating this thinking is the fact that 74% of the programming on non-interconnected TV stations throughout the country now is on film. A checkup reveals that some of the shows are kinescoped film supplied by the advertiser on a delayed basis, plus regular Hollywood-made theatrical film bought for either sponsored or sustaining programs, it was said. A fair percentage also now includes film produced especially for video.

Belief that TV will become overwhelmingly a film medium has been expressed by Don McClure, radio-television production department executive of McCann-Erickson Inc., New York. He said that Hollywood will inevitably win out in the battle with New York for video film honors.

Executives Lay Plans

Walter Craig, vice president and director of radio-televison, Benton & Bowles Inc.; Joe Stauffer, program director of N. W. Ayer & Son, and Arthur Fryor Jr., vice president and director of radio-televison for BBDO, are among New York agency executives who in recent months have been casing Hollywood, consulting with motion picture studio heads on what cooperation video may expect in the way of talent availability and space accommodations.

Advertising agencies should be spending well over $40 million of their clients' video money in Hollywood next year, according to Harry McMahan, owner of Five Star Productions, and pioneer in the making of industrial-advertising and video commercial films.

He told the Society of Motion Picture Comptrollers a few weeks ago that well over $4.5 million will be spent on TV film commercials alone this year by agency clients in Hollywood. Agencies, he added, will naturally control television film production. Filmed spots are only a part of the overall television film expenditure. Current year's expenditures include a $6.5 million for sponsored shows and another $5.5 million on open end shows slated to be sponsored regionally and locally, he stated.

Businesses Expanding

There are around 300 large and small production units across the country engaged more or less in turning out filmed spots and/or programming for television. Majority of these are producers of industrial and advertising films who gradually are swinging into the video field.

At last count there was a minimum of 75 independent TV production units in Hollywood filming programs. They are involved in a total of 185 series ranging in preparedness from announced ideas or plans to finished and sold products. Some of these production units are "one man" companies, Others are well staffed and financially established. And there is a score of TV film production units in the Hollywood area who make only commercial spots.

As far as can be ascertained, 25 of these Hollywood TV film companies have sold their products for the 1951-52 season and are either on the air now or will definitely start sometime in fall. Others have sold their filmed series for winter release, and are in process of completing production.

Products involve some 40 separate film series, 25 of them considered major entries in the programming field, at a total estimated production cost of approximately $423 million, on a 39 week season basis.

Figure is based on a conservative estimate of $14,000 per half hour of film, with total-seasons' product amounting to around 820 hours. (Some few shows such as audience participations have been filmed for as little as $1,500, with others in the $20,000 bracket.)

The theatrical film industry last year produced 450 feature films—approximately 676 hours, and 650 short subjects or 100 hours, a total of 775 hours of film in all. With over 780 hours, already more film is being produced annually for TV in Hollywood than for theatrical exhibition. With production groups working at an accelerated speed, all figures on Hollywood TV film production and sales are subject to weekly change.

Leader in the field currently is Jerry Fairbanks Productions, with two major weekly series, Bigelow- Sanford Carpets Co. and Front Page Detective (sponsored by guild (Continued on page 94))

September 10, 1951 • Page 79
TV NETWORK advertisers showed a slight gain of .6% in June, but the number of national-regional spot and local-retail advertisers fell off 2.7% and 6.9% respectively. The figures were released in the latest Horabaugh Report on Television Advertising.

In general, advertisers using TV dropped 5.8% in June from the May total of 5,478. The June total was 5,160, made up of 1,094 national-regional spot accounts, 3,097 local-retail and 159 network. The 159 network advertisers sponsored 210 programs on four networks. Of the programs sponsored, NBC led with 87, CBS followed with 67, ABC had 44 and DuMont had 12. Table I lists top (Continued on page 98)

<table>
<thead>
<tr>
<th>TABLE II</th>
<th>NUMBER OF ADVERTISERS BY PRODUCT GROUPS</th>
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<tbody>
<tr>
<td>Network</td>
<td>Spot</td>
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<tr>
<td>1. Foods &amp; Food Chain Stores</td>
<td>47</td>
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<tr>
<td>2. Flowers &amp; Seedsmen</td>
<td>29</td>
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<tr>
<td>3. Tobacco</td>
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<tr>
<th>TABLE III</th>
<th>LEADING CITIES BY TOTAL TV ACCOUNTS</th>
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<tbody>
<tr>
<td>City</td>
<td>Outlets On Air</td>
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<tr>
<td>Los Angeles</td>
<td>1,200,000</td>
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<tr>
<td>Chicago</td>
<td>1,100,000</td>
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<tr>
<td>New York</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>900,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>800,000</td>
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</tbody>
</table>

Weekly Television Summary—September 10, 1961—Teletcasting Survey
Starting Sept. 15, America's newest television station...XELD-TV, Brownsville, Texas, and Matamoras, Mexico, creates a new television market of unusual importance to advertisers.

XELD-TV's 2.8 kilowatts will cover the entire Rio Grande Valley, where television is eagerly awaited by 306,348 United States citizens and, below the border, by 200,000 Mexican citizens who buy United States products. This market, the third largest in Texas, is actually larger than Rochester, Memphis or Dayton. Its wealth produced more than $123,282,000 in retail sales during 1950.

A CBS affiliate represented by Blair-TV, XELD-TV is managed and staffed by veterans in Southwest advertising.

Spot clients are assured saturation of this productive market through use of both Spanish and English on local programming. Currently there are 1200 TV sets, with hundreds more being installed daily throughout the rich, home-loving Rio Grande Valley.

Advertisers who establish their franchises now will profit most from this unusually heavy interest in television among people with money to spend. Call Blair-TV today!
New CBS television equipped

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

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

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

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

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

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

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

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

HANDY LEATHERETTE ENVELOPE . . . will be sent on request to station managers and engineers. Inside compartment packed with illustrated specification sheets on G-E television equipment. Write: General Electric Company, Section 291-10, Electronics Park, Syracuse, New York.
Accept UHF: Get Labor Boost

SUPPORT of labor leaders and the acceptance of UHF are the two developments that stand out in studying the strong pitches made by educators for the reservation of TV channels in last week’s filings before the FCC.

Surprise of the filings was the switch from non-commercial to commercial requested by Michigan State College, East Lansing. Originally, Michigan State had asked for the assignment for VHF Channel 10 to East Lansing — to which FCC proposed to allocate only a UHF channel.

Last week, Michigan State repeated its request for assignment of Channel 10 to East Lansing, but asked that it be made commercial. It has, it reported, $200,000 earmarked for TV and has been working with closed circuit TV.

Acceptance of UHF Channel 10

Originally, Michigan's WBNS

CBS

- TV. The station reported that deregulation of UHF channels was expected to be established "in every major and medium sized city in the country" of the nation’s Educational Foundation, Inc., also calls for establishing an ILPA committee to work with educators to establish a nationwide network of public service television stations owned and operated "to work for the public good jointly by labor and educational institutions."

Submission of the same proposition to the full AFL convention, scheduled in San Francisco Sept. 17, is also proposed.

Week’s filings were highlighted by presentations of New York State Board of Regents and the states of New Jersey and Connecticut.

The New York Regents reaffirmed their earlier bid for 11 channels, but withdrew request for VHF in Rochester and Buffalo.

In addition to approving FCC proposals for reservation of non-commercial channels for Albany, Schenectady-Troy, Binghamton, Buffalo, Ithaca, Rochester, Syracuse, Utica-Rome and in New York City, the Board of Regents asked for another UHF reservation in New York City and for Malone and Poughkeepsie — the only assignments to the latter two cities.

Multi-Millions Spent

Cost of the 11-station network was estimated at $5,800,000, not counting land and buildings — shadowed off as a minor consideration.

The Board of Regents pointed out that for the fiscal year ending June 30, 1960, it spent $865 million to operate all kinds of educational institutions, museums, historical societies, etc. State aid amounted to $236 million plus another $2,500,000 for adult education. The educational plant is worth $2.3 billion, it said.

Yearly operating cost was estimated at $23,800,000.

Still going its own way is Cornell U’s WMHY-Ithaca which repeated its plan to move VHF Channel 3 to Ithaca for commercial use.

The New Jersey presentation included specific request for FCC grant to build a UHF non-commercial TV station at New Brunswick, to be operated by Rutgers U.

Since New Jersey has had no channels reserved for educational TV, it loaded its document with quoted comments from leading citizens.

It repeated its earlier request for UHF channels in Andover, Montclair, New Brunswick, Freehold, Camden, and Elizabeth.

The state of Connecticut, which has only one UHF channel reserved at Storrs for non-commercial TV, put in strong bid for four more UHF stations to establish a state-wide educational TV network.

Connecticut wants stations at Bridgeport, Hartford, Norwich and Waterbury.

Answer to the resolution of the Illinois Broadcasters Assn. last year that "radio's money to produce television programs for use on commercial stations which will assure state-wide television coverage . . . ." [Broadcasting * Telecasting, Aug 6].

Mr. Stoddard said the university was considering the use of an educational TV station in conjunction with its agricultural, professional and adult education extension courses, and hopes to keep costs down through exchange of programs with other educational and commercial stations.

SAG CANCELS

Lippert Productions Contract

SALE of some new theatrical feature pictures for television last week brought Lippert Productions the first Screen Actors Guild action against a motion picture producer. The guild served the producer notice of cancellation of contract.

Notice was served in accordance with the SAG basic contract with all producers giving the guild a cancellation right if the producer sold feature films made after Aug. 1, 1948 for television use without negotiating agreement with SAG for additional payment to actors.

Lippert recently sold a batch of such films to KTLA (TV) Los Angeles.

Essentially the action means that SAG members will not work for Lippert until differences are adjusted and the new basic contract is signed. In its notice the guild stated that "we hereby offer to meet and confer with you and the Independent Motion Producers Assn. of which you are member for purposes of negotiating new collective bargaining contract and would appreciate it if you would promptly advise us of a convenient time and place where such meeting may be held.

SAG recently presented demands for a new contract with producers to replace the present one. New contract asks ban of all theatrical films made after Aug. 1, 1948 from television use in place of present cancellation clause [Broadcasting * Telecasting, Aug 20].

RECORD "highs" were set by Tele- vision-Electronics Fund Inc., Chicago, this month when firm reported total net assets of $7,165,000, with 13.14 net assets per share and number of outstanding shares 544,194.
**KFI-TV NOW KJH-TV**

Personnel Changes Made

WITOUT fanfare Don Lee Broadcasting System took over operation of KFI-TV Los Angeles from Earle C. Anthony last Thursday and station call letters became KJH-TV identifying it with the networks AM operations. Six key KFI-TV department heads went along with new ownership.

George Whitney, formerly general manager of KFAM-TV, rejoined Don Lee as vice president in charge of TV sales [Broadcasting * Telecasting, Aug. 27]. Others making the shift include Ken Higgins, program director; Paul Knight, director of remotes; Brian Cole, supervisor of TV engineering; Serge Krisman, art director; Jim Love, film editor and Ted Meyers, news and special events.

Ward Ingrimm, Don Lee executive vice president, will be active in both radio and TV. Tony LaFranco, Don Lee director of AM operations, adds television to his responsibilities. Herb Smith, in the network's accounting department, was made television production business manager and Jim Parsons, in charge of the network's public relations department, shifts to TV in a similar capacity. Rodney (Bud) Coulson, formerly KFI publicity director, takes over Mr. Parson's former post. William Barron continues as Don Lee publicity news editor.

"Programwise, we will pursue the same aggressive policy that has made Don Lee Broadcasting System the nation's largest regional radio network," Willet H. Brown, president, who heads both AM and TV operations, said in announcing names of those being retained for KJH-TV.

With the ownership change, Haan Tyler, manager of KFI-TV, shifted to KJH as general sales manager. He succeeds Kevin Sweeney, who resigned effective Sept. 15. Mr. Sweeney's future plans are not determined, he told Broadcasting * Telecasting.

**CLOSED CIRCUIT**

Used for Sales Pitch

PATTERN for what may be the typical sales convention of the future was set in Chicago on Wednesday, Sept. 5. Executives of the General Electric Co.'s Appliance Div. and 150 of their distributors and leading salesmen met in NBC's television studios "AA" in the Merchandise Mart for a closed circuit introduction preview of the network's Bill Goodwin Show.

The appliance division of GE will sponsor the new program twice a week over the NBC Television Network, Tuesday and Thursday, 3:30-4 p.m., EDT, beginning Sept. 11 through Young & Rubicam.

The closed circuit introduction was a part of the sponsor's Sales Counselors Convention which is being held in Chicago this week. All interconnected stations of the NBC Television Network were fed the unique telecast.

**TEXAS TV**

Four New Requests Filed

ALL FOUR of the new TV applications filed with FCC last week were for Texas.

Three of them were filed by the same company, UHF Television Co., owned by Texas oilmen H. L. Wheeldon, W. L. Pickens and H. H. Coffield. They requested UHF stations in San Antonio, Houston and Dallas.

The trio recently sold their interests in KEYL (TV) San Antonio to Fort Industry Co. for more than $1 million [Broadcasting * Telecasting, Aug. 6].

In addition to their new applications for Channel 35 in San Antonio, Channel 25 in Houston and Dallas, the three oilmen have pre-freeze applications for New Orleans and Corpus Christi.

The fourth TV application was filed by KGNC Amarillo, requesting Channel 4 there. The same group owns KFYU Lubbock, Tex.

---

**Survey Shows**

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

**IN TULSA TV AREA**

**AS OF JULY 95**

![Survey Shows Image](image-url)

**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 area, defined as the four-MV area of Tulsa's single Television Station, has 212,940 radio homes and 31,072 Televising Homes and Businesses as of July, 1951. This is in contrast to the Tulsa Television Station's claim 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 percent of accuracy, as of date made.

---

**Associated Tulsa Broadcasters**

KASC KFMIJ KOME KRMG KTUL KV00

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

**September 10, 1951 • Page 85**
P. LORILLARD
Takes Garden Events
P. LORILLARD Co. for Old Golds, through Lennen & Mitchell, New York, has bought half sponsorship for daytime sports events to be telecast by WPIX (TV) New York from Madison Square Garden during the 1951-52 sport season, it was announced Thursday.

Reported to have paid more than $50,000 in Garden's TV rights, WPIX, independent-owned by the New York Daily News, offered the coverage as a single package, as third of a package, or as a series of 26 half-hour periods over a five-month span. Time, rights, and announcers for the latter arrangement—requiring about 14 different sponsors—bore a price mark of $47,398 each, so it was reported WPIX was asking $640,000 for the package.

TVA STRIKE
Ends on West Coast
TELEVISION Authority pickets which have maintained a five-month march on KFI-TV Los Angeles through change of ownership and of call letters last week ceased their march as the Don Lee Broadcasting System, new owners of station, came to terms with the union.

[BROADCASTING  •  TELECASTING, Sept. 3]

Almost simultaneously, Peter Preuse, west coast executive, TVA, submitted his resignation to TVA National Board to join Jack Douglas Productions, TV film producers.

The contract became effective Sept. 6, same day on which KFI-TV resumed operations as KHJ-TV. It continues to Nov. 1952. Including among contract conditions are payments to TV performers of $55 for 15 minute show; $45 for half-hour; $60, hour show. Don Lee also agreed to accept a new two-year agreement covering employment of staff announcers.

PRODUCERS
Plan Own Group
FEELING need of what they term a "representative" organization of working television film producers, 10 leading Hollywood TV film producers last week bypassed the existing National Society of Television Producers and laid plans for a new producers' association.

Meeting was to be held Thursday night to formally organize the group.

In the new group are such active TV film producers as Jerry Fairbanks Productions; Ziv Television Production; Bing Crosby Enterprises; William F. Brody Productions Inc.; Flying A Productions; Roy Rogers Productions; Frank Wisbar Productions; TVA Inc.; Primrose Productions; Screen Associates.

NBC-TV IN A.M.
Two Shows Planned

PLANS for expanding NBC-TV's hours of operation—and its advertising revenue—through addition of a breakfast-time program and a post-midnight show to its daily schedule, were revealed last week by Sylvester L. (Pat) Weaver, NBC vice president for television.

