

BROADCASTING TELECASTING

IN THIS ISSUE:

Summer Trade Winds
Fair, Check Shows
Page 23

BS Reorganization
Plan is Delayed
Page 23

Knock Consideration
Deferment Asked
Page 25

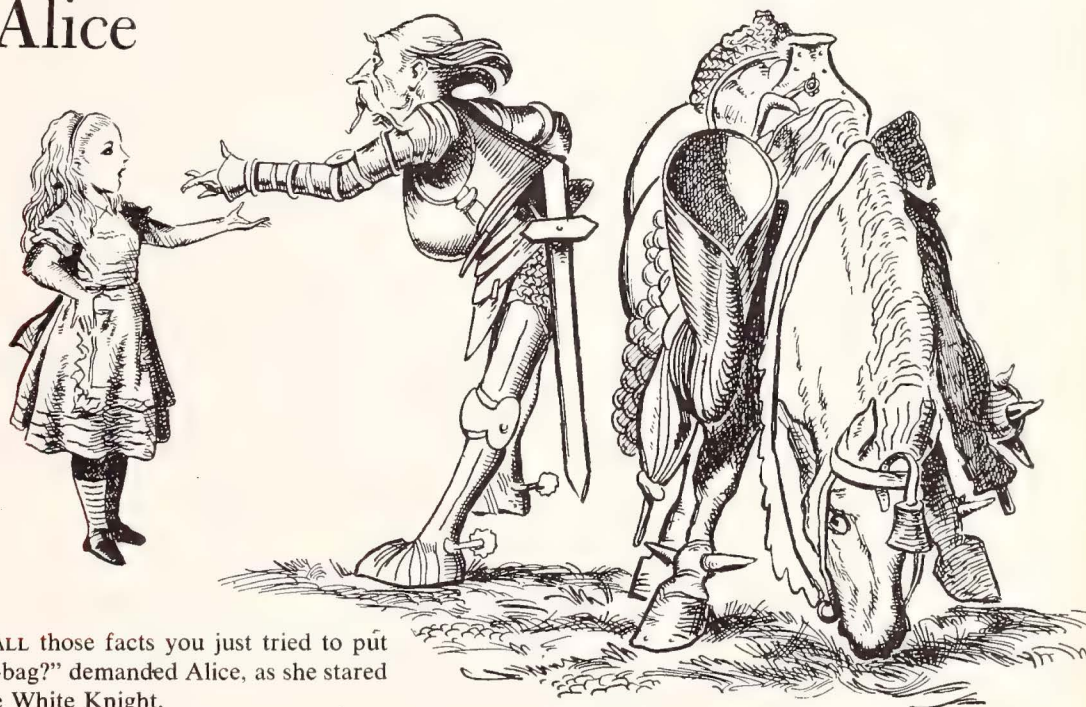
Merchandising at
Store Shelf Level
Page 40

TELECASTING
Begins on Page 61

20TH
The Newsweekly
of Radio and
Television.
year

\$7.00 Annually
25 cents weekly

"but I never heard such things,"
said Alice



"WHAT ARE ALL those facts you just tried to put in the saddle-bag?" demanded Alice, as she stared angrily at the White Knight.

"They are things that many people called advertisers and agency men should know about WOR-tv channel 9, New York," said the White Knight.

"Please don't tease me," said Alice. "Tell me, too."

"Who said anything about teasing you?" demanded the White Knight as he slipped one mailed arm furtively into his charger's saddle-bag.

"I know," replied Alice. "I can tell."

"Well," confessed the White Knight, "the facts are these; some of them, that is:

"During January, February and March, in the year 1951, 50% more people who were looking at a certain WOR-tv show bought the product advertised on it than did the people who weren't looking. And 78% more of the people looking had the product in their homes."

"Well, why not tell people?" asked Alice.

"But Dear, I'm doing just that," explained the White Knight.

"But you weren't 'til I made you," goaded Alice.

"H-mm-m," grunted the White Knight. "Anyway, ten — yes, ten — WOR-tv programs attract an audience of more than ¼-million viewers per broadcast. Six WOR-tv nighttime programs were rated higher in late April, 1951, than at anytime during the 1950-51 season. And . . ."

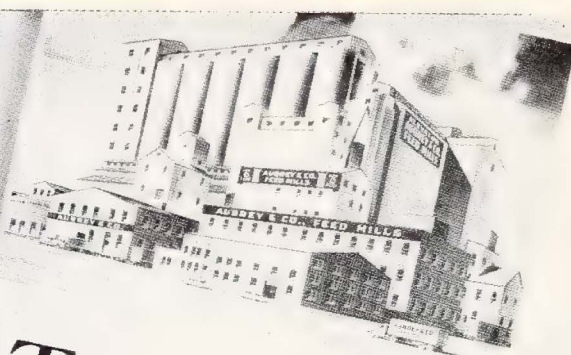
"That will be sufficient," stated Alice. "I think you . . ."

"Don't be impertinent, young lady," warned the White Knight.

NOTE: WOR-tv carries more sports than any other television station in New York; sports of all kinds appealing to all kinds of people.

WOR-tv, channel 9
in New York

Broadcasting
May 14, 1951



The south end of Aubrey & Co. Feed Mills, sponsor of Market Digest on WHAS in Louisville.



Business of
Broadcasting

One of a Series

To Harvest Farm Dollars Best Tool Is Radio

RADIO, as essential to the farmer as any piece of equipment he owns, is being used with conspicuous success to sell everything from tractors to ideas in the agricultural areas of the

three examples: the county farm program, 1011 Farm Service, 12:15-12:30 p.m., Monday-Saturday. Both programs are conducted by Dix Harper, WHAS farm service director.

Since Oct. 31, 1950, when the second program was added, the Howard County Co-op's sales have been running 74% bigger than for the corresponding months a year before.

Some items of merchandise that were moved by the radio advertising for the co-op included: Implement sales in Howard county went up 155% in 1950 over 1949. Some 12 million gallons of feed were sold—a 29% increase.

But as a result of the radio campaign, the Howard County Co-op had to stop taking orders because the entire fertilizer supply available for the next two and a half months had been sold.

The Co-op Hatchery sold 200,000 baby chicks during 1950 and by January 1, 1951, had booked orders for 62,500 chicks for spring delivery. That was 1,500 more than their quota and the first time the hatchery had reached its quota since it started operation in 1929.

The WHAS farm department service director who conducts both programs, is 28, was raised on a farm and is a graduate of Iowa State College, where he majored in agricultural education.

Aubrey Buys First On WHAS in 1948

Aubrey & Co. Feed Mills, of Louisville, which distributes feed to livestock and poultry from 100 to Miami, east to the M.

"Aubrey & Co. Feed Mills

225%

SALES INCREASE

200 NEW DEALERS"



through QUALITY OF PROGRAMMING



FRANK COOLEY



DON DAVIS

The
WHAS
Farm
Team

WHAS FARM PROGRAM SCHEDULE

6:35-45 a.m.	"Market Digest"
6:45-00 a.m.	"Farm News"
12:40-50 p.m.	"Farm Markets"
12:50-00 p.m.	College of Agriculture, University of Kentucky
SATURDAY ONLY	
6:30-45 a.m.	"Tomorrow's Tobacco"
11:30-50 a.m.	"Farm Features"
11:50-00 Noon	College of Agriculture, University of Kentucky

No other Kentuckiana station has the complete farm program department offered by WHAS. Farm Program Director Frank Cooley and Don Davis have earned the confidence of the farmers of Kentucky and Southern Indiana. That's why they turn in amazing success stories for sponsors like Aubrey Feed Mills.

The noontime "Farm Markets" show is now available . . . ask Petry or us for the complete story.



WHAS
Louisville, Kentucky

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling
all of the rich Kentuckiana Market

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

Cleveland's most complete radio news service...

