Announcing

A NEW TIME FOR

WLS

FEATURE FOODS

—a radio program and merchandising service which sell the midwest market!

Effective October 1st FEATURE FOODS, conducted by Martha Crane, will be heard at a new time—2:30 to 3:00 p.m., Monday thru Friday, 11:00 to 11:30 a.m., Saturday. For more than sixteen successful years FEATURE FOODS has helped manufacturers of kitchen used products to increase sales in the great Midwest market. Sold on a participating basis, this program combines radio with a unique merchandising service which keeps manufacturers constantly advised of what is happening in retail outlets . . . to theirs and competitive products.

Through its highly personalized merchandising service, FEATURE FOODS offers continuous day-after-day contact with point of sale to:

- Improve distribution
- Stimulate promotion by dealers
- Get greatest possible visibility of products
- Know how many stores are out of stock, and do something about it.

Further, advertisers receive regular reports showing exactly what happens from month to month at the retail level.

SEE YOUR JOHN BLAIR MAN FOR FURTHER DETAILS
...the nation's most powerful television station EXTENDS ITS COVERAGE!

With the authorization to increase its power to 50,000 watts e.r.p., WHAS-TV is now sending a clear picture into television homes formerly on the fringe area... providing effective coverage of such important markets as Lexington, Bedford and Columbus. Your TV dollar buys more on WHAS-TV!

<table>
<thead>
<tr>
<th>Population</th>
<th>Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW WHAS-TV MARKET</td>
<td>$996,710,000</td>
</tr>
<tr>
<td>FORMER WHAS-TV MARKET</td>
<td>777,818,600</td>
</tr>
<tr>
<td>246,875 more</td>
<td>$218,891,400 more</td>
</tr>
</tbody>
</table>

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

Basic CBS interconnected Affiliate

Serving a market of more than 96,000 television homes

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
in PROVIDENCE WHIM beats the pants off the network stations ... Again...

● All Day Long...

● All Week Long...

<table>
<thead>
<tr>
<th>SHARE OF AUDIENCE *</th>
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<tr>
<td>WHIM A</td>
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<tr>
<td>MON. THRU FRI 8:00 A.M.-12:00 NOON</td>
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<tr>
<td>12:00 NOON - 6:00 P.M.</td>
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</tbody>
</table>

*SOURCE HOOPER - JUNE-JULY, 1951

**No Baseball

1000 WATTS WHIM 1110 Kc

Providence, Rhode Island

National Representatives Headley Reed Co.
ANNOUNCEMENT DUE this week on 100% participation of networks, as networks, in Broadcast Advertising Bureau. Owned and operated stations of CBS and NBC and stockholder stations of MBS, with one exception, already are members. Last week, it's learned authoritatively, all four networks agreed to dues structure and will participate full tilt in new BAB program to sell radio to hilt.

IN FINAL STAGES is transaction whereby Mutual and M-G-M would enter virtual partnership on programming (but involving no ownership change) in what is planned as "renaissance in radio programming TV," Citizens to Mutual top-flight M-G-M talent and showmanship know-how, proposal reportedly was approved last Thursday by Mutual board following months of negotiations by MBS Board Chairman Thomas P. O'Neill (Yankoe-Don Leee) MBS President Frank White and M-G-M executives, including Bert Lebar Jr., WMGM New York operating head. It's a variation of plan espoused by Mr. O'Neill more than a year ago.

FCC, NEVER noted for its speed in processing applications, faces even tougher laps ahead, with big workload. Cut in its appropriations, necessitating release of 110 employees (or permitting vacancies to lapse as they occur) will result in slowing down all scheduled activity, it's reported. While it hopes to adhere to TV allocations time-table, it will have to shunt aside most other broadcast work to cope with that monumental job.

APPROPOS FCC personnel dilemma, future may necessitate realignment of number of "old-timers" to new work. Among these are Attorneys David Deibler, Max Aronson, William Bauer and Tyler Berry who, in recent years, have handled special assignments. In FCC inside parlance, those handling such assignments have been described as being "in Siberia." Mr. Deibler in old days handled transfer cases, but reportedly is earmarked for investigation work in transfer section of Broadcast Bureau.

APPARENT preoccupation of Senate Commerce Committee with anticrime bills and possibly extended hearings bodes no good for future of Sen. William Benton's (D-Conn.) plan to set up broadcasting TV Citizens' Advisory Board. There's little chance for continued hearings this session and, thus, less for committee action this year.

CBS ADDS three new bonus affiliates in Idaho: KVMM Twin Falls, KEYY Pocatello, KID Idaho Falls, effective Oct. 1. Brings total CBS affiliates to 203. KVMM bonus to KDSH Boise; KEYY and KID bonus to KSL Salt Lake City.

APPOINTMENT of Senate Foreign Relations subcommittee to hold hearings on NARBA treaty is "imminent," but hearings may not be held until next session of Congress when it re-turns after Jan. 1. Committee has received

(Continued on page 108)
this is why

KRLD-TV

is your best buy

1. A BETTER PICTURE AND AUDIO SIGNAL:

Direct enquiry to 102 Television Sales and Service dealers in the 100-mile radius proves conclusively that KRLD-TV delivers the best television picture and audio signal of any station in the Dallas-Fort Worth area.

KRLD-TV led the field with 52.65% first place with the A and B stations trailing with 43.85% and 3.5% respectively.

2. COVERS DALLAS and FORT WORTH:

Analysis of a three-months’ report by the Telephone Answering Services in Dallas and Fort Worth proves beyond any question of doubt that KRLD-TV gives full coverage of Fort Worth. The reports showed that Fort Worth calls to KRLD-TV equalled 53.9% of the number of Dallas calls. Based on population comparisons and weighed against distribution of TV receivers highlights KRLD-TV’s complete coverage of the Southwest’s largest buying market.

3. NOW . . . MORE POWER:

With the authorization by the Federal Communications Commission, KRLD-TV has been increased to 27,300 watts video and 13,600 watts audio, MAKING KRLD-TV TEXAS’ HIGHEST-POWERED TELEVISION STATION.

Low Channel (4) Six-Bay Antenna!

KRLD-TV

Channel 4

Exclusive CBS Station for DALLAS-FORT WORTH

Owners and Operators of KRLD, 50,000 Watts

The Branham Company

Exclusive Representative

CLYDE W. REMBERT, General Manager

JOHN W. BUNTON, President

BROADCASTING • Telecasting

September 17, 1951 • Page 5
WFBR FAMILY PROMOTION!

25,000

PACK LOCAL AMUSEMENT PARK!

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

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

Family after family stormed the park!

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

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

Ask any WFBR representative or John Blair man to tell you about it.

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Hear about the revolution in Cleveland?

Rolling out of Cleveland these days is a revolution in armored warfare.

It's the T-41 "Walker Bulldog"—the first U.S. tank to be built around a gun instead of an engine.

But the T-41 is involved in a production revolution, too! Though assembled in Cleveland, its actual parts and materials come from two thousand factories...in nearly every state!

This "production team" system is producing miracles. But it produces new timing problems, too. How do you bring in two thousand units...at the right time?

These production experts know the answer. When they want parts and materials fast, they use the service that gets there first. They use Air Express!

Whatever your business, Air Express speed can make your deadlines, increase your profits. Here's why!

IT'S FASTEST—Air Express gives the fastest, most complete door-to-door pickup and delivery service in all cities and principal towns, at no extra cost.

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.
THE TEXAS STATE NETWORK ANNOUNCES THE AFFILIATION, EFFECTIVE SEPTEMBER 3, OF

KTRH HOUSTON 50,000 WATTS 740 KC CBS AFFILIATE
KWFT WICHITA FALLS 5,000 WATTS 620 KC CBS AFFILIATE
KLYN AMARILLO 1,000 WATTS 940 KC CBS AFFILIATE

THE STATIONS COMPRISING THE TEXAS STATE NETWORK NOW ARE

KRBC ABILENE KFRO LONGVIEW
KLYN AMARILLO KRIO McALLEN
KNOW AUSTIN KCRS MIDLAND
KBST BIG SPRING KPLT PARIS
KBWD BROWNWOOD KGKL SAN ANGELO
WRR DALLAS KABC SAN ANTONIO
KFJZ FORT WORTH KRRV SHERMAN
KGVL GREENVILLE KCMC TEXARKANA
KTRH HOUSTON WACO
KWFT WICHITA FALLS

These important additions to the Texas State Network give the advertiser far more complete and concentrated coverage than ever before. Now the Texas State Network reaches 95% of the population and radio homes of Texas, in addition to bonus coverage in Oklahoma, New Mexico and Louisiana.
THE TEXAS STATE NETWORK
ANNOUNCES THE APPOINTMENT OF
JOHN BLAIR & COMPANY
AS NATIONAL REPRESENTATIVES, EFFECTIVE SEPT. 1

Co-incident with the appointment of John Blair & Company, the Texas State Network makes announcement participations available in “The Texas State Roundup.” This is the first time in the history of Texas broadcasting that participating announcement sponsorship on a regional network program has been offered to advertisers.

Sponsored by Chesterfield Cigarettes for the past five and a half years, Zack Hurt's “Texas State Roundup” reaches 95.2% of the people of Texas, a vast 7½ million. For 30 minutes each evening, Zack Hurt features request musical numbers and neighborly comment. The popularity of this Southwest pioneer in the radio entertaining field has built the “Texas State Roundup” into Texas' top-ranking platter show, judging by either number of listeners or fan mail. During July, for example, 5000 fan letters and request cards poured in from 158 Texas and 44 out-of-state cities and towns.

The show itself and the Texas State Network's impressive coverage indicate the kind of result you can expect from immediate participation in the “Texas State Roundup.” Call your John Blair man today!

Zack Hurt, whose “Texas State Roundup” has won literally millions of nightly listeners.
LEGGETT & MYERS TOBACCO Co., N. Y. (Fatima cigarettes), planning radio spot campaign in 20 markets, starting late in Sept. Agency: Cunningham & Walsh, N. Y.

GARRETT & Co., N. Y. (Virginia Dare Wine), planning eight-week radio spot campaign to start Oct. 8. Agency: Ruthrauff & Ryan, N. Y.

CANADIAN CELLUCOTTON PRODUCTS Co., Toronto (Kleenex), starts one minute spot announcement campaign daily on 15 Canadian stations. Agency: Spitter & Mills Ltd., Toronto.


NEWSPAPER

PUBLICITY also includes powerful "Promotion month" in Your newspapers and magazines.

JOHN or Write, WDSU, Promotion

SPONSORS!

NEW ORLEANS STATION 1951

FRONT PAGE HIGHLIGHTS

SPONSORS!

MOVING DISPLAYS

DEALER MAILINGS

• At WDSU, Promotion is an every day, every week, every month job. Sponsors get extra sales assistance from our powerful "Promotion Plus" merchandising program that also includes streetcar cards, as well as local and national publicity in newspapers and magazines.

NO OTHER NEW ORLEANS STATION OFFERS SO MUCH "PROMOTION PLUS" TO SPONSORS!

• Write, Wire or Phone Your JOHN BLAIR Man!
How to cut a fine figure

in Scranton—Wilkes-Barre

Take a station like WGBI in a market like Scranton—Wilkes-Barre and you’re well on your way to plotting a very pretty sales curve.

The latest Scranton Hooper ratings reveal that WGBI has 61.1% of the audience in the morning, 53.6% in the afternoon, and a sensational 71.6% in the evening. What’s more, WGBI leads all CBS stations with a whopping 71.6% of the listening audience in the heavily-tuned-to evenings!

All this happens in Scranton, which is in the 21st market comprising 674,000 people with money to spend on WGBI-advertised products. Time costs are surprisingly low, as your John Blair man will show you. Call him today!

(Figures from Scranton Hooper Radio Audience Index: March-April 1951)
The "St. Louis Ballroom" plus is promotion! Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.

**KXOK**

ST. LOUIS' ABC STATION
11th & Delmar - Chestnut 3700
430kc-5000 watts - Full Time

Represented by John Blair & Co.

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**TV**

**TELEVISION is so powerful that its future is tremendous...the sales force it will have is limitless.**

This is the opinion of Stu Heinemann, office and production manager of Allied Adv. Agencies, Los Angeles.

This opinion would seem to reflect the overall view of the 21-year-old agency he represents, 80% of whose billings are in radio and television. Starting 21 years ago as a "radio" agency, Allied has gone along that path, including television as it grew.

Mr. Heinemann feels the sales potentials for television will be tripled with color TV, opening advertising to new fields. One of the most outstanding of these will be clothing, he says.

Reluctantly faltering in his loyalty to radio, Mr. Heinemann believes at this point there is room for both media but feels radio will become increasingly less important.

For the agency, Mr. Heinemann handles radio and television for Arden Farms, Los Angeles, for its milk and ice cream; Gold Furniture Co.; Pavo Turkey; National Garbage Disposal, and California Rent Cars.

One of his reasons for putting so much faith in the new medium is the success that television has accomplished for Pavo Turkey in the three years the agency has had the account. In the first year, utilizing a $300 six-week campaign from Thanksgiving to Christmas, sales of the eviscerated, frozen, double-breasted turkey increased from 3,000 to 50,000 birds a year; the second, adding radio, to 40,000; and the third, 80,000. This year he plans a year-round campaign for the organization utilizing both radio and television, introducing a singing commercial. Plans are underway for the campaign which will be introduced about Nov. 1.

Albert Stuart Heinemann was born Dec. 28, 1912, in Denver. He attended schools there and in Independence, Kan. After completing high school he attended Independence Junior College for two years.

In 1933 he returned to Denver, anxious to put his schooling to work.

He joined the Denver Post as reporter. In 1936 he was introduced to a newer medium when the paper inaugurated newscasting from the editorial room over KOA Denver. The paper tested all its

(Continued on page 50)

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**Nat Wolff**, radio director, writer and motion picture executive, to Young & Rubicam, N. Y., as vice president in charge of radio and TV production. He will work on both the east and west coasts, but will have his main office in New York, at agency's radio and TV department, which is headed by Everard W. Meade.

Cleve Clarey, advertising director Rexall Drug Co., N. Y., to Grey Adv., N. Y., in executive capacity. He will be in general charge of local and national advertising for Owl, Liggett, Lane, and Renfro chains, and Rexall Franchised Druggists.

David D. Polon appointed vice president in charge of radio-TV R. T. O'Connell Co., N. Y.


Robert G. Beaumont, account executive on Southern Pacific account forte, Cone & Belding, S. F., elected vice president.

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**Agency**

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**Broadcasting**

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**Teletcasting**


DON WONACOTT, California Newspaper Advertising Service, to Corner, Jackson, Walker & McClure, S. F., as account executive.


LORRAINE BATE, head of radio merchandising division Benton & Bowles, N. Y., to Sidney Garfield & Assoc., S. F., as assistant account executive.

HAROLD J. GRANGER, Brisacher, Wheeler & Staff, S. F., to Biow Co., S. F., as account executive.


DANIEL STARCH & STAFF, Chicago, moves to new offices at 101 East Ontario St. Telephone: DELaware 7-2989-0. WILLIAM HART Jr. is Western manager of firm.


CHARLES HARRELL, TV director and producer, to Lennen & Mitchell, Inc., N. Y., as production supervisor in radio and TV department.


NATIONALLY known disc jockey, Jerry Strong has been on WMAL just three weeks and already he has scored A HIT! Listener response has been exceptionally large and enthusiastic. Local advertisers—knowing that salesman Strong is a RESULTS man—have been quick to climb aboard the sales bandwagon. But, then, this is no surprise to Strong supporters; for Jerry has been winning friends for himself and his sponsors in the Washington market for 11 years!

In the music field Jerry is a noted authority. His hit selections are featured bi-monthly in VARIETY Magazine. His personal popularity has grown into The Jerry Strong Fan Club whose members number in the thousands.

In addition to Jerry's musical selections, The Jerry Strong Show includes headline news and sports.

THE AVAILABILITIES ARE GOING FAST

CHECK THE KATZ AGENCY INC. TODAY

WMAL-TV WMAL WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

September 17, 1951 • Page 13
Mister PLUS shows what to do
To have your cake
and eat it too...
Simply reach more radio listeners at half the cost... and do what you please with the savings.

Simply? Yes—on Mutual.

The average Sunday afternoon program on the Mutual Network (up to 7 p.m.) regularly delivers half a million more listeners than the four-network-average evening program all week—at 52% of the four-network-average evening time cost.

With an average audience of over 8,800,000 a week, you take the cake.

And with an average saving of over $4,800 a week, it's yours to eat, too.

Why not help yourself to a slice of Sunday afternoon on Mutual?

The Mutual Broadcasting System

the difference is MUTUAL!

Tops in News, Tops in Sports, Tops in Music

Here Are a Few Solid Hoopers

Chalked Up By WTAX Staffers

Glen Farrington
newscaster 12.3

John Begue
disc jockey 10.7

Shelby Harbison
sports 10.5

(If we had more space we'd add Bill Nelms with 7.4 on his scrap book. Bill Miller's 7:30 A.M. local news—too early for Hooper-Spitz Singer's noon show (8.1)—June Bentley. And good local production racks up a score as high as 13.9 on a night show.)

Look at the Record

Morning
11 Firsts (1 tie) Out of 16 Rated Periods

Afternoon
19 Firsts Out of 24 Rated Periods

Evening
53 Firsts (1 tie) Out of 63 Rated Periods

WTAX Leads

Morning — Afternoon — Evening


WTAX

CBS in Springfield

Represented by Weed and Company

Page 16 • September 17, 1951

Arithmetic Lesson

EDITOR:

[Can you] tell me whether a statement in your "Strictly Business" column, Aug. 27 issue, is correct or a typographical error? Fourth paragraph, page 77, says, "BCI owns motion picture films which have been shown on television. One film, The Magic of Cool, has been telecast more than 6,000 times over 67 of the nation's television outlets, as part of the station's public service."

This would mean that the 67 user stations were showing the films something like 100 times each, which seems improbable... as public service, anyway.

Betty Stuart Smith
J. Walter Thompson Co.
New York

[EDITOR'S NOTE: Sharp-eyed Miss Smith's arithmetic is better than ours. The film has been shown 6,000 times in schools, theatres, etc., and telecast as a one-shot on 67 stations.]

* * *

Staff of Life

EDITOR:

We just about couldn't live without your magazine. Now that we are preparing to file for TV here in New Haven, your information is especially valuable...

Victor W. Knauth
President & Co-owner
WAVZ New Haven, Conn.

* * *

Lookie, No Hands

EDITOR:

I have read, with interest, your article on how Edmond Smith operates his WIRC with a nine-man staff [Broadcasting, Sept. 19]. I wish to confirm, for the skeptics, that WIRC is not an isolated case. Many stations in the Southeast have been operating effectively with small staffs for years.

Our operation at WCPB also consists of a nine-man staff. We use three announcers with one doubling as program director, two engineers, copy girl-receptionist, bookkeeper-secretary who doubles in traffic, commercial salesman who spends all time selling and serving accounts over the large agricultural area that we serve, and a general manager who does a little bit of everything. From selling to special events announcing...

J. T. Snowden Jr.
General Manager
WCPB Tarboro, N. C.

[EDITOR'S NOTE: Not to mention taking time to write a letter to the editor.]

Rubber Ads Snap Back

EDITOR:

Your report [Strictly Business, Sept. 5] that B. F. Goodrich's advertising man's the size of the "B. F. Goodrich" signs on Celebrity Time, because an Akron barber did not know Celebrity Time was a B. F. G. show, is rather frightening.

Anyone who looks at Celebrity Time more than once and does not know it is sponsored by B. F. Goodrich ought to have his head examined. It's not enough that there are at least two long commercials; there are also various references to B. F. Goodrich in the script and then there's that "certain" you refer to.

Don't misunderstand me, I think its a wonderful show, but if they are going to bring in much more of B. F. Goodrich, won't there be room left for the celebrities.

John W. Willis
Fincher, Willis & Panzer
Washington, D. C.

* * *

How to Make Crime Pay

EDITOR:

What started out to be a mere investigation of the tearing up of a Schenectady police blotter containing an entry of a traffic violation has turned out to be a grand jury investigation of possible perjury, plus a full scale inquiry into all possible crime conditions in the city.

Harold M. Van de Car, WSNY news commentator and director of (Continued on page 68)
Do Some Independent Thinking About Radio Today

People who care about their money are doing some hard thinking about radio today...some independent thinking. In fact, many national advertisers who formerly bought network radio are finding they get better results when they use the leading independent radio stations. Don't take our word for it—make us prove it. Write to any AIMS station listed below for all the facts.

**JUST READ WHAT THESE INDEPENDENT THINKERS SAY:**

"In spot buying for Sterling Drug, Independent stations are always on my list. Many times, the Independent station represents an unsurpassed buy in a particular market."

FRANK MORIARITY, Time Buyer, Dancer-Fitzgerald-Sample, Inc., New York

"In any careful study of media today, Independent Radio stands out. It is priced right, and experience proves it gets results."

WESTHEIMER AND BLOCK
Advertising and Public Relations, St. Louis, Missouri

**THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:**

<table>
<thead>
<tr>
<th>WCUE</th>
<th>Akron, Ohio</th>
<th>WMIE</th>
<th>Miami, Florida</th>
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<tbody>
<tr>
<td>WBMD</td>
<td>Baltimore, Maryland</td>
<td>WMIL</td>
<td>Milwaukee, Wisconsin</td>
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<td>WBNY</td>
<td>Buffalo, New York</td>
<td>WKDA</td>
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<td>WJMO</td>
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<td>WCCC</td>
<td>Hartford, Connecticut</td>
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</table>

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding independent station in its market

**Aim for BULL'S-EYE results...with the AIMS GROUP**
feature of the week

WAVE-TV Louisville has been credited as the catalyst to legal action in subduing gambling in northern Kentucky.

In the early morning of Aug. 31, some 50 Kentucky state policemen raided two night clubs in Campbell County, just across the Ohio River from Cincinnati. The raids resulted in the arrest of 68 persons, seizure of four truckloads of gambling equipment and confiscation of more than $19,000.

Governor Wetherby, who earlier said he could not intervene because local officials had not requested help, told a WAVE-TV reporter that WAVE-TV telecasts helped change his mind.

WAVE-TV's campaign began in June with the report of the Senate Crime Investigating Committee on

strictly business

Mr. Brown

Radio has played an important role in the success of Bill Brown and the Pfeiffer Brewing Co., Detroit, of which he is ad manager.

At Mr. Brown's suggestion, Pfeiffer also was one of the early advertisers to make extensive and highly successful use of late-hour television.

Both media have helped acquaint the Michigan public with the correct pronunciation of the company name—"Fifer's".

With radio spot announcements Mr. Brown saturated the market. Core of the heavy campaign was comprised of two jingles soon echoed on lips of hundreds of listeners.

Mr. Brown believes his best radio deal was the signing of Van Patrick, said to be the Great Lakes region's most listened-to sports-caster. Mr. Patrick aired a sports show six days weekly.

Mr. Brown began his business career with the Corn Exchange Bank in Philadelphia while attending evening classes of the U. of Pennsylvania. That was in 1935. In 1937 he joined Swift & Co. and later headed one of Swift's Atlantic City sales divisions.

In 1940 he joined the H. J. Heinz Co. His sales ideas and sense of merchandising convinced the Heinz Co. his talents would be of greatest value to them if he joined its advertising agency, Maxon Inc. which he did in 1945.

With the Maxon agency, Mr. Brown's ability came to the attention of another Maxon client, Pfeiffer's Beer.

It was in 1948, that Mr. Brown joined the Pfeiffer Brewing Co. as advertising and merchandising manager.

A husky six-footer, Mr. Brown was once a pitcher for a farm team of the Philadelphia Athletics. He now confines most of his athletics to golf and bowling.

Married, he is the father of three children, with whom he spends most of his leisure time.

The policy of "making friends" sums up Mr. Brown's business philosophy.

His standards are reflected in one of his favorite sayings:

"Business doesn't pick itself up. Business is very sensitive—it goes only where it's invited and stays only where it is well treated."
In 1945, Des Moines had only 3 stations. Today, it has 6 radio stations and television service from Ames, 30 miles north. In the past 5 years, the increase in the use of radio by set owners in the Des Moines area is phenomenal. The average gain is 56.6%. And, there are more people to listen. In Des Moines' Polk County, for instance, 14.9% more people live in 24.6% more homes than they did 10 years ago. Today, an average of 152.4% more people listen to KRNT than 5 years ago! A moment's study of the chart below will convince you that KRNT offers one of the greatest advertising bargains in America. Audiences have doubled and re-doubled, while rates remain practically the same as in 1945. By every standard of comparison, KRNT is one of the great stations in the nation. We're big and growing bigger in a big market . . . FAST! Even before joining CBS June 15th, KRNT led the Des Moines Hooprades morning, afternoon and evening. Now, more than ever, you're right when you buy KRNT-CBS!

<table>
<thead>
<tr>
<th>TIME PERIOD</th>
<th>Percent Tune-In All Stations</th>
<th>Percent Tune-In Gain All Stations</th>
<th>KRNT Ratings</th>
<th>KRNT Percent Gain</th>
<th>KRNT Program Time Percent Increase</th>
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<tr>
<td>7:15 a.m.</td>
<td>9.4% 17.8%</td>
<td>89.4%</td>
<td>5.5</td>
<td>12.6</td>
<td>129.1%</td>
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<td>8:00 a.m.</td>
<td>10.1 21.3</td>
<td>110.9</td>
<td>2.7</td>
<td>12.6</td>
<td>366.7</td>
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<tr>
<td>Noon</td>
<td>18.6 25.8</td>
<td>38.7</td>
<td>9.0</td>
<td>12.8</td>
<td>42.2</td>
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<td>6:00 p.m.</td>
<td>22.3 28.7</td>
<td>28.7</td>
<td>5.5</td>
<td>14.3</td>
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<td>10:00 p.m.</td>
<td>23.8 27.0</td>
<td>13.4</td>
<td>7.0</td>
<td>15.5</td>
<td>121.4</td>
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<td>6:00-8:00 a.m. avg.</td>
<td>7.8 14.8</td>
<td>89.7</td>
<td>3.4</td>
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<td>108.8</td>
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<td>45.3</td>
<td>4.0</td>
<td>12.2</td>
<td>205.0</td>
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<td>3:30-4:45 p.m. avg.</td>
<td>15.7 21.5</td>
<td>36.9</td>
<td>5.0</td>
<td>9.3</td>
<td>86.0</td>
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</table>

*Fall-Winter, 1945-46; **Fall-Winter, 1950-51, C. E. Hooper Audience Index.
Any power to **200 kw**...
RCA's new 1-kw and 10-kw UHF transmitters (and RCA's high-gain UHF antennas) will give you power combinations up to 200 kw . . . on any TV channel!

If you are planning high power UHF, RCA's new 10-kw transmitter is the answer. If you are planning to start with low power UHF, then RCA's new 1-kw transmitter will meet your needs (increase power later simply by adding matching amplifier units).

Be sure your station planning is correct from the start... before you invest a single dollar. Your RCA Broadcast Sales Specialist will show you exactly what equipment you'll need to get on the air at lowest cost.

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

Call or write the RCA field office nearest you

Chicago 11, Ill.,
666 North Lake Shore Drive
Telephone: Delaware 7-0700
Washington 6, D.C.
1675 K Street, N.W.
Telephone: District 1200
Hollywood 28, Calif.
1560 N. Yarbrough Street
Telephone: Hollywood 9-2154
Dallas 1, Texas
1207-12 McKinney Ave.
Telephone: R-1371, 1372, 1373
Cleveland 15, Ohio
718 East 5th Street
Telephone: Cherry 1-2400
Atlanta 3, Ga.
522-253 Forsyth Blvd.
Forsyth and Luckie Sts.
Telephone: Walnut 9946
Kansas City 8, Mo.
221 W. 18th Street
Telephone: Victor 5-393
New York 20, N.Y.
36 W. 49th Street
Telephone: Circle 6-600
San Francisco 4, Calif.
1355 Market Street
Telephone: Hemlock 1-8300

New High-Gain Antenna for UHF
The most economical way known to produce high effective radiated power for UHF—and more kilowatts per dollar. Excellent "close-in" coverage in all directions. Power gain, 24 to 28, depending on channel.

*Effective Radiated Power
In Richmond, WLEE is famous for fast, profitable results ... like this case of a liquid starch manufacturer:

This manufacturer advertised exclusively over WLEE for two months. During that time, the leading competitive brand of starch had a sales increase of only 33%. Sales of the starch advertised on WLEE leaped up 88%! More than 200 stores were covered in the test.

Action like this from WLEE is an old story to local folks in Richmond. They know that WLEE gives big results at low, low cost.

More and more national advertisers are following their lead. How about your own schedule in Richmond? Your Forjoe man will gladly give you the whole WLEE story.

Mutual in Richmond WLEE
AS LEAVES COME DOWN
BILLINGS BEGIN TO RISE

TRENDS for FALL

BROADCAST BUSINESS volume this fall will be the big-
gest in radio-television history, according to an industry-
wide TRENDS survey by BROADCASTING • TELECAST-
ING.

Among stations, station representatives, advertisers and advertising agencies the predominant attitude is optimism. Only a fractional minority of those polled in this national survey anticipates a decline in total billings this fall compared with last. The overwhelming majority expects increases ranging in some cases as high as 100%.

The only soft spot in the broadcast business is network radio, and even there the volume this fall is not expected to drop more than a few percentage points. In all other business categories, volume will increase.

Here's the way the predictions run:

- Total billings on radio stations will average a 14.53% increase over last fall, according to the stations polled by BROADCASTING • TELECASTING.

- Total billings on television stations will be up 39%, according to the stations.

Substantiation of these optimistic forecasts among stations come from agencies.

- Eighty-three percent of the country's agencies this fall will place radio volume equal to or exceeding the volume they placed last fall.

- Eighty-three percent of the agencies will spend more money in TV this fall than last.

Both radio and television stations anticipate big jumps in revenue from local and national spot sponsors. And television stations will get a boost from a third source of revenue that will be de-

clining for radio stations—network advertising.

Local billings will be up an average of 16.64% on radio stations, up 41% on TV. National spot billings will be up 13.54% on radio, up 38% on TV. Network income will be off 3.99% for radio, but up 36% on television.

The estimates of anticipated network revenue provided by stations in the TRENDS survey closely parallel estimates given BROADCASTING • TELECASTING by networks themselves.

An analysis of the radio network outlook for fall published in BROADCASTING • TELECASTING Sept. 3 showed that sponsored time stood to drop 3.3%.

An analysis of the TV network outlook in the Sept. 10 issue showed that sponsored time for fall would be up 30.7%.

In both these cases the figures represented network hours and were not billings. Dollarwise, the radio network decrease in billings this fall may represent a bigger percentage than 3.3 since the 10% rate cut must also be considered. And dollarwise, the TV network increase in billings will be bigger than 30.7% since most television rates have jumped since last fall.

Estimates Vary

As to national spot volume, estimates by station representatives vary from those by stations.

Radio representatives, who are often optimistic in their forecasts, guess that fall spot volume will be up 18%, or about 4.5% more than their clients figure.

TV representatives think their average billings will soar 98% over last fall, more than twice as big a jump as their clients anticipate.

The expected fall increases in local business on radio stations will continue a trend of steady improvement that has been evident for several months.

Last May a BROADCASTING • TELECASTING TRENDS survey found that most radio stations, in or out of television markets, were taking in bigger local revenue at that time than they had a year before.

It was found that radio stations on the average were doing 14.1% bigger local business in May 1951 than in May, 1950.

The expected fall spurt in national spot billings, however, will run somewhat counter to the situation turned up last May.

At that time national spot was, to say the least, spotty.

Among radio stations in non-TV markets, 61% report improvements ranging up from 1% in national spot billings over a year before, and 21% say it is holding even with the previous May. In TV markets, however, only 40% of the stations reported improvement; 10% say spot is holding its own; and 50% say it is off from the year before.

The radio network volume estimated by stations for fall will be assessed in the future, is the impact that the defense production program will exert on the civilian economy.

Although it is not believed that predicted shortages in consumer goods will lead to reductions in total advertising expenditures, there is a chance that they might cause a redistribution of billings among local, spot and network categories.

Study Auto Market

For example, many of the stations and representatives polled by BROADCASTING • TELECASTING felt that the cut-back in production of automobiles might force a reduc-
tion in the use of national spot ad-

vertising by auto makers and in local advertising by new car dealers.

However, many also felt that as the new car market drew tighter, used car dealers would increase their advertising. The net effect of this change of course, would be a decrease of auto business for national spot and perhaps an increase for local billings.

By and large, most respondents in the survey felt that the basic accounts, food, clothing, drugs, tobacco, etc., would continue in more than adequate supply and hence would keep up the hard-selling type of advertising that needs radio and television.

All in all, it looks to most people in broadcasting like the biggest fall of all.

September 17, 1951 • Page 23
RADIO ESSENTIAL

MBS Promotion Theme

A NEW campaign to make the public know that radio is a bedrock essential of daily living is being launched by Mutual this week.

"Radio—It's Wonderful!" a 20-page booklet containing 16 air announcements stressing the basic, diverse contributions which radio offers, is being distributed to all Mutual stations as first step in the drive.

MBS officials stressed that the purpose is to promote all radio, not just Mutual alone.

Spokesmen expressed the view that it is the first campaign of its kind to be undertaken by a major network but said nothing could "make us happier" than to have other networks as well as stations affiliated with all networks take it up.

Other announcements in the same pro-radio vein will be distributed from time to time, officials reported.

The preface of "Radio—It's Wonderful," which explains its purpose:

"You know radio is wonderful," it tells the station manager. "We know radio is wonderful. And deep down, our listeners know it, too. Just maybe, though, the listeners' knowledge is too deep down. Maybe radio is woven so closely into the fabric of everyday living that people are inclined to take it for granted.

"But radio is too vital to be taken for granted, so we have prepared some special messages for your use throughout your broadcasting day. Briefly and lightly, they point up some of radio's unique gifts and services..."

E. M. Johnson, vice president in charge of station relations, said "Radio—It's Wonderful!" is "only a suggested beginning," that additional announcements will be distributed later, and that several MBS affiliates already have initiated similar campaigns in their own communities.

The booklet carries a note specifying that its contents are expressly not copyrighted, that the "real purpose is the furtherance of all radio, and that "permission is therefore granted for full use of these messages—without charge—by all broadcasters who share this aim."

Streibert Suggestion

The campaign, it was understood, was suggested by Theodore C. Streibert of WOR New York, former MBS board chairman, and the announcements were prepared under the direction of Robert A. Schmid, MBS vise president in charge of advertising, publicity, research, and planning.

Examples of the announcements, which range from 15 to 40 seconds in length:

Announcer: Remember the old nursery rhyme—"She shall have music wherever she goes...?" There was a lady who had it pretty special—but nowadays you've got it even better... and without any bells on your toes, either. All you need is what you've been listening to right now—radio! Yes, radio brings that fable to life—and assures you so much more than music alone... news and drama, excitement, and relaxation—its all yours on radio, wherever you go, because radio goes with you! Upstairs, downstairs, in your car, high in the mountains, down at the water, stay tuned to radio—and you shall have whatever you please... wherever you go!

Announcer: You know what? You are now in tune with the one form of entertainment that really lets you relax. Maybe you never thought of radio just that way, but it's true... radio alone amuses you, informs you, entertains you—and at the same time, lets you sit back, shut your eyes, and take it easy. So... stay tuned—and enjoy yourself.

Announcer: What's your idea of radio? A handsome piece of furniture? A kitchen fixture? A bedside companion? Radio can be all these things... in millions of American homes today, radio is all these things—and more. In fact, radio is whatever you want it to be... a twist of your wrist decides whether this magic contraption of yours shall entertain you, inform you, or just plain relax you. In these high-tension, speed-up times, a lot of folks think pure relaxation is one of the best things radio provides. Just what the doctor orders while you work—and just what you order when the day's work is done... that's radio for you.

Announcer: How long is a piece of string? How big is infinity? Tricky questions, maybe, but apply the same sort to your radio dial, and you find no end to what this modern miracle can bring you. And in all this endless variety of radio service, perhaps the greatest gift of all is relaxation. To lighten your labors throughout the day... for your well-earned rest at night—there's nothing to match radio. So stay tuned... and take it easy!

DISCOUNT URGED
By Agency Association

EFFORT to induce all media to give a 2% cash discount for payment within 10 days was approved by Midwestern Advertising Agency Network at its quarterly meeting, held Sept. 8-9 at the Bismarck Hotel, Chicago.

Members of the association also discussed possible methods of getting war contracts for manufacturers they represent. Programming of radio and TV shows was discussed. Next meeting of the association will be held Jan. 12-13 in St. Louis.

ROY ROGERS
General Foods Signs

GENERAL FOODS last week signed Roy Rogers to a three-year contract calling for exclusive radio and TV services of the cowboy singer, his wife Dale Evans and his horse, "Trigger." The pact covers live and taped radio programs and live or taped TV programs on NBC and guest appearances on other General Foods shows.

The contract may be cancelled if old Rogers films are released for TV showing. The singer has filed a legal action against Republic Studios to prevent release of any old films on video.

NBC will carry the Roy Rogers radio program in the autumn. A half-hour TV series is to start on NBC Dec. 30, using the Sunday 6-6:30 p.m. period. Films are being produced by Roy Rogers Productions. Four have been finished at a cost of $35,000. One is in production.

Edwin Ebel, Post Cereal Division sales-advertising director, completed negotiations for General Foods.

KGGM, KVSF To Weed

APPOINTMENT of Weed & Co., N. Y., as national advertising representative and KVSF Albuquerque and KVSF Santa Fe, was announced by A. R. Hebbenstreit, president of the station last week. KGGM operates with 5 kw on 610 kc, KVSF with 1 kw on 1290 kc. Both stations are CBS affiliates.