The morning program, to run from 5 to 9 a.m., will be based on the music-news-time-weather-comedy formula which has paid off so handsomely in radio as to become an almost universal formula.

Original plans called for selling the two-hour program to network sponsors in 15-minute segments, interspersed with local cut-in announcements at each station, but at week's end a proposal that the time periods be cut to eight minutes was reportedly receiving serious consideration from top NBC-TV sales and program executives.

Plans for the after-midnight show are less well developed, except that it will be a casually informal type of program suitable to the 12-to-1 time, possibly some-what along the lines of last season's Broadway Open House series.

These two new NBC-TV network programs, according to present thinking, will be separated from the regular afternoon and evening shows on the network, leaving the 11 p.m.-to-midnight period and the morning hours after 9 a.m. free for local programming by NBC-TV affiliates.

Gillette Buys on CBS
GILLETTE Safety Razor's subsidiary, Cosmetic Co., for home permanent, becomes alternating sponsor on Sept. 27 of Crime Photographer on CBS-TV, Thursday, 10:30-11 p.m., EDT. Agency is Tatham-Laird Inc., Chicago. Carrier Products Inc., New York (Ar- riz.) through Sullivan, Stauffer, Colwell & Bayles Inc., New York, has been bi-weekly sponsor of the drama since it started April 19.

Maddigan Named
JOHN MADIGAN, director of news for ABC, has been named director of special events and news for the ABC television network. A similar appointment will be made soon for the ABC radio network.

KEYL (TV) Adds CBS
KEYL (TV) San Antonio will become a CBS television network affiliate effective December 11, General Manager W. D. Rogers told Broadcasting  •  TELECASTING last week. KEYL will continue its ABC and DuMont affiliations.
NOW...

GPL

Makes TV's Outstanding Camera Chain

Even Better!

GPL's 1951 Image Orthicon Chain is delivering even more features — better performance than the previous model which itself set new industry standards! Compare it for ease of operation, uniform high quality, flexibility in studio or field.

Set this camera up to meet varying requirements...control it remotely if desired...select any of four lenses at the press of a button...adjust focus from right or left side of camera, with the same 300° arc of focus adjustment for all lenses...choose color filters, masks, at the flick of a thumb...control the motor-driven iris from camera or camera control unit. Normal optical focus range automatically adjusts for constant 9” diagonal at close-up, for all lenses except telephoto. Overtravel switch provides extended focus range, obtaining full optical focus on all lenses.

In every way, GPL's is a "human-engineered" camera chain, built to do a tough job more easily, built to do your specific job best! Arrange to see this great new model at the earliest opportunity.

FINGER-TIP OPERATION
from CAMERA or REMOTE LOCATION

HIGH RESOLUTION INTEGRAL VIEW FINDER

Push-button iris controls

I.O. controls housed for protection

Actor cue light control

Push-button lens turret control

Remote location

WRITE, WIRE OR PHONE FOR DETAILS

GPL INCORPORATED

Pleasantville

New York

September 10, 1951 • Page 87
NCAA Gridcasts  

(Continued from page 27)

ers and eastern games directed only to the West. This arrangement also is slated for three Saturdays:

In addition, there will be sectional and strictly local telecasts. Local telecasts, such as the Minnesota-Nebaska game Oct. 50 at Minneapolis which is slated to be telecast to the Minneapolis-St. Paul area only, are expected to be of particular value in measuring TV’s impact on box office receipts.

Nine teams will appear twice each on the national schedule. They are Columbia, Michigan, Maryland, Navy, Illinois, Nebraska, Ohio State, Notre Dame and Wisconsin.

Final draft of the national card, prepared by Westinghouse, was endorsed unanimously by the NCAA TV Committee. Co-chairmen are Ralph Furey of Columbia U. and Tom Hamilton, U. of Pittsburgh, both athletic directors at their respective schools.

Speaking for the NCAA committee, Mr. Furey expressed complete satisfaction for the schedule and asserted the committee had given “television a football schedule that it wouldn’t have had” otherwise.

Bans in 1950

Mr. Furey cited bans imposed in 1950 on football telecasting by the Southwest, the Pacific Coast, and the Atlantic conferences. He emphasized that the NCAA experimental plan had induced the colleges to permit telecasts of their games.

“We are hopeful that the experiment will result in some type of program that can be continued in the future,” said Mr. Furey. “Television is here to stay; college football is here to stay. We hope the two can work together.”

The Columbia U. official admitted other factors such as weather, team performance and ticket prices can affect gate receipts, all of which would be taken into consideration by the NCAA research agency.

The research agency referred to is the National Opinion Research Center of the U. of Chicago, which measured gate receipts for the seasons of 1947, 1948 and 1949 when TV was not considered a major factor, and compared this collected data with 1950 season attendance.

It was on the basis of this comparison that NCAA felt justified in gauging TV’s impact on attendance in the upcoming season.

All NCAA members, more than 300 colleges and universities, will file data on the 1951 season, including attendance figures, with NCAA. Information thus compiled will be analyzed by the NOBC. Results of this analysis, expected to be aired at the NCAA winter convention, will guide future NCAA policy on grid telecasts.

The present NCAA controlled experiment ends Nov. 24. Schools are, in fact, encouraged to obtain TV sponsors before Sept. 29, and after Nov. 24.

N.D.-U.S.C. Game Sought

It was understood that Westinghouse is negotiating for the Notre Dame-Southern California grid classic Dec. 8.

Further, NCAA has authorized any college to make individual arrangements for theatre television, Phonlevision, or Skiatron.

The theatre television interests, Fabian Network in the East and Paramount in the Southwest, have been granted the right to telecast any game “they want to buy,” Mr. Furey said, provided they submit receipts to NOBC and 25% of their gross profit to NCAA. Skiatron and Phonlevision also have been given the go-ahead sig-
The Ideal Dielectric
FOR NEW UHF-TV APPLICATIONS

MYCALEX
Glass-Bonded Mica INSULATION

-for low loss at low cost!

- LOW-LOSS FROM 60 CYCLES/SECOND TO 24,000 MEGACYCLES/SECOND
- MAXIMUM EFFICIENCY, UTMOST ADAPTABILITY, LOWEST COST
- AVAILABLE MOLDED TO PRACTICALLY ANY SHAPE OR SIZE WITH OR WITHOUT METAL ELECTRODES OR INSERTS

FCC Approval of UHF TV has introduced an era of engineering and manufacture to standards seldom before attained in mass production. Many materials, dielectrics in particular, fail to meet these more critical requirements. MYCALEX 410 is one exception. This dielectric can be molded to close tolerances with or without metal inserts—high efficiency to well over 24,000 megacycles. MYCALEX 410 can be provided in volume at low cost. It can be produced to closer tolerances than higher priced ceramics. Electrically and mechanically, MYCALEX 410 is the ideal dielectric for tube sockets, tuners, condensers, switches, coil structures and many other UHF components.

CHARACTERISTICS OF MYCALEX GRADE 410

Power factor, 1 megacycle 0.0015
Dielectric constant, 1 megacycle 9.2
Loss factor, 1 megacycle 0.014
Dielectric strength, volts/mil
  13 x 10^4
Volume resistivity, ohm-cm
  2 x 10^11
Arc resistance, seconds
  250
Impact strength, bend, ft.-lb./in., at notch
  0.7
Maximum safe operating temperature, °C
  350
Maximum safe operating temperature, °F
  650
Water absorption % in 24 hours
  nil
Coefficient of linear expansion, °C
  11 x 10^-6
Tensile strength, psi
  4000

WRITE FOR 20-PAGE CATALOG

This comprehensive compilation of technical and manufacturing data includes complete dielectric information.

MYCALEX glass-bonded mica sockets are injection molded to extremely close tolerances. This exclusive process affords superior low-loss properties, exceptional uniformity and results in a socket of comparable quality but greater dimensional accuracy than ceramics—all at no greater cost than inferior phenolic types. These sockets are available in two grades, featuring high dielectric strength, low dielectric loss, high arc resistance and fully meet RTMA standards.

WRITE FOR TUBE SOCKET DATA SHEETS

MYCALEX CORPORATION OF AMERICA
Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFFTON, N.J.
NARTB Board Meet
(Continued from page 77)

to use the occasion of a great service on the occasion of a great
and vital diplomatic venture. It was inconceivable to those of us
engaged in radio and television broadcasting that the State Depart-
ment executive of such high rank should fail to have in mind the
public service contributions of American broadcasting.

The directors pointed out that the 11-man program commission
incorporating the Benton plan would be a step away from an actual
supervisory agency.

Even while the Senate subcom-
mittee was hearing the pro-Ben-
ton testimony, witnesses told why they
wanted Congress to open the flood-
gates a crack or two and release the
first surges of government regula-
tion (see hearing story page 23), the board was voic-
ing genuine concern about the legis-
latively fashionable situation.

'Pig Squeal' Video

Members were concerned, too, about the Benton-inspired drive
by Congress to get in on the act. They felt the extensive demands of well-organized
educators for allocation of TV and radio time to be damaging
or harmful to the private telecasting industry. Members
were in agreement that every resource of this young medium as well as
to entertainment facilities should be thrown into the battle.

Thad Brown, director of
NARTB's television organization,
reported to the board on the
Wednesday-Thursday hearings on
Capitol Hill.

NARTB President Harold Fel-
lows, who took an active part in the
Virginia Beach discussions, previ-
ously resigned Chairman Ed Johnson (D-Col.) for the right to testify in opposition to the Benton
measures [Broadcasting • Tele-
casting, Sept. 2].

Presiding at the TV board's
meeting was Chairman of the
Board Eugene S. Thomas, WOR-
TV New York. Justin Miller sat
with the directors as chairman of the
combined NARTB and NARFT
general counsel.

The first day's meeting closed
Thursday afternoon with a deci-
sion to name a committee to draw up
documentary evidence reflecting the
board's position in the legisla-
tive crisis. This committee reported
to the board as the Friday morning
session opened.

The crucial question of television
program and advertising standards
was moved to the Friday agenda
because of time consumed in the legis-
lative discussion.

The commercial side of tele-
casting was dominant in several Thurs-
day discussions. Cooperative ef-
forts carried on this year by
broadcasters, telecasters and profes-
sional baseball operators were
reviewed by President Fellows and
Robert K. Richards, public affairs
director.

Already in the works is a move
to set up an industry committee to
develop this cooperative venture.

Despite the meetings and
measures with sports promoters there
still exists a belief among some
club owners that radio and television
are hurting the baseball gate.

John E. Arnoux, WTAR, said that
there are serious technical problems and it was
felt a committee of broadcasters,
telecasters and NARTB officials
would provide the best means of
carving the situations, which in-
volves anti-trust angles.

AAA Negotiations

Chairman Thomas reported on
progress of negotiations with
American Assn. of Advertising
Agencies on standard advertising
contracts. He submitted the report
on behalf of Ted Bergmann of
DuMont Television Network, chair-
man of a special NARTB com-
mittee handling the matter.

The standard forms will greatly
simply the business of signing
TV sponsorship contracts, Mr.
Thomas said. Provisions will cover
such matters as discounts, cancel-
ations and related material.

He added the committee will hold
another meeting soon with an
AAA committee headed by Frank
Shonnard, BBDO.

First action taken by the board
after it convened Thursday morn-
ing was to approve the TV organi-
zation's expansion program. Di-
rector Thad Brown, who has
headed the operation since June, will
be given an assistant, to be appointed
by President Fellows.

In addition, Board Chairman
Thomas said that
in the
first $150,000 annual budget since
organization was set up last spring.
Board Chairman
Thomas told Broadcasting•Tele-
casting the directors unanimously
applauded the organization.

With 68 stations and two net-
works in the fold, the organi-
zation is ready to enter new func-
tions and broaden its work, Mr.
Thomas said. This will be part of
a continuous effort to expand the
service to TV members as well as
local stations and TV applicants
when a membership basis has been
worked out for them.

Solicitation of TV memberships
started last March. In the inter-
vening months the membership
did not have reached 50% of the
budget estimate. The TV organi-
zation has been functioning with
three persons.

Applications for TV membership
were approved as follows: KPHM-
TV San Diego; KING-TV Seattle;
WABD (TV) New York; WCPO-
TV Cincinnati; WDTV (TV) Pitts-
burgh; WEWS (TV) Cleveland;
WMC (TV) Memphis; \& WJW-
TV Lansing, Mich.; WOR-TV New
York; WTMJ-TV Milwaukee and
DuMont Television Network. NBC
is also engaged in a project with
owned WTG (TV) Washington
had been admitted at the Board's
June meeting.

Dues Action Later

The knotty question of NARTB
dues, interlocked with AM and
Broadcast Advertising Bureau
membership, will be decided by the
combined NARTB radio and TV
boards at a joint meeting to be held in early December.

BAB already has started solici-
tation of members for the period
starting in January when it will
be divorced completely from
NARTB. As it stands now, NARTB
dues follow a station-income
schedule whereas monthly TV dues
are based on the five minute or half
quarter hour rate card and BAB
charges half the highest
hourly rate card.

TV members attending the
Virginia Beach meeting were Chair-
man Thomas; Paul Raibourn,
KTLA (TV) Los Angeles; Campbell
Arnoux, WTAR-TV Norfolk; Clair McCollough, WGS-LV Lan-
caster, Pa.; Robert D. Swezey,
WDSU-TV New Orleans; Messrs.
Russell and Rogers. Excused were
George B. Smith, American Radio
stations; Chris J. Wittling, Du-
Mont; Harry Bannister, WWJ-TV
Detroit, and Harold Hough,
WHTV-FM Fort Worth. Attending
for NARTB Board President Fel-
lows, Board Chairman Miller and
Director Brown were C. E. Arney
Jr., secretary-treasurer; Robert K.
Richards, public affairs director,
and Ella Nelson, secretary to Mr.
Arney.

XELD-TV to CBS-TV

XELD-TV Matamoros, Mexico, be-
came the 62nd CBS-TV affiliate
Sept. 1. The first Mexican televi-
sion station to affiliate with an
American network will receive service by television recording.

Page 90 • September 10, 1951

He Shot an Arrow!

But is was no accident
that he hit the multi-
million dollar Tulsa
cake market, because you-
see—he's a time buyer
who knows about the
more than 80,000 TV
homes covered by
KOTV-Tulsa's first TV
station. He also knows
about the top-rated
afternoon shows—Lookin' at Cookin'; Matinee
Showcase, and that
KOTV has the finest
shows available from
four networks, NBC,
CBS, ABC and Dumont.
Channel 6
First in Tulsa

KOTV

Cameron Television, Inc.
302 South Frankfort
Tulsa, Oklahoma

Represented Nationally by
EDWARD PETRY & CO.
PUPPETS that can sell anything from a detergent to an automobile are claimed to be the invention of Joop Geesink, Dutch puppet maker. He has been signed by TRANS-FILM Inc., New York, to design exclusive TV film properties for "five prominent U.S. advertisers." Transfilm Executive Vice President Walter Lowendahl maintains that "Joop Geesink's" Hollywood life-like puppets, set in almost unbelievably realistic detailed scenes, are certainly not mere compelling identification for a product, trademark or idea that has been devised so far." Premiere showings will be scheduled for major TV cities soon after Mr. Geesink arrives in this country.

An interesting and informative quarter-hour TV commercial has been worked out by Nelly Don dresses (Donnelly Garment Co., Kansas City). It is described as an "editorial-type fashion show" tracing the creation of a lady's dress from designer's sketch pad to customer's wardrobe. Available in color and black-and-white to stores selling Nelly Don dresses, there is no charge for use of the film. Stores must buy their own time.

Wild Bill Hickok rides again in a series by WILLIAM F. BRODY Productions. Filming starts next week. Kellogg's Corn Pops are sponsoring the show on 55 TV stations.

Last week, I Love Lucy, starring Lucille Ball and Desi Arnaz, was put before the cameras for the first time. The series starts Oct. 15 on CBS-TV, sponsored by Philip Morris. Fifty-two half-hour shows will be filmed. Producer, DESILU Productions, is owned by Miss Ball and Mr. Arnaz.