FULL STAFF OF LOCAL REPORTERS
WORKING FROM **WERE** NEWS DESK



ROBERT WASS News Director . . . Special Events
. . . fifteen years experience makes his news job
the most-listened-to in Cleveland . . . 15 years
(radio news)



WAYNE JOHNSON
Newscaster . . . "voice of
the news" in Cleveland . . .
6 years (radio news)



JERRY BOWMAN
Newscaster . . . re-write
man . . . 15 years
(radio news)



MARTY WHELAN
City Hall Reporter . . .
local news man.



BOB WEST
Reporter . . . Feature Writer
charge of night news

17 Newscasts every day • All news re-written & processed • Associated Press & International News Service • Police - Fire
Dept. Radio • Mobile unit • Telephone 'beeper' system for on-the-air interviews.

The O. L. Taylor Company—National Representatives

5000 WATTS • 1300 KC

CLEVELAND, OHIO

WERE

BROADCASTING TELECASTING



...at deadline

Closed Circuit

ALTHOUGH it isn't admitted, President Truman has made tacit commitment to Speaker Rayburn on appointment of Robert T. Bartley to FCC [BROADCASTING • TELECASTING, June 18], but when it was thought another member—not Comr. Hennock—would be leaving. Assumption was that Miss Hennock, whenever she left, would be succeeded by another woman and that there would be woman-member of FCC henceforth. Consensus: Mr. Bartley will get job if it goes to man; Examiner Fanney Neyman Litvin, if distaff precedent is continued.

SEN. WILLIAM BENTON (D-Conn.) has been beating bushes on House side to get support of his resolution and bill to set up advisory board on radio and television and to delay lifting of freeze. Thus far, Sen. Benton has been unable to get key members of Rep. Robert Crosser's (D-Ohio) Interstate & Foreign Commerce Committee to commit themselves in support of companion legislation.

APPOINTMENT of Navy Secretary Francis P. Matthews, board chairman and chief stockholder of WOW Omaha, as U. S. Ambassador to Ireland apparently won't leave radio and TV unrepresented in top Navy post. Reportedly slated for successor to Mr. Matthews as secretary is Undersecretary Dan A. Kimball, who, as vice president of General Tire & Rubber Co., sat on Yankee Network board.

MANAGERIAL, program or news personnel in radio or TV holding Army reserve commissions are eligible for two weeks' active tours of duty in Radio-TV at Pentagon, Washington, at full pay, and with full service credits. Tours would be for relief of officers now on duty, irrespective of rank, with transportation to and from Pentagon. Col. E. M. Kirby, chief, Radio-TV branch, Public Information Division, should be contacted.

NEWEST membership problem at NARTB centers around joint AM-TV stations, with another outlet pulling out of AM side because of cheaper TV dues. Note of encouragement seen, however, in plan of Fort Industry stations to belong 100%.

CBS AFFILIATES—all 196 of them—shortly will receive eight-page letter from President Frank Stanton outlining plans for exploiting AM network to limit. Also covered may be detailed outline of plan to reorganize network into eight separate corporate or divisional components (see story, page 23) [CLOSED CIRCUIT, June 18].

DUDLEY J. LE BLANC, owner of Hadacol, may sell out. He's dickering with several prospective buyers, with price negotiations on multi-million dollar level. Despite reports to contrary, Sterling Drug is not among prospects.

FULTON LEWIS jr., Mutual commentator, and William B. Dolph, head of Dolph Enterprises (Continued on page 98)

Upcoming

June 24-27: National Industrial Advertisers Assn., Annual Conference, Waldorf-Astoria, New York.

June 26: NARTB-Radio-Television Manufacturers Assn. FM Conference, NARTB Hqtrs., Washington.

(More Upcomings on page 77)

Bulletins

HAROLD LINDLAY, for past six years manager of Los Angeles office of Headley-Reed Co., station representative, joins H-R Representatives Inc. as vice president to handle western operations. He will establish an office for H-R Representatives in Equitable Bldg., Hollywood Blvd. and Vine St.

FCC asked Friday by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, to delay opening of CBS color until FCC chairman can see RCA color tube operating with DuMont equipment, demonstrated in laboratory.

HAROLD C. LUND, vice president of Walker & Downing Adv. Agency, Pittsburgh, to manage WDTV (TV) Pittsburgh, announced Friday by Chris J. Witting, new director and general manager of DuMont Network. He succeeds Donald A. Stewart, now with DuMont in New York.

RAW materials used in production of radio-TV receivers, phonographs and other consumer goods will be controlled and allotted on quota basis beginning July 1, Manly Fleischmann, NPA administrator, announced Friday. Additional 10% cut in use of steel in those products also earmarked. New order is designed to spread materials as widely as possible, ease shortages and allocate equitable share to small manufacturers.

Four-Department Plan Adopted by ABC

REORGANIZATION of ABC into four divisions—ABC Radio Network, ABC Television Network, ABC Owned Radio Stations and ABC Owned Television Stations, with each division to be headed by vice president [CLOSED CIRCUIT, May 28] announced by President Robert E. Kintner, effective July 2.

Radio Vice President Ernest Lee Jahneke Jr. to be vice president for Radio Network Division; TV Vice President Alexander Stronach Jr. to head TV Network Division; James Connolly, vice president in charge of network radio stations, becomes vice president for Owned Radio Stations and Radio Spot Sales; and Slocum Chapin, vice president in charge of network television stations, becomes vice president for Owned TV Stations and Television Spot Sales.

Mr. Stronach appointed Charles F. Holden, ABC-TV production manager, as assistant national director of program production for TV network, and said Ward Byron will continue as executive producer for TV, reporting to Mr. Holden.

ABC Cooperative Sales Dept. also split, with Ludwig Simmel, manager of cooperative program sales, as manager of radio co-op sales

Business Briefly

BUY FOOTBALL SERIES • U. S. Army and Air Force to sponsor *Game of the Week*, college football series, on ABC radio Saturday afternoons from Oct. 13 through Nov. 24. Agency, Grant Adv., Chicago.

ERWIN, WASEY APPOINTED • Hyde Park Breweries Assn., St. Louis, names Erwin Wasey, Chicago, to handle advertising. Radio and TV used.

RITE-LITE BUYS • National Products Corp. (National TV "Rite-Lite"), Nashville, Tenn., sponsoring *What Makes TV Tick?*, Tuesday over DuMont Network, 11-11:15 p.m., beginning July 3. Agency: Marfree Adv., New York.

TV SELF-REGULATORY PROJECT INITIATED

AFFIRMATIVE action to set up self-regulatory standards for television was started Friday at TV workshop held in Washington under NARTB auspices (early story page 63).

Meeting challenges of educators and program critics head-on, 103 telecasters representing 65 stations and national networks directed NARTB President Harold E. Fellow to form committee which will submit self-regulatory project to station convention next autumn.

At same time TV stations acted on behalf of equality for television in coverage of event to insure accurate and factual news job. This step was taken in adopting resolution offered by G. Bennett Larson, WPIX (TV) New York.

Telecasters acted Friday afternoon after self-dissection of video programming and after hearing Sen. Edwin C. Johnson (D-Col.) and FCC Chairman Wayne Coy.

Resolution for self-regulatory project was (Continued on page 98)

and George Smith, program manager, Chicago manager of TV co-op sales.

In Chicago, James L. Stirton named director of TV Network for Central Division; Edward G. Smith, director of Radio Network, Central Division. On West Coast Ernest Felix named acting manager of Western Division, Donn I. Tatum, formerly of Don Lee, is director of TV and Francis Conrad, former KECA Los Angeles manager, is director of radio.

Five top administrative departments of ABC to continue operation in both radio and TV. Special service departments under C. Nicholson Priault, vice president and treasurer; public relations and research, advertising and promotion departments under Vice President Robert Saudek; legal department under Vice President and General Attorney Joseph A. McDonald; news and special events department under Vice President Thomas Velotta; and general engineering department under Vice President Frank Marx.

Application for FCC approval of \$25 million merger of ABC and United Paramount Theatres expected to be filed early in July, contingent upon respective stockholders approving deal at their meetings July 27.