FOR AD-MEN ONLY
PNB Promotion Is Cure-All

AD-MAN'S PILLS, "for use by buckeyes only," are being distributed by advertising outlets in what they call "cabinet-type bottle by "Dr. XL" (without full sanction of the Federal Trade Commission) and mailed to advertising agency executives and time-buyers.

The "Genuine Ad-Man's Pills," which the label asserts will relieve "Copy writer's belly-cramps, deadline delirium, inflammation of the cash-overflow vein," contain, among other ingredients, "Essence of Hadacol, 9%; alcohol, 12%; distilled alcohol, 13%; wood alcohol, 14%; extract of hyper-radiactive earth meal, 15 and 2%.

Circular, enclosed with bottle of pills, cautions ad-girls against using the nostrum but happily adds they can write Dr. XL, outline their symptoms and order for a pill, which will prescribe at once. No obligation on your part, of course.

The doctor also contended "Any XL station representative will be happy to prescribe your new personalized prescription." The proprietary medicine is marketed by Pacific Northwest Broadcasters, Spokane, Wash.
COY FOR UHF, NO VHF

High Band No ‘Lemon’

HERBERT C. HOOVER (I), only living ex-President and a native Iowan, receives one of the first half-dollars minted for Iowa’s 1946 centennial celebration from Ralph Evans, executive vice president of Central Broadcasting Co. (WHO Des Moines) and Tri-City Broadcasting Co. (WOC Davenport, Iowa). Mr. Hoover was in Des Moines Aug. 20 to receive Iowa’s first Distinguished Citizen Award.

Mr. Coy’s, Dr. C. B. Jolliffe’s, vice president and technical director of RCA, said the RCA-NBC Bridgeport test—involving UHF re-broadcasting of WNBT (TV) New York’s programs on a regular schedule since Dec. 1949—“have proved that television reception on UHF can be just as clear and stable as on VHF,” and “in some instances . . . even better.”

Commercial Ideal

RCA envisions a Bridgeport-type operation as ideal for launching UHF commercial stations at relatively little cost.

Dr. Jolliffe said:

“It’s not necessary to spend millions of dollars to bring good television into a community. Take this experimental station of ours here in Bridgeport, for example.

“All the programs originate in New York in the studios of the NBC. They are sent to Bridgeport by a simple microwave transmitter. This means that a minimum investment and small staff are required and yet good programs with good pictures can be received in this area.

“Any commercial station can get started in a similar way to this experimental station. Then as the station prospers it can expand its service—first by adding a mobile unit to originate remote programs or simple studio programs. And then regular studies could be built.

(Continued on page 85)

September 17, 1951 • Page 23

BROADCASTING • Telecasting
PLACEMENT of radio time this autumn by national advertisers will not quite equal that of one year ago, judging by returns received in the Trends study.

While response to this questionnaire was not large enough to justify percentage calculations, the returns included many of the nation’s largest buyers of advertising.

The larger buyers, in a majority of cases, appear to be holding their radio buying at the 1950 level, but there are a number of cases in which network and spot commitments have been reduced. In some cases the reductions in radio budgets are ascribed to higher cost of television facilities rather than purchase of larger schedules.

Thus a realistic look at the advertising picture, as shown by the questionnaire returns from advertisers themselves, shows definitely that many larger advertisers are reducing their radio budgets in favor of television.

However, there are no signs of a landslide toward television. If anything, the radio situation is considerably stronger than the organized anti-radio campaign of national advertisers would indicate.

One major national advertiser is holding network radio commitments at the 1950 level but spending 35% additional for roughly the same television schedule it placed a year ago.

This contrasts with another top-level sponsor who is obtaining the same network radio facilities at a reduction of around 10% in cost because of rate cuts. At the same time this sponsor is paying higher rates for roughly the same TV network schedule used last year.

Maintains ’50 Level

Another leading advertiser is holding network radio at the 1950 level while cutting radio spot commitments 50%. In this company is more than doubling its budget for national spot TV.

In only one case did the returns show an instance of a large advertiser trying TV for the first time at the expense of radio. In this instance the sponsor cut the radio network budget to try TV on a national spot basis. The radio network schedule presumably remains the same; in other words, savings from radio’s rate cut were thrown into TV.

On the other hand, one of the country’s big advertisers is holding the line on network and spot radio but increasing TV commitments through first use of daytime spot on the visual medium.

Little AM Effect

Among national advertisers, budgeting less than $1 million this year on radio-television facilities there appeared little indication that aural spending was affected by video’s expansion.

Actually these advertisers were divided about 50-50 between expansion of radio budgets and spending the same amount as last year. In a few cases these companies in the under $1 million category are sharply increasing their broadcast budgets for the season, reflecting successful use of the medium over many years.

One of the nation’s better known financial institutions is holding the line on its broadcast commitments but cutting its television budget 60%.

In contrast, a major company in the cosmetic-proprietory field is cutting radio network less than 5% and national spot several times that percentage in order to offset sharp expansion in network television.

Brightest place in the group of advertising spending under $1 million was appeared to be in the $500,000-$1 million category. In this group there were no instances in which radio purchases were being reduced during the coming season. The instances of increases and unchanged radio budgets were about equally divided.

EIGHTY-THREE percent of the nation’s advertising agencies will spend as much or more for radio time than they spent one year ago, according to the Trends survey of autumn time-buying plans.

The survey is based on Trends questionnaire replies from agencies of all sizes in all parts of the nation. The returns are believed representative of agencies in New York City as well as inland states and the Far West.

In analyzing the replies it was found that 59% of agencies plan to increase their radio billings this autumn in comparison with last year. Another 24% will hold billings at the same level and only 17% will reduce billings.

This trend appeared in the face of claims by the Assn. of National Advertisers that the radio audience was diminishing rapidly in areas having television [Broadcasting * Telecasting, Sept. 10].

It was believed to indicate that advertising agencies aren’t accepting the ANA’s three radio reports as gospel in their purchase of media facilities for clients, perhaps feeling ANA was manipulating figures in an effort to force down rates.

Network Outlook

Poorest showing in the radio forecast was made in the case of network radio. The analysis shows 21% of the responding agencies expect to spend less money for network time this autumn than a year ago, with 16% planning to increase budgets while the remaining 63% will hold the same level.

This showing was construed as surprisingly favorable, however, in view of the fact that network rates were reduced last summer. Actually the figures show that 79% of the responding agencies will spend as much or more than they spent a year ago, a healthier network situation than had been anticipated at the time the rate reductions were announced last spring.

National spot radio placements show no real signs that those who buy radio time are seriously concerned about TV’s effect. Fifty-seven percent of the responding agencies plan to buy more radio spot time this fall than a year ago and the remaining 43% will hold the same level. Not a single respondent planned to reduce spot purchases this autumn.

In the case of local radio placements the showing was even better, with 67% planning increased budgets and 33% the same as last year.

Billings of Respondents

Replies to the questions covering local time were centered in the inland states and most of the agencies were in the group with total radio-TV billings of less than $1 million. In a number of instances the amount of local radio billings was increased from 20% to 100%.

Heaviest concentration of respondents in the $5 million-$10 million bracket was in New York. A predominant share of these agencies will hold their total radio billings at the 1950 level, divided among network and national spot.

The network rate reduction is not affecting total network billings by these large New York agencies to any serious extent. National spot is holding up well, with no indication that TV’s growth is cutting into spot purchases.

Only in isolated instances have small agencies indicated they plan to reduce their radio billings this season. Since they buy a large share of local time, their radio purchases in this field are especially significant. Their questionnaire replies reflect the strong appeal of local radio in the inland, with no signs that the medium is losing its hold.

Agency comparisons of radio billings this fall compared to fall of 1950 (percentage of questionnaire replies):
TOTAL BILLINGS of all sizes of radio stations in all kinds of markets throughout the U.S. are beginning to spurt. They'll be up an average of 14.53% this fall as compared with the fall of 1950.

Where's the money coming from? A lot from network sales (although less than last year and the years before).

A lot from national spot advertisers (more than last fall).

And a whopping share from local advertisers, the neighborhood merchants who are buying radio as they never bought it before. Percentagewise, the sponsor from whom radio expects its biggest increase is the businessman who lives just down the block.

Dollar estimates of anticipated fall business are not obtainable, but for purposes of general perspective, it may be recalled that in the year of 1950 total net time sales were $121 million for national networks, $120 million for national spot and $205 million for local advertising.

To judge by the percentage estimates of radio stations surveyed by BROADCASTING-TELECASTING for its TRENDS for FALL, the proportions of network-spot-local billings are destined to change in 1951.

**Billings Breakdown**

According to the national average of estimates from a cross-section of radio stations, local billings this fall will exceed those of the fall of 1950 by 16.64%. National spot billings will be up 13.54%. Network billings will be down 3.99% (see chart at top of page).

How much will television affect the revenue of radio? Not as much as some might expect.

Separating the radio stations in television markets from those beyond the reach of TV, the comparison shows some but not an overwhelming difference (see chart).

Total fall billings for radio stations in non-TV markets are estimated at 15.99% increase over last year and for those in TV areas, 12.47% over last year. Local billings in non-TV markets will be up 16.24% and in TV markets up even more—18.86%, a circumstance perhaps attributable to a local selling effort made by stations as insurance against a drop in national advertising interest in radio under the TV gun.

National spot business on radio in non-TV areas will be up 14.06% and on radio in TV markets up 12.85%. Radio network affiliates in TV markets are gloomier about their fall network income than those operating outside TV areas. Network billings in TV markets are expected to drop 5.8% but in non-TV markets to slip only 2.79%.

**Geography Is Factor**

The geographical location of radio stations seems to account for a bigger difference in their revenue than the influence of television.

Stations situated in the Mountain states (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming) are more optimistic than those in any other region.

The Mountain states stations expect their total billings to soar by 18.7% this fall as compared with last (see table this page).

At the other end of the scale are the New England stations (those in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont). The average total billings increase estimated by them is 7.5%.

The impact of the national defense effort on the civilian economy is being carefully watched by radio station management. Replies to BROADCASTING-TELECASTING questionnaires indicated that many managers expect a sag in advertising by those who make and sell goods whose production is being curtailed.

A substantial number believe that national spot volume by the manufacturers of automobiles and local advertising by new car dealers will fall off. But even more managers believe that local campaigns by used car dealers will increase.

**Question on Durables**

The same attitudes are held toward other heavy durables which contain quantities of critical materials that are being diverted to national armament.

Among station managers there is a widespread belief that the makers of goods destined to be in short supply will cut back on the hard-selling type of advertising characterized by heavy spot radio expenditures and instead use a more institutional approach intended to keep brand names before the public without setting up an avid urge to buy.

To somewhat the same extent that the manufacturers of scarce durables reduce their selling campaigns, their retailers and dealers can be expected to follow suit, a condition that probably will be reflected in local radio buying.

The anticipated reductions in volume from those dealing in short-supply goods will by no means overcome the increases in spending by the makers and sellers of other products, station managers believe.

A majority of managers expect rising billings from food, clothing, drugs, tobacco and other items of everyday use. The managers believe the makers of these products will boost their national spot budgets and the retailers who sell them will buy more local radio.

Television and the dislocations of a defense economy notwithstanding, radio stations on the whole expect a bang-up fall.

**STATION PROSPECTS VARY BY REGION**

<table>
<thead>
<tr>
<th>Region</th>
<th>Average Anticipated Increase in Total Billings of Radio Stations: Fall, 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mountain</td>
<td>18.7% (Ariz., Col., Ida., Mont., Nev., N. M., Utah, Wyo.)</td>
</tr>
<tr>
<td>East South Central</td>
<td>16.8% (Ala., Ky., Miss., Tenn.)</td>
</tr>
<tr>
<td>East North Central</td>
<td>16.6% (Ill., Ind., Mich., Ohio, Wis.)</td>
</tr>
<tr>
<td>West North Central</td>
<td>14.7% (Iowa, Kan., Minn., Mo., Neb., N.D., S.D.)</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>14.6% (Del., D.C., Fla., Ga., Md., N.C., S.C., Va., W. Va.)</td>
</tr>
<tr>
<td>West South Central</td>
<td>11.9% (Ark., La., Okla., Tex.)</td>
</tr>
<tr>
<td>Pacific</td>
<td>10.8% (Calif., Ore., Wash.)</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>10.4% (N.J., N.Y., Pa.)</td>
</tr>
<tr>
<td>New England</td>
<td>7.8% (Conn., Me., Mass., N.H., R.I., Vt.)</td>
</tr>
</tbody>
</table>

(Note: These figures do not average out to the 14.53% national average quoted elsewhere, because of rounding.)
RADIO REPRESENTATIVES

BALLOT

EXPECT 18% INCREASE IN BUSINESS

for little money appeals to them as an advertising bargain. A big plus in radio is reported by another firm from an advertiser buying of participations on women's programs and in early spring shows where ratings are consistently high.

While the national average increase in billings for radio representatives stood at 18%, several broadcasting firms reported average billings in the $5 to $10 million category reported increases of as much as 100%.

A few, representing not more than 6% of the total national billings, radio representatives, reported decreases in revenue with 10% the largest decrease reported.

Increased billings were reported in a number of categories with soaps reported buying more radio by the majority of representatives although a few reported less activity from this category.

Most representatives said there was less buying from ad manufacturers and some noted decreases from cigarette companies, jewelry and watch manufacturers, and beer bottlers.

When asked about the comparative popularity of various time periods there was a fairly unanimous mention of the popularity of spots of one minute or less. Over 20% increase in purchases of this classification was noted. About 5% of the representatives queried noted a decrease while about the same number saw no change in this type of purchases.

Little change was noted in the purchase of time periods more than one minute and less than five minutes.

Purchases of time in the "more than 5 minutes" category showed an increase of about 10% on an average, the survey showed. About 10% of the representatives queried saw no change in purchases of time in this classification over that bought last year while about 5% saw a decrease.

Altogether the radio prospects look bright when viewed through the eyes of station representatives.

One member of a New York firm that represents a large number of substantial stations summed it up: "It looks like a whale of a fall."

TRENDS FOR FALL

TAX RELIEF

A PARTIAL victory for the taxharassed television industry in its fight for less burdensome excess profits levy appeared to be firming up on Capitol Hill last week.

 Agreeing in principle that broadcasters should be relieved of inequities under the present Excess Profits Tax Act, the Senate Finance Committee late Friday was attempting to resolve certain technicalities upon which a clear interpretation of its proposal would hinge.

Reliable sources indicated that "in general the new plan gives the industry some relief from tax burdens," but there was hope that the committee might hue more closely to the industry version sponsored by Sen. J. Allen Frear (D-Del.).

Report Expected This Week

The committee is expected to make its report early this week. Pro-industry sources were confident that bi-partisan support would sustain the fight on the Senate floor.

The committee proposed to:

○ Permit the TV industry to use the four period year (1940-1941 inclusive) rate of return as a base rather than 1946 as suggested by the NARTB-organized Television Broadcasters Tax Committee and in the Frear proposal.

○ Allow radio-TV broadcasters to use their own earnings income or the industry rate of return for tax computation purposes.

○ Permit radio-TV operators also engaged in non-broadcasting enterprises (such as newspaper publishing) to compute their tax for radio-TV only.

The alternative formula as spelled out by the committee would allow the radio-TV broadcaster the option of computing net income for average base period earnings by applying:

(1) Either his own rate of return for 1946-49 "less TV losses and capital invested in television business," or (2) the industry rate of return for 1946-49 to the company's total assets at end of 1949, whichever is higher.

Under the current plan the average long established combination radio-TV operator who has pioneered in television probably would fare better by choosing his own rate of return.

The advantage of one option over another was seen as varying in individual cases among companies deriving part of their income each from radio and TV.

The TV-only broadcaster would automatically fall under the second option inasmuch as he had no rate of return for radio prior to 1946-49.

A second provision adds this feature:

... When a corporation derives part of its income from some other business such as newspaper publishing, part from radio business and part from television business the corporation in computing its average earnings base ... can treat its publishing business as if it were a separate business and with respect to its radio and television business would be eligible for the (same) option.

Current problem within the committee involves the present index which comprises the rate of return for radio-TV. Because of TV, radio profits were depressed. Hope was held out that a revised index would provide for a higher rate of return for radio after TV losses are computed. Current industry rate of return is now 15.08, according to the Treasury Secretary's index.

Proposed Scale

New corporations organized after Jan. 1, 1946, are covered under a general provision set up for so-called "growth" companies like television.

Ceiling rate of 5% was set for the first $400,000 of EPT income. Second, third and fourth year ceilings would be 8%, 11% and 14%, respectively, with a top of 17% in fifth and subsequent years.

The 17% ceiling would establish a combined income and excess profits tax maximum of 66.92%. Combined tax-income for newly-formed firms would range from 54.92% for the first year to about 63.92% for the fourth. Present tax ceiling is 62%. It has been charged that many TV broadcasters are actually paying on a 100% rate on part of their income.

Retroactive to July, 1950

These proposed amendments, if finally adopted by the committee and approved by the Senate, would be effective retroactively to July 1, 1950.

Heated debate was expected when (Continued on page 106).

PAGE 28 • SEPTEMBER 17, 1951

BROADCASTING • Telecasting
GAMBLING DATA INQUIRY

SEN. Edwin C. Johnson (D-Col.) last week set into motion machinery for renewed hearings on anti- crime legislation, which would chiefly concern gambling measures to begin this Wednesday. Herzl Flaine, special assistant to the Attorney General, Justice Dept., and Attorney General William O. Douglas will testify initially before the full committee. Hearings also will be held Thursday.

The decision to reopen hearings was reached following an executive committee meeting last Wednesday. At the same time Sen. Johnson introduced a bill (S 2116) almost identical to a legislation reported by his unit last year. A compromise of FCC and Justice Dept. views, the legislation (S 3358) died with the 81st Congress.

Would Continue Inquiry

The Senate Commerce Committee also took formal steps to carry on in the broad footsteps of the expired Senate Crime Investigating Committee. Sen. Homer Capehart (R-Ind.), along with five committee members, drafted a resolution designed to authorize the continued study with a fund of $150,000.

Here is a summation of the bills on which the committee will receive new testimony and how they affect broadcasting stations:

- (S 2116) "To prohibit transmission of certain gambling information in interstate commerce by communications facilities." Identical to S 3358, which was reported by the full committee last year [BROADCASTING \ TELECASTING, June 5, May 29]. Would prohibit transmission of gambling information prior to time a horse race is held but permit broadcasts or telecasts of actual event. Aimed at transmission of betting odds, pari-mutuel information, etc. by stations and wire services.

- (S 1634) "... To prohibit the broadcasting or telegraphing of the information ... the transmission of bets or wagers by means of interstate communications; and to prohibit further the transportation of gambling devices in interstate commerce." Would extend the criminal law against gambling to wagers transmitted by wire or telegraph. Would also include other "gambling enterprises," and make it unlawful to transmit any bet or wager by radio, telephone or telegraph by amending the U. S. Criminal Code.

- (1564) "To make unlawful..."

Halley, Ruskid to Speak

RUDOLPH HALLEY, former counsel of the Senate Crime committee, and Federal Judge Samuel H. Ruskid will participate in a round-table discussion as part of the American Bar Association's seventy-fourth annual meeting. Titled "The Responsibility of the Press, Radio and Television for Fair Or Criminal Sales," the discussion is scheduled Sept. 19 at the Waldorf-Astoria, New York.

RIGID STATUTE

FORMULATION of a model gambling statute including "rigid" prohibitions against the use of radio, television, telephone and telegraph facilities for dissemination of gambling information was recommended last week by the American Bar Assn.'s Commission on Organized Crime.

To be presented to the Bar Assn. at its annual convention starting in New York today (Monday), the 65-page report of the Commission's studies, conclusions and recommendations was made public last week. The commission will ask for authorization to prepare model laws, incorporating its proposals for curbing crime, for submission to the various states.

Favor Pending Bill

The commission, headed by former Secretary of War Robert P. Patterson, went on record in favor of pending congressional bill (S-1563) which would set up FCC licenses for the transmission of sports and racing news over interstate commerce facilities and require FCC to refuse or revoke such licenses if there is evidence of illegal gambling. Licensed radio stations as well as newspapers of general circulation would be exempt from provisions of the bill.

The Crime Commission said it would have preferred "forthright prohibition of the transmission of gambling information prior to the event," as provided in a bill introduced in the preceding congress by Senator Ed Caldwell (D-Col), but that "it nevertheless approves the Senate Bill 1563 and urges not only that Congress pass the bill but also that it provide the FCC with such additional appropriations and personnel as it may need properly to administer its provisions."

The report also said:

"If the Instant bill (S-1563) became law and the FCC received the modest increase in appropriation and staff necessary to administer it properly, the federal government would have a weapon to deal with the present sports news monopoly which supplies bookmakers all over the country through strategically placed subsidiary and dummies which it controls.

"Among other pending bills which the commission approved was one (S-1646) which would make it a misdemeanor to transmit by radio, telephone or telegraph any gambling information concerning sports events if it has been obtained surreptitiously or through thefts and without the permission of the persons conducting the events."

Another bill approved was one (S-1624) which, among other things, would prohibit transmission of bookmaker bets, offer of a bet, or payment for any bet by radio, telephone or telegraph.

TV Not Mentioned

Although it did not specifically mention television, whose coverage of sessions of the Senate Crime Committee had such spectacular public effect, the report said the committee proceedings "were painless and fair, suffered little from the lack of safeguards common to adversary proceedings in court, and faithfully reflect the existing situation."

"As a result of the widespread attention the Senate committee hearings received," the report continued, "the American public became a vast grand jury, able to see and hear witnesses, counsel and counsel, and impelled to judge for itself the fairness of the questioning, the credibility of the witnesses, and the truth or falsity of the testimony."

"The crucial problem now is to see that the work of the Senate committee is not permitted to die..."

September 17, 1951 • Page 29
IN REVIEW...

"BUBBLES", the production chosen by Robert Montgomery to open the new season of his bi-weekly presentations on NBC-TV, was a psychological drama handled with restraint and infinite grace, two qualities that often are missing in this rather standard type of TV fare.

Mr. Montgomery's offerings are blessed with a high budget and also with directorial and production management that does not squander a dime. In "Bubbles", big money bought big returns, a fine script, fine staging and acting of the highest quality.

In outline, "Bubbles" was a story of a little girl whose mother is insane and who naturally is yearning for the motherly affection she is missing. It was not an extraordinary theme and indeed would have been thoroughly pedestrian had it not been managed with skill by one of television's finest.

In the hands of Mr. Montgomery and company it was an absorbing and at times moving drama. The company was presented with an unusually competent script which not only avoided excursions into the maudlin but also dared to close on a note far different from the happy ending that too many TV dramatists seem to regard as inflexibly necessary.

The performance completely lived up to the script. Denise Alexander, who played the little girl, was the most skillful child actress this reviewer has seen on TV. Adults in the cast were uniformly capable.

KIDS AND COMPANY is a new show featuring picked juvenile talent and a "kid of the week" chosen by the U. S. Junior Chamber of Commerce for some outstanding achievement and flown to New York at the sponsor's expense to receive an award and prizes on the television broadcast.

The first show was exceedingly entertaining, asking no sufferance for its being a children's program; the child participants were good by any standard. Whether the show can continue on that level is another question, and whether it ought to try is still a third. The producers would probably be well advised to find a less taxing and more self-regenerating format since it is hardly conceivable that subsequent acts can live up to the high standards of those on the first show. An overall locale (perhaps a club or a carnival) in which children could feel a sense of participation or identification might be the answer. But whatever the answer, on one score there is no question: The first show of the series was, in general, a charmer.

PROGRAM FACTS
Program Title and Co. Dupont Network, Sat., 11-1130 a.m.
Produced by: Wynn & Ruebel, New York.
Written by: Ed Ball. Directed by: Pat Fay.
Talent Cost: Approximately $3,500.

Adam Moncure
ADAM MONCURE, advertising man, said owner of George Muehlebach Brewing Co., Kansas City, died Sept. 10 as a result of injuries received in a head-on auto collision. The accident occurred Sept. 9 at Scott City, Mo. Mr. Moncure recently had completed plans for a campaign extending the company's radio coverage in the Southwest.

KUNO Corpus Christi has added two more hours a day of Spanish language broadcasts, bringing its weekly total to more than 56 hours of Spanish programming.

DOES CONSENT QUITY prevent broadcasters from owning more than seven AM radio stations?

Even though each of the kin vows that he goes his own way? Would each willingly compete against any of the others?

That is the question the FCC apparently wants answered and last week it set for hearing Oct. 22 the transfer applications of E. D. Rivers Sr., his son E. D. Rivers Jr. and James Rivens (brother of the elder Mr. Rivers) for control of WMVE Miami, WEEJ West Memphis, Ark., and WACL Waycross, Ga., respectively.

Hearing has to be held, the FCC said, because the grant of any of the applications "result in an undue concentration of control of broadcast facilities."

That inference was drawn, it was obvious, from the fact that the Rivers own seven AM stations and have minority interests in two others.

WMIE is proposed to be sold to ex-Gov. Rivers of Georgia for $1,541 for stock, plus $218,450 for outstanding notes [BROADCASTING • Telecasting, July 9]. Transfer of the station was approved a fortnight ago by FCC from Lincoln Overseas, Ltd., to Sun Coast Broadcasting Corp., controlled by Arthur B. McBride and Daniel Sherby [BROADCASTING • Telecasting, Oct. 10].

Rivers own stations in Birmingham and WOBS Jacksonville, has a minority interest in WGAA-AM-FM Cedertown, Ga., and plans to become a TV applicant (with Elliott Roosevelt and others) for Miami [BROADCASTING • Telecasting, Aug. 20].

KWEM for $7,550

KWEM is due to be sold to E. D. Rivers Jr. for $7,500. E. D. Rivers Jr. and David Decodinelli own AM-FM Savannah, WGQ-AM-FM Valdosta, Ga. He bought WGQ from his father a short time ago. He is also a TV applicant for Savannah.

Control of WACL is to be gained by James S. Rivers through acquisition of 6% of the outstanding stock to give him 51% ownership. He owns WMJ M Cordele and controls WTJH East Point, Ga.

Under a proposed amendment to Section 133 of the Commission's rules, introduced last year, FCC considers the ownership of more than seven AM stations against the "public interest, convenience and necessity."

As part of that amendment, the FCC lists degrees of control permitted if less than seven AM stations are controlled.

If only six stations are controlled, the owner can have minority interest in one or two other AM stations. If less than five stations are controlled, the owner can have minority interest in three or four other AM stations, etc.

In FM, the rules specifically limit control to six stations. In TV, five stations are the limit.

The most recent transfer involving more than seven AM stations under common ownership was early this year when Fort Industry Co. bought WSAI Cincinnati from Marshall Field.

Since it already had seven AM stations—WJR, Detroit, WSPD Toledo, WAGA Atlanta, WGBS Miami, WWVA Wheeling, WMMN Fairmont, W. Va., and W Lok Lima, Ohio—its purchase of WSAI made FCC upon condition it rid itself of one station. It sold WLOK to the Pickex early this year [BROADCASTING • Telecasting, April 8].

The FCC set the Oct. 29 hearing on the following issues:

1. To determine whether a grant of the instant applications would vest the ownership, management and control of ten standard broadcast stations in persons under common control.

2. To determine, with respect to the seven stations presently controlled by E. D. Rivers Jr. and James S. Rivers, and the stations involved in the instant applications, the overlap, if any, that will exist between the service areas of these ten stations, the nature and extent thereof, and whether the overlap, if any, is in contravention of Section 133 of the Commission's rules.

3. To determine in light of the evidence Addi submitted under the above issues whether a grant of the instant applications would be in the public interest.

DUAL BIRTHDAY

NBC, Newspaper Share Fete

JOIN'T birthday celebration of NBC and the New York Herald-Tribune will take place at a professional softball game today at New York's Polo Grounds.

The New York Giants will meet the Los Angeles Rams in the 13th annual Fresh Air Fund game, sponsored by the Herald-Tribune.

NBC is observing its 35th anniversary. The Fresh Air Fund is 75 years old. Between halves of the games, Niles Trammell, NBC board chairman, and Whitelaw Reid, Herald-Tribune vice president, will receive plaques commemorating the occasion.

The game will mark the first time that pro football has been shown exclusively on theatrevasts in the Middle Atlantic states.

Arrangements are being handled for the Fund by Theatre Network Television Inc. and the game is expected to be shown at least at Philadelphia, St. Louis, Boston, Pittsburgh and Philadelphia. Although coverage will be exclusive for theatre television, it will not be offered to movie houses in New York, where attendance would compete with Polo Grounds receipts.
of more than \( \frac{1}{4} \) million rural women
in Ohio's billion dollar rural market

Ohio's rural women hold the purse strings of more than
a BILLION DOLLARS of spendable income. They buy the same foods, drugs,
soaps, cosmetics, clothing and other retail items as city women.

WRFD has deeper penetration of this market and a lower
cost per thousand than any other Ohio radio station.

In 1950 WRFD primary coverage area of 66 Ohio counties accounted for:
$4,251,969,000 in retail sales or 57.3% of Ohio's total
$ 982,958,000 in food sales or 54.6% of Ohio's total
$ 124,382,000 in drug sales or 56.6% of Ohio's total
*Source—SRDS Consumers Markets 1950-51

Get your share of this rich Ohio rural market. Sell to the rural
women through OHIO'S RURAL STATION.

WRFD
WORTHINGTON, OHIO

5000 WATTS 880 KC

Represented nationally by the O. L. Taylor Company
BROADCASTING • Telecasting

September 17, 1951 • Page 31
ROSE BOWL GAMES
Gillette Buys on NBC

ROSE BOWL games for the next three years will be sponsored by the Gillette Safety Razor Co. over both the radio and television facilities of NBC.

The network bought three year coverage rights last summer [BROADCASTING • TELECASTING, Aug. 6] for $1 ¼ million, paying $400,000 for the first year and increasing amounts for the next two years to compensate for the expected annual increase in television audiences.

Spokesmen for Gillette reported their organization did no more than meet the NBC expenditure.

To be telecast over the new transcontinental hookup, this year’s Rose Bowl game will be the first, since the series was inaugurated in 1902, to be seen east of California. Matching winners of the Big Ten and Pacific Coast conferences, the game will go out to some 50 NBC television affiliates into areas with 85,000,000 of the country’s population.

Agency for Gillette is Mason Inc., New York.

NBC also announced last week two special television programs, one pre-game and one post-game, to complement its weekly telecast of NCAA football each Saturday beginning Sept. 29.

Preface Show
General Tire & Rubber Co., through the D’Arcy Agency, New York, will sponsor the 15-minute pregame show. Sportscaster Ted Husing will interview top coaches for discussion of the upcoming games and will show film clips of notable football events of the previous season.

The postgame show—also for 15 minutes—will be produced by the Providence anti-freeze, a product of the National Carbon Co., a division of the Union Carbide & Carbon Co. Agency is Benton & Bowles Inc., New York. Programs will present Jimmy Powers and other sports commentators, interviews of leading gridiron performers and last-minute reports on scores of the day.

British Election
CBS Radio commentator Edward R. Murrow was assigned last week to head a team of CBS correspondents to cover the British elections later this year (possibly to be held in November). Others assigned to the coverage job, for which a schedule of approximately 70 broadcasts is being set up, include Howard K. Smith, chief of the CBS Radio European staff; Richard C. Hottelet, correspondent in Germany, and David Schoeder, in Paris.

Several CBS Radio Washington correspondents also are slated to go to London and Wells Church, editor-in-chief of CBS Radio news, was named to go to coordinate the schedule.

Pictured before their departure aboard the Queen Mary, bound for London and the season’s premiere broadcast of NBC’s The Big Show, are (1 to r) R. S. Reynolds Jr., president of Reynolds Metals Co., one of the show’s sponsors; Mrs. Joseph H. McConnell, wife of the NBC president; Mrs. Reynolds, and Mr. McConnell. The Big Show will originate in London over NBC.

FREEDOM CRUSADE
Radio, TV Give Impeptus to RFE Drive

Radio’s hallowed rule not to mention other networks or stations by name while on the air was broken Tuesday when Tex McCrary gave a plug to the Crusade for Freedom Campaign [BROADCASTING • TELECASTING, Sept. 10].

Mr. McCrary took time during his two morning broadcast over WNBC New York to read an ad the station had placed in local newspapers. Admitting that “it might seem strange to you that we’re taking this ad on behalf of another radio station,” the WNBC full-page announcement ended: “Want to be a radio sponsor? Buy a spot on Radio Free Europe. Join the Crusade for Freedom.”

Gimmick was that listeners were urged to send contributions and their “commercials” on the subject of freedom to the campaign, which had already allocated part of its anticipated funds for building more transmitters for Radio Free Europe. The messages would be read on continental broadcasts, to sell democracy to people behind the iron curtain.

After reading the ad and complimenting its outcome for its action, Mr. McCrary said, “I think CBS ought to do likewise.”

Steady Plugging
Regular performers on WNBC and WNET referred to the ad and promoted the Crusade for Freedom throughout the day, opening date of the drive in New York City.

Official opening occurred at noon with a rally in Rockefeller Plaza, New York, followed by a luncheon at the Waldorf. Vice President Alben Barkley, speaking at the rally, said that “democracy lives on truth while autocracy feeds on falsehood, and the two forces are always antagonistic.”

Brig. Gen. David Sarnoff, RCA board chairman and chairman of the fund drive, said at the luncheon he was sure the Crusade for Freedom could prevent a shooting war with Russia. “We can win the cold war as well as the hot one,” he commented. “And if we win the battle—we at least prevent Russia from winning it—we may not have to fight a third World War.”

An estimated 100,000 attended Rockefeller Plaza ceremonies, which were simulcast from 12:15-1 p.m. over WNBC and WNET to an additional 2,500,000.

President Truman wrote Gen. Sarnoff that the crusade, as a “joint action of millions of free citizens regardless of party or occupation, race or religion,” constitutes “an inspiring and effective attack against Red tyranny.” He sent best wishes “in your dramatic action as free citizens to carry the message of truth to millions of our fellowmen who are struggling against oppression and whose news is poisoned by lies.”

CBS-Radio broadcast a special Crusade for Freedom program Saturday with speeches by Gen. Omar N. Bradley, chairman of the Joint Chiefs of Staff, and C. D. Jackson, president of the National Committee for a Free Europe. The general discussed Crusade aims in reference to the cold war, while Mr. Jackson told of “Winds of Freedom” balloons, flown into Czechoslovakia with leaflet messages on democracy.

ABC Radio Network will carry a dramatized report on how Radio Free Europe pierces the iron curtain from 10-10:30 p.m. (EDT) Wednesday. Purpose of the show is to demonstrate how information is being transmitted to blacked-out countries and to illustrate with documented reports the effectiveness of the program. Broadcast will be written by Morton Wishengrad, author of ABC’s Peabody Award-winning Communism—U.S. Brand.

DuMont Television Network is participating in the radio campaign by using one-minute and 20-second film strips during station breaks.

STATION SALES
WKSR Files for Transfer

TWO new transfer requests were on file at the FCC as of last Thursday. All are subject to customary FCC approval.

WKSR Pulaski, Tenn., was sold to W. K. Jones and Fred Fleming, a partnership doing business as Richland Broadcasting Co., for $50,000. Sellers are John R. Crowder and James P. Clark. Mr. Jones and Mr. Fleming are joint owners of the Cedar Grove Lime Co. Inc., a firm specializing in lime production and rock crushing.

The pair had previously filed for a new station in Pulaski as Richland Radio, but their application was dismissed.

A realignment in ownership was requested by WAIR-AM-FM Windom, Minn., with present partner one-half owner, wants to retire before public becomes completely owned in the new corporation, WAIR Broadcasting Co. His wife, Susan Hill Walker, will buy Mr. Hill’s interest for $30,000.

Sights ABC News


YANKEE PACTS
Full Grid Slate Planned

YANKEE NETWORK has contracted to give New England radio listeners and televisers a full grid schedule of both college and professional games.

Linus Travers, Yankee executive vice president and general manager, said that the network is presenting the most extensive football schedule in its 25-year coverage of sports in the six-state New England area.

Over WNAC-TV Boston, Yankee’s video outlet, Carling’s Red Cap Ale and the Atlantic Refining Co. will sponsor each Sunday the 11-10 game series of the Cleveland Browns, four-times world professional champions. Ad agencies are Benton & Bowles, New York, and N. W. Ayer, Philadelphia.

An 11-game series of professional football games will be sponsored Sundays on the AM network by the Miller Brewing Co., Milwaukee, for Miller High Life Beer. Agency is Borden & Assoc. Inc., Milwaukee.

New England and Ivy League games will be aired over WNAC and the Yankee Network Fridays and Saturdays for the next two years.

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Sights ABC News

How wide should 15 Minutes be? 16 inches? 10 inches?

MICROGROOVE transcriptions give you 15-minute programs on 10-inch records—save space, trouble, money!

Now—full 15-minute broadcast transcriptions only 10 inches wide—through the miracle of MICROGROOVE! Columbia cuts the record size—cuts the cost amazingly—as actual case histories testify!

5 Microgroove Advantages
- Cuts costs . . . as much as half!
- Smaller disc . . . full 15-minute program!
- Big savings on packing and shipping costs!
- Easier handling and storage!
- Famous Columbia quality throughout!

CASE HISTORY #2
See How One Client Saved 45%!
(52 Weeks—65 Stations)

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*Full details on request*

COLUMBIA Microgroove TRANSCRIPTIONS
Los Angeles—8723 Alden Drive, BRadshaw 2-5411 • New York—799 Seventh Ave., Circle 5-7300 • Chicago—410 North Michigan Ave., WHitehall 4-6000

SPORTS PROMOTION

ORGANIZED efforts to increase radio and TV sports coverage for the current baseball season and the upcoming fall-winter period.