Jewelers' commercials will be brightened up by some 30-second stories called Highlights of Famous Diamonds. They are incorporated in one-minute spots narrated by Tom Tarrant, world traveler and explorer. CHARLES MICHELSON, New York, has produced them and they are to be ready for distribution Oct. 1.

Take It Easy Time, half-hour musical series, is first production of a new Hollywood firm formed by Buster Collier and Harry Joe Brown. FEDERAL Television will produce both live and film TV shows.

Sales & Production . . .

DICK LEWIS Studios, Chicago, and the TELAPAX Corp., Hollywood, are affiliating in the sale of TV spot commercials at 155 E. Ohio St., Chicago.

JERRY FAIRBANKS, Hollywood, will film 66 TV spots for Crawford Clothes through A. Paul Lefton agency and has completed commercials for Carter's Pills through Ted Bates & Co.

SKYLINE Productions, New York, in association with Auerbach Film Enterprises, has completed half-hour pilot film for projected 13-week series tentatively titled Stay Out of My Dreams, featuring Celeste Holm.

ENCYCLOPAEDIA Britannica Films, Chicago, has bought assets of Instructional Films Inc., New York, a distribution agency for educational films.

SNADER Telescriptions, Los Angeles, has completed 10 TV color shorts featuring Andy and Della Russell and Marti Stevens,ingers, at General Service Studios.

INS-TELENEWS, New York, has sold its newsreel service to KMTV (TV) Omaha, WNHC-TV New Haven, WTMJ-TV Milwaukee and XELD-TV Matamoras, Mexico (planning studios in Brownsville, Tex.).

FRAN HARRIS and NORMAN WRIGHT are co-producing TV commercials for Ice Follies of 1952 through WALTER McCREERY Inc., Beverly Hills, Calif.

ILLUSTRATE Inc., Los Angeles, will make its quarter-hour, five-a-week Tele-Comics series available half-hour lengths for once-a-week showing, providing 44 weeks of programming.

WILBUR STRECH, New York, is filming 13 one-minute spots for their new Magic Mirror series.

DUDLEY Pictures Corp., Los Angeles, has sold 10-minute This Land of Ours series to six additional TV stations, making total of 11 now carrying the educational series. New outlets are WDAP-TV Kansas City, WNBT (TV) New York, KGO-TV San Francisco, KSTP-TV St. Paul, and WBEN-TV Buffalo.

ALTAVITA Films, Rio de Janeiro, has purchased Latin-American rights to Invitation Playhouse from WILLIAMS Productions, Los Angeles.

FORD GRANT

Advisors Meet at WOI-TV

AN ADVISORY committee met at WOI-TV, Ames, Iowa, Aug. 27 to discuss programs to be telecast under a $260,000 grant from the Ford Foundation.

Purpose of the committee, explained Richard E. Hall, radio-TV director at Iowa State College, is to select subjects for two weekly 30-minute educational programs to be given on WOI-TV.

Of the two programs now planned, one will deal with local, state and national problems, the other to be devoted to international problems.

The committee is composed of clergy, newspapermen, and other community leaders. Dr. Burton Pauli, manager of U. of Minnesota's hillom Minneapolis - St. Paul, is supervisor of the program project.

Aim of the project is threefold. It will seek new techniques for telecast presentation, determine audience evaluation and train personnel for the production of educational programs.

Also at the Iowa State College to aid in organization of the programs dealing with international problems is Mavor Moore, director of television production for the Canadian Broadcasting System, Toronto.

The WOI-TV grant issued from the Fund of Adult Education of the Ford Foundation. It provides for a series of TV programs within the general objectives of the Foundation. These objectives are the avoidance of war, preservation of the democratic way of life and the strengthening of world economic foundations.
**VIDEO'S EFFICACY**

VIDEO's success as an advertising medium corresponds roughly with its efficacy as a training and educational medium, the American Psychological Assn. was told during its four-day convention in Chicago which ended last Monday.

That conviction was expressed by Dr. Thomas F. Coffin, supervisory of NBC-TV's program research division, in one of a series of papers reflecting the scientists' view of TV's impact on the public. The convention was held at the Hotel Sherman Aug. 31-Sept. 3.

In another paper, Dr. G. D. Wiebe, research psychologist for the CBS Radio Division, told delegates that television can, under certain demonstrable conditions, help achieve social and cultural objectives. A third paper, delivered by Norman Young, urged a 'constructive' technique for securing "more definitive data" on TV program popularity with emphasis on program segments.

Dr. Coffin reviewed for the psychologists the findings of the second Hofstra College study of the impact of television [BROADCASTING • TELECASTING, June 18]. The explicit objective of the research, he said, was a study of television's effectiveness as an advertising medium, but implicit in the findings are a number of interesting implications regarding television as an instrument for education and training.

From this viewpoint, effectiveness of advertising means to some degree effectiveness of learning, Dr. Coffin stressed. "For its real sense the advertiser is undertaking a project of education and training with his commercial messages. A measurement of his success in this endeavor is a measurement of television's success as a training medium."

**Commercial Types**

Discussing viewers' attitudes towards commercials seen on TV, Dr. Coffin reported a survey finding that the least effective commercials were those that left viewers neutral or indifferent, with those arousing antagonism as somewhat more efficient and those that were well liked the most effective by a large measure. "Perhaps," he concluded, "some of our students might maintain that similar trends may often hold for transmitting education via television."

In his paper titled "Merchandising Commodities and Citizenship on Television and Radio," delivered at the convention Saturday, Dr. Wiebe contended that the medium can, under certain demonstrable conditions, help achieve social and cultural objectives. Dr. Coffin said commercial products assure themselves that certain agencies, mechanisms and conditions exist and are in good working order before they begin to advertise their products on radio or television, Dr. Wiebe explained; the manufacture of the products must have started, with distribution systematized, and retail outlets available, before the producer will want to advertise his products.

The same thing is true when it comes to selling good citizenship, Dr. Wiebe said. "Mass persuasion in terms of motivating behavior is a function of the audience member's experience with something to five factors: The force of the motivation, the existence of a mechanism, the direction, the distance and the frequency."

He cited a CBS war bond selling campaign of 1943 as a good example of radio's influencing social behavior. Audiences were asked to telephone their local CBS station to order war bonds. The motivating force, the war effort, was powerful and the mechanism through which listeners could call the telephone—was easily available, obviously located, and familiar through previous use. The distance, both physical and psychological, was minimized. Result was that the audience response was strong, with $39 billion worth of bonds being pledged within 18 hours.

Mr. Young told the convention that on the basis of 50 questionnaires he sent to television viewers in a large city, "a composite list of 10 program favorites differed significantly from the ranking of the segments of programs taken separately."

Segmental analysis technique, Mr. Young asserted, gives "not only more information but better information as to the whys and wherefores of program popularity." He suggested the technique may be used in program construction and reorganization.

As an example, Mr. Young cited a program rated No. 1 by Hooper but which had no segment "in first three favored segments of all the programs, whereas a lower-rated program (No. 9 or No. 10) had a segment rated as No. 2 among all the segments." Mr. Young said that formats using favored segments "were found not to match any top programs."

**NLRB ON NABET**

Rules Strike illegal

NATIONAL Labor Relations Board in a unanimous decision Aug. 30 ruled as illegal the National Assn. of Broadcast Engineers and Technicians jurisdictional strike last February [BROADCASTING • TELECASTING, Sept. 3].

State District Board of the National Labor Relations Board when Teleprompter machines, electrical cabling aids for actors, were installed at WNBT. Members of the union were represented by the company to handle the equipment. NABET ordered its members out on strike, contending the added equipment increased the hazards of employees. NLRB, however, found the union was acting to get Teleprompter work for its own members rather than those already employed for it, and ordered the dispute terminated.

Decision is expected to set precedent where jurisdictional question about Teleprompters is raised.

Canada Teletsents Up

A TOTAL of 1,088 TV sets were sold in Canada in May, valued at $542,073, compared to 686 sets a year earlier. Most of the sets were sold in southern Ontario, close to the U.S. frontier. In the first five months of 1951, a total of 19,252 sets valued at $10,663,696 were sold in Canada, as against 4,248 in 1949, according to figures of the Dominion Bureau of Statistics, Ottawa. By cities sales of TV sets were mostly in the Toronto-Hamilton area, 3,631 in January-May 1951 period, 2,621 sets in Windsor area (opposite Detroit); and 2,215 sets in Niagara Falls area.

**HOME AND AUTO SETS**

**FEATURES:**

- Historical Mystery Drama Crime
- WESTERNs: Tim McCoy Tom Tyler Hoot Gibson Big Boy Williams
- SHORTS:
  - Sportsc Historical Travel Oddities Novelties Musical

Write Now For Full Details to TELECAST FILMS, INC.
112 West 48th St., New York 19, N. Y.
Att. G. W. Hedwig

**Advertes Surveys New York TV Families**

**REPORT** on home and automobile radio ownership in TV homes within the New York metropolitan area has been compiled for CBS by Advertes Research, New Brunswick, N. J.

The study was based on 767 personal interviews during the period Aug. 3-11 and released last week. Figures revealed 1,776 families with radios and 1,633 families with receivers in working order. Per centage of owned radios in working order was 93.1%.

Average number of radios per TV family, on the basis of figures supplied by Advertes, was 2.32 in the owned category and 2.15 in the working classification.

Families equipped with working auto radioms amounted to 381 or 49.7% out of a total number of 859. Average number of autos per TV family was 0.83 automobiles and 0.59 auto-equipped sets working. Percentage of all owned sets equipped with working radios was 70.6%.

Statistics furnished by Advertes follow:

**Psychologists Praise**

Dr. Wiebe told the convention that the use of a mechanistic viewpoint, "in true media terms," is of all signs and is expected to be evident in the near future. It was suggested that the technique be used in program construction and reorganization.

As an example, Mr. Young cited a program rated No. 1 by Hooper but which had no segment "in first three favored segments of all the programs, whereas a lower-rated program (No. 9 or No. 10) had a segment rated as No. 2 among all the segments." Mr. Young said that formats using favored segments "were found not to match any top programs."
NEW WMAQ TOWER Extends Coverage Area

CONSTRUCTION of a new 740-foot tower for WMAQ Chicago has been completed near Bloomingdale, Ill., 30 miles west of the Windy City.

The tower is expected to be ready to begin transmitting within a week.

Beasley Construction Co., Mus- kogee, Okla., began work on the tower base Aug. 20 and on Aug. 30, nine working days later, the last rivets were in place.

WMAQ's first tower was a 100-foot mast erected atop a store in 1922.

The new mast is reported to give WMAQ a service area some 12-15% greater than was embraced by the previous structure and to add several thousand square miles to the station's coverage.

RED 'FREE RADIO' Canned Propaganda Pleases

THE REDS have "free" radio. They do it with wires.

A vice president of the Roumanian Broadcasting Committee wrote a long newspaper article in Bucharest explaining the Soviet brand of broadcasting. He calls it "radiofiction." Radiofiction is the "construction of local stations of radio amplification which are able to receive the broadcasts of transmitting stations and send them along wires to the loud-speakers installed in the homes of the inhabitants of the respective locality."

Capitalist countries like the United States avoid this radiofiction, the official says, because "they do not dare to put at the disposal of the masses a means of propaganda and education . . . They fear the masses, who would doubtless use it . . . as a weapon of the people, peace, democracy and the welfare of those who work."

The wired-radiofiction of the communists, of course, precludes reception of Voice of America broadcasts. The Roumanian official self-consciously assures his readers that this American brand of broadcasting is "bizarre and despised by the workers everywhere."

Because of Radio (Continued from page 25)

bargain hunters were already lined up in Block outside the Kosciusko's warehouse store.

Today 90% of Kosciusko's advertising money is spent on radio. Out of an approximately $25,000 per year radio budget, one-third goes to WEMP.

Ed Stein attributes a large portion of Kosciusko's success to his WEMP advertising.

"WEMP got us started in radio and gave us good spots on the air, which brought people into the store who ordinarily do not come to this side of town. We have had customers come all the way from North Milwaukee and Port Washington. Now only 60% of our business comes from south side residents," he says.

"We were only a small neighborhood store when we started advertising over WEMP. Our radio messages brought in the traffic and today the Kosciusko Furniture Stores are ranked among the upper four or five in the city for sales volume."

Brings Them In

In Mr. Stein's opinion radio has done a "terrible job for sales of major appliances and bedding. Radio brought in the store traffic, and when they start looking at items, half the battle is won."

"We have never run a newspaper ad on carpets," Mr. Stein declares. "But our radio advertising has brought people in who are looking for a rug, and they've left after purchasing wall-to-wall carpeting."

In the future the Kosciusko Furniture Stores, now in their 41st year of business, plan to use the same amount of radio advertising. However, radio will be concentrated more in the daytime hours, with perhaps some evening television spots.

The Little Potts Furniture Store, at 10 East North Ave. in Baltimore, spends 95% of its $16,000 annual budget in radio and finds the results are eminently satisfactory.

So satisfactory, in fact, that Isaac Potts, owner of the store, just signed up for his 12th consecutive year on one radio program on WFBR Baltimore.

Proof that the type of program is important to the furniture store is found in the fact the Little Potts store was not particularly impressed with its first venture into radio, a series of dramatic radio plays based on the life of Edgar Allen Poe.

There seemed to be no tangible results. So the store tried both daily and Sunday radio in Baltimore. Results were no better.

Out For Year

The store was out of radio advertising for a year until the Maurice Cheaster Co. proposed the idea of Sing 'n Win, a telephone prize show which was then a new idea for radio. Isaac Potts accepted the plan on a 13-week trial basis and subsequent developments have proved he picked a winner.

Sing 'n Win is presented as a special feature of WEMP's Variety Show Club 1300 near the middle of the show, falling at about 1:30 p.m. each day. Ten minutes long, the portion includes two phone calls with a $5 cash prize, cumulative prize offered to the listener who can identify the song.

Between calls m.c. Henry Hickman takes time out to talk about daily prize items such as radios which can be purchased at the Little Potts store. The approach is on a neighborly, down-to-earth basis.

People like it. And it seems more important, they go to the store and buy the "money savers" and other furniture as well. Through its 11-year use of radio Little Potts has become one of the best-known stores in Maryland.

On Friday The Lather Boys, a barber shop quartet, put in a special appearance for Sing 'n Win. Each member of the quartet hands out a free copy of the song and sings it, and after which he is put in a studio of the station and joined the group as a gag several years ago.

The little store finds that the "money saver" is the key to the store's success with radio.

Results Good

Ephraim Potts, son of the store's founder, is in charge of advertising. He points out the item featured may not be a money maker. It is selected for its seasonal appeal and outstanding value and is rated by the number of people it brings into the store. It is not unusual for one of these offers to bring people from 30 to 50 miles away even though the store is in what is usually classified as a neighborhood location.

The fact that the Potts store has given more than $35,000 in prizes to Baltimore radio listeners is featured in radio and other advertising. The station publicizes this feature generously through its own publicity, as well as through display. All of the people who top $100 in winnings are interviewed on the air and are awarded a certificate of membership to the Little Potts $100 club.

Each year Mr. Potts celebrates his contract renewal by putting in an appearance on Club 1300 with John E. Surrick, vice president and general manager of WFBR. He joins in the fun by reading his own commercials, putting in a phone call to a prospective prize winner and joining the Lather Boys for a tune.

Cab Driver Test

Mr. Potts likes to test the effectiveness of his advertising in radio on Baltimore cab drivers. When getting into a-cab he will ask the driver to take him to the store that sponsors the Sing 'n Win program. He says he always gets to the right destination.

The furniture store owner was please one day recently while talking to Mayor Thomas D'Alesandro to hear that Mrs. D'Alesandro is a steady listener to the program although she has never been called on the prize question. He finds the constant association of the Little Potts name with his own makes a profitable business relationship.

WFR promoteS the Little Potts give away with this radio display.

NORTHEASTERN PENNSYLVANIA'S

POWERFUL 5000 WATT STATION

Wilkes-Barre, Pa.