BROADCASTING • Telecasting



The shot that paid off 1000%

The target was sales for an industrial advertiser—and it was hit hard and clean. Here's what happened:

After sponsoring the Fulton Lewis, Jr. program, "sales increased from \$6,000 a month to approximately \$55,000—or roughly 1,000%" for the Sunbury Wire Rope Manufacturing Company. As told by Mr. Kenneth P. Nelson, the firm's vice-president and general manager, to Mr. Charles Petrie of Station WISL, Shamokin, Pa., "in addition to the striking sales increase, inquiries requesting distributorships were received from quite a number of prospects within the broadcast area."

Whether you're interested in selling products for industrial use, or building up your market for consumer goods, the Fulton Lewis, Jr. program offers a ready-made audience at local time cost. Sponsored locally on more than 340 stations by 572 advertisers, Fulton Lewis, Jr. may still be available in your area. Check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

IN THIS BROADCASTING

Spot Radio Forecast Mostly Favorable	23
CBS Reorganization Hits Snag	23
American Bar Asks Delay in Hennock Hearing	25
CBS Color TV Starts With 16 Sponsors	25
Threat Seen to Theatre Television	27
NARTB Views NBC Radio TV Code Plan	27
Credit Debate Seen on Hill	28
Hard Radio Selling Urged at BMI Meeting	29

TELECASTING Starts on Page 61

DEPARTMENTS

Agency Beat	12	On All Accounts	12
Aircasters	80	Open Mike	16
Allied Arts	86	Our Respects to	52
Editorial	52	Public Interest	82
FCC Actions	90	Programs, Promotions, Premiums	83
FCC Roundup	96	Radiorama	48
Feature of Week	18	Strictly Business	18
Front Office	54	Upcoming	77
New Business	11		

WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Fred Fitzgerald, Associate Editors; Jo Halley, Makeup Editor; Tyler Nourse, Copy Editor; Dave Berlyn, Assignment Editor. **STAFF:** Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Osbon, Allen Riley. **EDITORIAL ASSISTANTS:** Kathryn Ann Fisher, Pat Kowalczyk, Doris Lord, Jean D. Statz, Keith Trantow; Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Orme; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, Manager; Doris J. Buschling, Jonah Gitlitz, Grace Schorm.

NEW YORK BUREAU 488 Madison Ave., Zone 22, PLaza 5-8355; **EDITORIAL:** Rufus Crater, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Gretchen Groff, Liz Thackston.

Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, CEntal 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775; James Montagnes.

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

* Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: \$7.00 Per Year, 25c Per Copy

BROADCASTING • Telecastin

*"Naturally,
Roger has
his own radio"*



We're not so sure he ought to have a set of his own.

Roger, being only five, might be better off outdoors, learning the sacred principle of the sacrifice bunt. Or having someone read him a story. And isn't he a little young to be picking all his own programs?

But the significant fact from your point of view is that most parents count radio so indispensable that no home, and hardly a room, is properly furnished without it. People have come to take it for granted that without radio, you can't successfully run a hotel, hire a maid, or raise a child.

This attitude points up a value more meaningful than the formidable statistics of competing advertising media. A quality too often buried under radio's own impressive circulation figures. The figures don't lie. They're just not articulate. They fail to make the simple point about radio's power that matters more than numbers.*

Radio belongs.

It belongs upstairs and downstairs, in the kitchen and in the car. In the city, and in places the mail gets to once a week.

If you are an advertiser with a big market to reach, you belong in radio.

*The Columbia
Broadcasting System*

*95% of all U.S. homes have radios...

People average nearly four hours a day listening to them. They spend 20% more time listening to CBS stations than to those of any other network.

COMPARATIVE NETWORK SHOWSHEET

E V

	SUNDAY				MONDAY				TUESDAY				WED	
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS
6:00 PM	Draw Pearson (273) R	Dance Orchestra	Quaker Challenge of the Yukon	You Can't Take It With You S	Not in Service Mon-Fri. 6-7 p.m.	Metro Life Ins. Doug Edwards (22)	Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Doug Edwards (22)	Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Doug Edwards (22)
6:15	Seeman Bros. Mon. Headlines (268) R	"	"	"	"	You and the World S	"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	"	You and the World S
6:30	O.E.D. S	Starlight Melodies	Cudahy Packing Nick Carter (329)	Adventures of Archie Andrews S	"	No Network	"	"	"	No Network	"	"	"	No Network
6:45	"	"	"	"	"	Ron Cochran & the News	"	Sun Oil Co 3-Star Extra (34)	"	Ron Cochran & the News	"	Sun Oil Co 3-Star Extra (33)	"	Ron Cochran & the News
7:00	Adam's Playroom S	Amer. Tob. Co. Guy Lombardo Time (192) R	Kellogg Wild Bill Hickok 7-7:25	The Quiz Kids S	Co-op* Headline Edition	Robt. Q. Lewis	Co-op Fulton Lewis Jr. (328)	Pure Oil Co. Harkness (33)	Co-op* Headline Edition	Robt. Q. Lewis	Fulton Lewis Jr. (328)	Pure Oil Co Harkness (29)	Co-op* Headline Edition	Robt. Q. Lewis
7:15	"	"	News	"	Co-op Elmer Davis	"	Dinner Date S	No Network Service	Co-op Elmer Davis	"	Dinner Date	No Network Service	Co-op Elmer Davis	"
7:30	Ted Mack Family Hour S	Rexall Peggy Lee Show (185)	Affairs of Peter Salem	New Theatre S	General Mills Lone Ranger (145) R	"	Bellone Gabriel Heatter (304)	Miles Labs News of World (158)	General Mills Armstrong of the S.B.I. (162)	"	Personna Blades Gabriel Heatter	Miles Labs. News of World (158)	General Mills Lone Ranger (145)	"
7:45	"	"	"	"	"	Am. Oil-Hamm. Don Hollenbeck (103)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (155) H R	"	Am. Oil-Hamm. Don Hollenbeck (103)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (155) H R	"	Am. Oil-Hamm. Don Hollenbeck (103)
8:00	Stop the Music S	Coca-Cola Mario Lanza Show (192)	Singing Marshall	"	Man From Homicide S	Bromo Seltzer Hollywood Star P'house (177) R	Hashknife Hartley	A A of RR's Railroad Hour (171)	TBA	Operation Danger	Count of Monte Cristo S	American Portraits S	Bob Barkley American Agent S	Rocky Jord
8:15	P&G Stop the Music	"	"	"	"	(off 7/7)	"	"	"	"	"	"	"	"
8:30	Mars Inc. Stop the Music (171)	Philip Morris Horace Heidt (179)	Enchanted Hour	U. S. Steel NBC Symphony	General Motors Henry Taylor	Lever-Lipton Godfrey Talent Scouts (159) R	8:30-8:55 Crime Fighters	Firestone Voice of Firestone (140)	Sea Hound S	C-P-P T. Pwdr. Mr. & Mrs. North (152) R	Official Detective S	Dangerous Assignment	Fat Man S	Chesebro Dr. Christi (175) R
8:45	Lorillard Stop the Music (198)	"	"	"	World Wide Flashes S	"	"	"	"	"	"	"	"	"
9:00	Warner-Hudnut Walter Winchell (281)	Wrigley B'way Is My Beat (175)	Opera Concert	"	United or Not S	Wrigley Romance (175)	Murder By Experts S	Bell Telephone Telephone Hour (168) R	Co-op Town Meeting	Wm. Wrigley Pursuit (179)	John Steele Adventurer	It's Higgins, Sir	Rogue's Gallery S	Wrigley Johnny Dol (175)
9:15	Andrew Jergens Louella Parsons (283)	"	"	"	"	"	"	"	"	"	"	"	"	"
9:30	TBA	Music Far You	Les Higbie News	Mr. Moto S	Dream Boat S	Meet Millie	War Front—Home Front	Cities Service Band of America (96) N	"	Philip Morris The Bickersons (149)	Mysterious Traveler	Pet Milk Jack Pearl & Mimi Benzell	Mr. President S	Escape
9:45	"	"	War Review	"	"	"	"	"	Chr S. Monitor Views the News R	"	"	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (119)	Carnation Co. Contented Hour (178)	This Is Europe	\$64 Question *OT	US Army & Air Forces, Let's Go with R Flanagan	Strawhat Concerts	A. F. of L. Frank Edwards (134)	Boston "Pops" Orchestra *OT	Time For Defense S	Capitol Gloskroom	A. F. of L. Frank Edwards (23)	Lever Bros. Big Town (134)	Lawrence Welk S	Dance Orchestra
10:15	Gloria Parker Show S	"	"	"	—Off 7/16	"	I Love A Mystery	"	"	"	I Love A Mystery	"	"	"
10:30	Co-op George Sokolsky	Longines-Wittnauer Symphonette	Concerto	Yesterday, Today and Tomorrow S	Sterling Drug News (207)	Dance Orchestra	Bands For Bonds	OT	Sterling Drug News (207)	Dance Orchestra	Dance Orchestra	Summertime Serenade	Sterling Drug News (207)	"
10:45	My Lucky Stars S	(148)	"	"	Dream Harbor S	"	"	"	Dream Harbor S	"	"	"	Dream Harbor S	"
11:00	News S	News	News	News from NBC	News S	News	Co-op Baukhage Talking	News from NBC	News S	News	Co-op Baukhage Talking	News from NBC	News S	News
11:15 PM	Thoughts In Passing S	Elmer Roper	Shorly Warren Rangers	Clifton Utley	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra

DAY

	SUNDAY				MONDAY - FRIDAY				SATURDAY					ABC
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC		
9:00 AM	Milton Gross Opera Album S	* World News	Elder Michaux Happiness Hour	Co-op World News Pearson	Breakfast Club (261) R S	Co-op News	Co-op Robt Hurlough	Skelly Oil News (27)	Co-op No School Today	Co-op News	(Network Opens 10 a m)	Coffee in Washington S	1:30 PM	National Vespers S
9:15	"	E. Power Biggs S	"	TBA	Swift & Co. Breakfast Club (316) R	Barnyard Follies S	Co-op Tell Your Neighbor	No Network Service	"	Barnyard Follies S	"	"	1:45	"
9:30	Voice of Prophecy, V&P Inc. (105)	"	Christian Rel. Church Back to God	We Remember (9:30-10 Spl)	"	"	Harmony Rangers	"	"	"	"	TBA	2:00	Goodnews Best Back to the Bible
9:45	"	Trinity Choir	"	Hudson Coal D&H Miners Spl (14)	Philco Corp. Breakfast Club (290)	"	"	"	"	Garden Gate	"	"	2:15	"
10:00	Message of Israel S	Church of Air S	Radio Bible Class (309)	National Radio Pulpit S	Sterling Drug My True Story (216) R	Toni-Reid-Murdock, A Godfrey (170) R	Co-op Cecil Brown (85)	P&G, Welcome Travelers (142)	"	Lee Ke'ton Orchestra (153)	Miscellaneous Program S	Mind Your Manners	2:30	Treasury Show S
10:15	"	"	"	"	"	Lever-Rinso Author Godfrey (174) R	Faith Our Time S*	"	"	"	"	"	2:45	"
10:30	Negro College Choirs S	"	Voice of Prophecy (321)	Dr. Peale Art of Living S	Philip Morris Modern Romances (228)	Pillsbury, Godfrey (180) R	Dixieland Breakfast Club	Swift & Co* Red Foley Show (49) Spl	"	Make Way for Youth	Leslie Nichols	Pet Milk Mary Lee Taylor (151)	3:00	This Week Around the World S
10:45	"	"	"	News Highlights S	General Mills Betty Crocker (202) R	National Biscuit Author Godfrey (184) R	"	Campbell 10-30-11 Double or Nothing (132)	"	"	Helen Hall	"	3:15	"
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Everett Holles	Faultless Starch Time (53) Spl	TBA (148)	Liggett & Myers Author Godfrey (190) R	Co-op Ladies Fair	Bristol Myers Break the Bank (167) M-W-F	Junior Junction S	Cream of Wheat Let's Pretend (153)*	TBA	Hollywood Love Story S	3:30	Dr. Billy Graham Hour of Decision
11:15	"	"	Dixie 4 Quartet	Morning Serenade S	P&G TBA	"	"	(T-Th. S)	"	"	TBA	"	3:45	"
11:30	The Christian In Action S	Invitation to Learning S*	N'western U Review S	UN Is My Beat S	TBA	Contrl. Baking Grand Slam (48)	Lorillard-Kraft* Queen for A Day	Prudential Ins Jack Berch (141)	Dr. Gino S	Byrnat S. Maughan Theatre (147)	U.S. Marine Band	My Secret Story S	4:00	Gospel Bestg Co Old-Fashioned Revival Hr. (252)
11:45	"	"	"	Carnival of Books	P&G Dick Haymes	P&G Ivory Snow Rosemary (136)	"	Armour Dial Dave Garraway (166)	"	"	"	"	4:15	"
12:00 N	News S	People's Platform	College Choirs	America United S	Philip Morris J. Olsen Show (231)	General Foods Wendy Warren (150)	Miles Labs Alka-Seltzer Time	No Network Service	101 Ranch Boys S	Armstrong Cork Theatre of Today (191)	Man on the Farm S	Barriault Washington News	4:30	"
12:15 PM	Brunch Time S	"	"	"	Serutan Don Gardiner	Lever Bros. Aunt Jenny (29)	Lanny Ross S*	Pickens Party S	"	"	"	Public Affairs S	4:45	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Co-op Hazel Markel	The Eternal Light	Not in Service	Whitehall Helen Trent (167)	Miscellaneous Program	No Network Service	American Farmer S	Pillsbury Mills Grand, Cen. Sta. (155)	Georgia Crackers	US Marine Band	5:00	Concert of Europe S
12:45	"	Richfield C. Collingwood (35)	Dawn Bible Frank & Ernest	"	"	Whitehall Our Gal Sunday (163)	Bob Poole Show	Songs by Eve Young S	"	"	"	"	5:15	"
1:00	Sammy Kaye's Sun. Serenade S	Your Invitation to Music	William Hillman	U of Chicago Round Table	Paul Harvey	P&G Ivory, Spic & Span, Big Sister (143)	Co-op Cedric Foster	Hometowners S	Navy Hour S	Armour Stars Over Hollywood (182)	Soldier's Serenade	Allis-Chalmers Natl Farm & H Hour (167)	5:30	San Francisco Sketchbook S
1:15	"	"	Organ Moods	"	Co-op Ted Malone	P&G Oxydol Ma Perkins (152)	Luncheon with Lopez	Pickens Party Rpt	"	"	Jerry & Sky S	"	5:45 PM	"