NARTB last Thursday named a joint radio-TV committee to develop plans for cooperation with major league baseball with the twofold goal of getting more programming and stimulating attendance at the ball parks.

NARTB called on all set manufacturers to cooperate with sponsors and promoters of sports and to bring dealer-distributor groups into the promotional picture.

Heading the radio section of NARTB’s Colleagues and promoters committee was announced by NARTB President Harold E. Fellows. He named Robert K. Richards, public affairs director, as NARTB headquarter liaison with the Joint committee.

On the radio committee with Mr. Lindsay are R. Sanford Geyer, WBTM Danville, Va.; William B. McElroy, WHDH Boston; Hugs Roie, WEMP Milwaukee; Harry McTigue, WINN Louisville, and Paul Jonas, MBS. TV committee members, besides Mr. Hanson, are Clair A. McColloch, WGAI-TV; W.E. Lancaster, Pa.; Otto Brandt, KING-TV Seattle; Lee Walles, FORT Industry Co., Leslie C. Johnson, WHEF-TV Rock Island, Ill., and Carlton Smith, NBC.

To Meet Wednesday

The committee will meet Wednesday at 5:45 p.m. at Hotel Chicago, to draw up organizational plans and decide what procedure to follow in talking to officials of organizations.

Representing professional clubs at the meeting will be Will Hargrave, American League; Ford Frick, National League, and George M. Trautman, National Assn. of Professional Baseball Leagues (minors). Attending for NARTB headquarters will be Messrs. Fellows and Richards; C. E. Arneson, program director; Thad Brown, TV director; Vincent Wasilewski, attorney. Justin Miller, chairman of the board, will be unable to attend because of participation in American Bar Assn. meetings in New York.

NARTB has deferred promotional projects earlier in the year to stimulate attendance at sports events, answering the claim of promoters that play-by-play was hurting the gate. The minor leagues retained Matty Brescia, Memphis public relations specialist, to prepare promotional material for use by broadcasters during the 1951 season.

In a letter to all set manufacturers, RTMA’s Sports Broadcast Committee noted all association members will benefit by having some college grid games on TV this year instead of none, as originally planned by National Collegiate Athletic Assn.

By cooperating in 1951 “we may have more games on TV in 1952,” the RTMA letter stated. It was signed by J. B. Elliott, RCA Victor, chairman of the committee, and other members. The letter suggested sponsors of other sports, such as Gillette and Pabst, deserve recognition and cooperation.

Members Get Manual

RTMA sent its members a manual of ideas for cooperation with professional and college sports for the fall of 1951. After reminding that no copy should urge people to stay at home instead of attending spectator sports, RTMA suggested national commercial copy and promotional material should include a message boosting attendance. Set makers were advised to call on local distributors to organize a television or industry committee in each major market.

These committees are to work with broadcasters and athletic officials to encourage interest of fans and attendance at events. List of 22 promotional suggestions shows how the broadcast-factory distribution industries can work in harmony.

“If each manufacturer will urge his distributors and every dealer to cooperate in regard to the above, we may have more television in 1952,” the manual concludes. “If you help, we may have more baseball with other sports available in 1952 than up to now. If present stations have license to operate, new stations will readily schedule sports because of the ready audience they assure.”

RTMA Analysis

Analysis of the autumn sports broadcasting picture was made by the RTMA committee. In looking over the general program plans of the four TV networks it found that “practically all desirable time has already been sold to sponsors. Last year production costs of network shows and exclusive of time charges were over a million-and-a-half dollars per week. This year the cost will be nearer $3 million with all broadcasters forewarned to see weekly in American homes.”

Dealers, manufacturers and distributors are told how they, can cash in on such events as the World Series, NCAA football games, other college games, pro contests and finally the Rose Bowl pickup Jan. 1.

TV WRITERS

A FIELD examiner of the NLRB regional board in New York held his first meeting Thursday afternoon to determine whether there are objections to settling—by election—jurisdiction over television authors and their representatives. A field examiner was appointed by the National Association of Broadcasters Writers Guild and Television Writers Group, both sub-units of the Authors League of America.

Although no official word was released, it was announced there are enough things to discuss to warrant further conferences within the next two weeks between the NLRB, the RWG—which had petitioned for the election—and any objecting parties. ALA reportedly was ready to challenge all bargaining rights in RWG in order to invalidate its claim as television representative. Such a stand would in effect, deny all contracts that the guild has made for radio writers as well.

Heardings Planned

Ultimate result of the conferences will be the holding of a hearing in the subject matter of the election period (poll will be conducted through the mail) can be designated and the vote taken. Only possibility for cancellation of the hearing and subsequent election are RWG’s dropping its petition, which it can do until the day of the vote, or withdrawal of TWG from the dispute. Neither possibility was included.

DIRECTING NARTB’S FM Dept.

Starting Oct. 1 will be John H. Smith Jr., formerly advertising-promotion manager, Bureau of National Affairs "Broadcasting " Telecasting, Sept. 10." He will tackle problem of getting more FM sets from factory production lines.

FM PROMOTION

Tuesday Meeting to Study

PROJECTED study of selected markets to determine FM’s achievements as well as the medium’s potential, was approved Tuesday at a meeting of the Advertising Committee of Radio-Television Mfrs. Assn. to be held at the Hotel Roosevelt, New York.

Bene Strourse, WWDG-FM Washington, chairman of NARTB’s FM Committee and an NARTB board member for FM, will take part in the meeting along with John H. Smith Jr., FM Dept. director-elect. Lee Pettit, General Electric Co., is chairman of the RTMA Advertising Committee.

The FM plan was first submitted to broadcasters at a meeting held Aug. 22 at Roanoke, Va., prior to the NARTB District 4 meeting. At that time Harold E. Fellows, NARTB president, explained need for a plan that would bring cooperation of manufacturers in promotion of FM broadcasting and set sales.

RTMA is expected to set up an advertising subcommittee to work with NARTB in the project.

TRANSCRIPTIONS

New Phila. Firm Formed

FORMATION of Fidelity Productions, organized for the production and sale of transcribed radio programs, was announced last week by Wil Roberts Adv. Agency, Philadelphia.

Headed by Richard Levy, the new firm will have offices at 1744 Fidelity-Penn Trust Bldg. Available immediately is a radio series of half-hour transcribed programs, Court In Session. Thirteen trials covering a variety of legal cases will be offered. Public service aspect of the series has been commended by judges, public officials and school authorities, Mr. Levy said.

NLRB Seeks to Settle

RWG-TWG Dispute

No official word was released as was announced there are enough things to discuss to warrant further conferences within the next two weeks between the NLRB, the RWG—which had petitioned for the election—and any objecting parties. ALA reportedly was ready to challenge all bargaining rights in RWG in order to invalidate its claim as television representative. Such a stand would in effect, deny all contracts that the guild has made for radio writers as well.
Coy for UHF
(Continued from page 85)

and full-fledged productions scheduled.
"Thus small beginning in many places can produce a truly nationwide television—and television will be a tremendous influence in all parts of our country from coast to coast and border to border."

The color television fight came up, but only in good-natured form, in an exchange between FCC's Chairman Coy and RCA's President Folsom. When Mr. Coy chided him about RCA's disagreeing with FCC approval of the non-compatible CBS system, Mr. Folsom laughed:
"I've got a sneaking feeling right down at the bottom of my heart that Wayne's becoming compatible... you've got to be compatible—that's a good slogan for 1952."

More seriously, and on another subject, Mr. Coy said he thought FCC felt more strongly about preservation of competition than some members of Industry feel. He cited NARTB Counsel Justin Miller as having argued that existing stations should have a right to protest against new station grants.

'Lot of Competition'

Three thousand television stations, he continued, will provide "a lot of competition"—not only among themselves but with radio, motion pictures, magazines, and other mass communication media. He assured his listeners the Commission will be "very vigilant" about any efforts to monopolize media.

The freeze on new TV stations, he observed, has been beneficial in at least one respect—the limitation on the number of TV markets impelled manufacturers to build more sensitive receivers in order to reach more potential customers.

The Bridgeport seminar, held Wednesday, was part of a five-day television clinic conducted by the RCA Engineering Dept. Other sessions were at Camden.

W. W. Watts, vice president and general manager of the RCA Engineering Products Dept., presided at the lunch and T. A. Smith, assistant general manager of the department, at the technical discussions and demonstrations afterward. The session included a tour of the Bridgeport UHF station, conducted by Raymond F. Guy of NBC, and technical discussions by P. J. Herbst, J. E. Young, and C. M. Sinnett of the RCA Victor Division. Afterward the guests attended a demonstration of RCA color TV in New York.

AIMS Fall Meet

FALL meeting of the Assn. of Independent Metropolitan Stations will be held in St. Paul, Minn., Oct. 19-21. Frank Devaney, vice president and general manager of WMIN St. Paul, will be host.

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET

Them WHAT SEE

Them WHAT HEAR

2 Markets

THE 'BIRTH OF THE SWOON' PROVES THIS... Yes, even 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

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

The XL Stations

KXL KXXL KXXY KXXF
Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles
SERVING THE PACIFIC NORTHWEST

BROADCASTING * Telecasting

September 17, 1951 • Page 35
OFF for "Day at the Races" at Saratoga, N. Y., track with WPTV Albany and New York ad executives. Group includes (l to r) Howard W. Maschmeier, Glen Wolfson and George Miller, WPTP; Joe Weed, president, Weed & Co.; Morgan Ryan, vice president-general manager WPTP; William Schaeudt, WPTP local sales manager; Pat Harknett, J. M. Mothes Inc.; Helen Wilber, Doherty, Clifford & Shenfield; Frank Kemp, Compton Advis.; Dan Potter, Benton & Bowles; Marty Hanson, Compton Advis.; W. R. David, WPTI vice president and national sales manager; Frank Silvernail, BBDO; Charlie Wiegert, Benton & Bowles; Dick Bean, Pedder, Ryan; Jim Luce, J. Walter Thompson Co., Jerry Lyons, Weed & Co. (see early story, page 67).

City-by-City Report Starts in October

C. E. HOOPER Inc. revealed Wednesday the format of a new TV-home Hooperating service, already subscribed for by ABC. A new service will give monthly rating—a-approximately 50% of the nation's

"The real contribution," Mr. Hooper pointed out, "will be the story—at a glance—on coverage, especially important to new sponsors with new shows who have time-clearance problems in single-station communities."

The new rating service is offered as a solution to the disparity between extant services, Mr. Hooper said. He cited Pulse Inc. and the Nielsen Reports. Mr. Hooper sold his national rating service two years ago to the latter firm. He said legal justification for his new move in the survey field after his no-participation contract with the Nielsen organization is based on the fact his new releases will be tabulated on a local, not a national basis.

The service, 12-city service recently issued by the Hooper company has been postponed indefinitely.

Sale of the new service to the ABC network includes subscription by each of the ABC owned-and-operated stations in New York, Chicago, Los Angeles, Detroit and San Francisco. Other station subscribers reported are WOW-TV at the country-TV. They include WNBQ Chicago, WBAP-TV Dallas, WKY-TV Oklahoma City, KPFC-TV Houston and WJAR-TV Providence.

Reports on remaining TV markets will be inaugurated as additional advertiser-agency subscriptions—above the 30 now obtained—are signed by the Hooper firm.

Hardman to Retire

ANSON F. HARDMAN, general advertising manager of the Ohio Bell Telephone Co., Cleveland, for 27 years and with the guiding hand behind The Ohio Story, the company's radio program, relinquishes his connection with the company after Oct. 1 in conformity with the Bell System retirement plan. The Ohio Bell company relations use radio under Mr. Hardman's direction and aired several types of programs before the nationally acclaimed Ohio Story. The three-weekly program, which has won numerous advertising awards and citations, began in January 1947. Mr. Hardman plans to open an office in Cleveland and consult in advertising and public relations field effect Oct. 1.

MISSED FCC

But by Own Choice

FRED IRVIN COX, 81, guest panelist on ABC-TV's Sept. 25 Life Begins at Eighty, Tuesday, 9:30-10 p.m., injected a note of iron into last Tuesday's program when the m. c. asked him the question: "What was the biggest mistake of your life?"

Mr. Cox, a retired government official of more than 35 years standing, replied that during Calvin Coolidge's administration he was asked by the President to head the infant Federal Radio Commission, predecessor of the FCC. Mr. Cox refused the appointment—only to find himself on television some 25 years later.

Up until the time of his retirement, Mr. Cox was commissioner of the Interstate Commerce Commission.

Rate Cuts Hit

BROADCASTERS have been sold out by the networks, whose panic rate reductions were prompted by the Asan. of National Advertiser's manipulation of audience data, delegates were told Thursday at the opening of the two-day NARTB District 8 meeting. Sessions were held at the Book-Cadillac Hotel, Detroit, with over 60 delegates registered.

John E. Fetzler, WZKO-AM-TV Kalamazoo, sounded the keynote for the criticism of network tactics. He said: "Leadership in the radio field has passed from the networks to the independent owners and operators who are the real professional men in the industry."

Others maintained that the recent panic among New York radio executives had been completely contradicted by AM strength through- out the country. They cited a "male scary-like crazy men in New York," one delegate said, asking to be anonymous.

Meetings were opened by Richard M. Fairbanks, WIBC Indianapolis, District 8 director. He introduced NARTB President Har- old Fellows, who said radio is an ascending, not a descending industry, backing up the statements with a comparison of the number of stations and station income in 1941 and 1961.

"Being a station operator is a soul-satisfying job and relatively profitable business," he said. "If handled properly it builds stature in a community as no other business can."

He urged broadcasters to take advantage of "audio-typing" transcriptions to be made available Jan. 1 and told how stations can save money by taking out tower insurance through NARTB.

Other Thursday speakers included Ralph W. Hardy, NABT government relations director, who described the headquarters operation, and Roy Harlow, BMI. The Friday agenda included a management workshop under Richard P. Doherty, NABT employment relations director, and the Broadcast Advertising Bureau sales clinic in charge of BAB President William B. Ryan.
KVER MUTUAL
ALBUQUERQUE

APPOINTS Avery Knodel, Inc.
AS NATIONAL SALES REPRESENTATIVE WITH OFFICES IN

NEW YORK • CHICAGO • SAN FRANCISCO
LOS ANGELES • DALLAS • ATLANTA

Albuquerque, fastest growing major metropolitan market in the United States.
Your best buy in this fastest growing market is

KVER MUTUAL

WM. T. KEMP, PRES.
KEN PALMER, GEN. MGR.
KEITH TYE, STATION MGR.
TED NELSON, ASSISTANT MANAGER
KVER BUILDING • 317 NORTH BROADWAY • ALBUQUERQUE, NEW MEXICO

Effective October 1, 1951
KVER

Mutual - Albuquerque becomes an affiliate of
THE INTERMOUNTAIN NETWORK

NATIONAL SALES MANAGER
LYNN MEYER 146 S. MAIN STREET
SALT LAKE CITY, UTAH
SECOND phase of Detroit stations’ all-out campaign to fully awaken the public and advertisers to radio’s value opened last Saturday.

The latest part of what was described as “an all-out $1 million dollar campaign” to sell radio involves newspaper advertisements and streetcar placards plugging the slogan, “Wherever You Go, There’s Radio.”

Initial phase opened last month [Broadcasting • Telecasting, Aug. 13] with radio audiences being peppered with the slogan.

This program, and a similar one in Tulsa, are taking the lead for industry-wide promotion of radio as a mass sales medium which William B. Ryan, president, BAB, said that his organization was preparing. [Broadcasting • Telecasting, Aug. 20].

Newspaper segment of the campaign just opened will continue 13 weeks. Radio phase is to run through November.

Back of the drive are members of the United Detroit Radio Committee, composed of officials of the Motor City’s broadcasting stations.

The committee stated that, “aware of the aggressive promotion efforts made by other media, Detroit broadcasters have allocated radio time and space for newspaper advertising and streetcar cards from August through November, that will total one million dollars.”

In the slogan, “Wherever You Go, There’s Radio,” the committee feels that Detroit has a two-edged sales sword. The double cutting edge not only will alert the public to the easy accessibility and enjoyment of radio but will stress to sponsors and ad agencies the great potentialities of radio audiences.

Delegated to represent each station on commercials in Detroit are: George Millar, WKHM; Hal Neal, WXYZ; Wendell Parmelee, WWJ, and Jim Quello, WJR.

Mr. Neal is committee chairman. Art Gieseler, CKLW Windsor, Ontario, Canada, who originated the slogan, is serving as vice chairman in charge of advertising. Advertising will be placed through the C. R. Stout Adv. Agency, Detroit.

Featuring the newspaper and streetcar segments is a series of ads of a cartoon nature depicting a central character enjoying radio on picnics, in the backyard, at home, in the automobile, etc. Typical of the proposed spot radio copy popularizing the slogan is this one:

(10 seconds dead air) Your radio was silent for 10 seconds! Did you miss it?...that’s proof again that radio is a part of your American way of life. Through your radio, (station) is able to bring you the news of the...every hour, and friendly companionship.

Radio keeps you company at home, while you’re out in your car driving. (Station) is proud to serve you...with radio...your best companion! Remember “Wherever You Go—There’s Radio.”

Homer Capehart (R-Ind.) and passed by the Senate in extending the current law which permit manufacturers to include advertising, selling and other costs accrued from June 24, 1950, to July 26, 1951, in the price of their products on the basis of their highest prices during the base period—Jan. 1, 1950, to June 25, 1950 [Broadcasting • Telecasting, Sept. 10, Aug. 9].
PORTLAND ADVERTISERS PROVE KEX preference

With 126 locally sponsored quarter hours per week on KEX (according to a recent study) ... 70% more than any other network station ... Portland Advertisers prove their preference by selecting KEX as the station for airing their sales messages.

THERE ARE REASONS...

- **POWER** — Portland Advertisers know that for coverage in the BIG Pacific Northwest there's no substitute for 50,000 watts. The KEX signal is the only Portland signal heard throughout all of western Oregon and Washington—plus thousands of regular listeners all over the West Coast from Alaska to Mexico.

- **PROGRAMS** — Portland Advertisers know that KEX is the leader in development of outstanding local shows. 'Neath Western Skies, Kay West, Barney Keep, The Northwesterners, The Squirrel Cage, The Merrie Circle, Good Listening Club and Farmer Jones are only a few of the top local programs featured by KEX. Programs that achieve sales results are a habit at KEX.

- **PROMOTION** — Portland Advertisers know that KEX is the station that gets action. Consistent program promotion ... active cooperation with advertisers ... special events (for example, 20,000 youngsters at 1951 Annual KEX Kiddies Day).

WHEN YOU PAY FOR PORTLAND, GET YOUR MONEY'S WORTH!

Get the PLUS value that Portland Advertisers know so well. PLUS coverage ... PLUS programming ... PLUS promotion. Contact KEX or Free and Peters now for availabilities.

KEX Oregon's Only 50,000 Watt Station
ABC AFFILIATE IN PORTLAND
WESTINGHOUSE RADIO STATIONS Inc
WOWO • KEX • KYW • KDKA • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
South’s Greatest Salesman
Leads ’Em Right to Your Dealers

WWL leads listeners in by droves to CBS, “The Stars’ Address”—attracts ’em with local shows featuring the folks and flavor Southerners love. WWL has New Orleans’ finest facilities for local news and events, public service programs, exciting on-the-scene broadcasts.
HIS DISPLAYS BLAZE THE TRAIL TO PRODUCTS

WWL's dominant promotion keeps selling listeners all the time—through every medium—everywhere. He flags 'em down on the streets, in the home, at the store with colorful 24-sheets, streetcar and bus dash signs, big newspaper ads, store displays. And to spark dealer cooperation, WWL makes personal calls on jobbers and key retailers.

WWL Wins Biggest Share of Audience

Latest Hooper shows WWL with liberal lead in share of audience both day and night. WWL leads in coverage, too, with a great multi-state audience embracing the rich Deep-South market.
RECRUITING ADS

$735,000 Marked For Radio-TV

MONIES for the continued use of radio, television and other advertising media as "an essential" factor in the overall success of the military's voluntary enlistment campaign won sweeping approval of the Senate last week.

The Dept. of Defense will be able to meet budget demands calling for a $735,000 radio-TV expenditure under an omnibus funds bill reported by the Senate Appropriations Committee and approved by the upper chamber. The sum covers activities for the current fiscal year, ending next June 30.

In taking this action, the Senate sustained the House, which had noted the importance of advertising in spurring enlistments under the military's proposed $3.1 million recruiting campaign [BROADCASTING * TELECASTING, Aug. 13].

Senate purge string-holders apparently were impressed with testimony which pointed out that the Defense Dept. was willing to settle for an approximate 50% decrease in overall enlistment program funds from the last fiscal period (June 1950-June 1951). Advertising media were not earmarked for cuts, however.

Free Space and Time

Col. W. G. Caldwell, deputy chief, Military Personnel Procurement Service, also explained that the Defense Dept. is receiving "approximately 10 or 20 times" the amount of paid time and space in the form of public service announcements or advertisements carried by radio-TV stations and printed media. Radio and newspapers have been particularly "cooperative" in this effort, he observed.

The 735,000 pegged for radio and television time—"mostly radio, we use very little television"—represents 35% of the ad fund, and supports the contention that the Defense Dept. generally is most generous with those media who play along on public service ventures, but also will alternate funds among less liberal media.

Magazines do not make a practice of giving free space, he added, although its budget was second highest with 25% (or $525,000) [BROADCASTING * TELECASTING, Aug. 6].

A total of $2.1 million is allocated for national campaigns and the remaining $1 million for local advertising among newspapers and radio in the six corps areas.

Then Senate was not so generous with Defense Dept. informational monies, however, adding a proviso that expenses not exceed $10,950,000. The House had taken similar action.

Nor was it as liberal with expenditures for major procurement other than aircraft. Budget request for electronic and communication equipment and other materials and supplies was pared from $1.75 billion to an even $1 billion for the current year, though an additional $800 million may be expended during the next fiscal year, June 30, 1953.

Nearly $400 million of this sum is earmarked for the Air Force's electronics modernization program, and another $30 million-plus for purchase of radio, radar and related equipment. Sum of $4 million was set aside for Navy electronics procurement, bringing the electronics total to roughly $460 million.

CBS ADDS WARK

Station To Be 200th Link

WARK Hagerstown, Md., 250 w on 1490 kc, becomes the 200th affiliate of CBS on Oct. 1 [CLOSED CIRCUIT, Sept. 10].

The new CBS link is owned by United Broadcasting Co., and, according to the station, serves 57,000 radio families in Maryland, Pennsylvania and West Virginia with a combined buying power of $225 million.

A gigantic celebration is planned by WARK on Oct. 1, featuring federal and state authorities, ad agencies and CBS representatives. Since its beginning, WARK has been an ABC affiliate.

CBS PUBLICITY

"Picture-News" Circulated

SOME 50,000 copies of Picture-News have been issued for Sept. to 70 member stations by CBS Radio Division. Subscriber stations, using it as a merchandising service, will distribute it in turn to grocers and druggists handling products advertised by radio.

In a new digest-sized format, Picture-News contains 16 pages and many illustrations. Some 40 radio programs are covered, with double truck spreads on performers—such as Arthur Godfrey—on who effect increased sales of soap, food, and cigarettes. A center spread headlines radio as "Television's Big Brother," and states that network radio "is still the only medium that combines all advertising essentials: nationwide coverage, thumping impact, and minimum cost."

Magazine is produced by CBS Radio's program promotion and trade department, under the supervision of Charles Oppenheim.

TOTEM pole carved by Indians on Queen Charlotte Island, brass conquistador's helmet from Philippines, native spear from African Congo, and tomahawk pipe from North America were used by WOR New York in window display to promote idea that "All the News of All the World is on WOR."
CONSIDER THE COVERAGE

WNAX vs NEWSPAPERS

WNAX (coverage)
WNAX weekly audience, as measured by BMB Study #2: 405,210 families—
with 80% listening 3-7 times each week

405,210

COMPARE THE COST

NEWSPAPERS (Circulation)
Publishers' figures major dailies published in
Big Aggie Land

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Total 199,709

COST PER THOUSAND:

(1/2 hour time change)
One Class D half-hour on WNAX carries
a one-time rate of $84.00

WNAX cost per thousand .................. $ 0.207
7 major dailies cost per thousand ........ $ 10.30

When you consider the coverage and compare the cost,
it's easy to see you just can't beat WNAX in Big Aggie
Land. So, when you buy to sell in the world's richest
agricultural area . . . get the BEST BUY—WNAX!
See your nearest Katz man today.

THE MIDWEST ADDRESS OF CBS

*Morning and Evening combined

WNAX

A Cowles Station

570 KC 5,000 WATTS

YANKTON - SIOUX CITY AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM
BROADCASTERS in NARTB District 2 (N.Y., N.J.), meeting at Syracuse last week, pledged themselves to fight efforts to destroy the medium's programming freedom along with attacks against its economic stability.

They protested violently, as had District 4 at Roanoke, Va., three weeks ago, against the censorship legislation sponsored by Sen. William Benton (D-Conn.).

They were just as bitter in recent extension of network activities into the spot field. Action against the Benton bill followed that at Roanoke, with emphasis on the proposed National Citizens Advisory Board on Radio & Television, citing Constitutional provisions against abridging free speech and the anti-censorship clause of the Communications Act of 1934.

The anti-network resolution mentioned "wholesale and unwarranted attacks" designed to destroy radio's economic stability and effectiveness. After reminding that costs of all radio services are increasing and rates of competing media are rising, the resolution pledged members "to resist any action, whether it be rate reduction, expansion of network commercial activities in the field of national spot advertising, or the encroachment by networks upon local station time."

Other resolutions commended the FM Test Markets Plan of NARTB and Radio-Television Mfrs. Assn.; lauded President Harold E. Fellows and Chairman of the Board Justin Miller as well as the NARTB staff for "fine work," praised William Fay, WHAM Rochester, District 2 director, for convention arrangements; endorsed Broadcast Advertising Bureau work under President William B. Ryan and called for cooperation in formation of local station groups to promote radio as an advertising and public service medium.

Scores Defense Procedures

District 2 brought into the open the failure of state and federal officials "to establish a unified, workable procedure" for radio and TV participation in the civil defense program and called for action to clear up the confusion.

Director Fay presided at the Monday-Tuesday meeting, held at the Hotel Syracuse. President Fellows took part along with Richard P. Doherty, Ralph W. Hardy and Jack Hardesty, of the NARTB staff. Representing BAB were Mr. Ryan and Lee Hart.

Upstate New York broadcasters reported business is good. They heard tips on how to get business from William B. Ryan, Broadcast Advertising Bureau president, and Lee Hart, of the BAB Chicago office. Richard P. Doherty, NARTB employee-employer relations director, spoke on "Basic Yardsticks for Sound Management."

Call for a code of sales ethics was sounded during an open panel discussion led by Frank Kelly, WBEN Buffalo. "Rate cutting will drag a radio station down into the red and hurt not only itself but the other stations around it," he said. "A large number of stations go in for under-the-table rate cuts, package deals and kick-backs diagnosed as 'mechanised.'"

"One substantial station offered a hodgepodge of merchandising climax by 10 free promotional announcements a day. The station did not get the business. It talked itself out of the job by offering so much for so little that the agency was convinced it must be a bad buy."

"The buyers don't want that kind of radio business. If they are agencies, they are concerned with keeping their accounts and adding new ones. If they are advertisers, they are concerned with getting raw materials, sales, and taxes. And they all have telephones that be-devil them all day long. They are busy men. When they buy radio, they want to buy it and get it over with, instead of walking away with the sick feeling that the next buyer may get a better deal just because he has a nastier disposition."

"And there is every reason to think that things are going to get worse before they level off. Right now we have the networks setting up deals to attract business which has come to us through spot and we are being remunerated with a network dollar instead of a spot dollar, and whether you are affiliated with a network or not, every network deal to pick up a spot dollar is going to hurt your income."

"Let's try to make one contribution to our own welfare and that of the industry by recognizing the nature of our trouble and facing the facts as they are in deciding what we can do to help ourselves."

"Let's draw on our innermost resources and commit ourselves to condemn and to quit the bad practices and bad thinking which, unless they are stopped, will destroy the business upon which we have built our lives."

Cecil Mastin, WNBF Binghamton, said, "Radio must get out and sell. We have been taking it easy for too many years and we have been building bigger and better transmons. Radio must get over its inferiority complex."

Ed Codel of The Katz Agency commented on the agency's campaign to encourage advertisers to use spot television.

Michael R. Hanna, WHCU Ithaca, detailed the mechanics of Rural Radio Network. Some 18 months ago when he took over RRN, he said, it was losing $45,000 a month. Now it is close to the break-even point, he stated, with the philosophy of programming to raise the tune-in and provide new radio service rather than duplicating present program is increasing the impact of all radio.

Small Market Meeting

A small markets meeting was held under the chairmanship of George Bissell, WEAV Plattsburgh. Means of getting more national business for small stations were discussed.

Capt. Gen. Floyd R. Parks, Army information chief, addressed the group during a civil defense session. President Fellows discussed radio's role in the national defense. Ralph W. Hardy, director of government relations, described mechanics of the NARTB organization.

F. Robert Green, WGR Buffalo, gave an account of a press story on a storm window account during the BAB session. Ken Leslie, WCTC New Brunswick, explained how the Sears Roebuck account was sold. Charles Phillips, WFLB Syracuse, was chairman of the BAB panel, with Phil Cameron, WENY Elmira, taking part.

Chairman of a TV workshop was William V. Rothrum, WSYR-TV Syracuse. The panel included A. G. Zink, WRGB (TV) Schenectady; Robert Reuschle, manager of radio-TV buying department, MacCall Erickson, New York, and Michael Fusco, WKTV (TV) Utica.

Mr. Reuschle told District 2 delegates he doesn't "believe the prophets who say TV will kill radio."

Rate adjustments must be made as time goes on, he said, and programming changes will be required.

"But to my knowledge," he added, "the amount of a new medium has increased if anything." (Continued on page 66)
Are You Interested In Selling The GREATER MEMPHIS MARKET?

IN MEMPHIS RIGHT NOW

WREC

is a better buy than ever before in its history. The advertiser gets more in coverage. More in prestige.

According to Dun & Bradstreet, Memphis is one of the 20 fastest growing cities in the nation today.

Capitol of the rich 76 county Memphis Market, largest market area in the South, the key to a 2 billion dollar retail buying potential, and 13th in the nation in wholesale volume of trade, WREC is the No. 1 station in this area. It is the Right Medium for Right Results.

WREC Rate, in Cost Per Thousand Listeners, has gone down 10.1% compared with 1946.

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WREC HOOPER RATINGS AVERAGE HIGHER THAN ANY OTHER MEMPHIS STATION

SURVEYS SHOW

RADIO REACHES FURTHER • RADIO COSTS LESS

RADIO DELIVERS MORE than Ever Before

Affiliated with CBS—600 K.C. 5000 WATTS. WREC MEMPHIS NO. 1 STATION

Represented by THE KATZ AGENCY, INC.

BROADCASTING • Telecasting

September 17, 1951 • Page 45
stations love timebuyers

timebuyers love listeners
and Capitol’s Custom Library offers wonderful music... by type (you choose it) or fancy wrapped, pre-packaged in outstanding Library Program features... as many as twelve (one dozen) ready-to-sell musical shows in your basic Capitol Custom Library (½ hour to across the board ¾ hours)... for a per show per week cost as low as $1.04! Including all music, production aids (themes, voice tracks, theme fills, etc.), scripts... for simplified, top notch production; sponsor program presentation sheets, audition disks, promotion material... for your commercial success. That’s why you’ll love

Capitol

Custom Library Service

CLIP AND MAIL THIS COUPON NOW!

Capitol Records - Broadcast Division
Sunset at Vine, Hollywood 28, California

Send full information on Capitol’s Custom Library Service, Program Features, and Bonus Extras today!

STATION

ADDRESS

CITY

STATE

BY

TITLE
PERMANENT Mutual Affiliates Advisory Committee, with two representatives from each of seven nation-wide broadcasting districts, has been elected by MBS affiliates, Earl M. Johnson, vice president in charge of station relations, announced Tuesday.

Initial steps to form a permanent MAAC were taken by Mutual last June in order to develop stronger network-affiliate relations and assure the continued growth of AM broadcasting. A temporary committee of 14 members was formed at that time to serve as a nominating group for the permanent body. Final MAAC membership was elected by Mutual affiliates.

The two representatives from each district to the permanent committee were elected on a market basis: One from each area serves a metropolitan center and the other represents a non-metropolitan market.

The newly organized committee will hold its first meeting at the Hotel Ambassador, New York, today and tomorrow (Monday and Tuesday). Agenda calls for the election of a chairman and discussion of such network-affiliate business as spot advertising, rate adjustments and fall programming.

Districts and their representatives for the Mutual Affiliates Advisory Committee are:


DISTRICT II—States of Virginia, North Carolina, South Carolina, Georgia and Florida: Metropolitan Markets—Fred Fletcher, WORL Raleigh; Non-metropolitan Markets—Jack Younts, WEED Southern Pines, N.C.

DISTRICT III—States of Illinois, Indiana, Iowa, Michigan, Wisconsin and Minnesota: Metropolitan Markets—John Clough, WHBQ Memphis; Non-metropolitan Markets—Bob McRaney, WCHI Columbus, Miss.

DISTRICT IV—States of Arkansas, Louisiana, Mississippi, Tennessee and Alabama: Metropolitan Markets—John Clough, WHBQ Memphis; Non-metropolitan Markets—Bob McRaney, WCHI Columbus, Miss.

DISTRICT V—States of North Dakota, South Dakota, Nebraska, Iowa, Minnesota, Wisconsin, Michigan (upper peninsula only) and Sidney, Montana: Metropolitan Markets—Victor Diehm, WAAL Hays, Mt.

DISTRICT VI—States of Kansas, Oklahoma and Texas (except Dallas): Metropolitan Markets—George Strickland, KBWJ Fort Worth; Non-metropolitan Markets—Owen Cobb, KVGB Great Bend, Kan.


DISTRICT VIII—States of Alabama, Tennessee and Georgia: Metropolitan Markets—Bob McRaney, WCHI Columbus, Miss.

Radio Booster

"People who know—hear it on radio" is slogan currently used by WPTO Fremont, Ohio. R. C. Force, manager, in a letter to the station's national representative, Hill F. Best, Detroit, said, "What do you think of an idea of having all radio stations cooperate in the use of a slogan? We have come up with this slogan which we have tried out on the air here in Fremont and it sounds very good."

Fred Wagenvoord, KBGJ Cedar Rapids; Non-metropolitan Markets—E. M. McKellar, KVOX Moorhead, Minn.

DISTRICT VI—States of Kansas, Oklahoma and Texas (except Dallas): Metropolitan Markets—George Strickland, KBWJ Fort Worth; Non-metropolitan Markets—Owen Cobb, KVGB Great Bend, Kan.


DISTRICT VIII—States of Alabama, Tennessee and Georgia: Metropolitan Markets—Bob McRaney, WCHI Columbus, Miss.

DeGRAY, SCOVILL

Named by CBS Radio

EDWARD DE GRAY, executive assistant to J. Kelly Smith, administrative vice president, CBS Radio Division, and Edward Scovill, business manager of the radio and TV department, Kenyon & Eckhardt, New York, have been named representatives of the station relations department, CBS Radio Division, effective immediately, William A. Schudt Jr., national director, station relations, CBS Radio Division, announced.

In addition Mr. Schudt also announced that the station relations department would assume supervision of the CBS Radio cooperative program division, effective immediately, with Mr. De Gray, in addition to his station relations duties taking over responsibility for the co-op division.

Mr. De Gray joined CBS as an accountant in 1937, transferred to WBT Charlotte, eventually becoming assistant general manager of the station and secretary-treasurer of Jefferson Standard Broadcasting Co. In May 1948 he became executive assistant to Mr. Smith.

Mr. Scovill, before joining Kenyon & Eckhardt in 1950 was director of special events for CBS in Washington. He originally joined the network in October 1936.

NEW pocket-size magazine, The Big Story, based on radio and TV programs of that name and featuring the development of front page news stories recounted by reporters covering original stories, now is being published.
MR. SPONSOR:

WJBK T O P S IN DETROIT*

4 individual evenings out of 7!

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1st on Sunday afternoons with 58.0!

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Sunday thru Saturday evenings 24.1—

Second only to 50,000 watt net with 25.5

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Total Rated Time Periods 22.3—

Exceeded only by 50 kw net!

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The Detroit radio audience listens to WJBK, and the figures prove it. Phenomenal, aren't they! But WJBK does it all the time. More important to you, this tremendous audience responds to your WJBK-delivered commercial for the sales results you want.

*Radio Hooperatings—June 1951

WJBK - AM - FM - TV

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455
Represented Nationally by THE KATZ AGENCY, INC.
Better Business Reported

DESPITE competition for eight Southern California TV stations—one in San Diego and seven in Los Angeles—and a video set population of around 1,250,000, radio industry in the area generally is in better shape now than ever before.

This is gleaned from a survey made by Robert J. McAndrews, managing director of Southern California Broadcasters Assn., Hollywood. The survey covered 23 typical member stations which reported on business conditions for the first six months of 1951 as compared to the same period the year before.

Some 18 of the 23 reported revenue up. The average rise was 35%.

KOWL Santa Monica, the median station in this group, reported an 18% income jump.

KPFAS Banning, highest in the "up" list, was 300% ahead of last year.