Your Best Radio Buy in PENNSYLVANIA'S

3RD LARGEST MARKET

980 Kilocycles • AM-FM
5000W (d) • 1000W (n)
ABC Affiliate

GRAND RAPIDS, MICHIGAN

BROADCASTING • Telecasting

September 10, 1951 • Page 93
Film

(Continued from page 79)

Wine in seven markets and local advertisers on open-end basis in other areas), with a weekly 60-minute syndicated open-end, American Legion Wrestling.

Film also has six re-issues in circulation and in addition this week is scheduled to start two new series. One is a mystery-drama prestige package and the other an untitled dramatic series with star names.

Sharing equal first place honors with Fairbanks Productions is Snader Telescriptions, turning out a weekly average of 12 of its three and one-half-hour musical TV filmed open-end shorts. Shooting is in color as well as black and white. Snader shot its quota of 40 telecriptions on schedule last season and now is in all of the 68 TV markets.

Film also has set up a subdiary, Snader Productions, to finance and produce full length TV feature films and various quarter-hour series. Besides the Dick Tracy series and Tele-Vespers, religious programs, in production are two half hour as yet untitled adventure series of 39 programs each. Pilot films of Brenda Starr and Moon Mullins also have been shot. Based on the syndicated cartoon strips, they will be a half hour each, with a series of at least 39 programs.

Roland Reed Productions is shooting the 30 minute situation comedy series, Trouble with Father, sponsored by General Mills. The Beulah comedy series sponsored by Procter & Gamble, was on location in production last Tuesday (Sept. 4). Half-hour Mystery Theatre, sponsored by Sterling Drug Co., also is being shot by Roland Reed Productions.

Then there are Ziv Television and John Guedel Productions with two major entries. Ziv has its Casino Kid series going full blast in several markets and Boston Blackie will be ready for fall release. Initially Ziv will be produced in color as well as black and white, according to John L. Sinn, president of Ziv TV. He believes that 90% of TV entertainment eventually will be on film.

Filmcraft Productions is again filming the Groucho Marx You Bet Your Life audience participation show for NBC-NTV. DeSoto-Plymouth is sponsoring that network package.

John Guedel Productions is filming its Life With Linkletter for ABC-TV release, with Green Giant the sponsor. Shooting is every other week for 26 weeks.

Showcase Productions

Others include Showcase Productions (Hal Roach Jr.), producing Racket Squad for Philip Morris & Co.; Desilu Productions, filming I Love Lucy for that smoking cigarette company for CBS-TV release, with Freeman Gosden and Charles Correll credited as producers of Ams 'nAndy' for CBS and Blatz beer. William A. Brodkey Productions' Wild Bill Hickok series for Kellogg Corn Pops; Frank Wisbar Productions' Fireside Theatre for Procter & Gamble; Apex Films' The Lone Ranger for General Mills; Dudley TV Corp.'s documentary series for the Assn. of American Railroads; Flying A Productions' Gene Autry opus' which is the foreground of one of Hollywood's most noted adventures, Now in preparation.

Then there is Cathedral Films with a series of 12 half-hour religious programs, The Life of Jesus Christ, which has a production budget of more than $500,000. Cathedral also is making its complete stock of church films available to video. Consisting of 40 productions based upon biblical material, their combined production cost is more than $1,200,000.

Not to be forgotten are Condor Pictures' Your Body's Pulse of the City, series of 10 half-hour dramas based on public health officers' experiences which go into production Sept. 18; Arizona Motion Picture Corp. The逼近 Kid, now being shot at a rate of two half-hour programs weekly; Television Associated series of five minute films, Dagress of the News, with Alan Metz; Adrian Weiss Productions' Craig Kennedy—Criminologist, 30-minute mystery drama; Wilkins-Goeden Productions' open-end soap opera, The Ruth Lang Storrs, beginning Sept. 18 at rate of six per week.

Peter O'Cotty Productions is making On Guard, series of 13 quarter-hour patriotic documentaries sponsored by General Plant Protection Co.; Bing Crosby Enterprises has the half-hour series Rebond, and re-run of Royal Playhouse, which is a re-issue of the earlier Fireside Theatre series.

Others on the list include Allegro Productions, with an adventure series, Voyage of the Black Queen, scheduled for Sept. 20; Roy Rogers Productions, shooting half-hour westerns; Superman Inc., producing 50 minute Superman newspaper strip twice weekly; TCA Productions, which starts its series of seven half-hour Abbott & Costello films for NBC on Sept. 22, 1951, with a two day shooting schedule.

Williams Productions is shooting Invitation Playhouse, a filmed series of 52 quarter hour dramas, for which the network company has set a half-hour series, and it has Bits of Life in 26 half hour programs. TeeVee Co. is producing Little Theatre dramatic series. There are several other filmed productions under way. Many also are set to start within the next few weeks or in early October, some signed with national or regional sponsors. Others are for sale on an open-end basis and will be syndicated for local station advertisers.

Networks Uncertain

How far the major networks will go in the way of making filmed programs for television is yet to be seen. The situation, instead of becoming clearer each week, simply becomes more muddled. Consensus is that they are not quite certain themselves. And that admission comes from some of their own top Hollywood executives. While the networks continue to talk about live TV shows, the fact remains that they are in the foreground of film production, either present or future.

NBC, reportedly interested in buying a large number of motion pictures from a major studio and in making its own film too, has signed many names to long-term contracts these past several months, presumably for a combination of both live and filmed or kinescoped shows.

That network has also put its long inactive TV-on-film syndication program into operation and is selling programs to affiliates and others in the open market. Packages include Public Prosecutor and 200 Crusader Rabbit programs; Jackson & Hill situation comedy, and Going Places With Uncle George which were produced when the network's film department was aligned with Jerry Fairbanks Productions. Also there are the Hopalong Cassidy films which General Foods sponsors on a national basis.

In addition several network-owned shows will be put before the camera, the first being Dangerous Assignment, starring Brian Donlevy, and Texas Rangers, with Joel McCrea in the lead. Pilot films will be made in Hollywood, according to John West, NBC Western Division vice president. Don Sharpe is producer of the two shows.

Although production details were not clarified, it is believed that these programs will be "shopped out" for filming by independent producers.

A close look at CBS's announced program schedule for fall shows at least three filmed shows besides its own Amos 'n Andy. Every

KROD APPOINTMENT

Selph Named Gen. Mgr.

COLIN M. SELPH, formerly vice president and director of sales KPIX (TV) San Francisco, has been appointed general manager of KDB Santa Barbara, according to Lincoln Dellar, station owner. He succeeds Don Quinn, who has been on temporary leave from KXOC Chico, serving as interim manager of KDB for past three months. Mr. Quinn has returned to his Chico post as vice president and general manager.

Both KDB and KXOC are affiliated in operation as units of the Lincoln Dellar Group of California stations which also includes KXOA Sacramento and KXOB Stockton.

Henry Woodlidge, president of this pioneer southwestern automobile agency, says: KROD has been doing a good job for us for years. Our "Lone Star Round-up" has been on the air for three years and we're pleased with it.

KROD can also sell YOUR product in this vital market, with its 441,310 population and $396,940,000 of retail sales.

CBS IN EL PASO

ROBERSTEIN BROADCASTING CORP.
Darren A. Bolek, Wally Lawrence, Owner, Prop. & Gen. Mgr.
NATIONALLY REPRESENTED BY
THE O. L. TAYLOR COMPANY.
thing else apparently will emanate live from Hollywood and New York, with an abiding faith in both microwave and kinescope.

Despite denial, CBS had under wraps a TV film syndication plan that will be comparable to the one NBC has set in operation.

ABC, with a 23-acre TV Center in Hollywood, announced last spring it was going to produce video films in a big way. Nothing further has been said on the subject since proposed merger with United Paramount Theatres. Story was that half of ABC television programming will emanate from Hollywood within a year, with about 75% of those programs to be on film.

Addition of Henry Ginsburg, formerly Paramount Pictures production chief, as general consultant for NBC's radio and television operations in Hollywood last spring is regarded by many as another link in the chain to bring the motion picture and video industries closer together. It is expected that he will figure heavily in the network's upcoming TV film operations, if and when it gets under way.

NBC will eventually erect a new $25 million 15-block radio-TV center in Burbank, Calif., having acquired 49 acres from both that city and Warner Bros. [Broadcasting • Telecasting, Aug. 20.] While much of this space will be used for live programming, it is expected that the network will also produce its own TV filmed programs at this new plant.

CBS Ready

CBS has a strong team to carry its ball into the film-making field if and when it decides to get into that type of operation. It is headed by David Glett, vice-president and general executive who supervises business affairs for both radio and TV programming. He was president of Vanguard Films before joining CBS. Prior to that he was executive producer of David O. Selznick Studio.

Second man on the team is Charles Glett, now vice president in charge of CBS Hollywood radio-TV network services. More recently administrative assistant for KTLA (TV) Hollywood, Mr. Glett came to CBS from Don Lee Broadcasting System where he was vice-president in charge of TV. He was in the motion picture industry before coming to video. With a background in motion pictures which extends from financing through production, he had been managing director of Motion Picture Center and previously a vice-president in charge of David O. Selznick production and studio operations.


Television City

CBS, it must be remembered, will eventually have a $35 million Television City of its own in Los Angeles. Network last year bought a 15 acre tract of land at Beverly Blvd. and Fairfax Ave. and has option to buy ten more acres. Hope is to occupy at least one of the mammoth sound-stage and office buildings to be erected on that property by this time next year. Both radio and video activity eventually will be centered in Television City, with the network dispensing of present Western Division headquarters at Columbia Square on Sunset Blvd.

Network executives in Hollywood by-pass any elaborate discussion on film plans at the moment. They are putting emphasis on live shows in their enthusiasm over the microwave relay.

Much of the indecision on the part of networks on their future filming plans grows out of the uncertainties of jurisdiction involving the various unions and guilds. Until jurisdictional squabbles between IATSE, IBEW and NABET are settled and demands are met, the networks are stymied in going forward.

Television continues a big and important buyer of old Hollywood produced theatrical motion pictures. Previously released to theaters, these films now being shown on TV come from several sources. Among them have been banks and other lending agencies which foreclosed upon the chattel mortgage and turned the film over to TV to help recoup losses.

Many independent film producers and others controlling negative rights are releasing old motion pictures for telecasting at prices ranging from $2,500 down to $75 for a one-time telecast. Price depends upon if first-run or otherwise. Taken into consideration, too are age of the movie, number of TV

(Continued on page 96)
Film

(Continued from page 95)

sets and stations in the market.

With TV turning out new products at an accelerated speed, and networks reaching a sell-out in time availability, there is a growing realization in the movie industry that the video market may soon be at a peak which may never be reached again for old theatrical films. Major independent producers who heretofore shunned the medium are now seriously mulling release of their stored products. Fear that Hollywood guilds and unions will demand a share of profit, plus the James C. Petrillo edict of 5% royalty fee and possible theatre exhibitor reprisals are said to be holding back an avalanche of good features from video.

Major Feature Release

Edward Small, onetime independent film producer, who tied-in with Columbia Pictures last year, has 20 major feature motion pictures which he is releasing to video. Then there is Hunt Stromberg, another name producer, who would do likewise if the market is good. In addition he is considering the making of movies for video. David O. Selznick is having a survey made of the TV market, with the thought in mind of releasing about 20 of his name movies if price is right. A few weeks ago ABC paid around $150,000 for dual-run rights over a ten months period for 10 Pine-Thomas Productions theatrical films. They are pre-1948 features and available for sale in ABC's five owned and operated TV station markets.

Pine-Thomas acquired outright ownership to these 10 features several months ago in a deal with Paramount Pictures, which held 50% interest in 20 pictures with the producers. Group was equally split up to give each party full ownership to 10 films each.

Distribution of old movies for TV has been organized to the extent where the average production is a “B” or better, can look to a gross of better than $0,000 from its first run on the present 107 stations, it was said.

There is quite a handful of releasing firms renting old movies of various age and length to video. One major New York releasing firm reportedly has around 1,000 Hollywood-made movies and several score foreign-made ones which are being leased to stations throughout the country. Another firm has a backlog of some 500 Hollywood-made features and “B” products.

Large Transaction

Although major motion picture studios are holding back on danger of antagonizing their exhibitor customers, Republic Pictures broke away from that solid front against video and in mid-August sold a handful of old movies to KTTV (TV) Hollywood. Price was reported as $250,000 on a one-year basis for first run rights. Deal includes features, westerns and serials, and is one of the largest first-run film transactions made to TV. Hollywood Television Service Inc., subsidiary of Republic, made the deal. Earl Collins, HTS president, represented the studio. Dick Moore, general manager, and Tom Corradine, film director, respectively, handled negotiations for KTTV.

It is estimated that the eight major motion picture companies—MGM, 20th Century-Fox, Paramount, Warner Bros., RKO Radio, Columbia, Universal-International and Republic—have 6,307 features and 6,750 one- and two-reel short subjects available that could be placed on TV, providing of course that there were no exhibitor protest and Mr. Petrillo approved.

Would Lower Price

It was further pointed out, however, that if all the companies simultaneously threw their backlog of old movies on the TV market, prices would hit the bottom. Meanwhile, though, many feature film oldies that are available are renting for as much as $3,000 in a few cases and for $2,500 and $2,000 per single telecast in some of the TV markets.

Although major film studio top executives refrain from discussing television, at least in public, in deference to theatremen, Louis B. Mayer, while still MGM studio chief several months ago and despite the fact that company is the staunchest holdout against video, declared during an interview that “television and motion pictures must work together.”

“We’ll furnish the entertainment and talent, and television will distribute it,” he said.

The fact that Mr. Mayer is one of the film industry’s elder statesmen, and, as such, often considered a spokesman, drew special emphasis in the trade to his remarks.

Despite coast-to-coast microwave relay, the West Coast will still continue to see the majority of network live shows via kinescope film because of the time element involved.

Hollywood TV film producers are in accord that live network cable will not dim the rosy future they foresee in the making of pictures for video. They predict the microwave relay will not materially affect their future, and believe that from 65% to 80% of TV entertainment ultimately will be on film.

ASSUMING new duties as sales manager of WCCO Minneapolis-St. Paul is Roy Hall (r), former account executive at CBS Radio Sales. He is welcomed by Gene Wilkey (l), WCCO general manager, and Phil Lewis, assistant sales manager. Mr. Hall replaces Carl Word, now general manager of WCBS New York (Broadcasting/Telecasting, Sept. 3).

CAPITOL SALES

Record Co. Profits Rise

SALES and earnings of Capitol Records Inc. for the year ending June 30 were substantially higher than in the preceding 12-month period, according to Glenn E. Wallach, president.

Net income for the 12 months to June 30 was $419,414. This is equal, after preferred dividends, to 24 cents a share on the common stock outstanding as compared with net income of $242,370 or 35 cents a share on the same number of shares in the preceding fiscal year. Sales for 12 months ending June 30 were $13,034,250 against $11,847,806 for the preceding year.

Hollingbery Additions

GEORGE P. HOLLINGBERY Co., station representative, last week announced the addition of William C. Brearley and Jack Peterson to its New York sales staff. Prior to joining the Hollingbery Co., Mr. Brearley served six years as an account executive with WOR New York. Mr. Peterson, who has had 11 years’ experience with local radio stations, last served as radio and television director for the Barnes-CHASE Adv. Agency, San Diego, Calif.
Fall Outlook
(Continued from page 77)
ences each month at 11:30 a.m. to 12 noon, we are looking for more big advertisers to sign up morning time periods.

"Plans for building the Sunday daytime audience are taking shape; we have a big children's show scheduled for the noontime period, followed by football films and a series of outstanding news and entertainment shows in the late afternoon," DuMont's sales director, Ted Bergmann, predicted that gross billings for this TV network during the months ahead will surpass the same period last year by 150% judging by the current and future time sales picture.

"With renewals from every major 1950 sponsor," Mr. Bergmann said, "the DuMont sales roster has added a number of new clients presently picking up program tabs or scheduled to do so within the last few months."

Among these new DuMont sponsors, he listed Crawford Clothes, General Foods and The Mennen Co., both recently signing five-year contracts with DuMont; P. Lorillard Co., American Chicle Co., Bigelow-Sanford Carpet Co., International Shoe Co., Walter H. Johnson Candy, and Larus & Brother.