BROADCASTING

ESDAY		THURSDAY				FRIDAY				SATURDAY				
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Doug Edwards (22)	Repeat of Kid Strips	News Lionel Ricau S	Not in Service	Metro. Life Ins. Doug Edwards (22)	Repeat of Kid Strips	News Lionel Ricau S	Roger Renner Trio S	News Griffing Bancroft S	Harmony Rangers	Bob Warren News	6:00 PM
"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	Una May Carlisle S	Atlantic City String Band S	"	Earl Godwin's Washington	6:15
"	"	"	No Network	"	"	"	No Network	"	"	Harry Wismer S	Saturday Sports Roundup	Organ Music	What's the Score?	6:30
"	Sun Oil Co 3-Star Extra (34)	"	Ron Cochran & the News	"	Sun Oil Co 3-Star Extra (32)	"	Ron Cochran & the News	"	Sun Oil Co 3-Star Extra (33)	Labor-Management S	Richfield L Lesauer (35)	"	"	6:45
Fulton Lewis Jr. (328)	Pure Oil Co. Harkness (34)	Co-op* Headline Edition	Robt. Q. Lewis	Fulton Lewis Jr. (328)	Pure Oil Co. Harkness (30)	Co-op* Headline Edition	Robt. Q. Lewis	Fulton Lewis Jr. (328)	Pure Oil Co. Harkness (33)	Labor-Management S	Tropical Trip	Co-op Al Heller	Living 1951	7:00
Dinner Date	No Network Service	Co-op Elmer Davis	"	Dinner Date	No Network Service	Co-op Elmer Davis	"	Dinner Date	No Network Service	Co-op Bert Andrews	"	Twin Views	"	7:15
Gabriel Heatter	Miles Labs News of World (158)	General Mills Armstrong of the S.B.I. (162)	"	VCA Labs Inc. Gabriel Heatter	Miles Labs News of World (159)	General Mills Lone Ranger (145)	"	Pearson Pharm Co Gabriel Heatter	Miles Labs News of World (159)	Space Patrol S	R J. Reynolds Vaughn Monroe (172) R	Comedy of Errors 7:30-7:55	Roy Shield & Company	7:30
Co-op Mutual Newsreel	Miles Labs One Man's Fam (155) H R	"	Am. Oil-Hamm. Don Hollenbeck (183)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (156) H R	"	Am. Oil-Hamm. Don Hollenbeck (103)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (156) H R	"	"	7:55-8 State Farm Auto Ins Co, C Brown	"	7:45
The Hidden Truth S	Pete Kelly's Blues	Newstand Theatre Players S	Gen. Mills Wildroot F.B.I. (149) R	California Caravan S	The Truitts	TBA	Bloch Party	Magazine Theatre	Short Story S	Dancing Party S	Wrigley Rate Your Mate (176)	20 Questions	RCA, Musical Merry-go-Round (167)	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
International Airport	Kraft The Falcon (153)	I Fly Anything	Whitehall Mr. Keen (156) R	Pal Blades Rod & Gun Club (135)	TBA	Equitable Life This Your FBI (286) R	"	Xavier Cugat & Orchestra	Nightbeat S	"	Philip Marlowe	Take a Number	Magnificent Montague *OT	8:30
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
2,000 Plus S	DeSoto Plymouth Dealers, It Pays To Be Ignorant (171)	O'd Gold Orig. Amateur Hour (132)	Wrigley The Lineup (175)	True or False	L&M Fatima Draguel (167) R	Heinz Life In Your Hands (288)	Rayburn and Finch Show	Air Force Hour S	Amazing Mr. Malone S	"	Gangbusters	Hawaii Calls	Amer Tob Co Your Hit Parade (168) R	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Family Theatre S	Bristol Myers Dist Attorney (170)	"	Philip Morris Playhouse on B'way (141)	Co-op Reporter's Roundup	Gulf Refining Counterspy (118)	P&G The Sheriff	"	Time For A Song	Man Called "X" *OT	"	Mr. Aladdin	Lombardland U.S.A. S	Bob & Ray Show	9:30
"	"	Foreign Reporter S	"	"	"	"	"	"	"	"	"	"	"	9:45
A F of L Frank Edwards (134)	Am Cig & Cig The Big Story (174)	Operation Dixie	Dance Orchestra	A F of L Frank Edwards (23)	Screen Directors Playhouse *OT	Steel Pier Orchestra	Phillips Petro Rex Allen Show (67)	A F of L Frank Edwards (134)	Friday Nite Dance Date S	Saturday at Shamrock S	Carter Prod. Songs for Sale (134)	Chicago Theatre of the Air S	"	10:00
I Love A Mystery	"	"	"	I Love A Mystery	"	"	"	I Love A Mystery	"	"	Songs for Sale	"	TBA	10:15
Dance Orchestra S	RCA, Private Files of Rex Saunders (167)	Sterling Drug News (207)	"	Dance Orchestra	OT	Hotel Claremont (SF) S	Dance Orchestra	Dance Orchestra	"	Dixieland Jam-Bake S	"	"	R J Reynolds Grand Ole Opry (161)	10:30
"	"	Dream Harbor S	"	"	"	"	"	"	Pro & Con S	Club Can Do S	"	"	"	10:45
Co-op Baukhage Talking	News from NBC	News S	News	Co-op Baukhage Talking	News from NBC	News S	News	Co-op Baukhage Talking	News from NBC	News	News	News	News from NBC	11:00
U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Hotel Roosevelt (LA) S	Dance Orchestra	Dance Orchestra	Herman Hickman	11:15 PM

TIME

SUNDAY			MONDAY - FRIDAY			SATURDAY		
CBS	MBS	NBC	ABC	CBS	MBS	ABC	CBS	NBC
Your Invitation to Music	Lutheran Hour (Lutheran)	American Forum of the Air S	Gems For Thought	P&G Crisco Dr. Malone (145)	Luncheon with Lopez	Co-op News George Hicks S	Luncheon With Lopez	Toni Co. Alias Jane Doe (151)
"	"	"	Not in Service	P&G Duz Guiding Light (143)	Harvey Harding Sings	Songs by Eve Young—Repeat	"	"
"	Report from Pentagon	The Catholic Hour	Co-op M. M. McBride	GF-Swensdown Mrs. Burton (75)	Tony Fontaine & Co	Campbell Soup Double or Nothing (134)	Music of Today S	Hormel & Co. Music with H. Girls (114)
"	Co-op Bill Cunningham	(News 3 min)	"	P&G Tide Perry Mason (148)	"	"	"	"
String Serenade	Top Tunes with Trendler	Mutual Benefit Ins. Bob Considine (163)	Thy Neighbors Voice S	Toni Co. Nora Drake (157)	Say It with Music	General Mills Live Like A Millionaire (75)	Canadian Rhapodies	The Chicagoans
"	"	The Girl From Paris	Frances Scully S	P&G Ivory Fl. Brighter Day (108)	"	Amer. Tob. Co. Banghart 2:55	"	"
Bill Shadel News	Bandstand U.S.A.	Hormel, Music with the Hormel Girls (45)	Family Circle S	Miles Labs. Hilltop House (141)	Co-op Bob Poole Show	P&G Life-Beautiful (154)	Pan American Union	Farm News
L. Lesueur News	"	"	"	Col.-Palm-Peet Kings Row (48)	"	P&G Road of Life (154)	"	Adv. in Science
Summer In St. Louis	Bobby Benson	Am Dairy Assn. David Lawrence (166)	"	Pillsbury House Party (152)*	"	P&G Pepper Young (158)	Roseland	Report From Overseas
"	"	Belmont Radio John C. Swayze (133)	"	"	"	P&G Right to Happiness (155)	"	Dance Orchestra
Music From Avalon	Under Arrest S	The Saint S	Dean Cameron S	Co.-Palm-Peet Strike It Rich (140) R	Miscellaneous Programs	P&G Backstage With (143)	Horse Racing	"
"	"	"	Altar Bound S	"	"	Sterling Drug Stella Dallas (147)	News	Horse Racing
Here's Frank Sinatra	TBA	U S Tobacco Martin Kane (167)	The Perfect Husband Co-op	Treasury Bandstand	B&D Chucklewagon	Sterling Drug Y Widder Brown (147)	Bandstand USA S	Cross-Section USA
"	"	"	"	"	"	Manhtn. Soap Woman in my House (167)	"	"
"	The Shadow S	Dimension "X" S	Big Jon & Sparkie S	Tu Music You Know M. W	Mert's Record Adventures (M-F 5:30 pm)	Whitehall Just Plain Bill (119)	Marines Pass In Review	Radio Reporter's Scratchpad
"	"	"	"	The Chicagoans Th-F. St. Louis Mat. (5:30-6 pm)	Bobby Benson	Whitehall Front Page Farrell (120)	"	Saturday At The Chase
Pepsi-Cola Phil Regan Show (167)*	Williamson True Detective Mysteries (484)	Now Hear This S	Fun Factory S	Top Tune Time	Singing Marshall MWF 5:30-555	TBA	Vacation Time	"
"	"	"	"	Miles Labs. Curt Massey Time (143) R	Joe Lowe Corp. Mel Allen* M-W-F 5:55-6	TBA	Club Aluminum Club Time (20)	"

Explanatory: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EDT.