KPFC Hollywood, KBUC Corona, KCKO Tulare, KVOE Santa Ana and WPXM San Bernardino reported themselves in the 4-14% brackets; KPMO Pomona and KERO Bakersfield, 15-19%; KVEN Ventura, KSON and KCBQ San Diego, KSMA Santa Maria, 25%; KSJO San Diego, 46%; KALL Pasadena, 61%; KWKW Pasadena, KFAC Los Angeles and KGER Long Beach, 2-10%.

Only three stations noted lower income by 1%, 7% and 20%. Two stations—KFVD Los Angeles and KRNQ San Bernardino—reported revenue as about the same level as last year.

While expressing optimism over full business prospects, most station managers or owners indicated net profits would be lower this year because of heavier costs of operation. Several stations, including KCBQ San Diego and KOWL Santa Monica, noted they have hit the highest income figures in their history this year. Local business was credited with most of the rise, with national spot second and network slightly off.

General Letdown

The past several months saw a general letdown in business by many stations in the Southern California area. The Korean war, production cutbacks and world unsettled conditions generally, plus TV inroads, are being blamed. During the last few weeks, however, station management reported a decided "pickup" and are most confident of the future.

Consensus is that television will continue to absorb more advertising dollars but radio will uncover and develop much new business.

To stimulate this drive for new business, the Southern California Broadcasters Assn. is engaged in an all-out promotion campaign that will extend to key eastern cities starting Sept. 24.

McAndrews, armed with facts and figures, will show key advertisers and agency executives in New York, Chicago and other major cities a new presentation on the merits of Southern California radio as a year-round advertising medium.

The presentation will be previewed at a mass meeting of all Southern California radio station account executives and others at the Hollywood Roosevelt Hotel Thursday night.

KITE-FM SALES
Sports Schedule Signed

KITE-FM San Antonio, on the air since last June 18, is proud of its record of having met operating expenses "and more".

Since Sept. 10, the station reports that the only time left for sale is after 10 p.m. three nights a week. KITE-FM signed an exclusive contract with the San Antonio Independent School District which controls rights to all high school football and basketball games played in city's biggest football stadium.

Zenith and RCA-Victor sponsor these games on alternate nights. Richter's Bakery bought an hour-long "salute" to participating teams following the game. Westinghouse purchased all time on non-sports nights between 8-10 p.m. New Bannfels Textile Mills bought a half-hour of music before each game. The station operates commercially only at night and as "good music" partner of daytime-only KITE.

On All Accounts

(Continued from page 12)

reporters for jobs as reporter-newscaeters and Mr. Heinemann was one of two chosen.

After a year's exposure to radio, Mr. Heinemann decided to give full time to it and in 1938 joined KFEL Denver as newscaster, commentator and reporter.

In 1942 he joined the Marine Corps and was in service for four years, two of them in the South Pacific.

Following release from service in 1946, he joined Allied as copy writer in the production department and account man. Early in 1950 he was made office and production manager.

Mr. Heinemann is the former Jane Hill. They reside in Malibu. The Heinemanns have one son, Michael.

His hobby, writing, is one his wife cannot take exception to inasmuch as she collaborates with him. Making their hobby pay, the Heinemanns turn out a syndicated weekly television column currently appearing in 16 California papers.
There is always a most efficient way to do a job...

For your SELLING job in this top U.S. market use WTIC...

because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET
HILL COVERAGE

THE CONVICTION that telecasts and/or broadcasts of sessions would "completely ruin the Senate" elicited both a challenge and a hasty clarification on Capitol Hill last week.

The challenge was issued by Rep. Sen. William Benton (D.-Conn.), to whom the original quotation was attributed. The Senator had dropped this remark during hearings before the Senate Interstate & Foreign Commerce sub-committee on his proposed Radio-TV Citizens Advisory Board [BROADCASTING * TELECASTING, Sept. 10].

"I must respectfully differ with this view," the House member wrote Senator Benton.

Rep. Javits stated, "I believe that in both the Senate and the House, televising and broadcasting of important debates on key issues would have an excellent effect in interesting our people in the operations of government and improving the level of Congressional debates."

Rep. Javits offered to debate the Connecticut Democrat on this issue "on radio and television which I believe would be made available as a public service for this purpose."

Sen. Benton replied that actually he is in complete accord with the Javits plan which would permit broadcasts and telecasts on a selective basis. Furthermore, he added, the statement was taken completely out of context and what he said was that "regular telecasting would ruin the operations of the U. S. Senate."

That is the inference, too, behind the Javits proposal, now bottled up within the lower chamber.

"I wish to emphasize the fact that not all proceedings" would be carried, Rep. Javits said, citing debates on the Japanese peace treaty, the foreign aid bill and price-wage control as likely topics for coverage.

Sen. Benton singled out the procedure followed by the Australian Parliament which allows broadcast coverage twice a week on a regular basis. The Congress, he added, should experiment with a similar plan, under rules prescribed by the Senate leadership.

In his reply to Rep. Javits, Sen. Benton stated: "When you've read the attached transcript from the testimony I think you'll decide there's no room for debate between us. We seem to be more or less in agreement. Of course the present rules of the House and Senate are very different, and there might be big room for argument between us, or among advocates of televising Congress, on how the Senate rules would have to be adapted and changed for the periods of public viewing and hearing."

I agree with you about the great potential educational value inherent in the idea of broadcasting the televising sessions of Congress. I gather, however, that we seem to agree that an attempt to broadcast all sessions... is not to be commended. Just as one example, it is often more important for a Senator to be off the floor than it is on it (attending a committee meeting) . . . With broadcasting, he might feel pleased to his chair."

Rep. Javits is the author of a resolution (H Res 62) under which the more important Senate and House debates would be televised and broadcast on a selective basis. The proposal has been before the House Committee on Rules & Administration, which filed a petition for discharge after executive sessions last May. The House did not vote on the petition. Resolution was introduced at the turn of 1961.

The Senate Executive Expenditures Committee also had hearings on the Javits plan under the chairmanship of Sen. John L. McClellan (D-Ark.). Members of Congress offered their views before both groups.

Little active interest of members has been reported in view of lack of pressure from their constituents.

BROADCASTING * TELECASTING was told last week that Senate leaders were in connection with legislative reorganization proposals.

As evidence of the lack of interest, the House committee said it plans to release shortly a survey on members' preferences pointing up that they do not wish to press for action.

No Recommendations Planned

The Senate unit summed up the question of Congressional broadcasts and telecasts with the theory the matter is best a concern of the Senate and House leadership. It proposes to make no concrete recommendations in its forthcoming report.

In his letter to Sen. Benton, Rep. Javits noted only 40% of the eligible American public vote in Congressional elections and about 50% in Presidential campaigns, partly because of lack of familiarity with public officials and issues.

"The arguments made that the Senate or the House would make a show of itself on television I believe do not recognize the dignity and instinct for public service and solid sense of the great majority of the members of both bodies," he declared.

Rep. Javits stressed that only timely debates would be televised and control and content would rest with the House Speaker and President of the Senate, as well as the respective rules committees.

"Those few members . . . who might abuse radio and television broadcasting would find their retribution from their constituents" and a "great improvement in our process of legislative decisions would result from such coverage," he stated.

The Congressman also cited communications he said he had received from ABC, CBS and NBC TV officials offering to carry the debates as public service programs. The views were inserted in the Congressional Record last June when he testified before the Senate unit.

RADIO'S LOW COST

Stressed by NBC's Evans

"THE average person today in the U. S. still spends more time listening to the radio than on any other activity except working and sleeping," Jacob A. Evans, manager of radio advertising and promotion for NBC, said in an address to the Sales Managers Club of Memphis, Tenn., last Monday.

"And radio is the lowest-cost advertising medium you can buy. More people," Mr. Evans added, "are delivered for each dollar spent in radio than by any other means of communicating with your customers. Television's major contribution to the American economy is the creation of additional demand for products. It does not lessen the effectiveness of existing advertising media."

He pointed out that "radio advertising did not decrease the revenues of newspapers and magazines when it first became a reality 25 years ago. Radio simply spurred more people to buy more products . . . television can be expected to do likewise."

FBI Director J. Edgar Hoover broadcast special message on internal security as part of dramatization demonstrating work of FBI in apprehending Communist agents on This Is Your FBI, Sept. 14, at 8:30 p.m., over ABC Program is sponsored by Equitable Life Assurance Society of the U. S.

ANNOUNCEMENT

WHLM

ARE THE NEW CALL LETTERS, replacing WLTR, for

Bloomsburg, Pa.

The Sports Station
of the Susquehanna Valley

WHLM will carry the Atlantic football schedule of college games for the 1951 fall season

Affiliate of Liberty Broadcasting System

690 KC

Harry L. Magee, Owner and Operator

Managing Consultant: Vic Diehm (WAZL, Hagerstown & WHOL, Allentown)

Page 52 * September 17, 1951
HOT "PLASMA" FOR A STEEL MILL: This giant steel bottle is full of molten iron from a blast furnace. When poured into an open-hearth furnace to make steel, it should mix with about the same weight of scrap. Iron and steel making capacity in 1953 will be nearly 120 million tons (25% greater than in 1945).

POUR ON WATER: That will be the next operation, as this coking oven discharges its fiery product. Coke oven capacity has been expanded about 20% since 1945.

CAN YOU "READ" SPARKS? This man is testing scrap steel for alloy content. He can identify many alloy steels by shape and color of sparks. Identification is important because wrong alloys can affect whole furnace charge.

If you own any heavy machinery that could be junked...car, tractor, washing machine, lathe...now is the time to sell it to your local scrap dealer. The iron and steel industry is growing faster than its scrap supply. Consuming 53 million tons of scrap in 1950, it will need an additional 7 million tons of scrap each year to serve the big expansion program now under way.

If you want to know more about the scrap collection methods that should be used in factories, shops and on the farm, write to American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York. Ask for "Steel Scrap Emergency" booklet.
BREWERIES ARE BUYING!

Hudepohl; Cincinnati

Goebel; Cincinnati

Burkhardt; Akron

Lone Star; San Antonio

Southern; Tampa

FOOD STORES ARE BUYING!

Vermont Grocery Co.; Burlington, Vt.

Albers Super Mkts.; Davenport, Iowa

Warehouse Markets, Inc.; Burlington, Iowa

APPLIANCE ARE BUYING!

Southwestern Public Service Co.; St. Johnsbury Gas Co.; Portland, Maine

General Electric Distributors; St. Johnsbury

UNNE AND ONE

FIVE DISTINCT IDENTIFICATIONS
Including Three Full-Length Selling Commercials!

BRIGHT

BREAKING ALL SALES RECORDS

ZIV'S NEW SM

IRENE

DUNNE AND FRED

Together, in the Gay, New, 

"BRIGHT"

NOT JUST ONE BUT TWO GREAT HOLLYWOOD STARS!

THEY MAKE RATINGS JUMP!

THEY MAKE LISTENERS BUY!

YES! EVERYBODY'S

WOW! 227 MARKETS SELLING!
ASH HIT! Starring MACMURRAY
exciting Comedy-Adventure STAR

EACH HALF-HOUR PROGRAM A COMPLETE EPISODE!

MAKING THE TOP PROGRAM IN YOUR MARKET!

WRITE, WIRE OR PHONE!

ZIV COMPANY
Radio Productions
1529 Madison Road • Cincinnati 6, Ohio
NEW YORK

MAKING IN FIRST 30 DAYS!
MANPOWER PRUDENCE

EXCEPT for the technical end, the manpower pinch hasn't been too serious in the broadcast media. Because of their glamorous image and TV and radio are surfeited with applicants, many of them unqualified.

There are signs, however, that a manpower shortage is ahead. Enlargement of the armed forces in 1949 from the present 3 1/2 million to probably four million next year. This will hit the broadcast media harder than most of the other pursuits because a large percentage of the people in radio are of military age.

The broadcast services have a two-fold problem. When the TV freeze is thawed sometime next year, there will be immediate demands for personnel—even before any great numbers of new TV stations come on the air. They will be drawn largely from the radio field. Many a broadcaster, from management to engineering, wants in on TV. So do many of the folks identified with agencies and station representa-
tives, who see in station operation a more "essential" status than they do in the selling fields which were virtually at the bottom of the list before V-J Day.

Thus, it is the ownership and management to survey their personnel. Key positions should be backstopped in depth. New personnel should be retained with an eye toward the future. They should be least vulnerable for possible military call.

All this constitutes prudent management. It doesn't take a long memory to recall what happened in those tumultuous forties.

LESS EXCESSIVE TAXES

SENSIBLE TAX RELIEF for telecasters seems to have a good chance of being written into the new revenue-producing legislation with which the Senate Finance Committee has been struggling.

Essentially the telecasters would get this relief.

Any corporation which derives part of its income from telecasting and part from radio broadcasting would have the option of computing its average earnings base period net income for excess profits tax purposes by applying either its own rate of return for 1946 to 1949 less TV losses and capital invested in TV or the industry rate of return for 1946 to 1949 for the company's total assets at the end of 1946, whichever is higher.

Also any corporation which is in some other business, such as newspaper publishing, as well as radio and television, can treat its publishing business as if it were a separate business in computing its average earnings base for excess profits tax figuring and be eligible for the option described above.

Why Pick or Radio?

IT'S ABOUT TIME that radio was removed from the sitting-duck shelf in the ANA's shooting gallery. Or else efforts should be made to develop a more representative group of additional targets up so that radio wouldn't draw all the fire.

It's pretty obvious, as Frank Pellegrin says in a statement we publish in this issue, that television has diverted attention from all media. The trouble is that among the media only radio provides the pin-point measurements of itself that enable its response to TV to be assessed immediately and in detail.

To a large extent it's radio's fault that it now occupies a lonely position on the sitting-
duck shelf, and there probably isn't much it can do about getting out of the target area.

There is, however, much it could do in encouraging advertisers and agencies to insist that all media provide comparable data about themselves and about the influence TV has exerted on them. That way radio could collect enough company so that the hunter could pick another bull's eye.

At the same time, television billings this fall will be 39% bigger than they were at the same time last year.

It's true that the several types of business which together compose the total billings exist today in different proportion from that which obtained a year ago. Radio network business is down; spot and local are up.

As we say, changes have taken place, will continue to take place.

The wise broadcaster (and agencyman and advertiser) will neither fear such changes nor ignore them. Indeed he will attempt an intelligent appraisal and application, to control the changes so that broadcasting will continue to grow, even though its patterns and appearance are altered.

TRENDS AND CHANGES

THE DYNAMICS of change, inherent in all kinds of business operating in the competitive climate of the U. S. economic system, are nowhere more apparent than in broadcasting.

For no business has ever grown bigger faster than broadcasting and its two main branches radio and television. After 30 years it is still growing in so many directions that no one can foretell its ultimate dimensions or indeed whether it will ever reach a stage at which it discontinues growth.

It is not easy even to measure its size and shape at any given moment because before the moment has passed broadcasting has changed some more. Ever so often, however, this publication tries the difficult job of sizing up broadcasting by one dimension or another. In this issue we measure it by the money it will earn this fall.

One element in the change between last year and this in the influence of television. It's an element which, as it became more and more apparent, has caused a lot of consterna-
tion this past year. In fact, some people have been shoved right up to the brink of terror by television.

We think that our measurement of Broadcast-
ing shows that television is a pretty big element. Because of their glamour, radio and TV can live in the same house with radio without either of them being crowded out.

By now, what with the talk on the part of some national advertisers, one might have expected that decline and fall of radio would be evident. It's difficult to attach the words "decline and fall" to a business which anticipates a national average increase of 14.53% in billings this fall, compared to last.

In the spring of 1936, a serious, hard-

worked journalist who had spent almost all of his 22 years eulogizing motion pictures, pre-
dicted in a college essay that television would replace movies as a mass medium and "force them to go into art."

He also suggested that TV would be popular despite small screens, productions would be simple and programs would have "lighter sub-
ject material, less realism and heavier censor-
ship than most."

Fifteen years later, the young man with the perceptive mentality has seen his convictions confirmed. He is Don Paul Nathanson, advertising and public relations director for the Tonol Co., Chicago.

Don Nathanson has many of his earlier ideas today, but elaborates on them. He sees the same trend in movies now that took place in the legitimate theatre. When legit was a mass medium it operated in a curious, limited sphere of unreality and censorship. As movies took over the mass medium character, legit became highly specialized, and its former character-
istics were transferred to the movie screen. Now, according to the Nathanson theory of evolution, TV has replaced movies as the most popular mass medium, and, as a result, acquired its debits. Art movies, con-
fronted by video's all clear signal, "are the hope of the movie industry."

The future, he said 15 years ago also, lies in a raising of standards and an appeal to a smaller and more discriminating group.

The Nathanson buzz has buzzed with many an idea and project. Two years before Life Magazine was published, Mr. Nathanson (when he was 20) thought of putting out a magazine, recognizing the trend to read less and look more. It died a 'bornin' because of no money, but the only one of its kind, published much later, used his plan of distribution through theatres. He started Radio Show-
manship, one of three industry magazines, which was sold to 100 stations in two years for use by their local and regional clients who were interested in learning what similar busi-
nesses were doing in radio. He inaugurated one of the first telephone coincidental radio surveys in Minneapolis.

Born in Minneapolis April 16, 1914, Don Nathanson was always interested in people and means of communicating with them. His initial (and single) ambition for many years was to work in motion pictures, a family tradi-
tion. A creative thinker as well as a logical businessman, Don Nathanson this fall is at the U. of Minnesota in his hometown.

He ultimately took a B.A. in advertising, journalism, political science and psychology, and would concentrate "on much more" of the last if he had it to do over.

An indomitable college essayist, he also (Continued on page 59)

BROADCASTING • TELECASTING
SELL your product simultaneously in every farm home, village and city of huge, rich RADIO SOUTHWEST. Cut overhead...do it with one star salesman WFAA!

WFAA PRIMARY COVERAGE AREA sprawls over 116,000 square miles, swallowing 171 counties in Texas, Oklahoma and Arkansas. An area populated with spenders to the tune of more than seven billion annually—an area with 1,143,500 radio sets!*

ADD OUR ROLLING STOCK—the car radios, practically every family has one or more cars equipped with radios.

WHAT ABOUT TELEVISION? We are as proud of WFAA-TV as a new Hereford calf. Each time we slap him on the rump a lusty bellow can be observed in 121,000 homes. A good, solid impact for a yearling.

BUT—there are over a million radio homes in WFAA's primary coverage area with no more TV sets than a snake has hips!

WHO SELLS THESE MILLIONS WITH BILLIONS TO SPEND—sight unseen? Your star salesman WFAA reaches a million with EVERY SPOT!

*Sales Management, 1951

Radio Southwest

The Only Mass Medium Covering This Great Southwest Market...

Martin B. Campbell, General Manager
Radio Service of The Dallas Morning News
EDWARD PETRY & CO., Representatives

WFAA
DALLAS
820 570 TV
50,000 Watts 5,000 Watts Channel 8
In the Continental 315 Transmitter... both variable and fixed vacuum type capacitors are used in all tuned circuits in the power amplifier output. The reliability of this type of capacitor has been proven by exhaustive tests and use in many high frequency applications.

Because of the extremely low power factor inherent in this type capacitor ... the stability of tuning is not affected by temperature or aging. Likewise, power losses are minimized because of this low power factor and high circuit efficiencies are obtained.

WALTER PATTERSON, program director WKHM Dearborn, Mich., appointed managing director WKHM Jackson, Mich. (owned by WRMH Inc.). GEORGE MILLAR, commercial manager WKHM, appointed assistant general manager WKHM.

JOHN THORWALD appointed assistant to NORVIN S. VEAL, director of radio and television activities John H. Perry Stations (WCOA Pensacola, WJHP Jacksonville, WTMK Ocala, WNDP Panama City, and WNDG Daytona, all Fla.). Mr. Thorwald's offices will be located at WJHP.


JOHN MACRAE, staff announcer WABI Bangor, Me., appointed local sales service manager.

Mr. Thorwald

HENRY J. BEHRE, commercial manager WKIP Poughkeepsie, N. Y., to WMTR Morristown, N. J., as assistant general manager.

PAUL E. REID, assistant manager of WKLF Clanton, Ala., appointed general manager WRLD-AM-FM West Point, Ga.

LARRY DARLEY, sales manager KVOP Plainview, Texas, appointed sales manager KVER Albuquerque, N. M.

EUGENE PURVER, attorney and NLRB member, to CBS Hollywood legal staff, as assistant to NED MARR, head of network legal staff.

HARLAN G. OAKES & Assoc., radio station representatives, opens office in San Francisco at 26 O'Farrell Street. BURT BEGGS, formerly with Weed & Co. heads office. Telephone is Yukon 6-5588.

BETTY BRAID, promotion director CPRB Toronto, to Toronto office of Joseph Hardy & Co., station representative firm.

FORIOE & Co., N.Y., appointed national representative for KCPH Flagstaff, Ariz.

MEL MERZ appointed to sales staff WMAY Springfield, Ill.

JOSEPH STAMLER, sales manager WNDR Syracuse, to WMGM New York, on sales staff.

ED WHITTELEY, timebuyer, Sullivan, Stauffer, Colwell & Bayles, N. Y., to John Blair & Co., same city, station representatives, as account executive.

GEORGE WETMORE, chief engineer of WXXW Albany, N. Y., named director of operations. GENE FITZPATRICK appointed commercial manager.

JOHN BLAIR & Co., St. Louis, moves to new and larger quarters at 435-35 Paul Brown Bldg. Office is managed by CHRIS HETHERINGTON.

SCHEPPIERINE Co., N.Y., radio station representative, has resigned as representative for Consolidated Television Productions, Hollywood, effective immediately.

PERSONALS

ROBERT REYNOLDS, vice president and general manager KMPG Hollywood, named president, Boys Club of Hollywood. KEN HILDEBRANDT, sales manager KYA San Francisco, father of daughter, Jo Ann.

ART KIRKHAM, vice president KON Portland, Ore., named recently as "Citizen of the Week" by Portland Traction Co. Card displaying his picture and civic message appeared on buses throughout city.

BROADCASTING • Telecasting
Respects  
(Continued from page 36)

wrote an epic on the superiority of movies over radio, charging that "anyone who sits home and listens to the radio instead of seeing movies is going blind for the price of admission." (It was a quarter in those days.) A Phi Beta Kappa, he had several publications, and ended his career as a respected member of Mu Beta Chi, professional business fraternity, because he'd managed to hold a job selling Coronas-Coronas for four years. Almost four anyway. He looked for a Hollywood studio writing job "during the best football season Minnesota ever had."

After graduation in 1937, he settled for $15 weekly from the Golden Rule department store, of which he was advertising manager for the economy (basement) division. A friend, Sam Kaufman, soon inveigled him into organizing their own ad agency, the D. S. Manson Co., with initials taken from their first names and a syllable from the last. The reasoning was more subtle than it seemed. When creditors came to call on Mr. Manson, he was never in.

The agency prospered, despite creditors, grossing $34,000 its first year, and fast became the radio station's best friend, inasmuch as newspapers gave no agency commission on local sales and stations did. Manson eventually handled the most local radio business in the Twin Cities.

Publication of Radio Showmanship pinpointed D. S. Manson as a radio expert, and elevated the agency far above the local level in national recognition and prestige. Mr. Kaufman sold his interest to Mike Gold, joined as a partner in 1941, and took over the entire company when Mr. Nathanson joined Toni in 1947. In the meantime, the agency worked strenuously on development of Rayvee shampoo, owned by the second largest beauty shop supplier in the country. The product had never been sold at retail. Mr. Nathanson instigated this, advertised locally and regionally, and helped push the account into the national field. Affiliated with Rayvee's owner was Niesen Harris, also a beauty shop supplier, and brother of Irving, who had owned a financing business which was one of Manson's early accounts. Mr. Nathanson opened branch offices in Duluth, Seattle and Los Angeles, and a key Los Angeles account became Guardian Service Division of National Pressure Cooker, of which Irving Harris was an executive.

In Los Angeles Mr. Nathanson spent many an evening talking with Irving about the Harris brothers' new Toni home permanent. When Irving went full-time with Toni, Mr. Nathanson closed West coast offices and returned to Minneapolis. His biggest account was Portrait home permanent, a Toni competitor.

Mr. Nathanson with a "natural" background for Toni—started with the company only as a consultant in 1947, retaining his agency interests as Toni was located in the Twin Cities then. The next spring he joined the three-year-old firm as director of advertising and public relations.

That year Toni went national after vastly successful regional campaigns. It used its first radio in 1946—Meet the Mrs. on CBS Pacific network—and volume in that area tripled sales of any other part of the country. Toni used an unprecedented sales approach—non-professional commercials given ad lib by women who had used the product. In the growth years—1947-49—Toni used as much as 80% of its budget for radio and gained about 90% of the home permanent business. Now that there are more national competitors (and Toni still outsells them all combined), broadcast media get about 60% of the advertising appropriation. From $600,000 in 1946 to $8 million in 1981, the company buys This Is Nora Drake, Arthur Godfrey, Alias Jane Doe and The Mystery Singer on CBS-AM and Arthur Godfrey and His Friends, and Crime Photographer on CBS-TV, and Stop the Music on ABC-TV, recently bought.

Mr. Nathanson's creativity still comes to the fore, despite routine of managing an office with 35 persons and working with many more at Foote, Cone & Belding and Tatham-Laird agencies, both Chicago.

Still a frustrated writer, of copy or a TV show or a novel, Mr. Nathanson just completed a 20,000-word story which was plotted two years ago on a Caribbean cruise—his first "legitimate" vacation in 11 years. His wife is his worst literary critic. "She thinks I'm too imaginary, not realistic."

She is the former Evelyn Hoberman of Minneapolis, and they live in suburban Glencoe with Jill, 9; Marc, 6, and Greg. 4. Mr. Nathanson spends weekends with the youngsters and occasionally plays golf, "shooting only 10 strokes higher than the first score I ever made when I was 14."

He's an active member of the ANA, Chicago Federated Advertising Club, and a former member of the Minneapolis Junior Assn. of Commerce, which gave him its Silver Key award for service during the war. That included civil defense duties as radio publicity chairman for the Red Cross and defense drives, for which groups he arranged for and handled 3,000 broadcasts in one year.

All the recent Toni expansion into new products takes most of his present days and nights, but on his agenda for the future, when and if: writing a serious novel using comic strip technique publicizing the Menninger mental clinic in Kansas; writing the advertising and public relations history of Toni in book form, and (a renewed ambition), producing a "realistic" motion picture.
J. FENNESSEY, staff announcer WHMP Northampton, Mass., appointed program director.

DON COLLINS, announcing staff WRCB Roanoke Rapids, N. C., appointed production manager. JERRY ELLIOTT, news announcer, appointed chief announcer.

ALEX SHEPP, named to head promotion and publicity department WTG (TV) Washington. LYNN KOTICK, named traffic manager. MATT WARREN, WEAM Arlington, named staff announcer. ASTERID KIERMAN to traffic department.

CLARE LIND appointed production manager KETV Omaha, Neb. N. H. BROWN appointed program director.

MARIAN MUCKLEY ZWALLEN, assigned to edit WHBC Canton, Ohio, named promotion manager. ELIZABETH JOAN MICALORD named continuity editor.

JACK KUNY, production manager WNEW New York, appointed program director WLIB New York.

SAM ELBER, promotion and publicity director WIP Philadelphia, appointed director promotion, publicity and merchandising departments WPEN Philadelphia.

WILLIAM HOLLENBECK, director-producer of remote teletcasts KGO-TV San Francisco, named senior producer.

HENRROWLIF JFEBER, CFeR Fredericton, to announcing staff CKFH Toronto.

BEN FEINER, Jr., writer and associate producer at MGM, to CBS-TV Hollywood, as executive producer.

PAUL MARION, CBS Operation Underground, and Eleanor Brand, married.

JACK NARZ, announcer KLAC-TV Hollywood, resigns to freelance. JAY COOK succeeds Mr. Narz.

NOTING JORDAN, staff announcer WFMF Frederick, Md., to announcing staff WTHI Terre Haute, Ind.

GLORIA JOYNER, continuity writer WIRE Indianapolis, resigns. NORMA GENE MURRAY replaces Miss Joyner temporarily.

GENE BUCKMAN, WIL St. Louis, and JERRY HENSON, WSIV Pekin, Ill., appointed to announcing staff WMAY Springfield, Ill.

CHAD LASSITER, promotion and production staff KNIA Jonesboro, Ark., appointed staff announcer WIBC Indianapolis. HUGH MITCHELL, KLRA Little Rock, Ark., succeed Mr. Mitchell at KLRA.

JACK SCANLON appointed to announcing staff WEAV Plattsburg, N. Y.

GENE KING, program manager WCOB Boston, appointed radio coordinator for United Nations in Boston.

BUD COULSON, head of publicity KFI-TV (now KJH-TV) Los Angeles, named director of publicity for Don Lee Network. He replaces JIM PARSONS, who has been named to similar post with KJH-TV.

GERALD F. CONWAY, sales promotion department Ambassador Hotel. L. A. to CBS-TV Hollywood in publicity department handling KTLV (TV) and network trade paper publicity.

BEN POLIN, director of photography CBS Hollywood, and June Harris, married Sept. 1.

DUDE MARTIN, San Francisco TV personality, signed to exclusive three-year television contract by KTTV (Los Angeles).

MAL KLEIN, film director KLAC-TV Hollywood, and Doreen North, married Sept. 7.

AL. WOODBURY, composer-conductor, and JEANNE RACE, script girl, CBS Amos 'n Andy radio show, married.

HAROLD GLICK, conductor and musician, to WCBS (FM) New York, as music consultant. IRVING ROBBINS, musical director, appointed production manager and director of music programs.

ERNEST DE LA Ossa, personnel director NBC, named member of regional Wage Stabilization Board, New York.

JOHN CARNEY, graduate School of Radio Technique, N. Y., appointed announcing-salesman WCAP Lowell, Mass. JOHN PARKER graduate, WWXJ Plainfield, N. J. ELI SHAB-BOTT, graduate, to WHNC Henderson, N. C. BRAD BERNARD, graduate, to WSSV Petersburg, Va.

J. DAVID BECKET, writer-announcer KCOO Salem, Ore., appointed continuity writer KEX Portland.

ED GALBREATH, WSC Statesville, N. C., appointed publicity director for Crusade for Freedom in Iredell County.

AL. JOSEPH, baseball announcer WCBT Roanoke Rapids, N. C., appointed sports director.

ERNE RHYNS, music librarian WSB Atlanta, Ga., appointed sports director. He replaces THAD HORTON, now with Q'Arcy Adv., St. Louis.

TED SWITZER, broadcast promotion department NBC Hollywood, to network press department, as press representative.

JOE MICHALS, news editor WFDR (FM) New York, appointed director of news, special events, and talk programs.


NORMAN BARRY, newscaster NBC Chicago, and IRENE MARJOU, BRADY, secretary to WILLIAM RAY, news and special events manager NBC Chicago, married Aug. 31.

RICHARD E. CHEVERTON appointed newscaster WBCS Cedar Rapids, Iowa. Mr. Cheverton was with KWPC Muscatine, Iowa, and KWCQ Cedar Rapids.

Your Best Buy . . .

Is the station
Most people buy first.
In Oklahoma's No. 1 Market
That means KVVO.

Proof? This year we are
Setting new highs in
Advertising volume,
Nationality and locally.
Consistent renewals by
10 and 15 year customers
Testify to their satisfaction.
You, too, need
OKLAHOMA'S GREATEST STATION.
See your nearest
Edward Petry & Company office today.

KVVO
Oklahoma's Greatest Station
50,000 watts
1170 KGC NBC Affiliate

TULSA, OKLAHOMA
National Representatives—Edward Petry & Co., Inc.

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BROADCASTING • Telecasting
AMONG those attending the semi-annual meeting of the West Virginia Assn. of Broadcasters were (seated, l to r) Robert J. Burton, BMI; Joe L. Smith Jr., WLS Beckley, association president; Carl Haverlin, BMI president, and Glenn Dolberg, BMI; (standing, l to r) Robert Kerns, WMMN Fairmont; Frank Shaffer, WEIR Weirton; J. Patrick Beacom, WVVW Fairmont, association vice president; James T. Quirk, Philadelphia inquirer; Lin Pattie, BMI, and Sam Carey, WRVA Richmond, Va. Meeting was Aug. 23-24 at Hotel Greenbrier, White Sulphur Springs, W. Va. [BROADCASTING • TELECASTING, Aug. 27]
Economy Coverage in Pennsylvania's Anthracite Area

**WHWL**
located in the north central Anthracite area, with 1,000 watts, 730 kc.

**WISL**
located in the south central Anthracite area, with 1,000 watts, 1480 kc.

SRDS retail sales figures in counties covered . . .

Lackawanna . . . $209,635,000
Luzerne . . . . 312,971,000
Wyoming . . . . 13,549,000
Monroe . . . . 35,750,000
Carbon . . . . 38,069,000
Columbia . . . . 40,072,000
Montour . . . . 7,336,000
Schuylkill . . . 139,875,000
Northumberland . . . 87,263,000
Total . . . . $884,510,000

WHWL—1000 Watts—730 kc
WISL—1000 Watts—1480 kc

Radio Anthracite, Inc.

**See FORJ & CO., Inc.**
NEW YORK • CHICAGO • ATLANTA
LOS ANGELES • SAN FRANCISCO
For Combination Discounts

**allied arts**

**DICK LEWIS**, head, Dick Lewis Art Service, named vice president in charge of midwest sales, Telepix Corp., TV film commercial producer with headquarters in Chicago. Offices at 180 East Ohio St. Mr. Lewis retains his art service organization.

**ROBERT MOORE Jr., vice president Metropolitan Artists Corp., N. Y., to George Foley & Richard Gordon Inc., TV producer, in executive capacity.**

**T. RODNEY SHEARER**, vice president A. C. Nielsen Co., Chicago, appointed director of company's sales and service activities in East.

**UNITED TELEVISION PROGRAMS Inc. moves its New York offices to 444 Madison Ave. Telephone: Pla. 3-4620. Company's Chicago offices move to 360 N. Michigan Ave. Telephone: Central-6-0041.**

**LEO MARTIN**, head of Dept. of Radio, U. of Alabama, named director of radio- TV and theatre Div., Boston U., School of Public Relations and Communications. He succeeds **SAMUEL B. GOULD**, named assistant to University president in charge of public relations.

**GEORGE FOX**, president George Fox Organization, film producers, named film operations manager, Luck-E-Productions, Inc., L. A. He will produce *Love Letters* series on CBS-TV.

**PETER ROECKE**, assistant sales manager KTTV (TV), Hollywood, named acting sales manager Consolidated Television Productions, that city. He succeeds **JOHN R. MARKIE** who is now with David O. Selznick, film producer.

**Equipment . . .**


**JAMES F. SCANLAN**, traffic manager General Electric Supply Corp., named sales manager of television, radio and traffic appliances.

**JAMES GREER** appointed sales training manager, Motorola Inc., Chicago. Mr. Greer will direct all sales activities for company's distributor salesmen and for retailers.

**PAUL A. HILTON**, controller and operations manager, New York branch, Crosley Distributing Corp., appointed assistant manager of branch.

**EDWARD HUBER**, sales staff National Union Radio Corp., Orange, N. J., appointed district sales manager for New Jersey territory. He will make his headquarters in New Market, N. J.

**COLEMAN LONDON** appointed manager of electronics service Westinghouse Electric Corp., Baltimore.

**ALLIED RADIO Corp., Chicago, announces publication of its new 1952 catalog. Coverage of radio, television and industrial electronics is carried in 212-page catalog.**

**CALIFONE Corp., Hollywood, Calif., announces new 1952 line of transcription players, ranging from light portable to powerful single unit sound system. Further details may be obtained by writing company.**

**MARK SIMPSON Mfg. Co., N. Y., announces formation of MASCO ELECTRONIC SALES Corps. New company will handle sale of equipment manufactured by parent company.**

**BARBER-COLMAN Co., Rockford, Ill. (air distributors), has released pamphlet, F-4712, on air distribution in TV studios. Pamphlet shows actual installations and describes wide variety of air distribution equipment in studios. Free copy of booklet may be obtained by writing company at Rockford.**

**EUGENE CARDUNER, WILLIAM CARDUNER and WILLIAM LICHTER** have formed Carduner-Lichter Co., manufacturers' representative firm. Offices are located at 184 Duane St., New York.

**POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces new improved wide band video amplifier, Model V-2, designed for use as oscilloscope deflection amplifier for measurement and viewing of pulses of extremely short duration and rise time.**

**Folsom Named**

**To N.Y. Advisory Post**

FRANK M. FOLSOM, RCA president, was sworn in Tuesday as honorary Deputy Commissioner of Commerce of the city of New York. The oath was administered at department headquarters by Comr. Walter T. Shirley.

Mr. Folsom, with other leaders in commerce and industry, will serve in an advisory capacity to the board, whose purpose, Comr. Shirley said, "is to make available . . . the outstanding talents of distinguished leaders of business and industry who will help us in our efforts to further the trade and increase the commerce of the city."

Director of numerous corporations and foundations, Mr. Folsom served for nearly 12 years during the war as chief of the procurement branch of the Navy Dept. He received the Medal of Merit from President Truman and the Distinguished Civilian Service Award, highest honor granted civilians by the Navy.

**DIRECTIONAL ANTENNAS**
RCA Test Unit

A 100-ft. circular concrete apron, resembling a huge sundial and located at Medford, N. J., is part of the new $25,000 test facilities being used to determine the vertical directivity pattern of broadcast antennas by the broadcast design group of the RCA Engineering Products Div.

A steel frame rotates on dollies and permits movement of antenna elements in horizontal position, which is said to be the only reliable means of checking gain characteristics of a broadcast antenna. The center dolly revolves through a 360-degree arc around a vertical shaft in the center of the apron. The steel frame, which holds antennas under test, is built in sections and can be extended up to 140 feet in length.