"In addition," Mr. Bergmann noted, "two sponsors of WABD New York programs -- Premier Food Products and Doeksin Products--have bought the network's eastern leg to bring their shows and commercial messages to a vastly greater audience.

"Always front-ramping in the field of sports, DuMont this year is scheduled to bring its viewers the most comprehensive sports coverage in its history. Included are 30 National Professional Football League games, 20 of them sponsored by Atlantic Refining Co. and Brewing Corp. of America."

With NBC TV completely sold out except for one-half-hour on alternate weeks on the "Kate Smith Show" and that expected to be sold any minute -- sales executives of this network felt that list of NBC TV clients speaks for itself and comment would be unnecessary.

SCHOOL SAFETY
WIP Philadelphia, in cooperation with the city's Dept. of Public Safety and the Safety Council of the Chamber of Commerce, is launching all out campaign on traffic safety for returning school children and motorists. Series of taped announcements made by school children and members of city's safety unit are being used. Sam Serota, WIP educational director, made 20-second recordings at playgrounds throughout city.

PLACING COVERAGE
KFEQ St. Joseph, Mo., Aug. 16-17 carried twice-daily brochures of Missouri and National Soil Conservation Plowing Contests. Farm Service Director Harold J. (Smitty) Schmitz, was on hand for the broadcasts sponsored by Standard Oil Co.

BROCHURE ON STAR
KTSJ(TV) Los Angeles sending trade and advertisers brochure based on KTSJ star Jeanne Gray and her show sponsored by Owl-Revall Drug Stores. Piece gives inside data on show and format. Pictures of newspaper clippings and list of awards show has received are included.

SUNNY FLORIDA
WEAT Lake Worth, Fla., sending trade and advertisers folded mail piece headed "WEAT... ABC's for the Palm Beaches... Florida's gold coast is growing faster because." Inside tells of state's tropical climate and tourist trade. Piece gives population, data on tourist trade and business by cities and counties.

BEAUTY CONTEST
KWPC Muscatine, Iowa, in cooperation with Batterson's Dept. Store and A. A. Schneiderhahn Co., local Zenith radio-TV distributor, sponsored local beauty contest. Winner was acclaimed "Miss Zenith of Batterson's," received many gifts including Zenith portable radio. Station reports 3,500 attended contest.

TRAY PROMOTION
YOUNG & RUBICAM, N. Y., sending five trays marked for each day of week with picture of either Bert Parks or Bill Goodwin on each, as promotion piece to radio and TV editors. Promotion plugs both General Foods Bert Parks Show on Mon., Wed. and Fri. and General Electric's "Bill Goodwin Show" on Tues. and Thurs. on CBS-TV. Glass trays were packed in round leather cigarette box.

IT TOOK ONE SPOT
WBJS-DeLand, Fla., used one spot announcement during baseball game to inform listeners of change in arrival time of Francis P. Whitehair, Under Secretary of Navy whose home is in DeLand. Arriving an hour and 15 minutes ahead of schedule, he was greeted by several hundred people. Station recorded greeting and rebroadcast following morning.

PROGRAM BROCHURE

WORDS OF WISDOM
DYING gasps of man pinned beneath his ruined car, sounds of driver being plowed from his smashed cab, children along the road--their relatives dead in the road—all taped at the scene of automobile accident in the past several months—was aired by NBC as special events safety documentary, Aug. 31. Show titled, Are You About to Die?

FOOTBALL PROMOTION
WCAC Norfolk, Va., sending time-buyers miniature footballs with complete schedule of games to be broadcast. Station plans to carry 45 games this fall.

MUSICAL BAZAAR
WOL-AM-FM Washington, Musical Bazaar, featuring Frank Blair

new late morning show. Program is aired Monday-Friday, 9:15-11 a.m. Listeners contact "Trader" Blair and tell him what they want to buy or sell, Mr. Blair airs item description and actual buyer and seller can then contact each other directly.

RURAL RADIO
RURAL Radio Foundation, owner and policy making board for Rural Radio Network, approved two major projects at meeting earlier this month at Cornell U., Ithaca, N. Y. Foundation recommended active participation by RRN in intensive steel scrap drive, and adopted plan for County Food Production Awards to top producing farmers of listening area.

FOR BEETER RELATIONS
WDTV(TV) Pittsburgh Aug. 28 presented interview salute to visiting World Assembly of Youth group visiting city. Youths, from many different countries in Europe and Asia, gave first-hand reports on social and economic conditions in their countries. Jean Sladden, WDtv director of women's programs, was hostess.

Further ideas or samples of the promotion items mentioned on this page are available by writing to this company.

=*
LANG-WORTH FEATUE PROGRAMS
sell BEER & WINE!

September 10, 1951 * Page 97
Telstatus
(Continued from page 80)

network programs by the number of stations used.

National-regional spot fell to 1,064 in June from 1,093 in May. Local-retail spots also fell from 4,227 in May to 3,837 in June.

Among product categories (see Table I), Foods & Food Chain Stores led classifications, accounting for 47 network advertisers and 366 spot users. Beer & Wine was second in both accounts and retail rankings.

Los Angeles topped other cities in total number of accounts, having a total of 401. New York ranked second with 392 and Chicago, third, with 290.

Rate Card No. 4
Announced by WHAS-TV

NEIL CLINE, sales director, WHAS-TV, Louisville, Ky., has announced issuance of Rate Card No. 4, effective Sept. 15. The new card has a base rate of $500 for one hour in Class A time. Class A announcements will have a base rate of $100, the station announced.

‘Big Town’ Tops Nielsen Report

LEADING the national Nielsen ratings percentage-wise for the top 10 television programs during the two weeks ending Aug. 11 in the program, Big Town. Ratings were based on the per cent of TV homes reached in program station areas.

The Nielsen ‘per cent of homes reached’ gives a ‘relative measurement’ of the audience obtained by each program in the participating station areas as to where it was telecast. All TV homes in those areas able to view the television being taken as 100%. Top 10 ratings follow:

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS (

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>PER CENT</th>
<th>CITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Big Town</td>
<td>31.8</td>
<td>St. Louis</td>
</tr>
<tr>
<td>2</td>
<td>Bucket Squad</td>
<td>31.4</td>
<td>Cleveland</td>
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<tr>
<td>3</td>
<td>Amos ’n Andy</td>
<td>30.4</td>
<td>Los Angeles</td>
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<tr>
<td>4</td>
<td>Original Amateur Hour</td>
<td>28.0</td>
<td>Detroit</td>
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<tr>
<td>5</td>
<td>Inside Theatre</td>
<td>27.7</td>
<td>Chicago</td>
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<tr>
<td>6</td>
<td>Kraft Television Theatre</td>
<td>27.1</td>
<td>New York</td>
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<tr>
<td>7</td>
<td>Amos ’n Andy</td>
<td>26.6</td>
<td>Philadelphia</td>
</tr>
<tr>
<td>8</td>
<td>Lights Out</td>
<td>26.8</td>
<td>New York</td>
</tr>
<tr>
<td>9</td>
<td>Westinghouse Theatre</td>
<td>26.4</td>
<td>Chicago</td>
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</table>

(Right margin) Copyright 1951 A. C. Nielsen Co.)

SET PRODUCTION
Slightly Above ’50

Radio set production for the first 30 weeks of 1951 totaled 8,413,186, Radio-Television Manufacturers Assn. has reported. This compares with 8,019,600 for the same period last year.

Of the first seven months of 1951 radio production, 4,233,611 were home sets, 2,614,043 were auto sets and 915,482 were portables. This compares with 4,192,900 home sets, 2,585,139 auto sets and 941,500 portables for the same months of 1950.

During July 1951, radio manufacturers produced 539,500 sets, compared to 666,000 in the same 1950 month.

RTMA also reported that the shortage of tubes dropped 50% in July from those in June due to the same plant vacations that brought radio and TV set production down. July tube sales totaled 12,185,857, compared with June sales of 27,667,099. Of the July sales, 7,117,435 were for new equipment, 4,655,014 for replacements, 1,225,755 for export and 220,083 for government use.

For seven months of 1951 receiving tube sales totaled 229,087,992.

Ad Workshop

WILLIAM T. WHITE, divisional vice president of Wieboldt Stores Inc., will be principal speaker at the opening session of the 1951 Advertising workshop which opens Sept. 17 in Chicago's Morrison Hotel. The workshop is sponsored by the Chicago Federated Advertising Club and the Women's Advertising Club of Chicago in the polymer clinics in copyrighting, art and layout, production, industrial advertising, markets and marketing, radio, television and direct mail. Each clinic will meet one evening a week for eight weeks.


Oct. 15-19: North Carolina Assn. of Broadcasters, Fall Meeting, Battery Park Hotel, Asheville, N. C.

Oct. 18-20: AAPA Pacific Council Annual Meeting, Hotel del Coronado, Coronado, Calif.

Oct. 18-20: WFBA TV Members Meeting, Stevens Hotel, Chicago.


Oct. 25-26: AIEE Fall General Meeting, Hotel Cleveland, Cleveland.


Nov. 12-14: National Assn. of Radio Directors, Fall Meeting, Hotel Statler, Chicago.


Nov. 28-30: Chicago Advertising, Fall Meeting, Hotel Astor, Chicago.

Nov. 29-30: Assn. of Railroad Adm. Managers, St. Louis.

Nov. 30-Dec. 1: Eighteenth Annual NBC Radio and Television Affiliates Convention, Hotel Dearborn, Chicago; Club and Hotel.

Dec. 4-5: Assn. of Railroad Adm. Managers, St. Louis.

Advance May 15, 1952, NARTB 30th Annual Convention, Stevens Hotel, Chicago.

WCP Aids Police

WCP Boston with information appeals and news has joined Massachusetts state police in an intensive search for a killer who shot to death a state trooper in Barre, Mass., Aug. 31. Gene King, program manager, promptly placed the entire facilities of WCP at the disposal of the state department for the continued cooperation as long as necessary. WCP reporter Patricia Goodnow and Newspaper Hugh McCoy were assigned to state police headquarters shortly after the trooper's body was discovered, riddled with bullets.
**TV Network Clients for Fall**

(Continued from page 77)

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Program</th>
<th>Hours per Week</th>
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<tbody>
<tr>
<td>Canada Dry Ginger Ale Inc.</td>
<td>Super Circus</td>
<td>½ J. M. Mathes Inc.</td>
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<tr>
<td>Celanese Corp. of America</td>
<td>Celanese Theatre 1 EOW</td>
<td>Ellington &amp; Co.</td>
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<tr>
<td>Chip Clip Co.</td>
<td>Langford-Amache Show 4</td>
<td>Frank Weston Adv.</td>
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<tr>
<td>Cory Corp.</td>
<td>Don Ameche's Musical Playhouse ½ EOW</td>
<td>Young &amp; Rubicam</td>
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<tr>
<td>Florsheim Shoe Co.</td>
<td>Langford-Amache Show 3</td>
<td>Dance-Fitgerald-Sample</td>
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<tr>
<td>General Mills Inc.</td>
<td>Red Grange Predicts ½ EOW</td>
<td>Gordon Best Co.</td>
</tr>
<tr>
<td>Good Year Tire &amp; Rubber Co.</td>
<td>Don Ameche's Musical Playhouse</td>
<td>Dance-Fitgerald-Sample</td>
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<tr>
<td>Graham, Billy, Evangelistic Assn. Inc.</td>
<td>Betty Crocker</td>
<td>Dance-Fitgerald-Sample</td>
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<tr>
<td>Green Giant Co.</td>
<td>Stu Erwin Show</td>
<td>Dance-Fitgerald-Sample</td>
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<tr>
<td>Gruen Watch Co.</td>
<td>Ted Mack Family Hour ½ EOW</td>
<td>Tatham-Laird Inc.</td>
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<tr>
<td>Hollywood Candy Co.</td>
<td>Paul Whiteman Goodyear Revue</td>
<td>Young &amp; Rubicam</td>
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<tr>
<td>Inotrite Ironers Corp.</td>
<td>To be announced ½</td>
<td>Walter F. Bennett &amp; Co.</td>
</tr>
<tr>
<td>Jene Sales Corp.</td>
<td>Life With Linkletter ½ EOW</td>
<td>Lee Burnett &amp; Co.</td>
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<tr>
<td>Kellogg Co.</td>
<td>Gruen Guild Theatre ½ EOW</td>
<td>McCann-Erickson</td>
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<tr>
<td>Lolland, P. Co.</td>
<td>Hollywood Screen Test</td>
<td>Brooks, Smith, French &amp; Dorrance</td>
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<tr>
<td>Maidenform Brasieres</td>
<td>To be announced ½ EOW</td>
<td>Sherwin Robert Riger Assoc.</td>
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<tr>
<td>M &amp; M Ltd.</td>
<td>Tom Corbett, Space Cadet 45 min.</td>
<td>Kenyon &amp; Eckhardt</td>
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<tr>
<td>Mason, An &amp; Magenheimer</td>
<td>Tales of Tomorrow ½ EOW</td>
<td>Meredith-Gardell Inc.</td>
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<tr>
<td>McKesson &amp; Robbins Inc.</td>
<td>Faithful Baldwin Theatre of Romance ½ EOW</td>
<td>Lenzen &amp; Mitchell</td>
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<tr>
<td>Murray, Arthur Dance Studios</td>
<td>Super Circus ½ EOW</td>
<td>Wm. H. Weintraub</td>
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<tr>
<td>Nash Kelvinator Corp.</td>
<td>Madalas At Home Show ½</td>
<td>William Exy Co.</td>
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<td>Packard Motors Inc.</td>
<td>Chester The Pup ½ EOW</td>
<td>Anderson &amp; Croce Inc.</td>
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<tr>
<td>Peter Shoe Co.</td>
<td>A Date With Judy ½</td>
<td>Turner &amp; Dyeon</td>
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<tr>
<td>Philco Corp.</td>
<td>The Arthur Murray Show ½ EOW</td>
<td>Tarcher &amp; Co.</td>
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<tr>
<td>Procter &amp; Gamble Co.</td>
<td>Paul Whiteman TV Teen Club ½</td>
<td>Rutherfurd &amp; Ryan</td>
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<tr>
<td>Purina, Ralston</td>
<td>Don Ameche's Musical Playhouse ½ EOW</td>
<td>Geyer, Newell &amp; Ganger</td>
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<td>Ranger Joe Inc.</td>
<td>Super Circus ½</td>
<td>Young &amp; Rubicam</td>
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<tr>
<td>Schenley Industries Inc.</td>
<td>Don McNeil TV Club ½ EOW</td>
<td>Henul, Hurst &amp; McDonald</td>
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<tr>
<td>Seaman Bros.</td>
<td>Beulah ½</td>
<td>Hutchinson Adv.</td>
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<tr>
<td>Selterling Rubber Co.</td>
<td>Space Control ½ EOW</td>
<td>Gardener Adv.</td>
</tr>
<tr>
<td>Sterling Drug Inc.</td>
<td>The Amazing Mr. Malone ½ EOW</td>
<td>Lamb &amp; Keen</td>
</tr>
<tr>
<td>Sundial Shoe Co.</td>
<td>I Cover Times Square 25 min.</td>
<td>The Blow Co.</td>
</tr>
<tr>
<td>Raven, C. A.</td>
<td>The Amazing Mr. Malone ½ EOW</td>
<td>Mewland &amp; Fwsmith</td>
</tr>
<tr>
<td>Voice of Prophecy Inc.</td>
<td>Mystery Theatre ½</td>
<td>Dance-Fitgerald-Sample</td>
</tr>
<tr>
<td>EOW—Every Other Week</td>
<td>Foodini The Great ½</td>
<td>Haag &amp; Provandie</td>
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<tr>
<td></td>
<td>Ted Mack Family Hour ½</td>
<td>Tatham-Laird Inc.</td>
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<td></td>
<td>Faith For Today ½</td>
<td>Western Adv.</td>
</tr>
</tbody>
</table>

**SAG Nominees**

SCREEN ACTORS GUILD last week released 23 nominations, made by the group's own nominating committee, for officers and directors who were voted upon in the forthcoming annual election. Lists sent to members were headed by incumbent President Ronald Reagan and First Vice President William Holden.