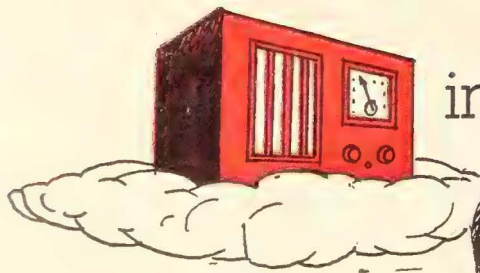
ABC
8:50-9 AM Mon.-Fri., Philip Morris, One Man's Opinion, 200 stations.
7-7:05 PM Mon.-Fri., Taylor Grant.
7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS
8:30-9:15 AM Sun., General Foods, Sunday Morning Gathrin', 107 stas.
8:30-8:45 AM M-F, General Foods, Renfro Valley Country Store, 59.
11-11:05 AM Sat., Campana Sales Co. Bill Shadel News, 178 stations.
11:30-35 AM Sun., Bill Shadel News. S. 3:55-4 PM M-F, Puritan Co., Julian Bentley News, 147 stations.
5:55-6 PM Sun., American Safety Razor Corp., Edw. P. Morgan, 148 stations.

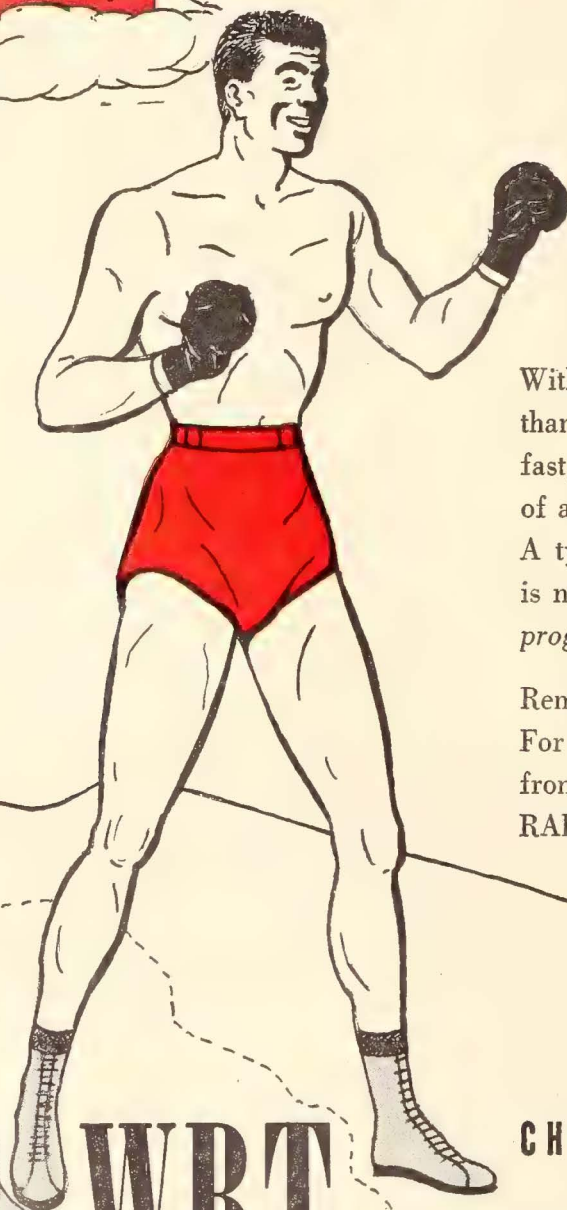
MBS
NOTE: Split network (4/16-9/30) from approx. 2-4 PM Mon.-Sun.: Network A, regular shows; Network B, baseball, related shows by co-op and Gillette and Camels.
8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stas.
8:55-9 AM Mon.-Fri., Arthur Van Horn & News, American Tobacco Co.
10:25-10:30, 11:25-11:30 AM Mon.-Fri., 12:25-12:30, 2:25-2:30, 3:25-3:30, 4:25-4:30 PM Mon.-Fri., Bab-O Reporter, B. T. Babbit Inc.
10:55-11 AM Mon.-Fri., Talk Back With Happy Felton, American Tobacco Co.
11:30-12 noon Tues., Thur., Kraft Foods Co., co-sponsors Queen for a Day.

NBC
*OT — Operation Tandem, Whitehall, RCA and Liggett & Myers.
8-8:15 AM Mon.-Fri. Alex Drier Skelly Oil Co. 27 stations.
9-9:15 AM Sat., This Farming Business, Skelly Oil Co. 26 stations.
10:30-10:45 AM Mon.-Fri. Cal Tinney, General Mills, 11 stations.

BROADCASTING
The Newsweek of Radio and Television
TELECASTING



in the carolinas... **radio is
still
the
champ!**



With more listeners and higher ratings than when television entered the ring, fast, rugged radio is still champion of advertising media in the Carolinas. A typical national advertiser* on WBT is now reaching *17,000 more families per program* than a year ago.

Remember . . . all markets are *not* alike. For the Carolinas, get the *facts* . . . from WBT or the nearest office of RADIO SALES.

** We'll show you the figures*

WB

CHARLOTTE

COLOSSUS OF THE CAROLINAS

**JEFFERSON STANDARD BROADCASTING COMPANY
REPRESENTED NATIONALLY BY RADIO SALES**

new business



Spot . . .

LOS ANGELES BREWING Co., L. A. (Eastside beer), starts sponsoring five weekly transcribed *Lonesome Gal* on KYA San Francisco and June 23 started Sat. night 60 minute *Wrestling* on KRON-TV San Francisco. Contracts are for 26 weeks. Firm also sponsors L. A. Angels home games on KLAC-TV Hollywood; weekly 45 minute *Dixie Showboat* on KTLA Hollywood, and has film spots schedules on five Los Angeles TV stations. Transcribed radio spots are used on KNX Hollywood with other stations to be added. Agency: Warwick & Legler, L. A.

GOODMAN & SONS, N. Y. (noodles, macaroni), considering fall TV spot announcement campaign. Agency: Al Paul Lefton, N. Y.

HOFFMAN RADIO Corp., L. A. (radio, TV set mfr.), starting Sept. 21 sponsors telecasting of 23 junior college night football games over KFI-TV Los Angeles Fri. and Sat. for eleven weeks. Out-of-state and southern California teams will participate. Agency: Walter McCreery Inc., Beverly Hills.

SHEERR BROS. & Co., N.Y., (Armo interfacing for all types of apparel) starting promotion campaign through Lane Adv., same city. Radio and television contemplated.

B. F. McDONALD Co., L. A. (safety equipment), planning campaign starting in July and will use series of six one minute animated and live action film spots on TV stations in Los Angeles, San Francisco and Houston. TV Ads Inc., L. A., is producing series. Agency: Philip J. Meany Co., L. A.

Network . . .

GENERAL ELECTRIC to sponsor *General Electric Guest House*, panel-variety program featuring Oscar Levant, over CBS-TV, 9-10 p.m., beginning July 1, as summer replacement for the *Fred Waring Show*. Agency: Young & Rubicam, Inc., N. Y.

SEEMAN BROTHERS Inc., Hudson, N. Y. (Air-Wick), renews *Monday Morning Headlines*, Sundays, 6:15-6:30 p.m., over 272 ABC stations for 52 weeks, effective May 27. Agency: William H. Weintraub Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., renews *Colgate Comedy Hour*, Sun., 8-9 p.m. over NBC-TV for 44 weeks, effective Sept. 2. Agency: Sherman & Marquette Inc., N. Y.

BLOCK DRUG Inc., Jersey City (Amm-I-Dent, Pycopay) to sponsor 10-10:15 a.m. portion of *No School Today*, children's show originating from WSAI Cincinnati, over ABC Saturday. Agency: Cecil & Presbrey, New York.