**CHURCH AWARDS**

Maine Stations Cited

THREE stations of the Maine Broadcasting System were recipients of awards bestowed by the Broadcasting and Film Commission of the National Council of Churches of Christ in the U. S. The Maine Council of Churches also was cited. Awards were announced by Rev. Charles Schmitz, director of the commission's education branch.

The Maine council won the special events classification honor for its "Letter to Bill" on the weekly Church School of the Air. Series has been aired over WCWH Portland, WRDO Augusta and WLBZ November 1944. Citation lauded the stations and the council for "presentation in a religious light of the significance of Memorial Day, good listener appeal and high radio quality."

**CCBA Meeting**

SALES IDEAS for small stations will highlight the first annual meeting of the Central Canada Broadcasters Association, to be held at the Royal York Hotel, Toronto, Sept. 24-25. Ralph Snelgrove, CBKB Barrie, president of CCBA, will preside. The agenda also will include reports from American Association of Broadcasters executives, BMI Canada Ltd. and Canadian Advertising Research Foundation. Successful operation ideas from small stations in Canada and the U. S. will be presented.
GERMAN RADIO

HOPE for the development of free radio in Germany as a bulwark against the revival of Nazism apparently springs eternal in the hearts of its democratic people as an alternative to state control.

This conviction is evidenced in an exchange of correspondence between two German radio officials on the merits of free radio. The pros and cons were revealed to the German affairs desk of the State Dept. The principals were Rudolf van Sholtz of the Bavarian Radio, and Dr. Hans Bredow, chairman of the Radio Frankfurt Administrative Council.

Last April, in an address before the Munich Academy of Political Science, Herr Sholtz declared that "even at the end of the '20s, the process of subjecting German radio to strict control by the state had already begun, depriving the stations of freedom and contributing to the rise of Nazism."

Dr. Bredow branded the remarks as 'superficial' and "not in accordance with the facts."

In reply Herr Sholtz traced the history of early German radio, with the government owning the majority of stock. Agents were appointed by the Political Supervisory Committee and Cultural Board which censored programs. The Reichpost, he added, held the pursestrings on money for the stations and even owned all technical apparatus.

"Radio stations could exercise no influence on the transmission of their broadcasts and had to accept in silence any and all international agreements," Herr Sholtz asserted. He added:

We who produced the programs know how strictly radio in those days was held in tutelage, not to say deprived of rights altogether. ... In radio at that time there were no news desks, no political editors, no critical commentators, no discussions of public problems. Aside from one or two censored tales which we called the "official skimmed milk," there was no political information.

Radio contributed nothing—absolutely nothing—toward the political maturity of the people, which was so necessary if the people's resistance to totalitarian propaganda was to be kept up. Its structure at that time it could do nothing, precisely because it was under guardianship, because it was kept in leading strings by the state ... Radio did an enormous service to the enemies of democracy. And if it is again to be placed under state supervision or fed "the official skimmed milk," in any other manner, perhaps it will incur the same guilt once again.

Purchase KWSL

SALE of KWSL Lake Charles, La., by Alonso Stanford Dudley to the owners of WBOK New Orleans has been announced. Price is $45,000 and transfer in subject to FCC approval. New owners are Jules J. Paglin, Stanley W. Ray, Jr., both 42.5% stockholders; Tom Gresham, 8%; Edward J. Prendergast, 5%; Roy Rhodes, 1.6%. Messrs. Paglin and Ray are 50% owners of WBOK. Mr. Gresham is commercial manager, Mr. Rhodes, program manager of KWSL. Mr. Prendergast is assistant manager of WBOK. Mr. Ray will be executive director of both stations. Messrs. Gresham and Rhodes will be co-managers of 250-w KWSL (1400 kc), which is affiliated with both Mutual and Liberty networks.

From where I sit

"Help Yourself"

People around here seem to need lots of small change these days—what with candy, gum, cigarette and soft drink machines ... pay phones ... and those penny sales taxes.

Used to put quite a strain on our bank. Changing money took up a lot of time. Then the Chief Teller, Happy Wilson, read about another bank using a "help yourself" change system. The directors decided to see if it would work here.

They set out some big shallow bowls full of nickels, dimes and pennies with a sign saying "MAKE YOUR OWN CHANGE." Works fine, too. At the end of the day the totals are never more than a couple of cents under—or over —the right amount.

From where I sit, folks everywhere are pretty much alike, although they may seem different. Farmers and city folks, Republicans and Democrats, those who enjoy a glass of beer occasionally and those who prefer something else—we all usually try to live up to the trust others have in us.

Joe Marsh

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Michigan's sponsor's them.

Radio LET

POSITIONS

JOHN

September Rapids, ABC program.

Second

product:

Rapids, Mich. They know Market they o n unit employes is involved.

votes collectively. They would be arranged through Washington explained.

Sen. Joseph O'Mahoney (D-Wyo.) explained certain programs are arranged through Washington defense headquarters and would not be affected. The cut, he added, would apply to "radio services in the field," but also includes $1,200,000 for the department's Office of Public Information.

The budget estimate for 1951-52 calls for $16,022,903. The House allowed $12,300,000 and the Senate committee further pared it to $10 million-plus.

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**GRID SCRIPTS**

**Standard's Weekly Service**

A COMPLETE weekly football program script is being released to all subscriber stations of Standard Program Library service by Standard Radio Transcription Services Inc., starting today.

Air-mailed each Monday, the script is for use as a 15-minute program preceding local games carried on the station, according to Gerald King, president of Standard.

Roughly following the various football conferences, Standard has divided the country into five districts in its distribution of the scripts, Milton Blink, Standard's vice-president in Chicago, pointed out.

"Stations in each section of the country will receive scripts with particular emphasis on the football news of the locale," he said. "In this way we plan to make these shows of even greater interest to the local station and its audience."

Standard Program Library includes transcribed music of over 60 colleges and universities which will be used in this series. Standard is considering the continuation of the series into winter basketball season, it was said.

**VOICE' CHANGE**

Now Emphasizes Values

ANSWERING criticism over its program content, the Voice of America has switched emphasis of its overseas broadcasts from American luxuries to the qualities which have made a strong nation.

This change in tune was reported last Monday by Thurman L. Bernard, general manager of the State Dept. of information and educational exchange program. Mr. Bernard cited "jealousy and anger" among certain Europeans over reports of American living standards. Congress also has been sharply critical.

The Voice, Mr. Bernard reported, is now stressing values of character, spiritual qualities, ideals and cultural life among the U. S. citizens rather than possession of automobiles, refrigerators and radio-TV sets.

**SB&W ADDS**

Two Jones' Accounts

THE NEWLY formed agency, Schedule, Bernard & Werner, New York, with an approximate $6 million billing to start, has been named by two more accounts effective Sept. 30. These are the McLennan Co. (Tasacco) and Wesson Oil and Snowdrift Sales Co. (MFB Quick-blend and Tavol), both formerly handled by Duane Jones Co.

Other accounts already announced are Manhattan Soap Co. (Sweetheart toilet soap), Blum black Flakes and Blue Barrel laundry soap; list food division of C. F. Heublein & Bro. Inc., Hartford, for A-1 sauce and A-1 mustard; the razor blade and firearms divisions of the Martin Firearms Co., New Haven, Conn.

**CAB BOARD**

Plans Free Radio Drive

DECISSIONS on a campaign by Canadian Assn. of Broadcasters for an independent regulatory body for Canadian broadcasting and freedom of information now denied by unenforced regulations of Canadian Broadcasting Corp., were made at a meeting of CAB directors at the Mount Royal Hotel, Montreal, Sept. 12-13.

A report was given to the directors by CAB board chairman Malcolm Neill, CFBN Fredericton, and Jim Allard, CAB general manager, on attitudes and viewpoints of CAB member stations and especially of French-language stations. Under discussion also was the request of Western Assn. of Broadcasters at Banff on Sept. 1, asking CAB to press for discontinuance of annual listener receiver license [BROADCASTING • TELECASTING, Sept. 10] and solution of Windsor (Ont.) Chamber of Commerce recently that no TV receiver license should be levied where there is no Canadian TV transmitter, as in the case of Windsor.

**Two Veterans**

RCA-5820 and RCA-5826 image orthicons...for outside and studio use, respectively...are seasoned veterans. Both tubes feature the same spectral response—approaching that of the eye...exceptionally high sensitivity...and better than 500-line resolution capability.

Your RCA Tube Distributor is an old campaigner, too, who grew up with the field. He talks your language...understands your problems...and is anxious to give you the best possible service on all of your tube requirements. You can count on his co-operation...and he's as close as the phone on your desk.

---

EX-DR. I. Q.

Returns to Air as Minister

THE REV. James W. McClain, radio's Dr. I. Q. from 1940-1946 who gave up a large income as an NBC star to enter the ministry, returned to the air Sept. 9. He is to be heard Sunday 4 p.m. for 52 weeks over the 19-station Texas State Network in a 15-minute program, "Philosophy in the News." The program originates at WRR Dallas, a TSN affiliate.

As an Episcopal minister, Rev. McClain's main concern is serving God. He thinks that radio will help him reach that objective. In his present role, Rev. McClain reportedly earns a year what he formerly made each week when NBC carried his Dr. I. Q. program over 132 stations.

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**BROADCASTING • TELECASTING**

September 17, 1951 • Page 65
NARTB Dist. 2

(Continued from page 44) never in the history of advertising killed any other medium. Certainly TV, powerful as it is, is not going to put radio out of business.

First problem confronting timebuyers in purchasing TV, according to Mr. Reuschle, is time clearance, whether network or spot. This TV seller’s market “is not good for television as a medium and it raises cain with the buyer’s digestion,” he said. “Network orders have been cancelled and agencies have lost valuable clients due to unsatisfactory station clearance.

“Not until several years after the ‘freeze’ will a buyer be able to really pick and choose stations and time to suit his client’s best needs. In the meantime, competition for time is keen and not always negotiated for according to the rules.”

Second problem concerning TV timebuyers is centered around setting rates for both time and talent, according to Mr. Reuschle. He said the declining cost-per-thousand for TV, from 94 cents in fall of 1949 to 48 cents in spring of 1951, has been reversed and latest figure is 51 cents. A large percentage of set sales, he continued, are based on trade-ins for larger screens.

Third problem of the buyer is lack of uniform station policies, he said. He referred to failure of some stations to respect network option time; double, triple and quadruple spotting; and clearance of time.

Mr. Reuschle cited several TV success stories: Westinghouse sold 872 $70 fans, $60,000 worth, on a Studio One commercial in Chicago; American Safety Razor Corp. bought TV in the fall of 1950 with sales in the doldrums and in less than two months the factory was working full speed and unable to meet the demand; Clark’s Teakettle gum sales went up 45.2% in TV markets after a spot TV campaign in 13 medium-sized markets, with no sales increase in non-TV markets; Hood-Goodrich promoted canvas shoes for children on TV, with five out of six dealers saying youngsters insisted on the TV brand; Beverwyck Beer and Irish Cream Ale, sponsoring wrestling, a show in Schenectady, pulled 102,716 contest entries in a 13-week period.

Registration at the Syracuse meeting included:


UP-STATE ATTENDEES at NARTB District meeting (seated, l to r): Kelin Hager, WEA Plattsburg; Walter Valerus, WELM Elmira; Andrew Jarama, WKOP Bing- hamton; Harold Cassill, WOSQ Oswego; Simon R. Gold- mon, WJTN Jamestown; Stephen Ryder, WEN Eadicet; Karl B. Hoffman, WGR Buffalo. Staring: Ralf Welpott, WGY Schenectady; George Bissell, WEA Plattsburg. Meeting was held last Monday-Tuesday in Syracuse.

KOWL BUSINESS

Negro, Spanish Spots Up

NATIONAL advertisers are growing more interested in specialized programs aimed at specific groups, according to Bob Kiss, owner of KOWL Los Angeles. He attributed this increase in national accounts to a general rise in the number of specialized stations along with recognition of their merit and impact on audiences and sales figures.

KOWL emphasizes Negro and Spanish programs, aiming at the combined 760,000 population of those two groups in the Los Angeles area. Mr. Croghan said that among advertisers buying in Spanish on KOWL were Old Gold Cigarettes, Carnation Milk, Sperry Flour, MJF Coffee, Eastside Beer, Maier’s Brew 102, Gallo Wine and Dr. Pepper. On Joe Adams’ Negro disc-jockey show, advertisers include Old Golds, White King Soap, Manischewitz Wine, Royal Crown Hair Drying and others.

FCC EMPLOYES

Archibald, Johnson

FCC LOST two employees last week through death. Roland M. Archib- ald, 52, of the Chief Engineer’s office, died of a heart attack following his return from a month-long vacation. Frances C. Johnson, 44, was burned to death in a fire at her apartment. She was employed in the personnel division of the FCC.

Mr. Archibald joined FCC during World War II as an observer of the FCC’s Radio Intelligence Division at San Juan, P. R. He was monitoring officer in the Gulf States area, Field Engineering & Monitoring Service, headquartered at Kingsville, Tex., before going to Washington headquarters in 1945.

NY Radio Courses

TWO courses in international broadcasting and television will be conducted by Arno G. Huth at the New School for Social Research this fall. Specialists in radio and television, representing the United Nations, American networks and principal international broadcasting services will participate as guest speakers.

Good Morning... you bet!

March, April, May, 1951

Hooper in Chattanooga

<table>
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<th>Station</th>
<th>Station</th>
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<th>B</th>
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<td>2.0</td>
<td>11.0</td>
<td>2.3</td>
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<tr>
<td>8:00 to 8:15</td>
<td>2.8</td>
<td>13.0</td>
<td>3.1</td>
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<tr>
<td>8:15 to 8:30</td>
<td>2.1</td>
<td>1.4</td>
<td>11.0</td>
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<table>
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<th>WDEF</th>
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<td>8:00 A.M.—12:00 Noon</td>
<td>9.3</td>
<td>12.2</td>
<td>33.5%</td>
<td>21.1</td>
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1370 KC 5000 WATTS

Carter M. Barnett, President

CHATTANOOGA

REPRESENTED BY BRANHAM
ECONOMIC THREAT

NETWORK infiltration into the national spot field is threatening the existence of broadcasting and radio's basic economic structure.

This charge was leveled at the networks last Wednesday by Murray Grabhorn, managing director, National Assn. of Radio and Television Station Representatives.

Mr. Grabhorn spoke before Boston Radio Executives Club at Boston's Hotel Touraine. Presiding was Edmund J. Shea, club president, and media director of James Thompson Churig Co.

Mr. Grabhorn declared that last year the "total revenue for times sales to networks amounted to about $121 million. Of this they paid their affiliates approximately 30% or roughly $36 million."

"National spot advertisers, on the other hand, spent nearly as much, about $120 million, and the stations retained about 70% of the total or roughly $84 million."

Trading a network's 30-cent dollars for national spot's 70-cent dollars places in serious jeopardy a large portion of the revenue of the network's affiliates as well as that of a thousand other independent stations, Mr. Grabhorn warned.

Recourse for Revenue

Independents are vitally affected, he pointed out, because they have but two sources to draw upon from their 100% dollar revenue—local and national spot, where as affiliates also have network revenue.

The basic pattern of American broadcasting continues, as its inception, Mr. Grabhorn added, entitles the station operator to expect revenue from these sources, which must be kept in balance if proper income is to be maintained.

Commenting on trade press reports that his association is "mad" because the station representative's commission is by-passed, he remarked, "Peculiar arithmetic has been advocated in some cases to attempt to prove that the station actually netted just as much from its own programming as from the pyramid plan, or whatever flag it sails under, as if they received the same business on a national spot basis."

Doubts Networks Losing

"If such arithmetic were uniformly accurate for all stations," Mr. Grabhorn observed, "the network would be doing no more than breathing even on the whole deal at best, and more likely, losing money."

That premise stretches my credulity of network altruism to a very, very fine line."

Station representatives do have a vital interest in the problem, he said, because "their job—for which the stations pay them a commission—is to secure as much national spot business for their represented stations as possible."

Since these stations represent all networks, the representative would have to make individual protests to each network and would be a single voice crying in the wilderness, Mr. Grabhorn declared.

It would be equally impractical,

Grabhorn Hits Networks

THE THREAT

The Network stations, at least, according to Ben Franklin, were made by a bronco-riding who managed to sell a rôpeline in one hand while grasping a grass-roped rein in the other. Tape was played back as an echo of a 30-minute description of an upcoming fair. Incidentally, the bronco's name was "1240," which happens—just happens—to be KVSO's frequency.

DAY AT RACES

WPTR Host to Ad Execs

FOURTH and last "mass migration" of New York ad executives spent a day at the races with executives of WPTR Albany fortnight ago at the Saratoga Race Track.

Among those in the part from New York were Harry Anderson and Joe Weed of Weed & Co.; Dan Potter and Charlie Wiengert, of Benton & Bowles; Frank Kemp and Marty Hanson, of Cold a.m.; Dick Bean, of Pedlar & Ryan; Frank Silvernain, of BBDO; Jim Luic, of J. Walter Thompson; Helen Wilber, of Doherty, Clifford & Shenfield, and Pat Harknett, of J. M. Mathes.

White to Speak

FRANK WHITE, MBS president, has been selected to keynote the fall convention of the Alabama Broadcasters Assn. to be held at the U. of Alabama Oct. 12-13. As principal speaker, he will address ABA on "New Concepts of Radio Programming and Selling."

PLANS for covering the visit of Princess Elizabeth and the Duke of Edinburgh to Canada and Washington from October 2 to November 5 are now nearing completion by CBC. Two travelling teams of from eight to ten persons each are assigned to give full-time coverage of tour. Broadcasts will be made for both Trans-Canada and Dominion networks, as well as the CBC French network, and all major events will be covered by CBC International Service.

NATIONAL NIELSEN RATINGS

TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Form and Urban Homes and including Telephone and Non-Telephone Homes)

REGULAR WEEK AUGUST 5-11, 1951

NIELSEN-RATING*

Current
Rank
Programs

Current
Rating
(tent.)

Ratings

%

EVENING, MONDAY-WEEK (Average for All Programs)

1. Dragnet (NBC) 7.0
2. Big Story (NBC) 6.6
3. Romanza (CBS) 6.3
4. Mr. District Attorney (ABC) 6.2
5. Godfrey's Talent Show (CBS) 5.9
6. Walter Winchell (ABC) 5.7
7. Poyntz (CBS) 5.7
8. Big Town (NBC) 5.7
9. Mr. and Mrs. North (CBS) 5.6
10. The Bickersons (NBC) 5.4

EVENING, MONDAY-WEEKLY (Average for All Programs)

1. One Man's Family (NBC) 4.6
2. News of the World (NBC) 4.0
3. Lone Ranger (ABC) 4.0

DAY, SUNDAY (Average for All Programs)

1. True Detective Mysteries (MSB) 2.7
2. Martin Kane, Private Eye (NBC) 2.3
3. Old Fashioned Revival Hour (ABC) 2.7

DAY, SUNDAY (Average for All Programs)

1. Armstrong Theater (CBS) 6.3
2. Grand Central Station (CBS) 5.5
3. Allen's理想的 (CBS) 5.4

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright by A. C. Nielsen Co.
Open Mike
(Continued from page 16)
development of Union College, has been editorializing and campaigning over WSNY for good government, a clean-up of local crime conditions and investigation of undue political influence for some time. Then the lid blew off. . .

Here's a challenge to radio. Our hometown community radio stations can make news, make history, and make the most fascinating radio listening of our generation by merely "operating in the public interest."

How? It's not difficult. No community is free from the taunt and suspicion of crime and its close association with some politicians. You, we in radio, shoul blast it wide open and then continue to be the guardians of clean, effective government. . .

You can do it with one good man who is free of political ties and who has the intelligence and guts to do the job.

Winslow Leighton
Pres. & Gen. Mgr.
WSNY Schenectady, N. Y.

In the Army Now
EDITOR:
We are presently in the process of setting up a radio section in our Public Information Office, and as we are starting from scratch we have a limited amount of necessary material to operate with.

Much to our delight, we discovered a copy of one of BROADCASTING's yearly radio station maps. However, it was a few years old and quite dusty. Neither do we have any kind of a current list of AM and FM radio stations in the U. S.

Would you be so kind as to let us know how we can obtain a copy of the current map and YEARBOOK for our use here?

Everett A. Day. SFC
Public Information Office
Fort Lewis, Wash.

[EDITOR'S NOTE: A current map and YEARBOOK have been drafted and should report, for duty at Fort Lewis within a week.]

California Pioneers
EDITOR:
I certainly join with you in your editorial sentiments of the Aug. 27 issue, praising the initiative of the Detroit and Tulsa broadcasters in getting together to promote radio cooperatively.

As you know, our Southern California Broadcasters Association pioneered this type of joint effort several years ago, even to the extent of hiring a full-time managing director. Later this month, we are expanding our local promotion of the medium to the national spot field by sending Bob McAndrews, the gentlemen referred to, to carry a basic presentation on Southern California Radio to time buyers in four key eastern cities.

All of us broadcasters out here join with you and Bill Ryan of BAB in hoping that the germ of an eventual joint promotion will infect more and more additional areas.

W. J. Beaton
General Manager
KWWK-AM-FM Pasadena

Don't Throw That Shoe
EDITOR:
Have you any information on "Be Kind to Announcers Week?"

M. Hawkins
Chicago

[EDITOR'S NOTE: Announcers we know don't crave kindness—just money.]

Right Baby, Wrong Pop
EDITOR:
Read the latest edition of BROADCASTING [and an Open Mike Editor's Note which credits World Broadcasting System with the origination of the phrase, "Whenever you go, there's radio." This is incorrect.

This phrase was originated by Art Glester, CKLW, of the United Detroit Radio Committee, July, 1951, was adopted by United Detroit Radio Committee as official slogan Aug. 13. . . The United Detroit Radio Committee does not have the phrase copyrighted. It is open to use by anyone in the radio industry who cares to take advantage of it. . .

Leo Gutman requested permission to use the phrase in World publicity and promotion.

Hal Neal
WXZY Detroit
Chairman
United Detroit Radio Committee

WEMP STOCK

WTCN Buys 45% Interest

IN A CORPORATE reorganization, 45.8% interest in WEMP Milwaukee has been sold for $148,500 to WTCN Minneapolis and Andrew Speeris, Milwaukee theatre owner. Control of WEMP remains in the hands of present owners, including ex-Sen. Robert M. La Follette and Glenn D. Roberts.

Two classes of stock are set up by the reorganization. The present owners acquire all the Class A holding, representing 60.5% interest. The Class B stock is acquired by the new owners, WTCN receiving a 46% interest in WEMP and Mr. Speeris acquiring 4.5% interest. Class A stockholders will elect six directors, Class B three directors.

Since the reorganization involves no change in control, WEMP has not asked FCC to approve the transaction without requiring the submission of a transfer application.

WEMP is an applicant for TV in Milwaukee. If it gets a TV grant, all stockholders agree to double their investment. If additional money is needed, WTCN has agreed to supply it up to $200,000 according to unofficial reports.

WEMP operates with 250 w on 1340 kc. It went through the Milwaukee TV hearing in July and August 1948 when there were four applications for TV stations in the area. With the withdrawal of one applicant, the remainder petitioned FCC for immediate grants. But, before the Commission acted on the petition, the TV freeze was imposed.


Mr. Speeris owns the Towne Theatre in Milwaukee among other houses and recently won a treble damage suit under the anti-trust laws against certain major producers.
HOW DO YOU WEIGH A TV SPOT?

The TV Division of the Petry Company has all available data on set saturation, mail pull, ratings, results, and the other factors which add up to the answer: "How hard will a certain TV show sell?"

Let us put these facts to work—to help you get the heaviest impact per SpOTV dollar in these twelve important markets.

WSB-TV ............ Atlanta
WBAL-TV ............ Baltimore
WFBA-TV ............ Dallas
KPRC-TV ............ Houston
KHJ-TV ............ Los Angeles
WHAS-TV ............ Louisville
KSTP-TV .......... M'p'l's-St. Paul
WSM-TV ............ Nashville
WTAR-TV ............ Norfolk
KPHO-TV ............ Phoenix
WOAI-TV .......... San Antonio
KOTV ............. Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
TO SAVE YOUNG LIVES

To encourage safety among the young people of Lancaster and surrounding communities WGAL-TV presents a safety program every Saturday. The two featured programs, "Safety on the Highways" and "Meet Your Guardians of Safety" are scheduled on alternate Saturdays in cooperation with the Lancaster Automobile Club.

An incident that happened on the "Safety on the Highways" show indicates the large audience these programs enjoy. Recently, Sgt. Herman A. Reis of the Columbia, Pennsylvania sub-station of the Pennsylvania State Police began his program with a story about a little girl who had been seriously injured when she was struck by a truck a few days before. He mentioned that she was in a Sunbury, Pennsylvania hospital and was very much in need of cheering up. Within a few days, little Elizabeth Beatty had received more than twelve hundred cards from viewers throughout Eastern Pennsylvania who had heard her story.

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

WGAL-TV
LANCASTER, PENNSYLVANIA
A Steinman Station  •  Clair R. McCollough, President

Represented by
ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles
Purchases are well over '50

TIME sales of TV stations and networks will run well ahead of last year, according to results of the TRENDS survey of national advertisers.

While many advertisers are loath to disclose their plans, enough returns were received to give general indications of the autumn-winter season.

No signs of disillusionment with TV's dual visual-aural appeal have appeared, contrary to frequent predictions made a year ago as the cost of TV campaigns pointed upward. TV advertisers, obviously, are getting results from the medium and this is reflected in their video budgets for the autumn-winter season.

An interesting element in the upward trend found in the questionnaire analysis is centered in the extent of budget increases. In practically every case the TV budgets are increasing more than 20%, occasionally as much as 100% and 200%. Apparently when advertisers get their feet wet in the visual medium, they're in television to stay — and in a big way.

Only a tiny proportion of TV sponsors plan to reduce budgets during the season. Nearly half of those responding to the questionnaire plan to spend about the same amount in TV as they spent a year ago. A little over half plan to enlarge their budgets.

Largest increases naturally were found in advertisers spending more than $1 million in the electronic media. Of this group, only two advertisers said they planned to cut their TV expenditures compared to a year ago. Those increasing their budgets are drawing all or part of the increase from radio, in some cases, but many are bringing in new money for added TV costs or taking it from printed media budgets.

Television network and spot are sharing equally in the expanded budgets, the questionnaire respondents show. Largest increases appear in the proprietary — cosmetic, food and tobacco lines though these trends should not be considered conclusive since the questionnaire cross section may not be typical because of the relative size of the sample in the case of advertisers spending over $1 million a year in TV and radio.

Some of the new money going into television this season will be devoted to daytime network and spot schedules, which have been coming into their own since the start of the year.

The questionnaire returns confirm Broadcasting • Telecasting's 1950 forecast that TV's upward trend would continue unbroken this year. The findings bear out the prediction that well under a majority of national advertisers would cut into their broadcast dollars to finance use of television.

EIGHTY-THREE percent of advertising agencies placing television time will increase their billings this autumn in comparison with a year ago, according to the TRENDS fall forecast.

Based on questionnaires from agencies of all sizes in all parts of the nation, the TRENDS study shows that 6% of the agencies will spend the same amount as last year for television schedules and 11% will reduce their billings.

Strongest showing in the TV medium appears in the local field, with 84% of agencies reporting they would increase local billings. Sixteen percent reported they would hold the same mark. None of the returns showed intent to cut local buying this autumn.

Almost as firm was national spot. This fast-growing portion of the TV industry will continue its spectacular growth, judging by the replies. Eighty-one percent of agencies said they planned to spend more money on national TV spot this fall, the other 19% planning to toe the same mark. As in the case of local TV there were no instances in which agencies planned to reduce spot expenditures.

This characteristic upward trend in television also appeared, though not to such a spectacular extent, in network buying. Of the responding agencies, 53% said they planned to increase TV network expenditures, 26% said they would maintain the 1950 pace and 21% said they would reduce network TV purchases. It was believed some of the billings lost to network TV would be moved to television spot or radio time.

By far the largest share of TV questionnaire respondents are located in New York City. The analysis shows that the bulk of the agencies using video on a large scale are in the $5 million-$10 million bracket (total TV and radio billings).

Scanning the questionnaire replies shows the increases in TV billings will be concentrated in the 20-100% bracket. In two instances the increases are 100%. On the other hand there are isolated cases where TV budgets will be sharply reduced, though some of this money remained within the medium through transfer from network to spot or vice versa.

Several heavy advances in billings appeared in the Far West, particularly among agencies billing more than $1 million in total TV-radio time.

If any portion of the TV medium is starting to lose its effectiveness, the symptoms cannot be detected in the questionnaire returns. New York agencies continue to be highly TV-conscious but the survey shows inland and Pacific Coast timebuyers even more enthusiastic about the medium.

Some of the increase in network TV billings is traced to higher network and station card rates as well as to expansion of schedules with growth of AT&T's relay facilities.

Agency comparisons of television billings this fall compared to fall of 1950 (percentage of questionnaire replies):

<table>
<thead>
<tr>
<th>Category</th>
<th>Up</th>
<th>Down</th>
<th>Same</th>
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<tbody>
<tr>
<td>Network</td>
<td>53%</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>National Spot</td>
<td>81%</td>
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</tr>
<tr>
<td>Local</td>
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<td></td>
<td>6%</td>
</tr>
<tr>
<td>All Television</td>
<td>83%</td>
<td>11%</td>
<td>6%</td>
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</tbody>
</table>

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BILLINGS, for the average television station, are up 39% this fall over those in the fall of 1950. Business is better in every category—network, national spot and local.

The revenue from local business shows surprising strength with the typical station getting a bigger share of income from that source than from either of the other two. These facts were among those gathered by a TRENDS survey conducted by BROADCASTING • TELECASTING among television station executives. Response to the television section of the overall Fall Business survey was of sufficient volume to insure an accurate sample.

While the average station showed an increase in overall billings this fall of 39% there were a few stations that did not fit into the national pattern. About 5% reported a small drop in billings over those last year. Most of these stations were located in the west and midwestern sections of the country.

Most stations in the east and southeast reported increases, with some ranging as high as 200%, although such isolated cases were not included in the TRENDS averages. Best business was reported by stations in the New York area where the average billings were up about 55% over those a year ago. Since New York remains one of the long established television markets these averages seem significant.

In the local business category all television managers reported business with retail stores as brisk. Average station reported billings up 41% over the fall of 1950.

Generally local business followed the same pattern as overall billings, with the east and southeast reporting better local business than the midwest and far west sections of the country.

A small number of stations (about 4%) reported decreases in the local category ranging as much as 5% while another 4% of stations reported local business about the same as last year. All of the stations reporting the same or decreased local business were in the midwest and far west areas.

Managers reported they expected increased business this fall from a diversified list of local advertisers. Most often mentioned were department stores, beer and beverage concerns, clothing stores and automobile firms. These were followed closely by appliances, auto accessories and food advertisers. There were indications that furniture and drug advertising would be better than 1950.

Some managers expected to see a decrease in jewelry and television receiver advertising. General feeling seemed to be, however, that all local retailers would advertise on television as much as they did last year with many increasing their television appropriations.

In the national spot field the average television station expected increases in billings of 38%.

Again in this category a difference in sectional business was noticeable with the east and southeast expecting better business than those in the midwest and far west. One New York station optimistically reported increases of 400% in national spot billings this fall and, while such excessive figures were not used in forecast averages, other stations managers reported substantial increases.

There was considerable diversification of opinion among station executives on what classifications of national spot would show the most increase. Some managers answered this question with the broad statement "all" classifications of national spot billings would increase.

Others indicated they felt the biggest increases would be in food and drugs, soaps, cosmetics and household goods classes.

The future course of national spot automobile advertising was argued pro and con with the preponderance of executives feeling that this classification might show a decrease this fall due to higher prices and a reduction in the number of prospective customers.

Other managers argued that automobile advertising on a national spot schedule would increase. In the local business category, mentioned above, the consensus seemed to be that local automobile dealers would use television extensively.

The network picture continued bright with the average station manager expecting an increase of 35% in network billings this fall again in the sectional survey noted in the local and national spot divisions was noticeable with the most optimistic reports coming from the east and southeast.

General feeling seemed to be that the use of network advertisers would continue using television and would increase their budgets partly due to higher rates and partly to expanding schedules. With coast-to-coast network television just coming into use no manager felt willing to predict what effect it would have on network billings generally.

Several interesting trends were noted in answers to a question asking managers to compare the division of gross revenue received from local, national spot and network for the past six months with that which they expect from the same three sources this fall.

The average manager felt that there would be a smaller percent.

(Continued on page 105)
SECOND GROUP of city-by-city TV allocation filing last week laid before the FCC the vexing proposals and counter-proposals affecting such cities as Pittsburgh, Wheeling, Erie, Louisville, Cincinnati and Columbus.

The number of filings in the Commission's "paper" allocation proceeding from the initial Aug. 27 Allen-B. DuMont Radio Broadcasters (BROADCASTING • TELECASTING, Sept. 3) reached a total of more than 350—of which more than 100 came in last week.

Pittsburgh applicants asked the Commission to assign Channels 4 and 9 to that city—the latter from Wheeling.

Wheeling Opposition

Strenuous objections were filed to this plan by Wheeling interests, particularly Port Industry's WWVA. Objection to the move of Channel 4 to Pittsburgh was voiced by Crefco Radio, which operates on Channel 3, but which the FCC proposes to move to Channel 4. It claimed Pittsburgh is only 192 miles from Wheeling, thus being less than the minimum 180 miles recommended by the FCC for co-channel operation.

The Pittsburgh situation grows out of the fact FCC proposes to assign only VHF Channels 2, 11 and 13 there, with Channel 13 reserved for education operation. Since Channel 2 is reserved for the existing DuMont station WDTV (TV), now operating on Channel 5, that would leave only a single VHF channel available for the present seven applicants.

Although FCC proposes two UHF channels to Pittsburgh, enforcement of the minimum by the Telecasters was shown to show UHF could not serve the area properly due to its hilly, rough terrain.

In Erie, the suggestion of WERC that WICU (TV) be assigned to a UHF channel and its VHF Channel 12 be reserved for education, aroused the opposition of the Erie Dispatch station.

If the WERC recommendation is premised on the policy of not intermixing VHF and UHF in the same localities, the WICU brief asserted, the FCC will have to radically revise its allocation plan.

In 162 top U.S. markets, WICU pointed out, 115 have VHF and UHF channels intermixed under the FCC proposal. That is 71% of those top cities, it said.

A comparison of Louisville's piece of the TV spectrum and other cities similar in rank was used by WKLO there is a bid for an additional UHF assignment.

Ranking as the 35th city in U.S. sales and population, Louisville will only get two VHF and two UHF channels, WKLO explained. One of the UHF channels is reserved for educators, it was pointed out, thus leaving only a single UHF channel available. The two VHF channels are already occupied by WAVE- TV and WHAS-TV.

This compares, it said, with Dallas, ranking 24th, with three VHF and two UHF; Denver, 26th, with four VHF and two UHF; Birmingham, 27th, with three VHF and two UHF; Indianapolis, 28th, with three VHF and two UHF; San Diego, 29th, with three VHF and three UHF channels.

WKLO reported it was going to amend its present Channel 13 application to ask for UHF Channel 41, the channel it is asking be assigned to Louisville.

Reasons for objecting to the FCC-proposed change of its frequency from Channel 5 to Channel 37 toouve hoped to achieve by WKLO had thus failed.

There are more than 50,000 TV sets in its area, the station reported. All have low-band VHF antennas. If it must change to Channel 8, Huntington viewers will have to buy highband VHF antennas.

At an estimated $20 per installation, WSAS-TV averred, that would cost the public $1 million.

Cost of shifting existing opera-

From Channel 5 to Channel 8 was estimated by the station at $58,540. It could shift to Channel 3 for $22,000, the station said—another reason for protesting the FCC proposal.

Community TV Effect

What the proposed shift to Chan-

nel 8 would do to the seven community-TV installations in the area could not be determined, WSAS-TV reported. It listed the following such installations: Rainelle, Williamson, Montgomery, Logan, W. Va.; Prestonburg and Paintsville, Ky.

In a community-TV setup, local interests erect a TV antenna atop a nearby hill or mountain, pick up a TV signal from the nearest station or stations, feed it to paying subscribers via coaxial cable down the mountain side from the high sensitive receiving antenna.

Both WHTN Huntington and

WCMI Ashland, Ky., filed objections to the Ohio State U. proposal to move Channel 13 from the Huntington-Ashland area to Columbus. Major Cleveland station banded together and asked the FCC to assign more UHF channels to that city.

Cincinnati stations asked that Channel 13 be moved from Indianapolis to the Ohio city, drew oppositions not only from Indiana-

polis interests but also from other cities affected by the plan.

ADVISORY COUNCIL
Is Formed by KING-TV

FORMATION of a television community council was announced last week by KING-TV Seattle. The council was formed at the request of KING to assist the station in its efforts to serve the educational and civic needs of the community.

Otto Brandt, vice president and general manager of KING, said: "Here is an example of voluntary action taken by a television station which illustrates the fact that legislation is not needed to have stations become an integral part of the community."

The council is headed by Mrs. Raymond B. Allen, civic leader and the wife of the president of the U. of Washington. Activities of the group have already gotten underway in connection with a weekly series of programs to be presented by KING-TV beginning Oct. 1. In addition to Mrs. Allen, the group is composed of eight educational, civic and religious leaders.

Supports Hill TV

"THE PUBLIC has a legitimate interest in the activities of Congress," then says. Therefore the televising of open sessions of our law-making bodies may not be legally barred," David M. Solinger, attorney and lecturers in New York U. Divi-

sion of General Education, said last week. Mr. Solinger added he will include a review of such contemporary problems in a special 15-week course at N. Y. U.