**MEXICAN STATIONS**

New Assignments Reported

NEW STATION assignments in Mexico have been reported to FCC under provisions of the 1941 NABBA. Changes reported by Mexico (probable commencement date in parentheses) are:

* XEOM Coatzacoalcos, Veracruz, new Class II station, 250 w on 660 kc (Jan. 1, 1952).
* XEZK Papantla, Veracruz, new Class II, 250 w fulltime on 920 kc (Jan. 1, 1952).
* XEOA San Andres, Tuxila, Veracruz, new Class II-B, 500 w fulltime on 1300 kc (April 1, 1952).
* XEOM Monterrey, Nuevo Leon, new Class I-B, 50 kw DA-N fulltime on 1550 kc (Sept. 1).
* XEOM Nuevo Laredo, Tampulcas, changed from 250 w to 2.5 kw on 1060 kc, Class II (Oct. 1).
* XEOM Nuevo Laredo, Tampulcas, changed from 1140 kw to 1550 kc, XEFZ Monterrey, Nuevo Leon, new Class I-B, 50 kw DA-N fulltime on 1550 kc (Sept. 1).
* XEFZ Monterrey, Nuevo Leon, new Class II, 1 kw-day and 250 w-night on 1550 kc (Oct. 1).
* XEFP Ensenada, Baja California, new Class IV, 100 w fulltime on 1450 kc (Jan. 1, 1952).

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CZECH 'HAMS'  
Get Orders to Spy

ALL Czechoslovakian "hams" have been instructed by their government to utilize amateur radio for political propaganda and information purposes, according to Harald Stassen, chairman of the 1951 Crusade for Freedom Campaign.

Mr. Stassen last week asked the American Radio Relay League, representative of some 40,000 American ham operators, to warn its members of the orders issued by the Czech Ministry of Information. Amateurs were told to acquire, through radio contacts, information about technical developments in the western world, to ask for "gifts" of a technical nature and to report receipt of anything to the central amateur office in Prague, where findings will be evaluated by Czech and Soviet authorities.

Czechoslovakian hams were warned at the same time. Mr. Stassen revealed, that their calls are monitored and that action will be taken for deviations from instructions. Maximum penalty for rule violations is death.

As chairman of the Crusade for Freedom, whose $3½ million drive will build more radio transmitters for Radio Free Europe and Radio Free Asia, Mr. Stassen said he does not want to discourage person-to-person contacts between America and Iron Curtain countries, but felt American radio amateurs should be aware of the Czech instructions.

EOW—Every other week

Advertising is bought by the group of executives who plan marketing strategy and tactics. Printers' ink is read by the whole marketing group of advertising, management, sales and agency executives who are the leading buyers of advertising.

THE GEORGIA PURCHASE
only a combination of stations can cover georgia's major markets

THE GEORGIA TRIO
represented individually and as a group by

THE KATZ AGENCY, INC.

BROADCASTING • Telecasting
NEWTON AIR
Roseme Is Manager

WNXT, new 1-kw fulltime outlet in Portsmouth, Ohio, staged its dedicatory broadcast Aug. 30. Station, assigned 1260 kc and licensed to Portsmouth Broadcasting Co., is an ABC affiliate.

The 75-minute inaugural broadcast included addresses by Governors Frank Lausche of Ohio, Lawrence W. Wetherby of Kentucky and Okey L. Patterson of West Virginia. Others appearing were Rep. James G. Polk (D-Ohio), Portsmouth’s mayor and city manager, as well as other city and county dignitaries.

WNXT president and general manager is Marshall Roseme, who recently resigned from the general management of WSAZ Huntington, W. Va., to head the new outlet. WNXT personnel includes Russ Newman, chief engineer; Donald Petersen, program director; Phil Phillips, production manager; Jack Hurst, sports director; Frank Balmert, news editor; Bill Dawson, special events; Carl Mitchell and William Tupper Sr., sales department; Lillian Sagarves, continuity chief; Thelma Henderson, traffic manager; Bryson Prather, auditor; and Charles Gilmer, C. Lyons and Russ Evans, engineers.

Portsmouth with the transmitter five miles north of the city on Route 53. Standard Radio library service and UP news are being used.
NARCOTIC WAR

Westinghouse Effort
A SPOT crusade against teen-age narcotic peddling has been opened by the Westinghouse Radio Stations. The campaign is using short statements by famous government and sports figures.

Gordon Hawkins, program and educational director for the Westinghouse stations, said a well-rounded program and spot campaign had been planned with the Senate Crime Committee and the Federal Bureau of Narcotics. Mr. Hawkins said: "I am particularly interested in the spot campaign . . . in view of its frequent and continuing impact of concise and hard-hitting messages."

All program material and announcements used in the narcotic drive are being made available to the National Assoc. of Educational Broadcasters' tape network (made up of 70 college campus stations) at that organization's request. Programs include interviews, dramatic and documentary angles.

WGAR Fair Train
MORE than a thousand persons took advantage of a WGAR Cleveland offer of special rates for a train excursion to "Northern Ohio Day" at the Ohio State Fair in Columbus. Bob Smith, station's farm director, promoted the event and arranged for the two-section train which carried listeners to the fair.

AUGUST 31 THROUGH SEPTEMBER 6

August 31 Decisions

BY THE COMMISSION EN BANC

SBA Extended

WNYC New York, N. Y.—Granted two grants of special service authorization to operate on 630 kc with 1 kw from 7 a.m. to 9 p.m., from New York and from local sunset at Minneapolis 7:15 a.m. to 8:30 p.m., for period ending Oct. 31, pending further study of rules by the U. S. Circuit Court of Appeals for District of Columbia. Certain stations in the area are to be decided July 19. WNYC's views as to effect of conflicting cases are invited and should be filed with FCC by Sept. 21.

KAVA Anchorage, Alaska.—Granted extension of special service authorization for operation on 50,000 w for period ending Oct. 31 pending further study of rules by the U. S. Circuit Court of Appeals for District of Columbia. Certain stations in the area are to be decided July 19. KAPA's views as to effect of conflicting cases are invited and should be filed with FCC by Sept. 21, 1961.

MERGER

Commission designated for hearing seven applications relating to proposed mergers between ABC-owned WGN and NBC-owned WBKB Theaters Inc. into one entity, American Broadcasting-Paramount Theaters Inc. Hearing was consolidated with other applications involving license renewal etc., of Paramount, DuMont and Balaban & Katz which, on Aug. 8, were set for future hearing. No date has yet been set for the consolidated hearing.

The consent order contemplated ABC-Paramount merger required.

For consent to transfer control WXTZ-FM-TV Detroit.

For consent to operation WBNJ-FM-TV New Orleans.

For license of stations WCCG-TV Chattanooga, KATX-Dallas, and WMBW-FM-TV New Orleans.

For license of station WCFS-TV Chicago.

For license of KWDY-TV New York, N. Y.—Granted license for operation of 50,000 w on 1440 kw for 1961.

September 4 Applications

ACCEPTED FOR FILING

Modification of CP WGRF Evanston, Ill.—Mod. CP to increase power and change DA-N for extension of completion date.

License for CP WNMY Defiance, Ohio.—License for CP to continue operation pending authorization of hours operation and install DA-N.

Change Trans. Location Farrell FM-TV.—Granted license for new location on 1470 kc 100 w D AMENDED to change to 4950 w to W. Middle-
side Rd., 846 ft. south of New Castle Rd., Port. Park, Pa. and change sys. etc.

License Renewal


September 5 Decisions

BY THE SECRETARY

WKNX Sunbury, Pa.—Granted license to use formerly licensed main trans. as aux. trans. at present location of trans.

Scripps-Howard Radio, Inc., Cleveland, Ohio.—Granted CP with change type of stations KAYM-AM and WYAW-FM 1450 kc and 105.5 mc. from 8 a.m. to 10 p.m. local time for period ending Jan. 1, 1962.


Granted following renewal of license of remote pickup on a regular basis: KDKA-TV station Pittsburgh, Pa., 670 kw, Ogden, Utah, 6839 kw Ogden.

Extended following licenses of remote pickup on temporary basis to Dec. 1: KTRJ-AM 1530 kc Atlanta, Ga.; 670 kw, Miami Beach, Fla.; KASB-AM Madison, Wis.; KARZ-TV New York, N. Y., 50 kw.

Granted following renewal of licenses of remote pickup on regular basis, subject to change in frequency which may result from proceedings in December: KCAI-AM 1360 kc Albuquerque, N. M., 30 kw.

Extended following licenses on temporary basis, subject to change in frequency which may result from proceedings in December: KAOS-AM 1350 kc St. Louis, Mo., 51 kw, Okla. City, Okla.; KFAP-AM 1540 kc Denver, Colo., 3 kw.

Extended following license of FM STL on a temporary basis to Dec. 1: KAA-61 Ames, Iowa.

KOAT Albuquerque, N. M.—Granted license covering change in hours, to operate and installation of DA-N 500 kw 1 kw D cond.

WPHO Hornell, N. Y.— Granted license covering change in trans. and station locations and install of new trans.

WABG Greenwood, Miss.—Granted license covering change in hours of operation and installation of DA-N 500 kw 1 kw D cond.

WDDC Chattanooga, Tenn.—Granted license covering installation of new aux. transmitter.

KCNM Alturas, Calif.—Granted license for new AM station 570 kc 1 kw D.

KGM Grand Forks, N. D.—Granted license covering installation of new trans.

WFTA-FM Madison, Wis.—Granted license for FM station Ch. 268 (101.5 mc) 1 kw D.

WJJJ Niagara Falls, N. Y.—Granted CP to change trans. location and install new vert.

WJQW Madison, Miss.—Granted CP for approval of new, trans. and time change.

DYW Logan, W. Va.—Granted CP, to extend license 150 kw 1 kw D for 8 a.m. to 8 p.m. local time.

KNEF McAlester, Okla.—Granted license covering change in frequency, install new transmitter and change antenna system (1150 kc, 1 kw D).

WABJ West Frankfort, Ill.—Granted license covering change in hours of operation, to change to 1 kw D, 1 kw DA-N unil.; cond.

WJXO Lawrenceburg, Tenn.—Granted license covering change in frequency, install new transmitter and change antenna system (1380 kc, 1 kw D).

WPNT Providence, R. I.—Granted license to make changes in existing noncommercial FM station to change ERP from 2.9 kw to 3.1 kw.

WUTC Hartford, Conn.—Granted CP to change trans. location and aux trans. at present location of main trans.

WCHS Charleston, W. Va.—Granted CP to change trans. location and aux. trans. at present location of main trans. on 500 kc.

WLCL Lexington, Ky.—Granted CP, for approval of new, trans. and time change. Granted CP, for approval of main trans. and change time change and type change.

YWOW Logan, W. Va.—Granted license to change trans. and type change.

KROX Medford, Calif.—Granted CP for approval of new, trans. and change time change and install new trans. (1460 kw 1 kw D trans. to 1470 kw 1 kw D).

WAFS Montgomery, Ala.—Granted license covering change in hours and install new trans. (1460 kw 1 kw D to 1470 kw 1 kw D).

WAIN Columbus, Ky.—Granted license for new trans. on regular basis for period ending Jan. 1, 1962.

WFRC Lincoln, Ill.—Granted license for AM station AM station 1370 kc 500 W D; cond. Granted license for FM station 1060 kc 100 W D, outlet.

WMTX Manchester, Mich.—Granted CP, to extend license for FM station 91.1 mc for 1962.

WVVQ-PM Wheeling, W. Va.— Granted license for new trans. on regular basis for period ending Jan. 1, 1962, on 1 kw D.

WPBC Lincoln, III.—Granted license for FM station 1060 kc 150 W D; cond. Granted license for AM station 1370 kc 500 W D; cond. Granted license for FM station 1060 kc 150 W D.

WMEW Milwaukee, Wis.—Granted license for AM station 1370 kc 500 W D; cond. Granted license for FM station 1060 kc 150 W D.

KFST-FM Wheeling, W. Va.—Granted CP, to extend license for AM station 1370 kc 500 W D; cond. Granted license for FM station 1060 kc 150 W D; cond.

Granted following renewal of licenses of remote pickup on regular basis, subject to change in frequency which may result from proceedings in December: KCAI-AM 1360 kc Albuquerque, N. M., 30 kw.

Extended following licenses of remote pickup on temporary basis to Dec. 1: KTRJ-AM Atlanta, Ga.; 670 kw, Miami Beach, Fla.; KASB-AM Madison, Wis.; KARZ-TV New York, N. Y., 50 kw.

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Extended following licenses on temporary basis, subject to change in frequency which may result from proceedings in December: KAOS-AM 1540 kc Denver, Colo., 3 kw.

Extended following license of FM STL on a temporary basis to Dec. 1: KAA-61 Ames, Iowa.

KOAT Albuquerque, N. M.—Granted license covering change in hours, to operate and installation of DA-N 500 kw 1 kw D cond.

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WDDC Chattanooga, Tenn.—Granted license covering installation of new aux. transmitter.

KCNM Alturas, Calif.—Granted license for new AM station 570 kc 1 kw D.

KGM Grand Forks, N. D.—Granted license covering installation of new trans.

WFTA-FM Madison, Wis.—Granted license for FM station Ch. 268 (101.5 mc) 1 kw D cond.

WJJJ Niagara Falls, N. Y.—Granted CP to change trans. location and install new vert.

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

"A reliable service for over 11 years"

For immediate service phone

JACKSON 5392

P. O. Box 7037
Kansas City, Mo.
HELP WANTED

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—$1.00 minimum. Help Wanted, 20¢ per word—$2.00 minimum

All other classifications 25¢ per word—$4.00 minimum • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to

Broadcasting, 870 National Press Bldg., Washington, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly reserves any liability or responsibility for their custody or return.

HELP WANTED

Managerial

North midwestern 250 watt network station wants all-round announcer, solid market and a proven station. Salary competitive. Present man has been there 2 years. Send complete detailed information together with photo. Box 717K, Broadcasting.

Manager-commercial manager. Unusual opportunity for advancement offered to capable and earnest manager of small market station in advanced position. Write Box 892K, Broadcasting.

SALESMAN

Radio station salesman. Topflight salesman to call on radio stations selling the station’s number one radio. Must have $100 week draw. Exceptional opportunity. Wife full time self employed. Box 384K, Broadcasting.


Salesman, male or female, for one of Connecticut’s leading independents in major market. Base salary, commission. Complete information and photo. Write to Box 814K, Broadcasting.

Immediate opening with exceptional opportunities for a capable and enthusiastic salesman as field representative for firm supplying local radio stations with musical arrangements. Good salary and commissions. Bonus. Weekly earnings $500. Applicant must be personable, dependable, and have car. Send full resume to Box 290. New York City.

A real opportunity for a self starter to take over established studios in a large non-competitive market. Man needed who will sell, service accounts, do $25 a week minimum. Every problem will be turned over. Guaranteed salary and commission. Box 859K, Broadcasting.

Experienced salesman wanted by successful N. Y. independent station. We want an aggressive salesman who is energetic and will fight for business in a highly competitive market. Must have car and be willing to work on commission. Good salary and bonuses. Send complete and confidential information and photo to the Fred A. Palmer Co., Worthington, Ohio.

ANNOUNCER


Immediate opening for an experienced announcer-station operator with rare beautiful small town who desires to be in the heart of entertainment center of state. Box 875K, Broadcasting.

Immediate opening for experienced announcer-station operator to manage station in center of entertainment area. Opportunity to manage a first class station in the entertainment center of state. Box 803K, Broadcasting.

Immediate opening for a first class engineer-announcer-station operator to supervise all phases of the station’s operation. Must have good mechanical and electrical background. Box 715K, Broadcasting.

Immediate need for combination man. Good pay, good hours, congenial staff. Scenic resort town on Tennessee River. Presents experience. Won’t want to stay. Good beginning contact. Ed Carrell. P. O. Box 32, Guntersville, Ala.