GENERAL FOODS, N. Y., replaces *Aldrich Family*, effective Aug. 26 with new program, *Young Mr. Buttons*, featuring Jackie Kelk, Sun. 7:30-8 p.m. on NBC-TV. Agency: Young & Rubicam, N. Y.

Agency Appointments . . .

SALES BUILDERS Inc., Los Angeles, for its Max Factor line of women's cosmetics, names Tatham-Laird, Chicago, to handle its advertising, reportedly more than \$1 million yearly. Products are Pan Cake makeup, Pan-Stik makeup, lipstick, face powder and the New Worlds of Beauty line of cream and lotions. Max Factor sponsors *Sheilah Graham* on film on NBC-TV.

SON-CHIEF ELECTRIC Inc., N. Y. (toasters, grills and other small electrical appliances) appoints H. B. Humphrey, Alley & Richards, N. Y., as agency. Firm tentatively planning eastern and midwestern regional spot TV campaign. Account executive is Charles Holcomb.

NUNN-BUSH SHOE Co., Milwaukee, names E. Earl Bothwell and Hamilton Adv. to handle account. Bothwell handles advertising in New York and Los Angeles, Hamilton in Chicago, where Ray A. Washburn is account executive. Appointment effective July 1. Radio is expected to be used.

ALVAREZ & PASCUAL, (distributor for Mido Watches and Sheaffer Pens and Pencils in Puerto Rico) appoints Publicidad Badillo Inc., San Juan, to handle advertising in Puerto Rico.

BROADCASTING • Telecasting

SPONSORS GET "PROMOTION PLUS"*

ON

WDSU



NATIONAL
AND LOCAL
PUBLICITY

* WDSU Activities and
Achievements Are
Consistently Featured!

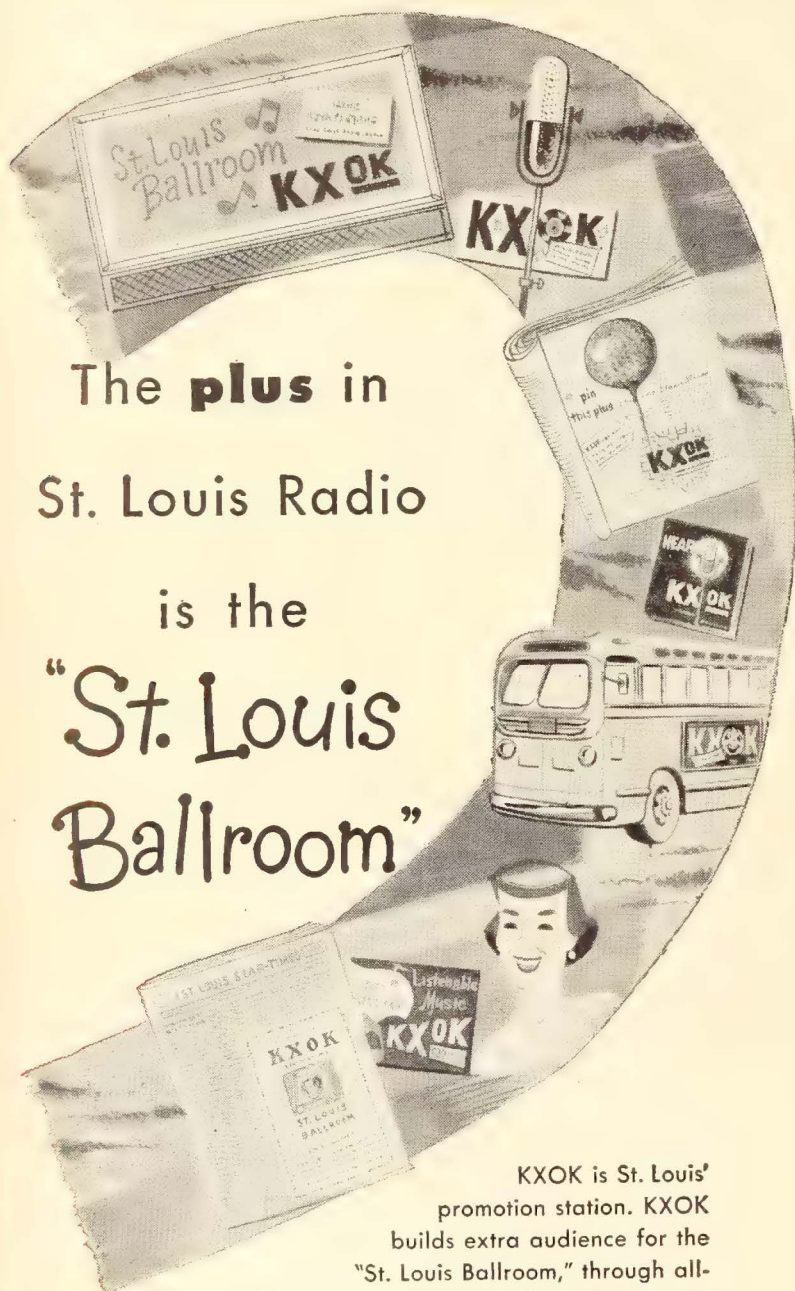


• The programs and activities of WDSU receive nationwide publicity in well known consumer magazines and trade publications. WDSU programs are regularly featured in the widely read Radio-TV columns of New Orleans' daily and weekly newspapers.

NO OTHER NEW ORLEANS STATION OFFERS SUCH
CONTINUOUS "PROMOTION PLUS" TO SPONSORS!

• Write, Wire
or Phone You!
JOHN BLAIR Man!





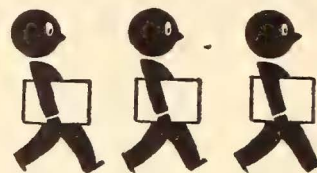
The **plus** in St. Louis Radio is the "St. Louis Ballroom"

KXOK is St. Louis' promotion station. KXOK builds extra audience for the "St. Louis Ballroom," through all-media promotion... billboards, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, promotion announcements on KXOK, special mail promotions and personal appearances of outstanding KXOK personalities. It's a plus that pays off for advertisers... makes KXOK a bigger buy for effective selling in the St. Louis market. Ask now about availabilities. See the John Blair man or KXOK today.

KXOK

St. Louis' ABC Station, 12th & Delmar, Chestnut 3700
630 KC • 5000 Watts • Full Time

Represented by John Blair & Co.



agency

HOLCOMBE PARKS, executive vice president Apex Film Corp., N. Y. and L. A., to Benton & Bowles, N. Y., as vice president and director of public relations.

HEBER G. WOLSEY, executive secretary and script writer KSL Salt Lake City, appointed radio and television executive Gillham Adv. Agency, same city.



Mr. Wolsey

LAURA EGGLESTON named timebuyer Henri, Hurst & McDonald, Chicago, succeeding **MARY POLOSON**, resigned.

JOHN C. GILLIS named director of research and marketing H. W. Kastor & Sons, Chicago, where he has been employed in an executive capacity since March 1950.

W. S. KIRKLAND of the Chicago advertising agency of the same name, elected acting president of the new Advertising Club of Chicago.

HOWARD G. SAWYER, copy director James Thomas Chirurg Co., N. Y., named head of new plans and marketing department of agency, and elected to board of directors. He has been with agency since 1933.

JEANNE SULLIVAN, timebuyer Duane Jones Co., to Wyatt & Schuebel, N. Y., as head of timebuying department, effective early July.



on all accounts

THEODORE PAUL (Ted) WALLOWER is the new radio and television timebuyer for Birmingham, Castleman & Pierce, New York, succeeding George Castleman, who joined the sales development division of Radio Sales, CBS [CLOSED CIRCUIT, June 4].

Mr. Wallower, born in Joplin, Mo., Jan. 21, 1919, spent six years of his school life in preparing for a career in medicine, studying successively at the U. of Missouri, Washington U., St. Louis, and U. of Chicago. But World War II interrupted his studies and changed his career, a loss to the medical profession that has become advertising's gain.