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CLEVELAND television applicants have joined forces to present new channel plan.

Four stations—WGCAR WHK WHU—-are cooperating. Three VHF channels (WNBK, WEMS and WXLK) serve the area. FCC has proposed only two new UHF channels. One of these outlets would be reserved for an educational station, meeting of station managers and engineers also proposed a channel for

education. Seated (1 to r) are engineers William Hutton, way, Ralph deLauney, WHK; Carl Smith, United Broad- casting Co. stations (WHK); M. L. Snedeker, WERE; E. K. Ackerman, WHK; Robert Fox, WGCAR, and Leo Lippert, WERE; standing (1 to r) William Lenamon, station manager, WJW; John F. Pratt, president, WGCAR; H. K. Carpenter, UBC (WHM) head; K. K. Hackathorne, manager, WHK, and Bob Neal, manager, WERE.
**THEATRE TV PROBE**

Held Possible in Senate

A PROBE into practices which conceivably could "monopolize the transmission and showing by television of events of national importance" in 1971 as ordered in the Senate last week.

In a move opposing limited telecasting of sports, entertainment and "other events"—and particularly theatre telecasts of boxing matches—Sen. Robert C. Hendrickson (R-N.J.) called for FCC, Dept. of Justice and Federal Trade Commission to exercise present authority to cease such practices.

In the proposal (S Res 208), introduced last Wednesday and referred to the Senate Interstate & Foreign Commerce Committee, the senator did not request per se an outright investigation. But he asked the three government agencies to "advise" the upper chamber on additional legislation which would be needed to remedy the situation.

Specifically, he resolved that the government take action "to prevent repetition of this practice of limiting telecasting of events of national importance to those members of the public who can afford to pay"

Richfield Films

EXCLUSIVE distribution rights for all George Richfield film productions have been granted to Sterling Television Co., New York, it was announced last week. Available films include 13 half hours of Enchanted Music, a 1951 production new to television which features the 104-piece Berlin symphony orchestra and European artists in classical selections. Also listed are 10 feature Westerns starring Bob Steele and Fred Scott, 13 half-hour puppet programs for children and a number of symphonic shorts.

**STANDARDS**

NARTB Code Work Continuing

WRITING of standards for TV programming and advertising moved forward last week as the NARTB resumed committee meetings covering video industry practices were discussed Thursday.

Provisions covering advertising at a Detroit meeting held by a subcommittee headed by Walter J. Damm, WTMI-TV Milwaukie, Thad Brown, director of NARTB's TV organization, attended the meeting.

The committee handling education, culture, children's programs, acceptability and decency is scheduled to meet Monday in New York. Chairman is Davidson Taylor, NRC. Arrangements were made for a meeting to-morrow of the important observance committee, headed by Paul Raibourn, KTLA-TV Los Angeles.

Work of these committees will be reviewed by the full standards committee at an Oct. 2 meeting in Washington. This group hopes to make sure the standards ready for meeting of the full NARTB TV board, with minimum six-month residuum.

CENSORSHIP and code problems were tackled by NARTB TV Board at Sept. 6-7 meeting, held at Cavalier Hotel, Virginia Beach. (Broadcasting; Sept. 10.)

Seated (1 to 10): Clair R. McCollough, WGAL-TV Lancaster, Pa.; Paul Raibourn, KTLA (TV) Los Angeles; Eugene S. Thomas, WOR-TV New York, chairman of TV board; Justin Miller, NARTB board chairman-general counsel; Robert D. Switzy, WDSU-TV New Orleans; Harold E. Follans, NARTB president. Top row: C. E. Arney Jr., NARTB secretary-treasurer; Thad Brown, NARTB general counsel; W. D. Rogers Jr., KEYL (TV) San Antonio; Frank M. Russell, NRC.

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Last issue of Rorabaugh report shows KRON-TV leading the other two San Francisco TV stations in total number of sponsors (as during every month this year), also leading in number of local, national and network sponsors ...which again “goes to show” that...

...puts more eyes on spots

Represented nationally by FREE & PETERS, Inc. ... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Sts., San Francisco.
SURE, HILLBILLY ARE CORNY . . . BUT THEY LOVE 'EM IN SYRACUSE!

MEET "THE OZARK MT. BOYS" ON WHEN DAILY FROM 4:30 TO 5:00 P.M.

JUST ONE $40 "OZARKS" PARTICIPATION SOLD
$4,500 WORTH OF T-SHIRTS FOR A RECENT WHEN ADVERTISER!

THEATRE TV CHANNELS

ALL SEGMENTS of the motion picture industry met for the first time last Monday to prepare their theatre TV case for the Nov. 26 FCC hearing.

Moviemen will ask for six channels, each 10-mc wide in the microwave frequencies, below 10,000 mc. This will permit the transmission of six different theatre-TV programs simultaneously in each area, according to the theatre-TV engineers. Decision is considered to be a compromise between the recommendations of Paramount Pictures, Twentieth Century-Fox and the Society of Motion Picture and Television Engineers.

Possibility of color for theatre TV was the subject of a lengthy discussion. Although nothing definite was decided, it was apparent that movie people were taking a long, hard look at color as a means of stepping out ahead of home TV.

Major accomplishment of the four-hour meeting was establishment of a technical and engineering committee.

Under the chairmanship of S. H. Fabian, Fabian Theatres, it comprises: Washington consulting engineer Frank McIntosh and Andrew Inglis, representing Motion Picture Assn. of America; C. M. Jansky and Stuart L. Bailey, Theatre Owners of America; plus Earl Sponable, Twentieth Century-Fox; Paul Raybourn, Paramount Pictures; Frank Cahill, Warner Brothers; Dana W. Atchley Sr., United Paramount Theatres.

Many Groups Present

Some 30 representatives of movie organizations were present at the meeting. In addition to those mentioned above, delegates represented National Exhibitors Television Committee and Allied States Assn. of Motion Picture Exhibitors, among others.

Meanwhile, the possibility of using Industrial Radio Services frequencies for theatre TV instead of setting up a separate service has been broached to the FCC.

In a petition filed a fortnight ago by Twentieth Century-Fox, the suggestion was made that the 6425-6875 mc band and the 6575-6875 mc band could be used for fixed and mobile theatre-TV stations.

Both bands now are assigned to the Motion Picture Radio Service on a shared and developmental basis only, under Part 11 of FCC's rules. They are used at present for movie communication "on location."

These frequencies, Twentieth

PARIS SHOWING

Of CBS Color Held

CBS COLOR television demonstration opened last Thursday in Paris and will continue until Tuesday, Sept. 18, under sponsorship of the French government through its Director General of Radio and Television, Waldimir Porche.

Held at the Ambassadeurs Cabaret on the Champs Elysees, the demonstration featured a variety show of five top European acts on opening night, to which celebrities from theatrical, literary, and diplomatic worlds were invited (Broadcasting • Telecasting, Sept. 10).

The variety show was repeated Friday and over the weekend designers Pierre Balmain and Jean Dessès presented fashion shows from their fall collections.

Radio Industrie, France's leading television equipment manufacturer, concurrently is showing its newest sets, designed to receive either black and white or color transmission as black and white pictures. The organization is negotiating with CBS Labs, Div. for license to produce CBS system color sets in France.

Smith, Kline & French Labs., Philadelphia pharmaceutical firm, has announced it has completed arrangements to direct and sponsor a five-day program of color televised surgical operations at the 14th Congress of the International Society of Surgeons in Paris, Sept. 24-28.

Century-Fox said, "are adequate in range, could be used effectively by a theatre television system, and could be assigned on a shared basis to the theatre television industry. "Such would effect a further economy in frequency allocation; would eliminate the problem of using frequencies already allocated to the fixed and mobile services, and others; and would in no way prejudice the other services now operating or proposing to operate in the frequency bands specified."

Ready FCC Case

Tourist Campaign

ADVERTISING Council of New Mexico Inc., Albuquerque, announced last week that it is giving "serious study" toward use of television in its spring campaign for the New Mexico State Tourist Bureau.

Chicago Film Course

OFFERED for workers in television or commercial films is a new film course at the Institute of Design of Illinois Institute of Technology, Chicago. Entertainment, commercial and experimental films will be shown and discussed from the stand point of objective and audience appeal. Guest speakers from television and commercial film fields will supplement lectures by Boris Yakovlev, instructor, who is motion picture director of Commercial Illustrators Inc., Chicago.

Lost & Found Dept.

JIMMY LUCAS, 7, of Toronto, got lost on his first day of visiting Baltimore with his mother. Police were baffled until Jimmy suggested that if he were put on TV, his Maryland relatives or their neighbors might see him on their sets. Jimmy was interviewed over WMAR-TV and spotted by a neighbor of his aunt. Shortly thereafter the computer and his mother were reunited. Most of the neighborhood had been out looking for him, but it took TV to complete the job.

CBS • ABC • DUMONT
OWNED BY THE MEREDITH PUBLISHING CO.

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT
OWNED BY THE MEREDITH PUBLISHING CO.

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Telecasting • BROADCASTING
Special privileges—at no extra cost! That’s what Spot program television means to national advertisers. And the privileges are many, and important.

You choose the markets you want. Only the markets you want. With Spot program television, there are no “must” stations, no minimum station requirements. Your own sales plans dictate the size of your station line-up.

If it’s broad coverage you’re after, Spot program television multiplies your opportunities for station clearances. You’re not restricted to availabilities offered by any single network. You can use stations affiliated with any or no network. You can select the best period offered by any station in any market.

You receive whole-hearted cooperation from the stations... find stations clear time more readily. That’s because stations net more when a time period is sold for a Spot program than when it’s taken by a network show.

You enjoy the better picture quality of film programs which are generally superior to kinescope recordings network shows must use for delayed broadcasts, or broadcasts in non-interconnected markets.

All of these “à la carte” advantages—at no extra cost. Spot rates for facilities charges are generally lower than network rates for the same period... over the same stations. The savings are substantial. They’re more than enough to pay for the extra film prints required, their handling, and their distribution to the stations.

You should know the full story on Spot program advertising before you buy any TV coverage. You can get it from any Katz representative or, if you prefer, send to our New York office at 488 Madison Avenue for your copy of the booklet, “Straight Thinking On Television Costs.” You’ll see very clearly that in television...

you can do better with Spot. Much better.

THE KATZ AGENCY, INC. Station Representatives

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

Telecasting • BROADCASTING

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SHOWINGS of RCA's compatible color television system were started last Monday with some $5,000 to 4,000 RCA TV dealers and distributors, and broadcast ers expected to witness the demonstrations before this week is out.

The showings, part of an extensive field-testing program preliminary to formal requests for FCC coverage, which the system are slated to continue throughout all or most of this week and then, after a short hiatus, to resume in October with demonstrations open to the public.

The current three-a-day tests, like those earlier this summer, consist of special variety programs starring Broadway's Nanette Fabray. At least one added a special outdoors pickup of a precision drum and drill team at the U. S. Merchant Marine Academy at King Point, L. I., some dozen miles from the demonstration center at New York's Radio City.

Like the demonstrations earlier this year, last week's impressed observers with a greater stability of color, and truer color values. There was evident in the RCA demonstrations of last year. The colors were again stronger, or so it seemed to at least some viewers, than those reproduced via the CBS system. There was an almost magical "blooming" or colors—reflections of strong hues on nearby objects—which perhaps was most noticeable in the outdoor pickup when, at times, an American flag appeared to have blue stripes.

George Beers, assistant director in the store, were reflected by the rounded face of the magnifier, interfering with viewing.

Much of the program was made up of green and blue hues, typical due to green walls and carpeting in the New York studio. An elderly actor had gray-green hair. Two viewers commented that the picture was different in his case than for others of the set. Others observed frequently that the lower half of an actress' face turned maroon or black when she tilted her head forward.

Note Lack of Sponsor

The audience at a Wednesday demonstration at the Sears Bladenburg Rd. store in Washington was told of color demonstrations in as black-and-white some years ago, with industry and business not sponsoring programs. Without sponsors, programming was at a minimum, it was stated.

Store officials said the color companion receiver was hand-made by Tele-tune. It was described as having a 10-inch tube magnified to 12. Diameter of the truncated picture appeared to be about 10 inches.

Test pattern prior to the New York program was fuzzy, marred by flicker and rolled off to the right at the top of the frame. It was explained that a factory man was to adjust the companion set but he hadn't arrived. Lettering on the pattern could not be read.

The New York program was titled Mike & Buff. Detail was poor and did not match that of many CBS and Du Matic demonstrations in Washington. Bright ceiling lights of engineering, RCA Victor Division, explained technical points of the demonstrations, noting that the showings are the beginnings of exhaustive tests of the system and that it is completely compatible with black-and-white.

This compatibility was evident in the demonstrations, which employed two black-and-white and one 21-inch and two 15-inch RCA color- tube sets. The sharpness and clarity of the black-and-white pickups from the color transmissions once again drew much favorable comment.

NTSC Cooperation

Mr. Beers also noted that RCA is cooperating with the National Television Systems Committee in its efforts to achieve a compatible, all-electronic color system. Since the last RCA demonstrations in Washington, he said, improvements have been made in both the RCA system and its equipment.

Welcome to the demonstrations was offered by Joseph B. Elliott, vice president in charge of the home instrument dept., RCA Victor Division, who said RCA was never quite sure than even that an all-electronic, completely compatible system is the answer to the color question.

The demonstrations are being held at 10 a.m., 2:15 p.m., and 4 p.m., with the first broadcast via RCA-NBC's experimental station and the two others being carried by closed circuit using a miniature transmitter simultaneously. Experts estimated that approximately 100 persons have been attending each of the three daily showings.

VIDEO PATENTS

Won by Sightmaster

TWO PATENTS for developments pertinent to color television have been issued in New Rochelle, N. Y., President Dr. Michael L. Kaplan announced last week.

One patent is said to involve the use of the cathode ray tubes to permit true and intensified translation of all colors in the spectrum, in a compact unit. Rights also reserved by the company cover processes for filtering light, which can be used in television sets to increase contrast values in picture reception, Mr. Kaplan said. Reflections are eliminated by the evaporating and depositing metal on a technique that can also be used for non-glare automobile windshields and health institutions.

The patents granted after two years' research by the company, apply to any system of color television or other broadcast system. Authorization was dated Sept. 11.

interest proves strong enough, the Du Matic may be provided as a standard equipment for future Du Mont receivers, which would then be increased by about $20 in list price. Executives of the Du Matie company verified that the adapter, attached to a set through 19 electrical connections, receives a bold picture from CBS color transmission. Although some detail was lost, the resulting picture seemed to observers to be as strong as the reception of standard black-and-white transmission on the neighboring set.

The UHF converter, also introduced by Du Mont, offers continuous tuning and covers a range of 475-800 mc, the frequencies set aside for future UHF use.

"The converter has been designed in advance so that it will be available to the public well ahead of the first UHF programming," Mr. Stickel said.

Recent Du Mont sets have a special tuning switch for the UHF adapter. Contrasted with the main tuning dial, the UHF plate will be installed circuit-wise in either channel 5 or 6—which ever is more convenient locally—so that the set owner suffers no loss in VHF channel choice.

Although the Du Mont organization has some samples on hand now, Mr. Stickel says it is "very doubtful" the company would produce converters for receiving CBS color in color. Admitting final action would be the result of public demand, he pointed out that little if manufactured—would cost from $250-$300. "And they would reduce picture size, assuming that the receiver is standard size with a 17-inch or larger screens," he said.
Now it's

KHJ-TV

Channel 9

DON LEE TELEVISION

Hollywood, California

Hudson 2-2133
TIME allocated to television viewing is two-thirds greater than the combined average daily reading time for newspapers and magazines, according to a "Study of Summertime Television" by Ad- vertest Research, New Brunswick, N.J.

Questioning was conducted in 767 TV homes Aug. 3-11. Controls provided a sampling of half men and half women.

A summary of major findings showed that in a television home the average individual is at home eight hours daily between 9 a.m. and midnight; spends 2½ hours daily watching television; spends more than an hour daily listening to the radio; spends about an hour daily reading newspapers; spends ½-hour reading magazines daily, and takes a ¾-day vacation away from home.

In addition, the Advertest survey showed that in a TV home on the average day, someone is at home in 70% of the homes between 9 a.m.-1 a.m.; someone is watching TV in 29% of the homes during those hours; hours of set usage decrease 15% from winter usage (½% of an hour less per home), and that more than 80% of the sets are used daily.

An Advertest examination of three programs that continued through the summer, showed an average audience loss of 10%. An examination of three replacement programs, shows an average audience loss of 42% for that time period.

The three shows examined which continued through the summer were 'Toast of the Town,' 'Garry Moore,' and 'Kraft Theatre.' Replacement shows examined were 'Strawhat Matinee (for Kate Smith);' Westinghouse Summer Theatre (for Studio One); and Meet the Press and Juvenile Jury (for Texaco Star Theatre).

**27% of Families Owned Sets in July**

SAM BARTON, president of Industrial Surveys Co., Chicago, last week released results of a survey which shows that 27% of American families owned TV sets in July, 3% more than owned sets in January. The survey covered 4,200 families.

In the Northeast, 46% of families owned sets as against 43% in January, the survey showed. North central and Pacific states followed. Only 13% of families in the South have sets and only 10% in the mountain and southwestern states. The survey showed more than half of the families in cities over 500,000 have TV sets but among farm families the figure reached only 7%.

**Weekly Television Summary—September 15, 1951—TELECASTING SURVEY**

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**BREAKDOWN on the number of television sets in foreign countries has been compiled by the Foreign Service Office of the Dept. of Commerce. The figures are contained in the Sept. 10 issue of the department's Foreign Commerce Weekly.**

Topping the list in two-one two order are Canada with 1,360,000 receivers (as of February 1961) and the United Kingdom with 885,000 (as of August 1961). Oddly enough, Canada has no television stations in operation at present. Reception is obtained, however, from Detroit and Windsor. United Kingdom has two outlets—in London and Midland.

Other countries listed by the Foreign Service Office:

- France (three stations), 25,000 (as of November 1951)
- Cuba (two—CMU CNQ Havana), 18,000 (May 1951)
- Brazil (two, in Rio De Janeiro and Sao Paulo), 7,000 (April 1951)
- Mexico (two, KRTV KSBW Mexico City), 3,500 (April 1951)
- Italy and Netherlands (two each, with Italian outlets in Turin and the Vatican City (no date))
- Denmark (one station), 50 (no date)
- Switzerland (one), 30 (no date)
- Germany and Japan (two and one, (Continued on page 98))
YES, every day, Monday through Friday, WPTZ has a cooking good cooking show on the air.

Why? Because cooking is probably more important to the average woman at home than golf, hunting, or stock market is to you fellows at the office. Philadelphia housewives enjoy watching WPTZ's array of cooking specialists display the latest in culinary capers.

And what an array WPTZ presents!

Mondays, it's "Deadline For Dinner", a participating program with artist-host Pete Boyle and Albert Mathes, chef at the Gulph Mills Country Club.

Tuesdays, Wednesdays, and Thursdays, we feature "Now You're Cooking", "Television Kitchen" and "Television Matinee", sponsored by the Natural Gas Company, the Philadelphia Electric Company and the Philadelphia Gas Works, respectively.

Fridays, we have another participating show, "Pots, Pans and Personalities", starring Mary Wilson with "name guest" helpers and hints on how to make the most of last night's leftovers.

Yes, there's always something cooking on WPTZ at 2 P.M.

To reach the thousands and thousands of homemakers in this area, join the WPTZ cooking strip. There's still room for a participation in "Deadline For Dinner" on Mondays, and "Pots, Pans and Personalities" on Fridays.

For complete details give us a call here at WPTZ, Philadelphia, or see your nearest NBC Spot Sales representative.
TV Tubes Larger

TV PICTURE tubes sold to receiver manufacturers in July were mostly of the big screen variety. Ninety-nine percent were 16 inches or larger, according to an RTMA report issued last week. July sales dropped to 89,144 from 221,759 in June, largely due to plant shutdowns for vacations. July sales were valued at $1,858,030 compared with $4,664,744 in June. Picture tube purchases for first seven months of this year totaled 2,641,179 units valued at $66,387,803.

Raytheon Price Cuts

NEW RAYTHEON TV sets are priced from $50 to $120 less than the previous line and start with a 16-in. tabic set at $199.85. Highest of the 15-set line is a 20-in. radio-phonograph combination at $750. Company also introduced a $14.95 adapter to receiver colorcasters in black and white. Company officials also announced a color unit is ready.

UNION CHECK

AFL Film Council Plan

TO PROVIDE a check on television production firms as a protection to members of its unions and guilds, the AFL Film Council has set up a clearing house. Plan calls for all signed contracts or letter agreements held by any union or guild with any TV producer to be made available to all council affiliates.

The clearing house will provide a means for a co-ordinated campaign to see that all TV companies with contracts or letters of agreement with one affiliate of the council sign with all others affected, it was said.

Council has been asked by Elliott H. Kelly, labor counsel for the National Society of Television Producers, to appoint a committee to meet Sept. 26 with NSTP to study mutual problems. Others invited include Screen Writers Guild. AFL Film Council has asked all TV producers to attend its Wednesday (Sept. 19) meeting. Representatives of newly-formed top producers group have not indicated whether they will accept [Broadcasting • Telecasting, Sept. 10].

CTI Transaction

ARRANGEMENT between Color Television Inc. and Tomlinson J. Mosty, San Francisco electronics inventor [Broadcasting • Telecasting, Sept. 3], was a stock agreement whereby a 25% interest in CTI was exchanged for $4 million worth of manufacturing contracts, it has been made known by the principals. Mr. Mosty received 1,000 shares of CTI stock and "other considerations" for the airborne radar equipment contracts he brought to CTI. CTI was one of the three contenders in the color TV hearings last year, competing along with the CBS and RCA systems.

ACTOR PAYMENTS

TVA, SAG Study Jointly

INFORMAL exploratory meetings were initiated last week between representatives of Screen Actors Guild and Television Authority to discuss methods of payment to actors for television film commercials. Meetings are expected to continue for next few weeks.

Jurisdiction over TV film is held by SAG but it was thought TVA could offer valuable advice and information because of experiences in the TV field. Latter has jurisdiction over actors in live TV.

Amicable discussion by the two unions, recently at war over jurisdiction of TV actors, came in accordance with an August resolution made by board of Associated Actors and Artists of America, to which both belong, requesting that both groups get together for discussions for benefit of all actors.

Representing TVA at last week's meetings were George Heller, national and executive secretary, New York; Ken Carpenter, chairman, West Coast division; Peter Prouse, West Coast executive; Claude McCue, executive secretary, AFRA; L. B. Kornblum, TVA attorney.

SAG representatives included Ronald Reagan, president; John Dales Jr., executive secretary; Ken Thomson, TV administrator; William Berger, attorney.

GUILD negotiating committee meets today (Sept. 17) with the labor committee of Assn. of Motion Picture Producers for opening of negotiations for a new basic contract for actors. The association represents eight major film producers.

Among SAG demands are banning from television use all motion picture films produced after Aug. 1, 1948 and additional payment to actors for re-use of theatrical films on television [Broadcasting • Telecasting, Aug. 20].

Plagiarism Suit

NOTICE of a plagiarism suit was given to KTTV (TV) Los Angeles by attorneys for Morris Braun, MGM property man. Asking $150,000, Mr. Braun charges the station lifted a TV program idea. Also named in the suit was Bill Welsh, m.c. of the KTLL "Batter Up" program, which is alleged to be patterned after the Braun "Play Ball" program. Script for the latter show was submitted to KTTV and later rejected, the suit charges [Broadcasting • Telecasting, Sept. 3, Aug. 27].

NBC Operacasts

SERIES OF eight television opera productions will be presented the first Thursday of each month beginning Oct. 4, 11-12 p.m. (EST) over NBC-TV. The operas, prepared for television, will be performed in English as in the past two seasons.
The Maurer 16mm. camera is at home for every professional requirement—and little wonder since it's the only "16" specifically designed for professional use. The Maurer has many unique features—its simplified operation, hair-line accuracy, and job after job dependability, all make it the favorite-choice of those who consider time and expense important—and a fine motion picture even more so.

For details on this and other Maurer equipment write:

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
850 South Robertson Blvd., Los Angeles 35, California
DAWSON NAMED Heads New CBS TV Div.

CREATION of CBS Television Spot Sales with Thomas H. Dawson in charge as general sales manager was announced last week by Merle S. Jones, vice president in charge of stations and general services for CBS Television Network.

The new unit will handle Television Spot Sales functions which were handled by Radio Sales prior to the divo-
cement of CBS Radio and CBS Television operations.

Mr. Dawson

Mr. Dawson, director of television for Edward Petry & Co. but formerly with CBS for 12 years, will assume general sales manage-
ership of CBS Television Spot Sales next Monday. His appoint-
ment is effective immediately. For 12 years prior to 1949 he was followed successively with CBS as salesman for CBS-owned WCCO Minneapolis-St. Paul, as Radio Sales account executive and as Radio Sales east-
er sales manager in New York.

To Service TV Stations

CBS Television Spot Sales will service all TV stations formerly reported by CBS Radio in charges, including WCBS-TV New York, WCAU-TV Philadelphia, KTLT (TV) Los Angeles, WTOP-TV Washington, WDTV (TV) Char-
lotte, EKL-TV Salt Lake City, and WAFM-TV Birmingham. At pres-
ent, spokesman said, the new unit will operate from existing sales offices in New York, Chicago, Los Angeles, Detroit, San Francisco, and Memphis.

George R. Dunham Jr. will con-
tinue as eastern sales manager, and Sam Cook Digges will remain in charge of CBS Television Spot Sales, Chicago.

NAVY GAMES Hunt Attacks Policy

PACT for theatre telecasts of three Naval Academy football games this fall drew the attention of Sen. Lester C. Hunt (D-Wyo.) last week.

Sen. Hunt, member of the now
inactive Senate Crime Investigat-
ing Committee, noted Navy “has
seen fit to enter into a contract with private industry instead of making the programs available to the public.” At the same time he inserted into the Sept. 11 issue of the Congressional Record copies of the protest filed by Attorney Jerome W. Marks for the Fair Tele-
vision Practices Committee.

FTPC asked the Justice Dept.’s Anti-Trust Division to investigate the plan evolved by the National Collegiate Athletic Assn. for limited home telecasts this fall. The group suggested “monopoly” by NCAA and claimed Westinghouse was being “forced” to pay “spectacularly” high fees for telecast rights to 10 NCAA con-
tests [BROADCASTING • TELECAST-
ING, Sept. 3].

Copies of Mr. Marks’ letter to the Naval Academy, chastising it for making arrangements with Theatre Network, Television, also were reprinted in the Record by Sen. Hunt.

GROSS, KELLEHER

Take UTP Sales Posts

UNITED Television Programs, na-
tional film distributor, has ap-
pointed David Gross and Tom Kel-
leher to its sales staff, it has been announced by Aaron Beckwith, di-
rector of sales. Mr. Gross will re-
represent UTP in New York City and the Middle Atlantic states and Mr. Kelleher, New York City, New York state and New England.

Mr. Gross was with DuMont Television Network since 1938, an account executive since 1949.

Prior to joining UTP, Mr. Kel-
leher has been national sales rep-
resentative for Official Films since 1949. Formerly, he was general manager of Harlan Radio Productions; manager of recording studios, WOR New York, and account executive, World Broadcasting System.

TOA REPORT

NEED for theatre owners to ally themselves more closely with television—both broadcast TV and theatre TV—will be stressed before the Theatre Owners of America at its 1951 convention and trade show in New York next week.

Mitchell Wolfson, TOA board chair-
man and head of the association's Committee Planning TV and Theatre Integration as well as co-
owner of the Wometoc Theatre Chain and its WTVI (TV) station, previewed the committee's report at a news conference in New York last Tuesday. The report, he said, will emphasize:

1. Theatre TV's importance to the-
tres. He predicted that, eventually, "every theatre that remains in busi-
ness" will have some form of theatre television entertainment as an ad-

duction to its regular movie fare.

2. TV's need for specially made films, coupled with a belief that the two industries can live side by side harmoniously and be mutually help-

3. Theatre men's qualifications as TV broadcasters. He reiterated his view that as many of them as possible should apply for TV broadcast stan-
dards, apart from theatre TV activi-
ties.

Theatre TV exclusives, such as the fights which have been carried via Theatre Network Television in recent months, will not actually take "free fights" away from the public, Mr. Wolfson argued. Many events, he contended, would not be TV-broadcast anyway, owing to costs, limitations on intercity facilities, and for other reasons.

His committee, he said, envisions theatre TV as a means of increasing the amount of available fare and of "bringing in tickets" for "great programs which the general public would have no opportunity to see otherwise.

He felt current Congressional and other protests against theatre television exclusives will subside when the public realizes theatre TV is presenting events which ordi-

narily would not be carried by other media.

In the long run, Mr. Wolfson continued, the committee expects theatre video will "bring back the theatre to Main Street" and "encourage a great cultural revival in (Continued on page 89)
TV SHOWS GO ‘OVER THERE’

Kinescopes Shown to Troops

MEMBERS of the armed forces overseas were assured programs of network caliber last week when Sylvester L. Weaver, NBC vice president for television, presented the first Friday series of NBC kinescope films to the Armed Forces Film Recording Selection Group.

Efforts to arrange prints of TV shows for distribution to some 50 overseas points have been in progress for the past few months. Difficulties in distribution, the large number of prints required for prompt showings to all troops and the expense of extra film prints have proved major obstacles to the industry-sponsored plan.

Final compromises allowed for broader circulation of fewer prints, at-cost printing fees, elimination of commercials—except for opening and closing credit lines—and insertion of credit lines for unions involved.

A 16 mm. kinescope of the Aug. 4 NBC-TV Assignment Manhunt program prepared by the American Tobacco Co., was presented by Mr. Weaver to Lt. Lowell O. Orr, USN, to initiate actual delivery of films to the overseas forces. The network promised to have a total of 50 prints of three separate Assignment Manhunt programs available for overseas distribution by last Friday.

Other NBC programs scheduled for delivery include Milton Berle’s Texaco Star Theatre; The Mohawk Showroom; The Lucky Strike Hit Parade; the 9-9:30 p.m. (EDT) portion of Your Show of Shows, sponsored by the R. J. Reynolds Tobacco Co., and The Old Gold Original Amateur Hour.

After kinescope films are returned to the network by stations not on the interconnected network they are edited to delete commercials and to insert the credit lines. Then about 10 prints per program are made for overseas distribution.

The Armed Forces Selection Board, through which distribution has been arranged, reserves the right to accept or refuse programs offered by the network through the sponsor’s agency.

First program to be submitted service group was the CBS-TV version of Amos ’n Andy—sponsored by Blatz Beer—last June. Since then, 10 or more prints have been made of each program and sent overseas in packages of 15 shows at a time. Production of overseas versions has been dependent upon completion of sequences for national audiences, but the first 150 prints have already been dispatched, and are tied up reportedly by union difficulties at a dock in San Francisco. Almost all the overseas Amos ’n Andy films have been scheduled for distribution in Korea.

Other CBS Television programs, for which final and complete prints were submitted by the end of last week, include Man Against Crime, Faye Emerson’s Wonderful Town, and Suspenze.

SERVICE MARK
Is Sought for Puppet

WHETHER a puppet in a TV show can be registered as a service mark by the U.S. Patent Office was argued Sept. 13 in Washington before the Commissioner of Patents.

The case involves the use of a puppet in the Fort Worth Star-Telegram’s WBAP-TV See-Saw Zoo, a weekly children’s program, that began in September 1948. It is believed to be the first case of its kind in the TV field.

A trade mark is a distinctive mark affixed to a product. A service mark is a distinctive mark representing a service (NBC’s chimes are registered as a service mark).

Request for a service mark on a puppet character in See-Saw Zoo was made Oct. 12, 1949. It was denied by a Patent Office examiner March 16 of this year on the ground the mark was a “rhetorical representation of a character in the show and therefore did not conform to the definition of a service mark under the Lanham Act.

The examiner appeared to fear that service mark registration of the puppet character might unduly broaden the scope of the mark. Opposing the examiner’s conclusions in last week’s hearing was Harry P. Warner of the Washington law firm of Segal, Smith & Hennessey, representing WBAP-TV.

INTERNATIONAL NEWS SERVICE
TV Dept., 235 E. 45th St., New York 17, N.Y.

September 17, 1951 * Page 85
film report

TRADITIONAL Swedish way of preparing for Christmas and celebrating the holiday season is the theme of Christmas in Sweden, as featured in FILMS OF THE NATIONS Inc., New York. A well-known Swedish photographer, Olle Comstedt, directs this simple record of an average family's observance of the holiday, from early-morning cooking of special dishes to the Christmas service in an old Swedish church.

Name talent has been signed by EDDIE LEWIS Productions, Hollywood, for a series of half-hour film programs scheduled for open-end syndication. Among those signed are Teresa Wright, Ann Harding, Boris Karloff, Eddie Albert and Margaret Whitney.

Results "or else" is the sales arrangement offered by LOUIS WEISS & Co., Los Angeles, for its filmed mystery series, Craig Kennedy, Jr. The program ratings for first three days don't top that of any other mystery-detective show in same city at comparable time, the sponsor gets a second run free. ADRIAN WEISS Productions is filming the series for television.

A new TV film production firm, SCREEN TELEVIDEO Productions, is being set up in Hollywood by Adrian, who recently resigned from Procter & Gamble Productions. Production on a contemplated series of 256 half-hour dramatic programs will get underway next month. New firm will have Bill Kozenko, story consultant, and Rudy Abel, production manager. Address is 328 South Beverly Dr., Beverly Hills, Calif.

More than $25,000 will be spent by DESILU Productions, Hollywood, to convert Stage 2 at General Service Studios into a 300-seat amphitheatre for its new TV film series, I Love Lucy, starring Lucille Ball. [FILM REPORT, Sept. 10]. It

(Continued on page 101)

FALCON FILM CO.

FORMED BY PHOENIX GROUP

INCORPORATED AT $1 million, new TV film production firm, Falcon Film Co., has been organized in Phoenix with John C. Mullins, president KPHO-AM-TV, as head of the concern. Bill Burton, executive producer-director at KPHO-TV, serves in similar capacity for new firm. Erskine Caldwell, author, also is associated with the enterprise.

An initial telefilm dramatic series to start within 30 days is Classified Section. Shooting schedule also calls for Western series Boot Hill and dramatic series My World, all to be 52 half hours each.

Sweeney NAMED

CBS Executive Producer

BEN FEINER Jr. has been signed as executive television producer with CBS Television Network, effective Oct. 1, Hubbell Robinson Jr., vice president in charge of programs for CBS Television, announced Tuesday. Currently in New York, Mr. Feiner will leave for Los Angeles about the first of October where he will organize and supervise television production with Harry Ackerman, CBS vice president in charge of network programs, in Hollywood.

Owning and operating his own radio station in Kingston, N.Y., for two years, Mr. Feiner joined the international department of CBS in 1942, handling English-language programs for overseas transmission. In 1944, he became associated with producer-director Worthington Miner at CBS Television studios in Grand Central Station, where he directed more than 100 shows.

Mr. Feiner was a writer and associate producer at MGM from 1947 until April of this year, with merit.

INTER-CITY RELAY

-added Birmingham-Atlanta

SECOND inter-city TV circuit between Birmingham and Atlanta was previewed Wednesday to permit reception of a special American Red Cross program. Regular use of the new circuit, provided by addition of TV equipment to an existing coaxial cable from Memphis, will begin today (Monday).

Previous arrangement required stations in Birmingham and Atlanta to share use of single circuit which reached them via Charlotte, N.C., and Jacksonville, Fla. New hookup allows the stations to broadcast two different network programs at the same time.

Extension of TV service in the South will add Miami and New Orleans to the network late in 1952 [BROADCASTING • TELECASTING, Sept. 10]. Miami will be reached through addition of segment to the existing coaxial running south from Jacksonville. New Orleans will be served by a cable now under construction south from Jackson, Miss.

Sweeney reported was offered the post of assistant to William B. Ryan, BAR president, but declined because he did not want to leave southern California.

Prior to KFI, Mr. Sweeney was manager of Fletcher Wiley Productions, publisher of Housewives' Protective League. When CBS acquired that firm and program, Mr. Sweeney went to CBS as assistant general manager of the show. He left CBS for KFI in 1948. At one time Mr. Sweeney was assistant to the ABC Western Div. vice president.

Immediate Delivery - •

First 13 ½-hour TV films completed

Adrian Weiss Productions present

CRAIG KENNEDY CRIMINOLOGIST

with Sydney Mason and Lewis G. Wilson

Available For National-Regional or Local Sponsorship

LOUIS WEISS & COMPANY

655 N. Fairfair

Los Angeles 36, California

Phone: WEBster 5287
Baker's Optimism Tempered

SLIGHTLY pessimistic view of TV's growth in the next two to five years was taken by General Electric's Dr. W. R. G. Baker, vice president and general manager of the Electronics Division, in a Sept. 10 speech before 2,500 distributors and jobbers attending the National Electronic Distributors Assn. convention in Cleveland (also see story page 64).

At the end of two years, Dr. Baker foresaw 248 VHF stations and 36 UHF stations on the air. At present there are 197 TV stations operating, all on VHF channels.

At the end of five years, Dr. Baker foresaw 343 VHF stations and 166 UHF stations on the air.

Some estimates have run as high as 1,500 TV stations operating by 1955.

TV set production in 1952 may be only five million, maybe even less, Dr. Baker estimated.

In 1950, radio-TV manufacturers made 7,063,880 TV sets. For first eight months of 1951, 3,686,584 sets have been made.