Help Wanted (Cont’d)

Technical

First class engineer. No experience required. Virginia network station. Box 258K, Broadcasting.

Engineer or combination for 250 watt western station. Box 889K, Broadcasting.

Transmitter operator, mid-September opening. Must have first experience. Experience unnecessary but preferable with national network. Box 715K, Broadcasting.

Wanted: Engineer capable assuming duties and responsibilities of chief in located southwestern 250 watt network affiliate. If interested, kindly contact Bob Jenkins, WABC, Box 1925, Boston, Mass.

Wanted: Transmitter operator 1st ticket. Prefer low power man now ready for high power experience. Will consider applications from former low power operators. If your potential is good. $50 for 20 hours training. If you are qualified, write Box 834K, Broadcasting.

Wanted, engineer, first license, small town affiliate. Box 436K, Broadcasting.


Wanted, engineer with some announcer ability. Permanent position with future advancement assured for experienced engineer. Box 860K, Broadcasting.

Wanted: Combination engineer-announcer, with experience in all phases radio. Must have good mechanical and electrical background. Box 859K, Broadcasting.

Wanted, all phases independent. Possibility of advancement all phases radio. Good starting salary. Write Box 866K, Broadcasting.

Wanted: Engineer wanted at once. Must have license and be experienced. Must have reasonably good work. Box 835K, Broadcasting.

Immediate opening for experienced announcer-man, with some sports play. Salary is dependent on experience and background. Details. WDIL, Springfield, Tenn.

Announcer-engineer wanted at once. Must have license and be experienced. Good conditions. Write Box 834K, Broadcasting.

Combination announcer-engineer, needed. Must have some experience in progressive network affiliate. Attractive salary. Send disc and qualifications, WFLB, Fayetteville, N. C.

WFTW, Fort Royal, Virginia is growing. Immediate opening for announcer-engineer wanted. Good conditions, excellent salary. Write Box 822K, Broadcasting.


Immediate opening for experienced announcer-engineer, man with some sports play. Salary is dependent on experience and background. Send details. Box 859K, Broadcasting.

WANTED, Chiefoff for 1000 watt daytime station, KFBP, Caribbad, New Mexico.

WANTED: Radio Station Engineer. Must be experienced and qualified man. Must have some experience in daytime and some experience with tower. Box 830K, Broadcasting.


WANTED: Combination engineer-announcer. First phone. Good voice required. State personnel history and experience first. KCCG, Cornelia, Georgia.

WANTED: Combination engineer-announcer for 250 watt Mutual outlet, small town. Box 258K, Broadcasting.

WANTED: Combination engineer-announcer for full time station WAKD, Charlotte, North Carolina.

Immediate opening for a first class engineer-announcer immediately. Possible living quarters for single man. Radio Station KCRS, Corpus Christi, Texas.

Help Wanted (Cont’d)

First Class Engineer. No experience necessary. WAWZ, Havre de Grace, Md.

WANTED: Combination engineer-announcer. First phone. Good voice required. WPXY, Clifton Forge, Virginia.

Engineer, first license for 2500 watt daytime station, experience desirable. Good starting salary. Car essential. WDIL, Springfield, Tenn.

Wanted: Combination engineer-announcer for 250 watt Mutual outlet, 40 miles north of Atlantic City. Must be experienced and have 40 hours a week to start. WBSC, Carterville, Georgia.

WANTED: First phone or combination engineer-announcer. Any experience required. WCPY, Clifton Forge, Virginia.

Engineer, first license for 1000 watt daytime station, experience desirable. Permanent position. Car essential. WDIN, Dothan, Ala.

First class engineer-operator needed immediately for daytime station. WFWA, Alliance, Ohio.

WANTED: First phone engineer needed immediately. No experience necessary. WFOB, Oskaloosa, Iowa.

WANTED: Engineer, first class ticket, NBC station. WGRM, Greenwood, Mississippi.

Help Wanted (Cont’d)

Southeastern network station wants experienced first class operator with car, camping facilities, and excellent reception records as well as transmitter watch. Compu- tional experience. Must have good mechanical and electrical background. Box 715K, Broadcasting.


Immediate opening for transmitter engineer. No experience necessary. $5.60 an hour. Contact Chiefeff, WJBF, Augusta, Georgia.

Enginyer with first class ticket. Experience unnecessary. Car essential. WJBF, Augusta, Georgia.

Production-Programming, Others


HELP WANTED

Situations Wanted

Manager—Fourteen years experience all phases independent station opera- tion. Contact above for position opening. Good salary and excellent advancement. Box 865K, Broadcasting.

Manager—20 years experience with proven record for good programming sales and economy on small market network station. Hard working salesman and boss with the best references desires a location in the South. Box 846K, Broadcasting.

Manager—20 year man manager, 10 years experience with proven record for good programming sales and economy on small market network station. This is an opportunity to get a good management position with future. Box 857K, Broadcasting.

Newspaper executive. After ten years in all phases of radio, I tried to return to becoming a general man-ager of two daily newspapers. It’s a good position, but I have radio in my blood instead of printer’s ink. Complete experience in radio management, sales, production, etc. I have been married 24 years, 38, married, two children. I want a small town opportunity on a coast station again. Write Box 885K, Broadcasting.

Manager-program director-commercial manager. Thorougly capable, experi-enced in all phases of station management, good programming, strong sales and public relations. Mature judgment; excellent background in personality and good showmanship, even though small market affiliation. Reasonable salary and percentage. Box 877K, Broadcasting.

Successful commercial manager dest- ricts of south or southeast. 1st license. Box 890K, Broadcasting.

After ten years in radio and year away. I want to get back in the field. Good prospects in sales or management. Prefer Florida, but will go anywhere. Address Box 872K, West Palm Beach, Florida.
Salesmen

Fifteen years NBC sales, local, spot network, excellent record, best references. Currently employed in advertising New York City. Box 744K, BROADCASTING.

Diamond in your own backyard: Young, dynamic, college-trained, experienced in retail market, here’s an opportunity to buy into a successful, well-established name in the advertising business. Not a Jack-of-all-trades, but firmly grounded in retail sales, the ideal salesman. Attending copy campaigns that hit the registries on the available sales accounts; developing promotion, publicity, originating. Excellent production experience, hi-powered but not too loud. Plays well with others. Mental put into flexible agency or station. (Too little money begets top dollar. Own accounts best. Will work; not anxious for marriage, ex- empt, child. Good looks, ability, sales background. Will turntable. Experience in college. Applicant wants progressive station. Hard worker. Draft exempt. No smoking. Available October 1st. Box 869K, BROADCASTING.

Wanted To Buy

Stations

Station wanted. Excellent situation between 50-100 thousand dollars. Cash available. No brokers. Replies confidential. Box 689K, BROADCASTING.

Equipment, etc.

Want used 3 channel amplifier, microphones, pickups, and turntables. Send description. Lowest price to Box 689K, BROADCASTING.

Help wanted

SALESMEN
for NEW SYNDICATED RADIO IDEA

If you are now calling on radio stations and can handle another soluble idea along with the service you are now selling, we have a proposition that is made to order for you. This is a brand new idea for one station in each market. It was created by active radio station men and has ample financial backing. It is a solid, sound, broad network program that will bring in legitimate revenue and fail to increase billings for every station that participates. It is fully copyrighted to protect. Choice territories are now open. Write today to Box 882K, BROADCASTING.

WANTED

DSC JOCKEY

Must have proven success record in competitive market. A real opportunity awaits the man who can deliver. 5 kw network station, managed by experienced, seasoned man; excellent rate structure. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential. Box 450K, BROADCASTING.

Production-Programming, Others

-WAAB


-Chief Engineer. 6 years experience, trans- mittion control from remote. Des- ire change to progressive station. Draft exempt. Box 865K, BROADCASTING.

-Chief engineer, 10 years experience, trans- mittion control from remote. Excellent record as chief, family, rea- sonable salary. Box 867K, BROADCASTING.

-First phone, no experience, single, ama- teur, needs work. Box 862K, BROADCASTING.

-Impressive letter. 10 years experience in general manager, sales, technical, network account execu- tion. Real bar- gain! Box 862K, BROADCASTING.
EXECUTIVE PLACEMENT SERVICE
Confidential nation-wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and sales personnel. Inquiries invited from applicants and employers.
Edward S. Flaxman
T.V. & Radio Management Consultants
726 Bond Bldg., Washington 6, D. C.

For Sale
RADIO SCRIPT LIBRARY
(can be run by one person)
Over 100 stations have used this service. Priced for quick sale.
BOX 892K, BROADCASTING

Equipment etc.

Television Transmitter
FOR SALE
New --- Never Used
In Original Crates
RCA TTSA
5 KW-VHF
Channels 2 through 6
Available Immediately
Address Box 880K
BROADCASTING * TELECASTING

WANTED
A Radio Station
WEST OR SOUTHWEST
250-5000 WATTS
All Replies Confidential
SEND DETAILS, INCLUDING PRICE TO
BOX 881K, BROADCASTING

'BRIGHT STAR'
Series Sold in 183 Cities
THE Frederic W. Ziv Co.'s transcribed radio series 'Bright Star,' starring Irene Dunne and Fred MacMurray, was sold in 183 cities during the first three weeks it was offered, company officials announced last week. Twenty-seven of the 95 "major markets"—cities of 100,000 population or more—have purchased the show.

The series has also been sold in 21 of the 63 television cities in the United States, which Ziv executives interpret as a strong over-all appeal, in large as well as small cities. They anticipate stations in more than 90% of television cities will have bought 'Bright Star' by the time it goes on the air in the closing during this month.

The 27 major markets, where sales have been completed, are: Detroit, Boston, Houston, New Orleans, Cincinnati, Indianapolis, Memphis, Columbus (Ohio), Atlanta, Birmingham, Akron, Providence, Omaha, Miami, Dayton, Jacksonville, Norfolk, Salt Lake City, Tulsa, Hartford, Charlotte, Mobile, Shreveport, Knoxville, Tampa, South Bend, and Little Rock.

McConnell Sails
JOSEPH H. McCONNELL, NBC president, sailed Friday on the Queen Mary to attend broadcasts of The Big Show to originate Sept. 16 in London and Sept. 23 in Paris. Programs will be taped for U. S. Broadcast Sept. 30 and Oct. 7, respectively. London show will be broadcast on NBC; Paris one will be for studio audience only without being broadcast in that country.

ANNUAL harvest (and the only one by Broadcasting * Telecasting, publisher) of 1951 radio beauty contests includes Mrs. Arkansas, Mrs. Coleman Kent, who went to the Ashbury Park finals last week under the sponsorship of KNEA Jonesboro.

MRS. PENNSYLVANIA, Mrs. Marcella Marder, receives the title ribbon from Bob Nelson, manager of WARD Johnstown during state finals in that city. Last year's national Miss America winner represents Johnstown and WARD.

MISS WASHINGTON of 1951, June Beverly Klein, receives congratulations of Vice President Alben W. Barkley as she is entrained for the Miss America finals. WWDC Washington again sponsored this year's contest in the Nation's Capital.

EYEFUL at KLRA Little Rock is Lee Power, who conducts a nightly disc jockey show for Long-Bell Lumber Co. By day she serves as advertising director for the lumber chain and furnishes proof that beauty and brains often go together.

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**FCC Actions (Continued from page 108)**

**FCC roundup**

**New Grants, Transfers, Changes, Applications**

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**Box Score**

**SUMMARY THROUGH SEPTEMBER**

**Summary of Authorizations, Stations on the Air, Applications**

<table>
<thead>
<tr>
<th>Class</th>
<th>Pol Air</th>
<th>Licensed</th>
<th>CPs</th>
<th>Cond?</th>
<th>Appls.</th>
<th>In Grants</th>
<th>Pending Requests</th>
</tr>
</thead>
<tbody>
<tr>
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<td>48</td>
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</tbody>
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**September 5 Applications**

**ACCEPTED FOR FILING**

WFIN-FM Findlay, Ohio—License for CP to change FM station.

License Renewal:


**September 6 Applications**

**ACCEPTED FOR FILING**

AM—960 kc

Mobile, Ala.—CP new AM station requested by Cargile and Edwin H. Etesi AMENDED to change from 1340 kc 250 w. unit to 900 kc 1 kw D.

Calhoun, Ga.—CP new AM station requested by Gordon County Bestg. AMENDED to change from 1340 kc 250 w. unit to 900 kc 1 kw D.

License for CP

WYNX Huntingdon, Ohio—License for CP new AM station.

Modification of License

WILK Wilkes-Barre, Pa.—Mod. license to change from DA-DN to DA-N.

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**Theatre TV Lens**

**Better picture detail for theatre TV is promised by a new giant self-correcting lens, according to American Optical Co., manufacturer of the precision magnifier.**

It is more than 22 inches in diameter and projects "improved 150 by 250 foot television pictures on movie screens." Several of the lenses have been ordered by RCA and General Precision Lab. for use in their theatre TV equipment, American Optical Co., manufacturer of the lens, said it was used to correct distortions induced by mirror-magnifier when the image on the 5-in., kinescope is blown up to theatre-screen size.

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**September 8**

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**Docket Actions**

**FINAL DECISIONS**

Clowes, N. M.—Announced final decision granting two New TV licences, for new AM station on 1240 kc with 1 kw full-time direct broadcast, and a separate request for new AM station on 1480 kc with 1 kw full-time direct broadcast. barley exempted and conditions for the purchase of KKDD DMex, Tax: to change from 800 kc 1 kw to 900 kc 1 kw.

**MEMORANDUM OPINIONS AND ORDERS**

Dallas, Texas—By order, granted petition for additional time to 15th day of January 1950 to reopen record of proceedings on Lake- wood Bestg., Tex., application for station AM on 1480 kc with 1 kw full-time direct broadcast services. The Palindrome and others. By order further hearing to determine whether proposed station would interfere substantially with KXLO Radio, Mon- terrey, Mexico, or any other Foreign Interest. Application of record with the Commission and the Commission's rules and standards.

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**Non-Docket Actions**

**TRANSFER GRANTS**

KSEL Lubbock, Tex.—Granted ac- quisition of control Lubbock Bestg. Co., licensee of station KSEL 712 kc, for purchase of 258% interest from W. C. Reinhart, Lubbock, Tex., in the amount of $56,000. Mr. Russell now owns 9,696.4 shares, W. C. 2740.6 shares and C. W. Calais (20%), a partnership of the two major stockholders, in former ownership. By order, granted acquisition of control Lubbock Bestg. Co. 258% ownership. Filed Aug. 31.

Kocher, Paul.—Granted assign- ment of license from Beaver Valley Bestg. Co. Inc., to Miller-Jaker Jr. (7%) and S. W. Calais (30%), a partnership of the two major stockholders, in former ownership. By order, granted assumption of ownership.Filed Sept. 1.

**AMENDMENTS**


**RECEIVED**


**APPLICATIONS**

KXQI Ft. Madison, Iowa—Granted assignment of license from Radio Station WIBS Inc., to KGLO-FM Mason City, Iowa, for purchase of 50% interest in KGLO. Granted Aug. 27.

**New Applications**

**AM APPLICATIONS**


**TV APPLICATIONS**

Amari, Ill.—Plains Radio Bestg. Co., application to transfer of WTCW Chicago, Ill., for estimated cost $1,250,000, plus revenue and revenue unknown. Application is in- vestigation of the sale of WTCW Chicago, Ill., to Station WIBS Inc., to KGLO-FM Mason City, Iowa, for purchase of 50%, Granted Sept. 8.
Benton's Lining
(Continued from page 88)
prominent matter which Sen. Benton sought to settle.
He quoted industry sources as well as several editorials from Broadcasting and Televsion about broadcasting's fear of the people's power to change the law (governing broadcasting).
Benton said that the thought of the board to Congress had not occurred to him and that although the notion might be worth considering, he felt that its proposal was the better.

Sen. Benton continued through the hearings to maintain that this procedure would not constitute censorship.

The legislation under discussion before the subcommittee of the Senate Interstate and Foreign Commerce Committee last Wednesday and Thursday was S J Res 78, a joint Senate-House resolution, and S 1579, a bill. The two, and proposed amendments to them, together represent Sen. Benton's proposals.

