WKMH patrol helps drivers—and can prove it

Assistance to motorists in distress is as much the task of the four-car, seven-man "traffic safety patrol" at WKMH Dearborn, Mich., as the retention of TV viewers. WKMH's white patrol wagons under the supervision of James Hoy, former Detroit director of traffic. Since the patrol began in the fall of 1960, the men have driven nearly 200,000 miles on the freeways, aided 10,000 traffic reports, helped more than 5,000 motorists, assisted at 1,700 accidents and pumped 1,000 gallons of free gas (motorists who run out of gas on the freeway can be fined).

A recent study by the Michigan Highway Department of traffic on a three-mile test section of the Lodge Freeway credits WKMH patrolmen with assisting 30% of the motorists whose cars stopped. WKMH reports the patrol also has placed 2,000 emergency calls, taken four people to the hospital and reported over 30 fires and explosions, 10 broken water mains and 300 traffic signal failures.

Pure Oil Co. has been co-sponsor of the patrol since its inception. Although the operating cost to WKMH runs around $5,000 a month for the patrol, the station feels it has more than paid its way in community service. The many awards prove it, WKMH says.

Where tv, newspapers can help each other

Tvb, which spends a lot of time fighting newspapers generally, offered last week to work with them individually.

Howard P. Abrahams, vice president for local sales, cited fashion shows as an area where it might be done. Tie-in advertising built around a tv fashion show, he noted, can help retailers to sell more goods and at the same time increase the mediums' individual billings.

He said Tvb is "prepared to work with any newspaper which would like to work with a Tvb member to help local retailers sell more fashion goods."

Mr. Abrahams spoke Wednesday at a meeting of Rockford, Ill. businessmen convened by Wrex-tv there.

Transcontinent earnings up

A record six months earnings was reported by Transcontinent Television Corp. last week.

For the six months ended June 30, the company's net income after taxes was $872,940 (49 cents per share) compared with the same 1961 period's $646,192 (37 cents per share). Total revenues for the 1962 half-year period were $7,879,380 compared with $7,849,204 for the six months in 1961. TTC stations are Wgr-am-fm-tv Buffalo, N. Y.; Wnep-tv Scranton-Wilkes-Barre, Pa.; Wdaf-am-fm-tv Kansas City, Mo.; Kfmb-am-fm-tv San Diego and Kero-tv Bakersfield, both California, and Wdok-am-fm Cleveland, Ohio.

Larger color screens available from TNT

Theatre Network Television Inc. announces the availability of what it calls the "first large-screen color tv network" in the United States.

Nathan L. Halpern, TNT president, said in the past, equipment has been on the market to project color tv pictures of 4½ by 6 feet. But TNT's new projectors manufactured by Philips of the Netherlands permit pictures of 9 by 12 feet. Mr. Halpern said the projectors are available for closed-circuit telecasts of meetings for business, industry and other groups. A lineup of 51 cities is available immediately, he added.

Microwave to studio

Klz-fm Denver, which went on the air July 20, plans to provide noise-free, uninterrupted service through the use of microwave instead of telephone lines in its studio-to-transmitter operations.

Station Manager Lee Fondren says the microwave will keep KLZ-FM from being forced off the air when lines are blown down or damaged.

The station's transmitter tower is located 7,600 feet above sea level, atop the area's Lookout Mountain.

Metromedia reports record sales, net

Metromedia Inc.'s first-half gross business rose to a record $26,206,832. The parent company of Metropolitan Broadcasting Stations last week reported that the gross revenue for the 26-week period ending July 1 compares with $23,397,380 for the like period in 1961.

Metromedia's net income, after taxes, also rose to a new high during the period: $1,021,655, equal to 60 cents per share, against $446,587, or 25 cents per share, for the first half of 1961. The 1962 per share net income represents a 131% increase over the 1961 figures.

Net income for the 13-week period, ending July 1, was a record $882,923, or 52 cents per share, compared with $434,253, or 25 cents per share for the like period last year. Metromedia's cash flow of $2,736,615, or $1.60 per share for the first half of 1962 compared with $2,387,844, or $1.40 per share, for the similar 13-period week last year.

Metromedia's shares are listed on the New York Stock Exchange under the symbol MTM.

'ho-ho' at Miami radio

Two Miami broadcasters indulged in a little horseplay last week when Wfun, a Rouxville station, asked Wqam, a Storz station, to make good on an air offer.

Ted Clark, disc jockey of Wfun, sent a registered letter to Jack Sandler, general manager of Wqam, asking him to provide him with a copy of "Edition No. 2 of the Wqam Copy Cat Kit." The Clark letter explained the offer included: 300 sample contests, two ways to determine hit songs of the future, 101 funny sayings, advance copies of the Wqam Fabulous 56 Survey and 20 copies of an old Haley Mills record.

Stating his heart was "overflowing," Mr. Sandler responded by sending the prizes offered accompanied by a lengthy letter to Mr. Clark. He sent copies to Fcc Chairman Newton Minow, Pierre Salinger, White House news secretary, and about a score of others.