Pessimistic outlook is based, Dr. Baker said, on the continuance of a "garrison" economy — controlled production, limitations on profits, prices, wages, materials, etc.

"The major drain on the supply of critical base materials will fall most heavily in 1952 and early 1953," he said.

Market Factors
List of criteria to tell whether a city is going to get a TV station soon or much later was given by Dr. Baker as follows:

"If a city is a good market area; if it has on the coaxial cable or relay network, or within one microwave link of the cable, if it has only one applicant for permission to construct and operate the station, then, according to our market research experts, it has a pretty good chance of getting the air in the next two years. If any one of those items is missing, it may be five years."

Warning against set sale optimism following the lifting of the freeze was sounded by Dr. Baker in these words:

"The television industry has blamed many of its ills upon the freeze to the extent that many persons look upon the lifting of it as a palliative, if not the cure-all, of those ills. Some of these people are going to be disappointed."

Not all of Dr. Baker's speech was gloomy. By the end of 1955, he estimated, 35½ million families would be within range of a TV station and 90% of them would have a TV set.

Income of electronic parts and components distributors, not including set sales, he estimated as $320 million in 1950, $475 million in 1951, $1 billion in 1955.

**TV'S A PROBLEM**

Says IBC's Gibson

FREE television, not the International Boxing Club, is the villain in the current drama of folding fight clubs and represents one of the game's thorniest problems, televisioners of NBC-TV's American Forum of the Air were told Sept. 8. The spokesman was Truman Gibson Jr., secretary of the IBC, who appeared on the TV panel, along with Jack Canfield of Advantage, Inc., and columnist Dick O'Brien of the Washington Times-Herald. Subject for discussion was Sen. John J. V. O'Brien's request for a probe into IBC operations, including charges that the club wielded a monopolistic weapon in the fishing enterprise.

The IBC, Mr. Gibson said, welcomes competition because it needs young talented fighters to fulfill its television contracts. Mr. O'Brien, noted, in turn, that the District of Columbia Boxing Commission has no control over IBC cards which are billed exclusively for theatre telecasting in Washington. In such cases, he also said, televisioners are denied home reception or so-called "free entertainment."

**High-Stepping Sales**

TELEVISION has won its letter in Minneapolis-St. Paul. The local Arthur Murray Dance Studio there started a 28-minute TV variety show on WTCN-TV Minneapolis this summer. After eight weeks on the airwaves the studio reports a 218% increase of value of sales, compared to a similar period before the show. E. G. Ege, studio manager, in a letter to WTCN, pointed out that years of newspaper advertising had preceded the TV expenditure but that he was now spending approximately the same amount in TV that he previously has spent in local newspaper advertising.

For undivided attention in the Mid-South you need WMCT, Memphis' ONLY TV Station.
Big Schedule

EIGHT football games each weekend will be carried by KONY San Marcos, Tex., which Tom Fleet, general manager, believes may be the best, a 50% play-by-play football schedule of any daytime station in the country. Four games will be local, the others will be through the Telecasting System. Only play-by-play portions of local games will be recorded, cutting time of each game to about 10 minutes. So the show, played as far as 400 miles from San Marcos, will be recorded on tape, then flown to KONY for broasting. Although Mr. Fleet said there will be myriad production problems, the bright note is that all games are sold.

go into detail as to how much of this time was lost to the reading of advertising, or even more specifically, which ads suffered most. For example, a recent study of advertising to the wife who formerly devoted an average of 40 minutes per day to the reading of the daily newspaper, and who was devoted for an average of 30 of those minutes to browsing through the ads—large ads and small. Then comes TV and she cuts her total newspaper-reading time to 20 minutes. But did all of this reading time come from the ads? If so, that's a 100% drop! More likely perhaps, she cut her reading time among the ads to 10 minutes, or even 5. That could mean a reduction of 65% to 75%, so far as the advertiser is concerned—and it seems to me to be very important to the advertiser to know just what it was! Further, in her reduced reading time, does she now have time to notice only the largest of the ads—the full-page or half-page ads? Is it possible that “noting” of full-page department store ads, for example, might be cut only a small percent, but that smaller ads (like most of the “national” ads) might be cut almost entirely? These are questions of the greatest import to national advertisers and agencies. How can they be overlooked, when you consider the frenzied zeal of these same advertisers and agencies for minute-by-minute radio and TV data?

7. As I said, only a few tentative studies along these lines have been made, but the danger signals they showed, at least convinces me that it is difficult to understand why they have not been followed up rigorously and thoroughly, first of all by the advertisers and agencies, and then by the radio industry in the interests of discovering comparable data that might be our strongest weapon in focusing the spotlight on the true rating costs of advertising where it belongs—on magazines and newspapers.

8. Admittedly, “circulation” figures have not dropped a great deal. But “circulation” figures alone mean nothing—certainly they mean no more than the gross “set-owner-ship” figures of radio and television, which advertisers and agencies have not let us use in selling radio for the past 20 years.

I admit that merely because a family buys a TV set, it does not cancel its subscription to its daily newspaper, or the magazines it has subscribed to for years. But what happens to the “inch-by-inch” readership of the advertising in these publications when the family has less of its leisure-time to devote to them?

We know that “radio set ownership” is closely correlated with television; in fact, it has grown by leaps and bounds. But advertisers and agencies will not let us sell radio because our “potential circulation” is less than that of TV. On the contrary, despite this “greater circulation,” their fanaticism in digging out minute-by-minute listening data on radio has forced radio to cut its rates. Why then, the inexplicable inconsistency in permitting publications to count TV sets, but ignoring radio, and still not furnish any inch-by-inch readership figures on advertising content?

Clearly, all of us are missing the boat, and the day will doubtless see this fantastic situation continue.

The second news story in the trade papers this week is the announcement that Ken Baker is to head the national Standard Audit & Measurement Services, Inc. We all know that Ken is one of the finest research men in the advertising business; he has excellent respect of all segments of the advertising industry, radio and non-radio alike.

This might be the golden opportunity we have been awaiting to supply the missing links in the advertising-research field.

The news story said, however, that the new organization will mean nothing to radio advertisers, and will not force them to do anything, or to supply the obvious deficiencies in comparable research among ad media.

Now is the time to act, before the new organization gets fully under way. Now is the time for the Affiliates Committee and others who are vitally concerned with this problem to organize a movement to persuade this new Baker organization to include in its set-up all the forms of advertising research that national advertisers and agencies should, to reach intelligent...
TOA Report
(Continued from page 84)

the theatre in this country."

He said he was discussing only
"the broad picture" as he and the
committee envision it. Details
such as various types of theatre TV
fare, how long such shows will be
run, etc.—will be worked out as
the medium develops, he said. But
he was confident theatre TV offe-
rings will eventually become regular
supplements to each motion picture
show, though for a long time he
expected theatre TV presentations
to remain "occasional."

He did not think the theatre TV
feature would ever replace the mo-
tion picture feature.

Most current theatre TV oper-
ations are losing money, Mr. Wolf-
son said. But he thought this situa-
tion would improve. As more and
more theatres start carrying thea-
tre TV programs, he said, the cost
to them—and to the public at the
box office—should come down.

For last week's theatre TV show-
ing of the Robinson-Turpin fight,
it was understood, the fight pro-
moters increased their charge to
the theatre group to 75 cents a
seat, compared with about 40 cents
for previous bouts.

It also was reported RCA ex-
pects to reach a production rate of
some 30 theatre TV units a month
within about 60 days, and to
attain an even faster pace there-
after. At present, Mr. Wolfson
said, orders for both theatre TV
equipment and AT&T facilities out-
number the supply.

Mr. Wofson cited the case of his
own Wometco Theatre Chain in
Florida and the Bahamas and their
WTVJ Miami as an example of mu-
tually helpful cooperation be-
tween theatres and television. In
this case, he said, cooperation in-
cludes exchange of both personnel
and ideas.

He strongly recommended that
theatre utilize television's sales
power to advertise their movie
wares. TV advertising, he said,
contributed much to the fact that
the theatre box office has held up
better in the Florida area than in
the nation generally, and that,
in fact, five large new theatres have
been constructed in that area in
the past two years.

On the subject of motion picture
film for home television, Mr. Wolf-
son said his committee feels, aside
from the competitive problem, that
theatre films are "not suitable" for
broadcast television from the stand-
point of photography, and that at
best are "loopers." Home television,
he said, is the more readily made
films. From the competitive stand-
point, he did not believe producers
should be required to make their
films available for home television
where to do so would cost them
money.

The TOA convention, at which
Mr. Wolfson's committee will make
public its formal report, is sched-

Chief Says:
"My braves know how to open door,
Make the pitch and close the sale.
Chief Station 'spots' sure offer more
'Cause they get in where others fail!"

SALES SUCCESS STORY

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

Cleveland's Chief Station

Chief Station WJW

SALES

WJW

Chief Says:
"My braves know how to open door,
Make the pitch and close the sale.
Chief Station 'spots' sure offer more
'Cause they get in where others fail!"

SALES SUCCESS STORY

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

Cleveland's Chief Station

Chief Station WJW

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On the dotted line......

KLX-AM-FM Oakland signed largest daily bulk time contract in its 26-year history with Grodins of California, Oakland men's store, to sponsor minimum of four hours daily of Japanese Peace Conference. Grodins' officers above are (l to r) Richard L. Grodin, Arnold Michaels, Clifford W. Grodin and Mark Gerstle, of KLX.

SPONSORSHIP of Touchdown Tips on KFSD San Diego during the coming season has been contracted for by Carlson & Simpson, auto service firm. At signing are Jack Peterson, radio-TV dir., Barnes-Chase Co.; Victor E. Westerdale, gen., Carlson & Simpson Inc., and Thomas E. Sharp, KFSD pres.

VICTOR KIRCHMAN, president of Kirschman's Furniture Store, New Orleans, signs for a minimum of 1,000 spots on WMRY New Orleans during coming year. Beaming approval are Russ O'Flahaus (l), WMRY asst. mgr., and Sam Rosenbaum, Rosenbaum Adv. Agency.

FOLLOWING signing of "yellow oleo" bill in Pennsylvania Aug. 24, Jelke Good Luck Oleomargarine signed for sponsorship of 15-minute quiz show over WACA Philadelphia, originating in supermarkets. (l to r) Joseph T. Connolly, v. p. in charge of WACA radio; Hugh Ferguson, m.c. of program, Good Luck to You, and Harvey Howell, ad mgr. of Jelke Good Luck. Show is heard Mon.-Fri.

LOCAL Ford dealer, McCain-Richards, will sponsor all football games of University Parish High School, on KNOE Monroe, La. Signing are (seated, l to r) Alain Fink, KNOE sales rep.; Yogee Rivers, McCain-Richards v. p., and Charles Nelms, McCain-Richards sales and prom. mgr.; (standing, l to r) Paul Goldman, KNOE gen. mgr., and Irv Zeidman, KNOE asst. mgr.-program dir.

V. H. GARABEDIAN, Western Union ad mgr., sends one of the first 15-minute word telegrams to Walter Johnson, seated at right, sales mgr., WTIC Hartford. Standing (l to r) are Joseph J. Weed, Weed & Co., station rep., and Bob Day, of Albert Frank-Guenther Law, Western Union agency.

TRADE-INS

Reserve Board Cracks Down

THREATENED crackdown on dealers who offer "fictitious" trade-in allowances on radio-TV receivers and other household appliances with "no money down" advertisements materialized Sept. 7 as the Federal Reserve Board amended regulation governing installment purchases. [BROADCASTING • TeLeCasting, Sept. 10]

THE board issued new rules for judging so-called trade-in allowances, and asserted that violations will be punishable by fines not to exceed $5,000 and imprisonment up to one year.

The chief reservation placed on trade-in allowances is that they bear "a reasonable relationship to their real value, and that the 15% down payment on sets be computed at the same percentage of the article's "cash price...net of any rebate or sales discount."

Trade-in allowances, rebates or discounts would be permitted by dealers as long as they are "not used as a cloak to conceal evasions of the down-payment requirement."

Genesis of the new FRB ruling was a number of complaints that some dealers have been advertising "no money down" offers, particularly on TV sets. In many cases involving trade-in allowances, the board noted, dealers have "rigged prices and consumers actually have paid as much as they would for outright cash purchases. The board declared:

The provisions of the statute and regulation prohibit certain practices which attempt to use fictitious trade-in allowances to evade the down payment requirements. This is true, even though the regulation does not necessarily require that trade-in allowances be equal to the actual market value of the trade-in or to the amount for which the retailer expects to be able to sell it.

Credit controls also should be enforced in instances where the dealer:

• Applies against the required down payment a trade-in allowance on items "having a value that was nominal or negligible or that bore no reasonable relationship" to the allowance.
• Fails to keep records showing the cash value for each trade-in, plus other data needed to prove the transaction was effected in good faith.
• Did not receive "delivery and possession" from the purchaser of the article on which the trade-in allowance was made.

'RED FRIDAY' KMPC 'Freedom' Stunt

WHAT happens when a radio station is taken over by the Reds will be demonstrated dramatically Friday (Sept. 28) on KMPC Hollywood to focus public attention on the Crusade for Freedom drive.

To be called "Red Friday," the day of the Red radio domination will start during the early morning Ross Mulholland program when mock communists "invade" KMPC and take over operations.

Throughout the rest of the broadcast day, until 8 p.m. news, the station's entire program structure will be "Red dominated" with Soviet-slated news and features, "politically-approved" musical selections and special features, according to John Baird, station public affairs director.

Chef Milani, on his morning food program, is to feature an elaborate menu of ersatz Russian food. climax of "Red Friday" will be a dramatic feature, The Year of Probability, which will describe what could happen if free speech in America were throttled by Soviet thought-control.

The event will be heralded by an extensive spot announcement campaign on KMPC on preceding days. KMPC advertisers, given advance notice of the unique crusade for Freedom event, have been invited to join in the spirit of the occasion with suitable commercials.

KBA Meeting

KENTUCKY Broadcasters Assn. will hold its annual fall meeting Oct. 4-5 at Hotel Beecher, Somerset, Ky. Those planning to attend are requested to write Mike Layman, WSBF Somerset, Ky.

KLG carries the weight in the Oregon Market

Day or Night

Carry the weight in the Oregon Market Day or Night. Total BMB Family, KLG, Portland, Oregon. Associated with NBC. Represented nationally by Edward Petry & Co.
RADIO COURSES

VA Policy Attacked

THE POSITION of the Veterans Administration in treating radio-TV training courses as "avocational or recreational" pursuits is branded as "indesirable" and an earlier ruling should be altered to conform to broadcasting's occupational status as an industry.

This is the conclusion drawn in a report being prepared by the House Veterans Select Investigating subcommittee which has been probing into certain VA irregularities. [BROADCASTING • TELECASTING, Aug. 6]. The report will be issued formally later this month.

Under the so-called "avocational ruling" handed down by the agency's Washington headquarters and made a part of Public Law 345, veterans are prohibited from taking other thanlisted vocational courses unless they can "justify" their training before the Veterans Administration.

Notice Served

Last February the central office notified field authorities, without advance consultation with industry and other groups, that broadcasting courses were to be adjudged avocational or recreational. Broadcasting thus was lumped with the so-called "entertainment" group, depriving veterans of tuition, subsistence and other benefits.

The ruling drew a storm of protests from local stations and NARTB which, on behalf of the industry, testified in a hearing July 19. In the report data on 100% employment of radio-TV students through regional placements is cited by the Dallas regional office. Other objections were filed, pointing out that the courses contributed to the veteran's occupational advancement. Importance of skilled technicians in civil defense also is stressed.

In all, the subcommittee received hundreds of letters from broadcasters protesting the unfair discrimination, some of the stations citing detailed factors in the employment of combination men, according to the report.

The document also scores the VA for taking the action without consulting industry, regional VA managers, state laws or educational groups.

The ruling, said the report, does not give the veteran the full benefits of a "liberal" interpretation with respect to courses in radio and television.

ATAE AWARD

Honors NARTB, RTMA

NARTB and Radio - Television Mfrs. Assn. today (Monday) will be presented an award of merit by the American Trade Assn. Executives at the ATAE's annual meeting at the Edgewater Beach Hotel, Chicago.

Robert K. Richards, NARTB public affairs director, and James D. Secret, secretary-general manager of RTMA, will accept the award from Wesley Hardenbergh, president of American Meat Institute and ATAE past president.

The presentation will be made in recognition of the annual Voice of Democracy contest jointly operated by NARTB, RTMA and the U. S. Junior Chamber of Commerce. Mr. Richards is chairman of the Voice of Democracy Committee.

Awards selection committee was headed by Charles Sawyer, Secretary of Commerce. The committee annually picks award winners from its 1,100 trade association members.

Citation to NARTB RTMA reads as follows:

For their excellent services to the industry and the public and especially for the annual "Voice of Democracy" contest for high school students. This project was developed to encourage and stimulate appreciation of the youth of America for the meaning of democracy and free speech, and a fuller appreciation of the challenges and responsibilities of free men. More than five million high school students have participated in the program during its brief, four-year period of existence.

Tom Lathrop

THOMAS H. LATHROP, president of Lathrop Adv. & Sales Promotion Co., Sioux City, Iowa, died Friday, Sept. 7. The funeral was held Sept. 8 in Delphia, Ind., his birthplace. He is survived by his wife, Patricia, and three sons.

APPROXIMATELY 3,150 Kiwanis Clubs in U. S., Canada, Hawaii and Alaska, sponsored half-hour radio show National Kid's Day Sat., Sept. 15 on ABC, to focus attention on problems of underprivileged children.

Harry S. Truman

January 17, 1951

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HUNTING EQUIPMENT

WREN TOPEKA

ABC

5000 WATTS

WEED & CO. NATIONAL REPRESENTATIVES
FOOTBALL SCHEDULES

WAAM (TV) Baltimore Sept. 3 and 4 carried two special programs opening Maryland drive for Crusade for Freedom. The Vee Wound-love demonstrated famous "Freedom Balloons," with station using equipment especially brought to studios for inflation of balloons, which carried message to finder urging notification of WAAM where they were found. Maryland Governor Theodore McKeldin urged his "Crusade for Freedom" proclamation over station the next night.

DAILY FILM NEWS

KPRC-TV Houston, started Sept. 3, Houston Today, Mon. through Fri., 6:16 p.m., TV newsreel sponsored by Western Auto Stores. Film includes happenings in Houston and vicinity including sports and spot news, such as accidents, fires, police calls and other incidents. Film is processed, edited, written and scored for music each day. It is carried. Southwest Film Productions Inc. gathers news for production.

SELL THEMSELVES

WCBS Charleston, W. Va., staff members and management heard so many spots and chainbreaks on their station urging people to donate blood to Red Cross that seven members of staff decided to give some of their own. Station owner Lewis Tierney said, "We've been preaching to others, so we decided to practice what we preach." Others contributing blood were Manager Jack Gelder, Program Director Mort Cohn, Chief Engineer Bill Dixon, Auditor George Kaliam, Disc Jockey Ned Skaff and Studio Engineer Johnny Barker.

BIG SWITCH

KCBS San Francisco following up recent switch to 60 kw with unique promotion. In four page layout (full eight column newspaper pages made up to simulate daily newspaper) station reprints news and magazine stories and pictures publicizing pending power increase prior to last Aug. 9 switch. Model paper circled to trigger attached note from William Culenward, KCBS director of press information stating, "50,000 watts for KCBS was news, it seems." Clipping have continued to pour in, making this just part of the total coverage of KCBS's "Big Switch.

PARTICIPATION SHOW

KSCO San Francisco Times at 10, Mon. through Fri. 10-11 a.m., participating musical program inviting Northern California housewives to tell station and its listeners "what I would do if I had a radio show of my own." Emcee Wally King selects winners from among program ideas submitted by mail. Winners appear on program to receive prize, discuss ideas and see ideas tried on show.

FOLK SHOW

KGO-TV San Francisco, Folksville, Thurs. 10:45 p.m., sponsored by Ken's Motor Sales, S. F. Program stars Barbara Dane, singer by Ken's Motor Sales, S.F. Program stars Barbara Dane, singer and recent winner on KGO-TV's Miss U.S. Television series, explaining in song and story background of America's folk music ... "a unique heritage ... a blend of all the tongues of the earth." Weekly guests on show present folk dances and lore. Agency is Byrne & Grill, S. F.

FOR THE BIRDS

WOW Omaha's Johnny Carson, disc jockey, took up battle to save pigeons after Douglas County Courthouse officials decided to get rid of the birds following $50,000 cleaning job on building. Mr. Carson told listeners to "drop a card or phone the courthouse and let them know how you feel about it. It was surprised when courthouse received a thousand calls in hour following broadcast. Next day disc jockey and engineer did remote from courthouse roof, then interviewed county employees on building's steps. Climax to incident is contest to find best letter, pro or con, on pigeon question with winner getting squab-under-glass dinner at exclusive Omaha dining room.

BET DEBT PAID IN PAINT

WCAX Norfolk's Mark Scott made bet with local delicatessen sponsoring ball club on place Portsmouth Cubs baseball team would occupy in league standings. If Cubs landed in first place, Mr. Scott would have to re-paint sponsor's sign. They did, so sign got new paint job by Mr. Scott.

'AMERICA IS SOLD . . .

ABC Radio ran advertisement in New York Times, Sept. 5, using slogan "America is sold on ABC." Ad has memo with question "What advertisers spend more money on ABC radio than in any other medium?" Answer is given below with list of advertisers.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.
Telestatus

(Continued from page 80) respectively, 25 each (no date). German outlets are in Rias and Hamburg.

Most all of the outlets, with the exception of those in France and the United Kingdom, were reportedly experimental outlets. Stations also were listed for Czechoslovakia (1), Sweden (2), Soviet Russia (Moscow and Leningrad) (2), Morocco (Casablanca—under construction) (1), and Argentina (Buenos Aires—for fall) (1), and Spain (equipment ordered for Madrid and Barcelona) (2).

In the case of Mexico, the report also noted that a third outlet (XELD) is scheduled to open this month.

KPIX Card No. 4
Lists Higher Rates

KPIX San Francisco issues new Rate Card No. 4 with average increases of one-third in basic rates. New card also inaugurates new frequency discounts.

On the new card Class A hourly rate moves up from $450 to $500; Class B hours increase from $340 to $450; Class C from $225 to $300 and annuities of one minute or less jump from $75 to $120. Frequency discounts up to 20% for maximum frequency of 260 or more times will be granted.

'Toast of Town' Tops Telepulse List

FIRST among once-a-week TV

ORSON WELLES

Offered on L-W Series

AT LEAST 100 radio stations responded to an advance survey telegrams sent to a selected 150 stations announcing the availability of the new Orson Welles transcribed radio series, The Lives of Harry Lime, the Third Man, according to Lang-Worth Features Programs Inc., New York.

'Not since 1921 have we witnessed so quiet and warm a response from radio stations to an open-end transcription series as we've had to the return of Orson Welles...' Cy Langton, president of Lang-Worth, told Broadcasting • Telecasting.

Series is based on the film "The Third Man" and features the zither compositions of Anton Karas.

Lives of Harry Lime is being heard in Europe through BBC and is reportedly the first transcribed package to have been sold to the British radio organization. The program is broadcast simulaneously in four other languages. In Germany the programs are heard in the French, American and British zones. Radio Diffusion Francais broadcasts the programs in France. Series also is heard in Holland and Italy.

Drama and mystery shows lead the top 10 TV program types for the month of August. The Pulse Inc. also reported breakdown:

Howdy Doody (NCR) 30.1 36.7
Firingline Theatre (NDC) 25.4 24.7
Philip TV Playhouse (NCR) 22.2 19.2
Kraft TV Theatre (NCR) 22.6 23.4
Lights Out (NCR) 21.6 31.0
Godfrey and His Friends (CBS) 20.0 22.5
Somerset Maugham Theatre (NCR) 19.4 19.4
Godfrey's Talent Scouts (CBS) 19.1 21.8
Who's My Lady (CBS) 17.8 17.0
Man Against Crime (CBS) 16.5 21.1

FRANK J. CAMPBELL

Co-founder of Ad Agency

FRANK J. CAMPBELL, 72, co-founder and first president of the Campbell-Ewald Co., ad agency, was killed Sept. 9 when a huge boulder rolled over him while he was searching for agates near Madras, Ore. Mr. Campbell, a recognized amateur mineralogist, made his home in Waterford, Mich.

With Henry T. Ewald, Mr. Campbell established the agency 41 years ago. He sold his interest in the firm 34 years ago, before it reached a top position in the advertising field. Surviving are two daughters, Mrs. Thomas P. Dunn and Mrs. Laurence Goodspeed.

BOARDS of Decca Records, Sept. 8, declared regular quarterly dividend of 17 1/2 cents per share of capital stock, payable Sept. 28 to holders of record Sept. 17.
Canadian Broadcasters Association, Royal York Hotel, Toronto.


Oct. 2-3: NARTB Television Program Standards Committee Meeting, NARTB HQs., Washington.

Oct. 6-7: Continental Broadcasters Assn., Hotel Beecher, Somerset, Ky.


SEPT. 25

60 miles of YOUNGSTOWN, O.
Ohio's 3rd Largest Trade Area

Buy WFMJ
The Only ABC Station Serving This Market

5000 All programs duplicated on WFMJ-FM
50,000 Watts on 105.1 Meg.

Watts Call
Headley-Reed Co.,
National Representatives

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Pottent

NARTB DISTRICT MEETINGS

Dales Dist. Hotel City

11-12 21 Radisson Minneapolis, Minn.
27-28 12 Broadview Atlanta, Ga.

Oct. 4-6 14 Utah Hotel Salt Lake City, Utah
9-11 8 Cincinnati Hotel Cleveland, Ohio
11-12 11 CLIT Special Meeting, San Francisco
15-16 18 Beverly Hills Hotel Los Angeles, Calif.
26-28 8 St. Charles Hotel St. Louis, Mo.
30-13 16 Shamrock Hotel Houston, Tex.

Nov. 1-2 5 Soreno Hotel St. Petersburg, Fla.
5-7 6 Seabach Hotel Louisville, Ky.
15-16 1 Somerford Hotel Boston, Mass.

Nov. 17-19: BMT Program Clinic, Augusta, Ga.

Sept. 17: Institute of Radio Engineers Professional Group on Broadcast Transmission Systems, Report by Eight Ultrasound Specialists, Franklin Institute, 10 a.m. to 6 p.m., Philadelphia.


Sept. 18: BMT Program Clinic, Boston.


Sept. 20: BMT Program Clinic, Rochester, N.Y.

Sept. 24-25: Annual meeting Central

RECEPTION given by Crosley Broadcasting Corp. for Gilbert W. Kingsbury, new administrative assistant to the Crosley president, drew some 200 government officials, newsmen and clients at WLW and WLWT (TV) Cincinnati. (L to r): Mr. Kingsbury chats with Robert E. Dunville, president of Crosley, and Rep. Brent Spence (D-KY), chairman of the House Banking & Currency Committee. Reception was held at the Gibson Hotel in Cincinnati Aug. 30.

WBS SALES UP

Thesmar Appointed

WORLD Broadcasting System, program and sales service firm, did 48% more business this summer than last, Herbert Gordon, vice president, announced last night.

Immediate result of the increase is a new budget upgrading talent expeditures next year by 40%. Plans call for signing at least two Hollywood stars, a Broadway musical comedy star and a big-name orchestra.

Appointment of L. H. (Hack) Thesmar, for three years general manager of WDAR Savannah, Ga., as a World field representative was announced last night. Mr. Thesmar has been in radio since 1942, when he joined WSAV Savannah as salesman. He later became commercial manager of WSAV.

Serious music will receive greater emphasis from World Broadcasting with a 55-piece concert orchestra as well as a large mixed choral group to record at least 60 selections for affiliated stations. Several music by top contemporary artists also will be released.

Expansion requires additions to the World Broadcasting field force it was reported.

KAUFMAN BOOK

Lists Best Dramas

EIGHT scripts selected from all network drama programs and eight articles by experts in the industry are included in the second volume of Best Television Plays of the Year (1950-51), edited by William I. Kaufman, NBC television casting director. The book is scheduled for October publication by Merline Press.

Dramas selected by Mr. Kaufman include: "The Rocking Horse" by Doris Hainman for Armstrong Circle Theatre, "Vineet Van Gogh," by Hoffman R. Hayes for Philco Television Playhouse, "The Kathyn Steffan Story" by Kathryn Steffan for the Big Story, "The Lottery" by Shirley Jackson for Cameo Theatre, "Pharmacist's Mate" by Bud Shulberg for Pulitzer Prize Playhouse, "The Night They Made a Sum Out of Helen Hayes" by Billy Rose for The Billy Rose Show, "Borderline of Fear" by Joanna Roos and Edward Mabrey for Danger, and "Rosie's Haircut" by Gertrude Bert for The Goldbergs.

RATHYNS Mfg. Co., Waltham, Mass., recently announced regular quarterly dividend of 60 cents per share on $24.40 cumulative preferred stock. Payment will be made Oct. 1 to holders of record Sept. 15.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for All Broadcasting Equipment NEEDS

THES OFFICES TO SERVE YOU

QUINCY, ILL. . . . TEL 8202
HOUSTON, TEXAS . . . TEL ATWOOD 8536
WASHINGTON, D.C. . . . TEL METROPOLITAN 0522
MONTREAL, QUE. . . . TEL ATLANTIC 9441
NEW YORK CITY . . . TEL MURRAY HILL 9-2020

BROADCASTING  *  Teletcasting
Scheduled on Committee.

Iowa)

Produced by

about the

BROADCAST

Dr.

We

The bill (S1725)

In

leaders

DAUGHTER

We

FLETCHER

NARTB FM Directorship

FRANK U. FLETCHER, former

of WARL-AM-FM Ar-

last week submitted

a resignation as a member of

sent to President Harold E. Fel-

Chairman of the Board

Justin Miller.

was in-

at-large since transfer of his

had been approved by the FCC.

he

for FM directorship-

term ends next

Last winter he served as

in NARTB in re-

for 1954

Nomination ballots for a suc-

will be mailed this week by

E. Arney Jr., NARTB secre-

final ballots to be mailed about

Election results will be

Oct. 22. Other FM director-

WDDC-FM Washington, who also

is chairman of NARTB's FM

FARR SUCCEED

BEGINNING its fourth year

October is radio-TV dealer

children’s quiz

WCAU-TV

Philadelphia, 12:30-1 p.m.

day. Show

pulls over

questions to

Mr. Farr was used each

Two weeks ago Mr. Farr

both the show and the

merchandising, found the

response “highly gratifying.” Pre-

viously he had appeared

on the show or doing the

merchandising. He reports he

himself recognized by the

city's small fry as "Uncle

FLETCHER RESIGNS

NARTB FM Directorship

FRANK U. FLETCHER, former

co-owner of WARL-AM-FM Ar-

ington, Va., last week submitted

his resignation as a member of

the NARTB board in parallel letter

sent to President Harold E. Fel-

 lows and Chairman of the Board

Justin Miller.

Mr. Fletcher wrote he was in-

eligible for the FM directorship-

at-large since transfer of his

interest in WARL-AM-FM had

been approved by the FCC. He

was serving his second term as an

FM director. The term ends next

April. Last winter he served as

special adviser to NARTB in

writing the by-laws to provide

for admission of TV stations.

Nomination ballots for a suc-

cessor will be mailed this week

by C. E. Arney Jr., NARTB secre-

tary, with final ballots to be

mailed about Oct. 8. Elec-

tion results will be announced

about Oct. 22. Other FM director-

ship is held by Ben Strouse,

WDDC-FM Washington, who also

is chairman of NARTB's FM

Committee.

LIBS GETS CHISOX

Contract Is for Three Years

ENTIRE home and out of town

time schedule of the Chicago White Sox

will be broadcast exclusively by

Liberty Broadcasting System in

1952, 1953 and 1954. Contract was

negotiated on Chicago Monday, at

which time Liberty agreed to pay

$375,000 for broadcast rights.

At the same time, Liberty's af-

filations in Chicago extended to

the Chicago Federation of Labor

station, WCFL, from WOPA an in-

dependent in suburban Oak Park.

Effective date will be announced

later.

WCFL, will use the Sox schedule

to stimulate its variation on the

news-music-sports theme, accord-

ing to Commercial Manager George

Issac. Its contract with Liberty

is for two years. The station, fol-

lowing its variation pattern, has

inaugurated an hourly news series

from the city room of the Chicago

Sun-Times five days weekly.

TALENT AGENTS

Cautioned on Contracts

WITH new production companies

springing up in the Los Angeles

area to make films for theatre-

al and television release, talent

agents have found it hard to

check financial stability of each

before doing business with them.

Caution came from Adrian Mc-

Culman, president of the Man-

agers Guild, in a letter to member

talent agencies.

He advised that before talent

deals were made with new produc-

tion units, agencies should first

make certain the producers have

signed basic contracts with the

actors, directors and writers guilds.

Guild officials said contracts

contracted first for clearance before

any talent contracts are signed, he

stressed.

PROBE REQUESTED

On MacArthur Changes

PROBE to discover whether Wash-

ington press representatives respon-

sible for upsetting announced
time for West Coast radio and TV re-

broadcasts of Gen. Douglas Mac-

Arthur’s Cleveland speech was

asked last week by Councilman Ed

Davenport in a resolution be-

fore the Los Angeles city council.

He charged that broadcasts were

supposed to have been changed, depend-

ing thousands of persons from hearing

calls that later announced re-tele-

casts also were switched.

"Could it be that pressure was

exerted by bureaucrats on radio and

television outlets to keep west-

ern listeners from hearing Gen.

MacArthur until after the San

Francisco area presses will be

over," Mr. Davenport conjectured.

His resolution was referred to a

city council committee.

AFTER transcontinental microwave

relay's completion, 80 of every 100 TV

homes in the United States can be

served by "five" telecasts, Hugh M.

Beville Jr., NBC director of plans and

research, announced.
CUE CHANNELS

Remote Pickups Allowed

USE OF remote pickup broadcast stations to permit audio-transmitter link (STLs) for cuing and order purposes was authorized by the FCC last week for AM as well as TV stations.

In a revision of Sec. 4.643(e) of its rules, FCC approved the use of remote pickup stations for all services—AM-FM-TV. Heretofore, the authority was only permitted FM stations.

FCC took the action after issuing a proposed rule last February and receiving comments in April. No objections were filed.

The new rule specifies that such use of a remote pickup station will be permitted only if the station also uses a program STL.

Recommendation by Federal Telecommunication Labs, Nutley, N. J., and IT&T subsidiary, that rules governing the use of TV pickup and intercity relay stations also be changed to permit their use as communication circuits to the transmitter was turned down by FCC. The Commission said present rules permit the use of these stations for "related communications" now, and there was need to change the wording.

Essentially, the revision was put into effect because FM and TV station transmitters are usually located in remote areas not served properly with wire lines. If the regular STL is in use with program material there is no way for the studio to communicate orders to the transmitter crew.

Sec. 4.643(e) now reads:

Remote pickup broadcast stations will be licensed for the purpose of providing communication between the studio and the transmitter of broadcast stations. Stations licensed for broadcast STL program transmission, provided that such operation shall not be conducted on frequencies other than those listed in Section 4.643(e) (3). The term "broadcast STL station" as used in this Section includes "FM broadcast STL" and "television STL" stations.

WDAF CENTER

Now Under Construction

CONSTRUCTION is underway on a radio-television center for WDAF-AM-TV Kansas City. The stations are owned by the Kansas City Star Co.

The new center is expected to be completed in time for radio operations there next summer or early spring.

A two-story structure, the center will treble the space now available. New television transmitters are ready to be completed. It is being built by the Winn-Senter Construction Co., Architects are Peterson and Robert Cowling, associates.

Bill Bates, WDAF-TV manager, described the spacious video studio planned. It will be 60 feet long, 40 feet wide, and 30 feet high. It will be "large enough to set up almost any kind of entertainment program, drama or demonstration."

Television studios and offices will take up most of the first floor. Radio studios and offices, now in the Kansas City Star building, will occupy the second floor.

KY. GRIDCASTS

Continue on No-Fee Basis

THROUGH efforts of a committee of western Kentucky broadcasters, working with the Kentucky Broadcasters Assn., the Western Kentucky High School Athletic Conference has voted to permit broadcastcasting of football games to continue on a no-fee basis. Chairman of the committee was Sam Livings-ton, business manager and sports director for WRYE-FM.

Last winter the conference was reported considering action to ban future broadcasting without payment of a fee. Mr. Livingston's committee met with school officials at WHOP Hopkinsville, Ky. The meeting resulted in better understanding it was reported. In some cities, stations are helping编织 fall season to the games.

WEEKLY digest of comments of daily press, trade press and trade magazines on television is offered as service to advertisers, agencies and stations by Critical Digest, weekly theatrical newsletter.

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Service Directory

Commercial Media Group

P.O. Box 7637
Kansas City, Mo.

"A reliable service for over 15 years"
For installations, service or supplies
JACKSON 5590

P. O. Box 7637

Kansas City, Mo.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
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1209 Wisconsin Ave., N. W.
Washington, D. C.
A-3414 Member AFCCB

JAMES C. McNARY
Consulting Engineer
Postal National Press Building, Wash. 4, D. C.
Telephone District 1205
Member AFCCB

A. R. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCB

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NATL PRESS BLDG. NA. 3373
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Member AFCCB

Craven, Lohnes & Culver
MUNSEY BLDG DISTRICT 8118
WASHINGTON 4, D. C.
Member AFCCB

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCB

BROADCASTING • Telecasting

AM station for extension of completion date to March 26, 1952.
KBLI Blackfoot, Idaho—Mod. CP new AM station for extension of completion date to Nov. 30.
License for CP
WGSM Huntington, N. Y.—License for CP new AM station.
WAGA-TV Atlanta, Ga.—License for CP changes in facilities is existing station.
KEPH Ephraim, Utah—License for CP authorizing reallocation of CP non-commercial educational FM station.
License Renewal

CP to Replace CP
WFMZ (FM) Allentown, Pa.—CP to replace CP new FM station which expired 8-22-51.
September 12 Decisions...