Requisite of Bill
In his testimony last week Sen. Benton said that the bill, in its amended form, "calls upon the board to make a continuing study of programming trends of broadcasting with particular reference to four problems."

Sen. Benton said: "The four problems spelled out in the revised bill (S 1579) are: (1) the extent to which broadcasters are serving community needs; (2) the extent to which broadcasters are carrying on the educational and cultural tasks assigned them by the American people; (3) new techniques in programming, and in the financing of broadcast operations, as these affect programming; and (4) a study of the nature and composition of the groups which exercise effective control of programming, e.g., station operators, networks, advertisers, educational institutions, etc.

Sen. Benton confined his prepared statement to an outline of the four problems, with reference to the introduction of several endorsements from educators.

One letter, from Dr. Robert G. Sproul, president of the U of California, suggested that part of the campaign for improvement of broadcasting should be a provision enabling educational institutions that require the reserved TV channels to sell time. As now proposed by the FCC, the educational stations would be non-commercial.

"In my capacity as president," wrote President Sproul, "I think 'commercial' is an unqualified blanket term which under state and federal law has been applied to educational broadcasting. A more effective approach would be to guarantee to the public that commercially-operated stations will have substantial competition from non-commercially operated stations controlled by non-profit organizations of public and private educational institutions and agencies, reasonably protected from unjustified interference either by government or commercial stations." Dr. Sproul, co-sponsor of the Benton legislation and a member of the subcommittee, also read a prepared statement in support of the measure (Sens. John W. Bricker [R-Ohio] and Leverett Saltonstall [R-Mass.] are other co-sponsors.)

Sen. Hunt had little good to say for present arrangements in broadcasting.

"Tap dancing, acrobats, song and dance teams, blood and thunder — what value are they?" Sen. Hunt said.

"Contrast these kinds of TV programs with those that could be offered as alternatives."

As types of programs that he would like to see in greater abundance, Sen. Hunt suggested "sewing, cooking, nursing care" as well as subjects of par-ecar interest to various professions.

He thought it would be a splendid television program of interest to lawers if one station would have "some legal authority on Sunday evening discussing Supreme Court decisions."

FCC Under Pressure
"Owing to pressures from the industry," said Sen. Hunt, "the FCC was "not in a position to pass on these important matters." What it needed was the extra push the National Citizens Advisory Board could give.

Other witnesses were Angus Mc

Donald, legislative representative of the National Farmers Union; Stanley Ruttenberg, director of the American broadcasters to the National Council of Chief State School Officers, speaking for the Joint Committee on Educational Television; J. Campbell, director, Washington office, Cooperative League of the U.S.A., and president of WCPM (FM) station WTTN in Nashville, the only officially owned station; Carroll Newsom, associate commissioner of education of the State of New York and representative of the New York State Board of Regents; James Webb, acting U.S. Secretary of State, and Alice Dunlap, director, overseas office, American Library Assn.

Of these, perhaps the witness most antagonistic to commercial broadcasting was Dr. Fuller. "Mr. Chairman," he said, "it is unthinkable that the limited number of television channels may be allowed to become monopolized for selling goods . . . . The history and nature of the status quo has demonstrated that the channels of the sellers demand monom those that the public interest, convenience and necessity."

Dr. Fuller said it was "difficult for us to understand why commercial broadcasting should oppose such a National Citizens Advisory Board as S 1579 proposes. The board would be entirely unofficial and advisory, and it would have no powers of censorship. It would be the legal forum for broadcasters to present their case to Congress and to give them every sugges-
tion that might be made."

"Do the broadcasters suppose that these will be the organized groups of any kind whatever to suggest to them what the public opinion is concerning their pre-
sent arrangements in broadcasting?"

"If they take an attitude that all the television channels belong to them, as to use them to bombard the people in any way that will please them, then the alternatives of the general pub-
licity may be limited to less desirable types of action to protect itself." Sen. Benton asked Dr. Fuller to comment on an analysis which Sen. Benton said he had made of industry reaction to his proposals.

Sen. Benton said the analysis indicated that broadcasters had no objection to the one-year limitation on 30 stations in one area of the country, but that their fear is in regard to the National Citizens Advisory Board and possible censure.

"They fear the board because there would not be an opportunity to appeal to the courts from any of its recommendations, as they can now appeal from FCC decisions," Sen. Benton said.

Dr. Fuller ventured that it would not be a censoring body.

Mr. Newsom, New York State Board of Regents, reported on the status of the boards interest in an educational TV network.

Plans for Financing
In answer to a question by Sen. McFarland, Mr. Newsom said he believed that the Regents proposed to finance such a network, and that the Regents would include in its next budgetary request an appropriation of $3 to $4 million to build "perhaps as many as 11 stations."

This was the first public ac-

knowledge that the Regents may tone down their plans from the 11 stations they have announced they would seek. From competent sources, Broadcasting & Televsion has learned that the Regents may wind up by seek-

neg no more than three stations.

Sen. McFarland asked whether the Regents hoped to sell time commercially.

"It is not our present intention," said Mr. Newsom. "But we have extremely high hopes of job exploring these possibilities."

Dr. Tyler, of Ohio State U., said he saw the advisory board as "being a necessary part of the whole
The structure of broadcasting to carry out provisions of the Communications Act of 1934.

As things are now, he said, the "industry is constantly before the FCC while the public is seldom before it.

"You would complete a triangle by setting up this board to represent the public. The FCC would have a broader base for its decisions than it gets now from industry groups alone," he said.

Dr. Tyler said he had read the resolution passed three weeks ago by District 4 of the NARTB, opposing the Benton bill on the ground that it threatened censorship. The resolution, Dr. Tyler said, "didn't make much sense to me."

He felt that because the board would be "advisory" and would deal only with overall programming trends it would not tend toward censorship.

Acting Secretary of State Webb testified to the successful operation of three other boards, somewhat similar in organization to the proposed radio-television board, which were set up when Sen. Benton was assistant secretary of state.

These are the U.S. Advisory Commission on Information, the U.S. Advisory Commission on Educational Exchange and the U.S. National Commission for UNESCO, all of which are composed of private citizens and are attached to the State Dept. to give advice in those fields.

Other witnesses spoke favorably of the Benton legislation, and pointed to their special interests in a swing toward heavier educational programming by radio and TV.

Summing up, before adjournment, Sen. Benton said that the advisory board's influence could not fail to benefit the television industry by an improvement of programs which he felt would increase audience.

"It cannot fail to benefit the broadcasters and advertisers whose interest is in enlarging audience," he said.

The hearings were adjourned to an unspecified date.

Sen. McFarland said that although the next subcommittee session on the Benton legislation might be postponed until after the forthcoming Senate recess, he would promise that all witnesses who wanted to be heard would be given a chance before the hearings were closed.

Harold Fellows, NARTB president, has requested an opportunity to testify, and presumably other industry representatives will also appear at future hearings. Wayne Coy, FCC chairman, too is expected to be a future witness.

**NCB AFFILIATION OF WGFG Colonelso and WJIM-AM-TV Lansing was announced at Chicago during Drake Hotel cocktail party enjoyed, among others, by (1 to r) Carlin S. French, vice president, H-R Representatives; L. Joe Bolles, WGFG general manager; Harold F. Gross, stations' president-owner; Howard Finch, WJIM-AM-TV manager; Dwight Reed, vice president H-R Representatives.**

**Allocations**

(Continued from page 78)

assigned four VHF channels, including Channel 12, to Philadelphia.

What Philadelphia applicants want to do is exemplified in the proposal by WIP of that city.

It suggested that in order to keep Channel 12 in Philadelphia, WDBL-TV Wilmington, now operating on Channel 7, be moved to Channel 8 instead of to Channel 12 as proposed by the FCC. It also recommended that WGAL-TV Lancaster, now operating on Channel 4, remain on that frequency with (a) a directional antenna or (b) limited power, instead of moving to Channel 8 as proposed by the FCC.

In his statement on WIP's proposal, Benedict Gimbel Jr., president and general manager of the station, alluded to these facts:

1. Philadelphia is the third largest city in the U.S.
2. City has more than 900,000 sets in use, costing public some $200 million.
3. Without four VHF channels, Philadelphia will not have four competitive network stations.
4. Two surveys conducted by

**SENATE PICKUPS**

**Lawmakers Refuse Telecasts**

A SUGGESTION that the Senate permit its sessions to be broadcast was abruptly turned aside last week by three Democratic Senators who feared broadcasts would "ruin the Senate."

The proposal was made by Wallace L. Campbell, president of the cooperatively owned WCPM (FM) Washington, who said the station would like to carry daily boardcasts of the Senate.

"It would completely ruin the Senate," Sen. William Benton (D-Conn.) said.

Majority Leader Ernest W. McFarland (D-Ariz.), chairman of the subcommittee before which Mr. Campbell was testifying in support of Sen. Benton's legislation to create a citizens board for radio and TV said:

"You'd be playing up the showmen in the Senate rather than the workers."

Sen. Lester C. Hunt (D-Wyo.) joined in thought that regular broadcasting might cause a drastic "turnover" in Senate membership.

WIP showed an overwhelming objection on the part of TV set owners to buy UHF converters in order to receive another station.

Reference to NBC-owned WNBW New York and WNWB Washington, both on Channel 4, from the operation of WGAL-TV on the same frequency can be minimized, Mr. Gimbel said, by the use of a directional antenna by the Lancaster station. If that cannot be worked out, he said, power limitation for WGAL-TV would serve the purpose.

In any event, he said, since both the New York and Washington stations are owned by NBC, areas lost through the operation of WGAL-TV on Channel 4 will still receive the same network programs from NBC through affiliations.

Common ownership is also the theme of Mr. Gimbel's attitude toward WGAL-TV and WDBL-TV.

This is the way Mr. Gimbel sees it: Even if WGAL-TV were to go to Channel 7 as FCC proposes, its interference to WDBL-TV on WIP-recommended Channel 8 would not be serious, since both stations are owned by the same interests—the Steinmans.

Naturally, the Philadelphia suggestions have aroused vehement objections on the part of both WDBL-TV and WGAL-TV, as well as NBC, ABC and such others who would be affected by co-channel and adjacent channel interference.

As an example of the significant touch-and-go quality of the allocation hearing, take the case of WNHC-TV New Haven, using Channel 6, which the FCC wants to shift to Channel 8.

In the FCC's proposals, a footnote warns that stations using antennas above 500 ft. would have to reduce a certain amount below the 200 kw maximum permitted. The difference is related to the height of the antenna above 500 ft.

WNHC-TV agreed to make the change to Channel 8, although it will cost $160,000, it said. But it agreed with proviso that it's Grade B area be included.

New York's WJZ-TV on Channel 7 and WOR-TV on Channel 9, both of which are using antennas above 1,000 ft, don't want to be limited in power. They are pushing hard to show that they can still radiate maximum powers and not cause serious difficulty to WNHC-TV.

In addition to the Boston, Philadelphia and New Haven problems, the bulk of the other filings covered new recommendations and objections affecting such cities as Providence, Buffalo, Hartford, Worcester, Albany-Schenectady-Troy, Holyoke-Springfield, Manchester, N. H., among others.

**WANTS UHF**

**WELI Sole Bidder Last Week**

ONE AND ONLY allocation filing last week unequivocally in favor of UHF was from WELI New Haven.

In its presentation, the station related the experience and findings of its executives and engineers with UHF receivers and converters monitoring signals from RCA's experimental UHF station in Bridgeport.

Based on UHF receiver and converter installations installed in the homes of 17 of its executives, and on tests made by its engineers, it reported that:

1. UHF signal is free from interference from automobile ignition, diathermy, X-ray, other man-made disturbances.
2. UHF signals bend around and over obstacles—that cover a much larger area than predicted.

WELI's enthusiasm for UHF is no sudden inspiration. Optimisitic reports from the station were published in the Feb. 6, 1950 and April 16, 1951 issues of Broadcasting. Telecasting. WCKY PRODUCES RESULTS ➔ See Centerspread This Issue ➔ ON THE AIR EVERYWHERE 24 HOURS A DAY 50,000 WATTS OF SELLING POWER

September 10, 1951 • Page 109
Closed Circuit

(Continued from page 4)

Civil Defense expected to emerge as result of European trip being made by Clem Randau, executive director of Federal Civil Defense Administration. Mr. Randau, on last leg of two-month tour, is former vice president of UP and of Field Enterprises, and now owns minority interest in WNEW New York.

CARLOS MARISTANY, stormy petrel of Cuban Communications, in addition to his recent appointment as Ambassador to Argentina by President Prio, of Cuba, has been named head of Cuban Delegation to Geneva Telecommunications Conference later this year. His presence always has spelled trouble for U.S. Delegation.

TV STANDARDS

COMMITTEE Nears CODE

PROPOSED television program and advertising standards moving rapidly toward final drafting stage, NARTB's TV board told Friday at conclusion of two-day meeting held at Cavalier Hotel, Virginia Beach, Va. (see early story page 1).

Board praised code committee for its work after hearing report by Chairman Robert D. Sweeze, WDSU-TV New Orleans. He told board two subcommittees already had turned in first drafts. Walter J. Damm, WMJ-TV Milwaukee, is chairman of committee on advertising practices, which has adopted tentative standards. Similar progress made by subcommittee on news and public events, religion, community responsibility and controversial issues. Chairman is Harold Hough, WBAP-TV Fort Worth.

DuMONT SALES CAMPAIGN

INITIAL MEETING in series of cross-country regional conferences between executives of Allen B. DuMont Labs receiver sales division and its distributors, has been scheduled for tomorrow (Tuesday) in New York City. Following conference will discuss fall sales merchandising, advertising and service plans, will be conducted by Walter Stickel, national sales manager, and Fred Lyman, assistant sales manager, on Wednesday in Chicago for the Midwest distributors and Friday in Chicago for the western group. Joseph H. Miss Jr., DuMont distribution manager and Advertising Manager George M. Hakim, are scheduled for southern meeting in Atlanta on Wednesday and southwestern conference in Dallas on Friday.

CBS COLOR IN PARIS

CBS COLOR SYSTEM will be demonstrated in Paris from Sept. 15-18, under official sponsorship of French government, CBS-TV division announced Friday. Radio Industrie, largest French manufacturer of radio-television equipment, will show its new models, designed for both black and white and color reception. Director General of French radio and television, Waldimir Porche, has sent invitations for opening to cabinet members from his own country as well as Belgium, Italy, Switzerland, Sweden, Norway and Denmark.

PARSONS PROMOTED

WILLIS B. PARSONS, sales promotion department of ABC, has been named assistant manager of the advertising and promotion department of the network, it was announced last week.
"IN THE HEART OF AMERICA... It's KANSAS CITY—"Back in Business" and it's Wholehearted"

Midwesterners are noted for their wholehearted determination. And because of this determination, Greater Kansas City and the entire recently flooded sections of Kansas and Missouri are "Back in Business"!

Kansas City is entitled to a mighty salute—not only for its quick return to normal, but for the manner in which flood control legislation is being enacted to prevent a recurrence of flooding in the heart of America. That same determination and cooperation will see all partially completed projects to a finish and the necessary new water control systems built without delay.

Hats off to Kansas City and the Midwest! Standing in the midst of this spirit, The KMBC-KFRM Team can see only one ultimate result—a BIGGER AND BETTER KANSAS CITY!

Represented nationally by Free & Peters, Inc.

The KMBC-KFRM Team
6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
Radio talks BIG in Detroit!

In Detroit, WWJ is a better-than-ever buy at lower-than-ever cost. Here are the facts:

Assuming that television owners never listen to radio, bear in mind that increases in Detroit population and trading area have combined to give WWJ 96% coverage of the number of families it had in 1940. When you take into consideration the shrinkage of the dollar since then, present rates enable you to buy the WWJ market today for substantially less per thousand than you could in 1940.*

That's why advertisers in the Detroit market choose WWJ and its big exclusive radio audience.

*average WWJ families, 1940 931,922
TV families, 1950 .................. 508,000
exclusive radio families, 1950 .... 896,300