BY THE COMMISSION EN BANC
Designated for Hearing
KETHB Modesto, Calif.—Designated for hearing at Washington on Oct. 15 application of KETHB to increase D power from 5 kw to 10 kw change from DA-N to DA-DN and change type trans. operating on 860 kc 1 kw (BP-7407); made SDOM and KBOX, both Medio, parties to proceeding.
Night Power Decreased
WATS Charlotte, N. C.—Granted CP. To decrease N power (on 610 kc) from 5 kw to 1 kw using licensed DA, to specify trans. site now licensed, and modify DA-D pattern; engineering cond.
Radition Increased
KRES St. Joseph, Mo.—Granted CP. To increase allowable radiations specified therein in certain directions; engineering cond.
Order Vacated

A 42-year background—Established 1910—
PAUL GOLDEY CO.
Upper Montclair, N. J.
Member AFCCB* 3300
Luminous Great Neck, N. J.

GEORGE C. DAVIS
301-514 Munsey Bldg.—Sterling 9111
Washington 4, D. C.
Member AFCCB*

GANTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Washington, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

ROBERT M. SILMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Telecasting Systems
One LaFevre Lane, New Rochelle, N. Y.
New Rochelle 4-1228

WEBH Boston, Mass.; KOA Denver, Colo., and WWXW Albany, N. Y.—By memorandum opinion and order, denied joint petition requesting review of hearing examiner's order of March 28, 1960 granting WWXW leave to amend application for mod. CP or, in alternative that program test authority, for WWXW be cancelled or modified to provide for operation with 1 kw N. W.

To Amend Comments
Granted petition of Michigan State College for leave to amend its comments in current TV proceedings so as to urge approval of Channel 11 to East Lansing, Mich., for commercial purposes instead of for use by a non-commercial educational station; interested persons may file oppositions thereto within 10 days of date of order.

Remote Pick-up Rules
Commission finalized its proposal announced March 1 to amend Sec. 442(e) of its rules to enable AM and TV stations, which are also licensees of associated STL stations, to utilize remote pickup stations for communication between studio and trans. as in the case presently with FM stations. The amendment is effective immediately.

September 12 Applications... Accepted for Filing
AM—1456 kc
Vero Beach, Fla.—CP new AM station on 1456 kc 250 w unl., AMENDED to change to 1456 kc 100 w unl.

Modification of CP
WTOC-FM Savannah, Ga.—Mod. CP new FM station to change trans. location, type trans., ant. height, etc.
KRL (TV) Mod. CP new TV station for extension of completion date to 11-1-51.

License Renewal
Following stations request renewal of licenses: WTVC, Huron, S. D.; WVEC Hampton, Va., WAVU-FM Albertville, Ala.; KREZ (FM) Modesto, Calif.; (Continued on page 108)
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 blank box number. Send box reply to:

Broadcasting, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager—commercial manager. Unusual opportunity for advancement offered to a proven manager of a small market station interested in moving West. Box 869K, Broadcasting.

West Texas 1000 watt independent daytime station wants all-round manager. Must be strong on sales, promotion, good opportunity awaits the right man. Box 912K, Kermit, Texas.

Local sales manager for 1 kw independent, salary plus commission. Transportation furnished. KFPH, Rosenberg, Texas.

Salesman

Salesman, male or female, for one of Connecticut’s leading independents in major market. New opportunity, excellent compensation, expense account. Write to Box 814K, Broadcasting.

Immediate opening with exceptional potential. Outstanding opportunity for capable salesman as field representative for com supplying local radio stations with program service. Expenses plus commission. Earnings over $3000. Applicant must be personal, energetic, aggressive, willing to be free to travel. For New York City interested. Write Box 815K, Broadcasting and enclose photo.

Alert, aggressive, time salesman, who sells intelligently and ethically, wanted by prominent Columbia station in fastest growing major market. Outstanding opportunity for hard worker who wants to participate in our expansion and become part of radio and TV. Wonderful living conditions. Prefer young, with about two years experience in direct and agency sales field. Good opening for right man. Write Box 816K, Broadcasting.

ANNOUNCERS


Disc jockey—two. With real voice selling ability for morning, afternoon. Top money for outstanding men with proven record. Also outstanding hillbilly disc jockey wanted. Box 900K, Broadcasting.

Active, progressive CBS affiliate in northern middle west will pay well for ability, experience and advancement. Willing to work. Send disc and quallifications to above. Replies will be made to applicants meeting requirements first letter. Box 904K, Broadcasting.

Wanted—Announcer for W. Penna., 250 watt. Good voice, write and ad skill. Will consider references minimum starting salary. Address Box 905K, Broadcasting.


Hawaiian station still looking for the right Announcer-Engineer. Experience secondary to ability. Send full details, audition and references in first letter. KVMI, Waikiki, Maui, T. H.

Help Wanted

Help Wanted (Cont’d)


Wanted: An announcer and a news director for KNOL. Contact Tom Belcher, KGWA, Enid, Okla.

Newman—age 21 to 35. Stress is on reporting ability. Newspaper background will be given preference. Will work with you on air style. Our preference is for man with basic ability, desire to learn, mature, cooperative. Contact: KWKH News Bureau, (CBS 905 K, P. O. Box 1387, Shreveport, Louisiana.

Better than average salary for better than average announcer, forty hour week. Good location. Contact Box 817K, Broadcasting.

Midwest ABC affiliate wants young experienced announcer who wishes to work on local time. Give salary, age, experience. Apply Stn. WIBM, Jackson Michigan.

Announcer-engineer, with first class ticket, at least six months experience. Good working conditions, 250 watt network station. Send disc, qualifications, and salary requirements. WMLT, Dubuque, Iowa.

First phone—announcer 44 hours, twelve noon to seven. $600 plus commissions. Send reply to Box 818K, Chicago, Ill. Guaranteed 60 days. Capable, staff of twelve. Two weeks vacation, hospitalization. Contact Box 819K, Broadcasting.

Virgin Island station expanding. Open for combo man. Must be competent announcer. Job may work in P. D. Rush disc and photo by air. WSTA, St. Thomas, VI. 1.

Announcer wanted, South Georgia network, prefers experienced announcer who can operate board and sell. Reply by telephone, WVP, telephone 307, Valdalia, Georgia.

Announcer—engineer, first phone. WGGJ, Tifton, Ga., Phone 601.

Immediate need for combination man, manager and engineer. CBC affiliated. Scenic resort town on Tennessee River. Will give right man opportunity to develop. Would consider beginner. Contact Ed Carroll, P. O. Box 33, Guntersville, Ala.

Technical

Engineer or combination for 250 watt new in N. Y. New Box 858K, Broadcasting.

Transmitter operator, mid-September opening. Must have first phone. Experience unnecessary with amateur or servicing background. Reply to Box 816K, Broadcasting.

Transmitter engineer needed for 1000 watt North Carolina daytime. Good working conditions; no experience necessary. Must drive car. Box 817K, Broadcasting.

Need first class transmitter operator. No experience required. Virginia network station. Box 858K, Broadcasting.

Need first class transmitter operator. Box 859K, Broadcasting.


Production-Programming, Others


Wanted: Combination engineer, first phone. Good voice required. State salary required first reply. KOCG, Centerville, Iowa.

Wanted, engineer with some announcer ability. Experience necessary for right man in 3 kw ABC affiliate in Colorado. KGIF, Pueblo, Colorado.

Engineer-announcer; do not have to stand transmitter watch on announcing shift. KWWI, Altus, Okla.

Immediate opening for straight engineer or announcer with first class ticket, no engineering experience necessary. WXLY, Lexington, N. C.

Wanted—Engineer with first class license. Transmitter in studio, no announcement. Car or experience not required. Must be available immediately. KCED, Dubuque, Iowa.

Wanted: First phone or combination man. Must be experienced. Will pay immediately. WCFL, Clifton Forge, Virginia.

Have immediate opening for engineer with first phone, $1.25 per hour. 40 plus week. No experience necessary. WCRK, Morristown, Tennessee.

First class engineer-operator needed immediately for fulltime station. WPAH, Alliance, Ohio.

Wanted—Transmitter engineer for 5 kw station. Must have car. Advice expected, so salary expected. WGAC, Augusta, Ga.

Wanted: Engineer with first class ticket, NBC station. WGRM, Green Bay, Wisconsin.

Wanted, engineer 1st phone with cap. $800 a month. T. R. Marsh, WHAL, Shelbyville, Tenn.

Wanted—Engineer-announcer at once. Radio Station WHNL, Hanian, Ken- tucky.

Have immediate opening for transmitter engineer. Salary $5.00 to $5.50.00 for 45 hours. Contact Chief Engineer, WJBF, Augusta, Ga.

Engineer with first class ticket. Experience unnecessary. Contact Chief Engineer at once. WML, Marion, Indiana.

Wanted: Transmitter engineer, car necessary. Preference given to housing, single man preferred. FM and AM station. Write or phone WJBF, Augusta, Ga.

New Gulf Coast network affiliate needs combination engineer-announcer. Em- phasis on announcer. Write or phone 683-8393. WPMP, Pascagoula, Mississippi.

Help Wanted (Cont’d)


Male copywriter with ideas. Some announcing. Submit samples. KFRO, Longview, Texas.

Situations Wanted

Managerial


Aggressive manager available within thirty days. Experienced in all phases of radio with seven years in the business including establishment of a new station. Hard working salesman des- sires with the best references directing a location in the midwest. Box 867K, Broadcasting.

Manager-program director-director of sales. Thoroughly capable, experienced in station management, sales management, production, strong sales and public relations. Mature, dependable, good judgment, personality and good showmanship. Background in chain operation necessary. Reasonable salary and percent-age available. Box 868K, Broadcasting.


Let me manage your radio station. 25 years experience. Creative-minded, experienced. Get acquainted. Apply coast to coast, in medium-size cities, or in smaller cities of 10,000 or under. Box 901K, Broadcasting.

Available October First. Experienced sales manager. Now employed sales manager position of small, independent station. Acquainted sales, promotion, copy, advertising. Would like to have a little more pressure. Has some additional increasing billed in present po- sition. An excellent包围的, with a good employer. Go anywhere, available, per- sonal interview. Can make small invest- ment in all phases of property. Box 902K, Broadcasting.

Just sold my station at profit. Seek- ing management position, or sales position. Prefer west coast. Extensive radio experience. Box 903K, Broadcasting.

Manager—sales. President of radio station in north east. Has a radio and management background. He is also interested in becoming a manager who knows radio, write Box 904K, Broadcasting.

Commercial manager, twelve years in radio sales, area manager position. Excellent sales background, good programing, reasonable compensation. Will consider local or out of state position. Could give splendid results in sales and personnel. Box 905K, Broadcasting.

Fifteen years NBC sales, local, spot net- work, excellent record, best references. MGZ, experienced in engineering and management. New York City. Box 944K, Broadcast- ing.

Fully experienced man who knows all phases of station operation wants to join new management. Box 950K, Broadcasting.

Salezmen


Annoncer—engineer, with good voice, experience. KFCH, Kansas City, Mo.
Salesman, excellent sales record; draft exempt; can announce and write copy; good personality. Box 961K, BROADCASTING.

Announcer

Talented novice football broadcaster desires prep or college play-by-play sports, any time South location. Must have good personality. Box 970K, BROADCASTING.

Staff announcer: 3½ years experience all phases except play-by-play sports. 25 years old, married, permanent, possible exempt. Guaranty smooth board work and operation. Interested in better paying job with chance for advancement with well established station. Details and tape on request. Box 960K, BROADCASTING.

Announcer: 3 years experience, all phases. Single, veteran, 25. Desire permanent position in Midwest. Tape and references on request. Box 961K, BROADCASTING.

Announcer, 1st phone, 3 years, all phases. University graduate, draft exempt veteran, married, present salary $65, 2 weeks notice. Box 962K, BROADCASTING.

Announcer-engineer, emphasis on announcing. One year experience. Desires position with friendly up to date station. Married, single, draft exempt, sober, ambitious, new car, go anywhere, F1 minimum. Available two weeks after making deal. Prefer send announcer or application and photo, request. Box 964K, BROADCASTING.

Announcer-operator, 1st phone; radio school graduate. Will consider all offers. Experienced. Box 965K, BROADCASTING.

Announcer, had own western band on radio. Ability to deliver, as possible play-by-play. Will consider all offers. Experienced. Box 966K, BROADCASTING.

Announcer: Experienced, good voice, single, twenty-four, veteran, college degree, controls. Disc, photo on request. Will fill or will acknowledge all, respond. Box 967K, BROADCASTING.

Disc jockey announcer, available September 1st. Excellent references. Available October 1st. Await offer. Box 968K, BROADCASTING.

Vestal, draft proof. 4 years staff announcer. 1 year 1st phone combo. Experienced all phases. Presently employed, easy voice, ambitious, good notice. More progressive station for personal reasons. Present salary $45, Oregon. But all replies answered. Box 971K, BROADCASTING.

I may be the agent you’re looking for. Nine years experience—all phases of radio. Performance record proves excellent delivery. Experienced in 30 kw operation. Expected starting salary, $250 per week. Available one month’s notice. Audition disc or tape on request. Prefer east. Box 969K, BROADCASTING.

Compo man. Three years experience, strong on commercials, DJ personality, sports. Presently employed. Minimum $75.00. Box 970K, BROADCASTING.

FULL TIME INDEPENDENT

$45,000

Balance in 5 years

Station Operating At A Profit

Located in Major Southern Market

AM FM and Mobile Unit

Rep by Box 968K, Broadcasting

SALES MANAGER

CAPABLE OF BECOMING GENERAL MANAGER

$75.00 draw. 20% commissions. Can earn $700-$800 a month. We are building a new station in Cheyenne, Wyoming and will need additional executives.

WANTED

William T. Kemp

ALBUQUERQUE, NEW MEXICO

Technical

Engineer/announcer ten years experience seeking change to station financial and personnel position. Early salary promot- ingly employed but too many details. I’ll simply say that any state full details in your reply. Box 962K, BROADCASTING.

Wanted: Chief engineer’s job, AM, FM, TV. Presently employed in radar. Have experience in construction. Box 963K, BROADCASTING.

Chief engineer. Sixteen years experience in construction, operation, and maintenance of transmitter and associ- ated broadcast equipment, including 50 kw AM. Will employ more than 15 years, but desire a change. I am not a drifter and must have a good salary to justify change. Age 37. Box 964K, BROADCASTING.

Engineer, two years experience. AM, FM, TV training. Prefer southwest location. Box 965K, BROADCASTING.

Good voice quality, first phone, strong on commercials, minimum $65 weekly. Box 303, McCook, Nebraska.

1st class operator, 4 years experience, good knowledge of antenna and transmission equipment.titre, will relocate west, midwest, east or south. Could do 24 hour shift. Box 304, Post Office Box 314, Ebenes, Penna.

First class ticket with 4 years announce and 2 years DJ experience. Prefer permanent position. Box 305, BROADCASTING.


Present chief engineer desires to relocate. Chief small station or considering engineer of large station. 16 years in radio, J. A. Noonan, 309 Washington, Paintsville, Ky.


Production-Programming, Others

Experienced girl continuity writer also microphone resident engineer. Upper Midwest preferred. Box 841K, BROADCASTING.

Experienced radio copywriter wants permanent Boston. Box 958K, BROADCASTING.

Ambitious 21 desires job as produc- tion engineer. Has been employed as secretary to executive in TV station. Advertising and sales promotion experience. Box 966K, BROADCASTING.
NEED AN ANNOUNCER?

- looking for a job
- equipment for sale
- need an engineer
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in Broadcasting • Telecasting... where all the men who make the decisions meet every Monday morning.

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.
UN-AMERICAN

Quiz Opens on Coast Today

WITH some 60 subpoenas reportedly having been served to motion picture, radio and television personalities for "personal appearances," House Committee on Un-American Activities public hearing on alleged communist activities in Hollywood was to start in Los Angeles' Federal Bldg. this morning (Sept. 17).

Expected to last at least two weeks, the sessions will be held in the "Kefauver room" with little or no prospects they will be telecast. Three stations (KECA-TV, KTTV, KTLA) had made pitch to telecast the hearings, but Rep. John Wood (D-Ga.), chairman of House Un-American Activities Committee, gave no encouragement.

Closed sessions were held early last week at Hollywood's Roosevelt Hotel with several witnesses interviewed by Rep. Donald L. Jackson (R-Calif.) of that committee and William A. Wheeler, staff investigator.

Most talkative of witnesses after leaving the closed session chamber was Rouben Shipp, identified as writer on The Life of Riley radio show. He was accompanied to closed hearing by two attorneys, former California Attorney General Robert W. Kenny and Ben Margolis.

After a five minute session with Rep. Jackson and Mr. Wheeler, Mr. Shipp emerged to accuse committee of having a "policy of blacklist and smear by association."

He said, "I believe I was called to this closed session today because of the committee's policy of publicly naming and smearing members of the motion picture and radio industry and to intimidate me into co-operating with this policy of blacklisting and smear by association."

"I refused, and will continue to refuse to cooperate with the committee in this respect."

Although he did not mention names, Attorney Kenny said he would represent "15 or 20" witnesses subpoenaed.

HUGH B. TERRY (I), general manager, KLZ Denver, interviews Allen Hicks, guest of the U. S. State Dept. representatives the Ministry of Education of Great Britain, on KLZ's Let's Talk It Over. Mr. Hicks is on a nation-wide tour of the U. S.

Film Report

(Continued from page 88)

will be known as the Desilu Playhouse. Philip Morris will sponsor on CBS-TV starting Oct. 5. An audience will witness the weekly film shooting.

Some relatively new movies were purchased by KLAC-TV Los Angeles from Motion Pictures for Television. Most of them were produced during or after 1947. They include a group of Joe Palooka and Charlie Chan films and several Monogram features. Contract is different in that it gives the station exclusive rights to the film for twelve months after date of telecast instead of from contract date. A 5% royalty will be paid to the American Federation of Musicians.

Sales & Production . . .


REYNOLDS Productions announces nine stations have purchased quarter-hour football football forecast film, Tomorrow's Game Today, for 12 weeks starting TV commercial for eight firms, including


SPORTSVISION Inc. moves its headquarters from Oakland to 1161 N. Highland Ave., Hollywood. Firm produces intercollegiate football films for TV.

Buckley Test

W. K. BUCKLEY Inc., Buffalo (Jack and Jill cough syrup for children, launching fall test campaign in two midwest radio markets, starting date pending. One-minute spots and participations will be used. Length of tests will depend on results, with expansion contemplated if tests are successful. Agency: Victor Van De Linde Co., N. Y.

RCA Victor Div. has taken over Muzak studio on 46th St. in New York and has purchased some special recording and studio equipment from Muzak Corp., which has discontinued its studio and pressing operations for outside commercial customers. Move in no way affects Associated Program Service or Muzak's wired music operation. Muzak retains its pressing plant at Elizabethtown, Ky. With equipment acquired from Muzak, RCA can now fill orders for vertical as well as lateral recordings.

WATERBURY's most desirable woman!

Maybelle H. Osborne
editor of

RADIO'S HOME JOURNAL
daily from 9-10 a.m.
Avery-Knodel can show you how well Maybelle sells bread, furniture, lumber, and insurance. She can sell your product better in Waterbury!

WBRY

5,000 WATTS

CBS in Waterbury, Conn.
INTERPRETING various aspects of the advertising business to the public and answering listener questions weekly, a forum program series titled Advertising in Action will be broadcast over the Liberty Broadcasting System by the Hollywood Advertising Club for the next 13 weeks starting Sunday night (Sept. 23) 7:30-8 p.m. (PDST), originating from KMPC Holly- wood. The station will release the program locally on the following evening at that station. John Baird, KMPC director of public affairs, will be moderator, with Benton Paschall, Liberty vice president and an ad club director.

VIDEO’S SALES USE
Stickel Talks at Rochester

"TELEVISION will be the greatest sales tool ever devised for American business," Walter L. Stickel, national sales manager for DuMont Labs, predicted at the Rochester Ad Club. "During the past year there has been an increasing use of television in all phases of American industry, as an aid to scientific observation, production procedures, and plant security," he explained on his Sept. 10 talks.

Citing the large number of closed-circuit TV hookups already used for business conferences to conserve travel time and costs, Mr. Stickel anticipated the "not-too-distant future" when three-dimen- sional TV, now used by the Atomic Energy Commission, would have widespread applications in general industry.

The DuMont executive also foresaw an upturn in the TV set market for the next few months. Mr. Stickel anticipated the "not-too-distant future" when three-dimen- sional TV, now used by the Atomic Energy Commission, would have widespread applications in general industry.

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FCC Actions (Continued from page 97)

Applications Cont.—Continued


Applications Returned

Hot Shots, Inc.—Returned application of Resort Const., Co. for CP name change.

KXIT Dalhart, Tex.—Returned application for assignment of license.

KDAS-FM Dallas, Tex.—Returned application for assignment of CP to Malvern, Ark.

September 13 Decisions

By the COMMISSION EN BANC

Designated for Hearing

WMIE Miami, Fla.; WACO-FM Waycross, Ga., and KXWZN West Memphis, Ark.—Designated for hearing on or before Oct. 22, 1969, transfer of control of WMIE from AM-FM station to co-owned FM station. Applicant requested a certificate of convenience and necessity to grant the transfer, to the end of extending its service to the outlying areas of Dade County, Fla. Application denied.

KREZ Laramie, Wyo.—Granted petition for leave to amend application by substituting revised figure 3; and record was closed.

WVPW Vidalta, Ga.—Granted petition for authority to operate television station as a Class II station, output power of TV station from vis. 3,500 to 5,000 kw and ant. 5,000 to 7,500 kw.

By Hearing Commissioners

KJAY Topeka, Kan.—Granted petition for leave to amend application by substituting new engineering data and to make changes in proposed site and antenna system.

KREX Laramie, Wyo.—Granted petition for indefinite continuity of hearing in proceeding initiated by the KREX application in the same docket for Sept. 10 in proceeding to rehear his application.

By Hearing Examiner C. Smith

KJAY Topeka, Kan.—Granted petition for leave to amend application by substituting revised figure 3; and record was closed.

WPME-TV Greenbush, N. C.—Granted petition for indefinite continuity of hearing in proceeding initiated by the WPME application for conditional license to station WPME on channel 22 to operate in Greenville, N. C., for Sept. 10 in proceeding to rehear his application.

By Hearing Examiner Elizabeth C. Smith

At the request of the parties involved, Hearing Examiner Elizabeth C. Smith, the examiner handling the case of WPME-TV Greenbush, N. C., granted a rehearing for Sept. 10 in proceeding to rehear his application.

By Hearing Examiner James D. Cunningham

Don H. Martin, Salem, Ind.—Granted petition to reopen record in proceeding re his application for purpose of revising "Exhibit No. 10" and record closed.

By Hearing Examiner Basil P. Cooper

Johnnie Weston Crabtree, Oakley, Ohio, Applicant.—Granted indefinite continuity of hearing re his application for assignment of license to Oakley, Ohio.

By Hearing Examiner James D. Cunningham

Don H. Martin, Salem, Ind.—Granted petition for correction in various re...
Address and name of person to whom the article refers:

ROBINSON-TURPIN

Bout Brings Problems

THEATRE television's biggest moment, the Wednesday Robinson-Turpin fight, was marred slightly by the appearance of a city tax threat.

In Philadelphia, Councilman James G. Clark announced he would introduce an ordinance in the next session of city council requiring a $1,000 license fee from establishments showing piped-in TV sportscasts for profit.

Councilman Clark, referring to the theatre monopoly of the Robinson-Turpin event, said it was "an outrage that people having television sets in their homes are deprived of an opportunity to see such shows."

The National Boxing Assn. voted last week to ask payment by promoters of theatre fight telecasts of "fair and equitable" shares of receipts to state boxing groups. Chairman Joe Triner of the Illinois State Athletic Commission said any such levy would result in double state taxation of the theatre productions.

In cities where the Wednesday fight was telecast, but large crowds tried to see the show, Chicagoans broke through glass doors of the State-Lake theatre. A Balaban & Katz spokesman said the theatre offered refunds or standing room to ticket holders whose seats were taken by the mob. Two other Chicago theatres reported sellouts for the fight.

Keith's theatre in Washington sold out its 1,800-seat capacity by noon Wednesday.

Associated Press estimated 35,000 saw the fight telecast in 14 theatres located in 11 cities. No broadcasts, radio or TV, were permitted by the promoters. Ticket prices were at least doubled by most theatres.


drop uHF bids

TEXAS applications for uHF stations in Dallas, Houston and San Antonio, filed two weeks ago by ollmen H. L. Wheelock, W. L. Pickens and H. H. Coffield [BROADCASTING TELECASTING, Sept. 10], were withdrawn last week. Although reasons for withdrawal were not given, it is known that a forbearance clause in the contract for the sale of their KEYL (TV) San Antonio to Fort Industry Co. [BROADCASTING TELECASTING, Aug 6] forbids the trio from entering TV in that city for 10 years.

Industrial TV

"CAN Industry Use Television?" is asked and answered affirmatively in the September issue of Fortune magazine. Six-page feature, edited and illustrated in the usual Fortune manner, emphasizes non-entertainment uses of the medium by government agencies and continues its well as in petro-chemical plants, industrial plants, hospitals, and research centers.

Tube Trouble

Nickel Shortage Grows

INDUSTRY authorities last week called on the government to save scarce nickel to manufacturers from the abyss of production and employment dislocation.

The storm flag was raised by the Radio-Television Mfrs. Assn. in a special meeting of the National Production Authority. The move followed a special meeting of the RTMA Tube Division on Tuesday.

"Unless relief from present nickel allocation policies is granted immediately, the industry will be forced to start cutting production about Oct. 15 and by Dec. 1 will be operating as low as 50% of its present rate of production," Glen McDaniel, RTMA president, informed Edmund T. Morris, director of NPA's Electronics Products Division.

Between 15,000 and 18,000 may be laid off by Dec. 1, many of them unavailable for return, Mr. McDaniel said. He recommended a procedure for allocating nickel at a rate originally suggested but never adopted by the NPA division.

Government electronics officials conceded the situation is very critical and indicated they would try to meet the emergency. Mr. Morris, who also heads the Electronics Production Board, told BROADCASTING TELECASTING:

"We are doing all we can to alleviate the shortage but it takes time."

Matter Taken Up With DPA

It was learned NPA has taken up the matter with Manly Fleischmann, Defense Production Administrator, and the Iron & Steel Division.

There was more than a glimmer of hope for speedy action. Delays in meeting schedules of military tubes would result without prompt action and thus slow production of a host of items, which uses vast quantities of electronic tubes, authorities pointed out.

Nickel is used in tank armor, jet engines and radar networks and in cathode ray tube assemblies.

Mr. McDaniel noted "the conservation of nickel is remarkable, but further substitution and conservation measures can scarcely be expected to achieve substantial further reductions." Already, manufacturers have turned out 229 million tubes the first seven months of 1951 while using only two-thirds of the nickel utilized to produce 191 million during a similar period in 1950.

Moreover, Mr. McDaniel said, discharge of a large number of claims on unfinished vital unavailable waste of nickel and other materials in training new working forces. Specifically, he urged a specified number of pounds be allocated monthly to the industry (187,000 pounds for the fourth quarter of 1961), with individual allotments based on the percentage of output for the production period of the fourth quarter of 1960. Manufacturers also should be free to order secondary nickel forms (wire, strip, nickel anodes) under allotments.

NPA authorities point out the problem of nickel is especially difficult because requirements are set forth on a monthly rather than quarterly basis and tube manufacturers do not have their complete demand from the top producer, the International Nickel Co. of Canada. But, they add, NPA is trying to obtain certain quantities for electronics. Lead time between contract and delivery generally is two months.

FCC Roundup

(Continued from page 108)

FM APPLICATIONS

Cincinnati: Employees Reinsurance Bestg., Co., Ch. 274 (103.7 mc), 8.8 kw: estimated cost $1,600, no revenue. Applicant is licensee of WSAI Cincinnati. Present WSAI-FM equipment is to be used at station permit is requested because applicant wants to use station as a new location. WSAI-FM license was cancelled last February. Filed Sept. 7.

TV APPLICATIONS

Cheyenne, Wyo.-Frontier Bestg. Co., Ch. 13 (210-216 mc), 2.5 kw visual, 1.2 kw sound: estimated cost $77,217, operating cost $66,000; filing fee $1,500. Applicant is licensee of KBFC Cheyenne. Filed Sept. 12.

TRANSFER REQUESTS


KWIS Lake Charles, La.-Assignment of license from RCM Broadcasting Co., Inc. toadio Nov., Inc. for $10,000. Applicant is licensee of K WAS Lake Charles. Filed Sept. 15.

KWSL Oak Cliff, Tex.-Assignment of license from the Downtown Broadcasting Co., Inc. to new radio Nov., Inc. for $10,000. Applicant is licensee of KWSL Oak Cliff. Filed Sept. 10.

KWSL Lake Charles, La.-Assignment of license from RCM Broadcasting Co., Inc. to radio Nov., Inc. for $10,000. Applicant is licensee of KWSL Lake Charles. Filed Sept. 15.

KWSL Abilene, Tex.-Assignment of license from KWSL Lake Charles to radio Nov., Inc. for $10,000. Applicant is licensee of KWSL Lake Charles. Filed Sept. 15.

KWST Austin, Tex.-Assignment of license from KPST Austin to radio Nov., Inc. for $10,000. Applicant is licensee of KWST Austin. Filed Sept. 15.


WABF-AM-AM-FM Mobile, Ala.-Assignment of license from WABF Mobile to WABF-AM-AM-FM Mobile, Ala. for $10,000. Applicant is licensee of WABF Mobile. Filed Sept. 13.


Deletions

Applications for deletion must be filed by January 1. All applications must be filed with the appropriate Federal Communications Commission office.

CBS-TV Hollywood production units have moved to new quarters in Keyes West Studio Building, Los Angeles. Included are production control, cost accumulation, graphic arts, stage supervision, wardrobe, props, shop construction, prop storage, scenic design.
TELEVISION “sunk to new depths” this summer and found a lost British submarine, it was learned last week. According to the Admiralty, the submarine Afray, with 76 men on board, failed to surface after a training dive last April. After the Afray’s disappearance, a team of four members of the Royal Scientific Service was sent to the scene of the accident to work on portable television equipment, similar to that used for regular broadcasting, in a welded watertight container and to design and build various remote controls.

Upon completion, the equipment was tested on the salvage ship Readaim and the first results proved so satisfactory an immediate search was begun. Early in June, viewers in the captain’s cabin of the Readaim saw various parts of the Afray moving into view on the television screen. “The climax was when they read the name Afray on the screen,” the Admiralty said.

TV Stations

(Continued from page 72)
age of the total business for his station from local sources a larger percentage from national spot and network classifications.

East coast stations, where network facilities are most easily available, expected a much greater percentage of network revenue than midwest and far west stations. Although western managers expected an increasing percentage of their revenue to come from network sources this fall the percentage of this increase was smaller than the percentage of increase expected by eastern stations.

On the other hand, western managers felt that there would be only a slight reduction in the percentage of their total revenue coming from local business this fall. Eastern stations predicted the position of local business in their overall revenue picture would be considerably diminished.

Western managers felt that the position of national spot as related to total revenue would be virtually unchanged while managers in the east and southeast expected a substantial increase in national spot advertising which would make it a more important part of their total.

Viewed as a whole, the trends survey of television indicated a healthy optimism on the part of managers throughout the country that business would continue to show substantial growth this fall and winter. While many stations were near saturation point on several types of business even 12 months ago, the rate increases which have been announced during the past year make total billings foreseen for this fall higher.
at deadline

HENRY BENTON URGES 'FREE TIME' TO EASE CAMPAIGN COSTS

LIMITED amount of free radio and TV time provided for responsible candidates for federal office, as means of easing campaign costs, in testimony Monday by Sen. William Benton (D-Conn.). He testified before Senate Special Elections Subcommittee.

Sen. Benton cited suggestion "that (the FCC), in allocating television licenses, give some weight in favor of those applicants who offer to provide the modest amount of free time. He urged radio time formula for primaries and nominating conventions, dispersing burden among local AM-FM-TV stations without committing substantial public funds.

Sen. Benton said campaign costs in Connecticut had quadrupled in 25 years and are still going up with advent of television. He suggested minority parties be entitled to free time if they secured or "are willing to put up $25,000", who termed the "pretty unreasonable." Conversely, Rep. Clarence J. Brown (R-Ohio) noted complaints that free television had "killed the gate" and said fight promotions were entitled to get something out of it.

Complaint about home blackout of fight made to FCC by State Senator Summer G. Whittier, Boston Republican. In Cleveland, TV Owners & Viewers League said members would boycott local theater that had shown match.

IRE MEDAL OF HONOR AWARDED W. R. G. BAKER

MEDAL of Honor of Institute of Radio Engineers, considered one of nation's highest professional awards, was voted for 1962 to Dr. W. R. G. Baker, vice president of General Electric Co. and general manager of its Electronics Division at Syracuse.

Presentation of medal and accompanying citation will be made March 5 at IRE annual convention in New York.

TWO NEW AM GRANTS

GRANT of new AM stations in Ionica, Mich., and Fostoria, Ohio, made Friday in initial decision by Hearing Examiner Elizabeth C. Smith. Ionica Broadcasting Co. got grant on 1430 kc with 500 w daytime only at Ionica and Seneca Radio Corp. got same frequency using directional antenna with 1 kw fulltime in Fostoria. Examiner noted two stations 120 miles apart would not result in prohibitive interference.

FURTHER WSB-TV STAY

FURTHER stay to Sept. 21 of its order approving the sale of WSB-TV Atlanta to Broadcasters Inc. (Broadcasting • Telecasting, Sept. 3, Aug. 27, 20) was ordered by the FCC Friday. This is second stay order issued by FCC, first being to Sept. 14. Both have been on grounds that Commission has to study hidden ownership and other charges made by WGST Atlanta and E. D. Rivers Jr.

BROADCASTING (Continued from page 4)

lots of correspondence on NARBA, pro and con. LOOK for Sen. Pat McCarran (D-Nev.) to set time and date for long-delayed hearings on FCC Commissioner Frieda Hennequin's nomination. Full committee, of which he is chairman, is expected to meet at regular calendar meeting today (Monday). It's speculated hearings may be held momentarily in view of approaching Senate recess.

CBS is experiencing some difficulty in clearance of colorcasts by certain of its TV affiliates. Audience complaints reportedly caused one station to cancel forenoon transmissions, with suggestion that, until color receivers are available in its market, network should adopt "test market" procedure in areas like New York or Los Angeles where service would be available from six other TV outlets and public complaint on adequate choice of black-and-white service would not become factor. Some affiliates have suggested that CBS should supply black-and-white network service during local colorcast periods until color set distribution reaches salable proportions.

PORTER CHIDES NARTB, FELLOWS RESPONDS

NARTB labeling of Benton legislation as potential censorship and interference was authorized by Attorney Paul A. Porter, drew heated denial from attorney in letter to NARTB President Harold E. Fellows. Copies of letter sent NARTB board members and key figures in Senate.

Ex-FCC Chairman Porter chides NARTB for statements in weekly member newsletter allegedly impugning personal financial motives to Sen. Benton "unrelated to fundamental issues involved." He contends legislation was based on Sen. Benton's "personal conclusion" and not "mine or Mr. Plotkin's" (Harry Plotkin, his law associate).

In replying Friday, President Fellows said NARTB board sees legislation as threat to free radio and entering wedge for censorship. Congress should seek to control even by indirect what American people should read or hear, he said, adding NARTB will use "every legitimate means" to combat measures and protect constitutional rights of members. NARTB's assigned TV code is "more whimsical than government review technique, he wrote.

Mr. Porter called NARTB comments "ill-conceived efforts to smear those who are deeply concerned about the use of this great media in our daily lives. The interest of men like Senators Benton, Bricker, Saltonstadt and Hunt in these problems is a reflection of the widespread concern of the people of this country on this subject.

He contended "serious proposals by responsible people should not be met by slick innuendos or vilification." If government really undertook censornship, he said, these four Senators would resist "with all possible vigor."

UNESCO GROUP URGES TV

PERMANENT TV panel for National Commission of UNESCO recommended at meeting of UNESCO General Council last week. UNESCO Expert Committee urged UNESCO to telecast major part of its program for next two years. Results of meeting to be presented to Third National UNESCO Conference, to be held Jan. 27-31 at Hunter College, New York.

BROADCASTING • Telecasting
JOHN MARSHALL: pioneer in law for free men

It was no oddity that the man who built the framework of American jurisprudence was reared and lived his life out in Richmond.

For John Marshall breathed the air of freedom in the city of Patrick Henry and Robert E. Lee.

Before he was Chief Justice of the Supreme Court he was General Marshall in the Revolutionary War forces under General Washington. The years have sped, but the course of free men burns as fervently in the Richmond of 1951 as it did then. The First Stations of Virginia, WMBG, WCOD(FM), and WTVR(TV) are Richmond’s chief mediums of expression. They are proud to be numbered as guardians of this heritage.

WMBG AM  WCOD FM  WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

Pioneer NBC outlets for Virginia’s first market.

Represented nationally by John Blair & Company
WEED
RADIO AND TELEVISION STATION REPRESENTATIVES
AND COMPANY

NEW YORK  BOSTON  CHICAGO  DETROIT  SAN FRANCISCO  ATLANTA  HOLLYWOOD