He joined the Navy in 1939 as an enlisted man in the Hospital Corps. He later became an ensign and served in Iceland, the Naval Hospital in Brooklyn, and in hospitals in North Africa, Greenland and

in the South Pacific area.

In 1946, when he returned to civilian life, he joined Jean Fields (a New York employment agency) and served in personnel for a year. The following year was spent in hospitals again, this time as a patient undergoing and recovering from a serious operation.

By 1948, well recuperated, he joined Birmingham, Castleman & Pierce as an accountant. Among his duties, he helped handle radio billing for the agency. Last week when Mr. Castleman resigned, Ted Wallower was promoted to the timebuying position. Among the accounts he will handle for the agency are the following: Griffin Shoe Polish (radio and TV), Conte



Mr. WALLOWER

Shampoo (TV), Sabena Airlines (radio) and Dif Products (radio).

Mr. Wallower is a bachelor and lives in an apartment at Fort Lee, N. J. His hobbies are music and the theatre.

beat



JOHN H. GERBER, assistant account executive Griswold-Eshleman Co., Cleveland, appointed youth delegate of Cleveland Advertising Club to the International Advertising Conference to be held in London, England, July 7 through July 13.

RAYMOND F. RUFFLEY, account research director Kenyon & Eckhardt, N. Y., to research department Dancer-Fitzgerald-Sample, N. Y., as project director.

HERBERT A. BLANCHET Jr., art director Doherty, Clifford & Shenfield, N. Y., to McCutcheon's (department store), same city, as art director.

NORMAN C. KAL, president Kal, Ehrlich & Merrick, Washington, elected board chairman of Better Business Bureau.

L. R. COOK, account executive and advertising manager Milton Roy Co., Phila., to John P. Eldridge Adv., same city, as technical writer.

KENNETH T. VINCENT, Cunningham & Walsh, N. Y., appointed executive of creative staff Campbell-Ewald, N. Y.

RAY GAGE, president C. B. Juneau Adv., Inc., L. A., and president, Southern Calif. Advertising Agencies Assn., and MURIEL TOLLE, Tolle Co., San Diego, will attend the International Advertising Conference in London.

TILDS & CANTZ Adv., Hollywood and A. L. PAUL, L. A. join Southern Calif. Advertising Agencies Assn.

JAMES K. MARTINDALE, Kenyon & Eckhardt, N. Y., to Dancer-Fitzgerald-Sample, same city, as vice president and copy executive, effective July 1.

RONALD G. VAN TINE, feature writer *Philadelphia Bulletin*, to public relations staff John LaCerta Agency, Phila.

PHYLLIS McEACHERN, production assistant on Tintair account, Cecil & Presbrey Inc., N. Y., and Joel Gross, were to be married June 22.

DORIS HODGES, publicity dept. WPIX-TV New York, to Kurt Hofmann Assoc., N. Y.

MALCOLM LUND, advertising manager home appliance division of Murray Corp. of America, Scranton, Pa., to Christiansen Advertising Agency, Chicago, as vice president and account executive. He is former account executive at Young & Rubicam, Chicago, and promotion manager of Parker Pen Co.



FINAL stage of negotiations for CBS acquisition of assets from Hytron Radio & Electronics Corp., including Air King Products Co., in return for network stock is reached as CBS President Frank Stanton (second, r) signs papers following approval of merger by stockholders [BROADCASTING • TELECASTING, June 18]. Closing the deal are (l to r) David H. Cogan, president of Air King Products Co., owned by Hytron; Bruce A. Coffin, Hytron president; Ralph Colin, of the legal firm of Rosenman, Goldmark, Colin & Kaye, CBS counsel; Mr. Stanton; and Lloyd H. Coffin, board chairman of Hytron. Actual transfer of assets was consummated June 15.

BROADCASTING • Telecasting

ON THE WASHINGTON SCREEN

\$ure-fire hows for ure-fire ales !

EVERY WEEKDAY AFTERNOON

"Hollywood Matinee"

2-3 PM

* WATCHED BY MORE PEOPLE THAN WATCH ANY OTHER PROGRAM ON TV AT THE TIME!

—ARB TV Survey, Apr. 14-21, 1951

Hollywood Matinee brings to the television screen the top stars in top shows — full length feature films that offer suspense, thrilling love stories, delightful comedy, and tune-fun musicals. Popular Baxter Ward introduces the one minute commercials between "acts."



BAXTER WARD



RUTH CRANE

"The Modern Woman"

3-3:30 PM

* "... EVERY TYPE OF LISTENER SHOULD FIND A TOPIC OF INTEREST."

—Variety Magazine, Jan. 24, 1951

The Modern Woman on Television brings housewives more homemaking helps; more party and etiquette advice; more fashion news; more decorating ideas; more food demonstrations; more beauty and self-improvement suggestions; more of the exciting personalities in the news; AND more imagination and more action! Jackson Weaver helps Ruth Crane make it all more entertaining—the one minute participations can help any advertiser to sell MORE!

Represented Nationally by THE KATZ AGENCY, INC.

WMAL **WMAL-TV** WMAL-FM
THE EVENING STAR STATIONS
WASHINGTON, D. C.

Let's untangle

While openly announced network radio rate cuts are picking the silver out of a radio station's pocket, don't overlook the hand that's reaching for the folding money.

What do we mean? Just this: an open cut, visible on the rate card, in a radio station's rate is either fair or unfair depending on the actual value an advertiser gets for each advertising dollar spent. But a much more serious threat to any radio station is the kind of cut that goes right into the heart of a station's national spot business.

The revenue that the radio stations get from national spot is greater than the revenue received from any network — or of any two networks combined. This is the money which, in large part, has built the superb technical facilities, strong local programming, effective public service, which have made individual radio stations great and which have made radio a great advertising medium.

When we call radio a great advertising medium, we mean *all* radio — individual stations doing their job and national networks (which are merely composites of individual stations) doing their job too.

Anything which pulls the legs out from under good radio stations can't help but drop the whole radio medium squarely on its spine. Advertisers and agencies who rely on radio should view this

with the same alarm as a football coach who sees his star ball-carrier forced to leave the field.

National spot revenue, to a station, frequently means the difference between strong, healthy operation and weakened operation. This, we feel, is important to any radio advertiser; for it affects the value of a proven and essential advertising medium. The networks are now jeopardizing the station's national spot revenue by selling a sort of counterfeit spot radio over their chain facilities. The advertiser pays full rate for this but, as we shall see, he gets a bogus product in return. The station, meanwhile, gets only half the normal return from national spot. It is this fact which constitutes the threat to station revenue, with its resulting unfortunate consequences for station and advertiser alike.

As an advertiser, you can easily ask "why tell me about this? I can still buy spot. In some ways I can buy it easier. What's all this to me?" It's a good question and a fair question.

We don't expect advertisers to fight the stations' battles for them. The stations themselves will have to meet this threat to their existence — and they will. But we do believe that advertisers and their agencies should know about it. Even though this far more penetrating kind of rate cut has been covered up by the widely publicized network rate controversy, advertiser and agency alike can easily recognize it and grant it its proper importance. The following facts may help to define it:

Radio's Lifeline

- ▶ When a radio station carries a commercial program from a network, the station is paid about 36 cents on the dollar. (Many get far less.) When the station carries national spot, it is paid about 72 cents out of the dollar.
- ▶ Therefore, if the network successfully invades the national spot field, in any of several forms, disguised or undisguised, the station's income from national spot is cut in half!

Call it a Pyramid plan. Call it a Tandem plan. Call it what you will. It still boils down to a scheme for selling national spot announcements. These have traditionally been left to individual stations as a primary source of revenue.

Some of the network raids on this essential station business don't even bother to hocus pocus the operation with a fancy name. They just sell minute announcements on the network. Period.

The advertiser who buys this service from the network is actually missing out on most of the selling advantages that make spot the forceful medium it is. He loses spot's complete market flexibility. He has to use the particular network station in a market, even though another station is basically stronger or can offer better time periods. He can't take his choice of early morning in one market, midday in another, or supper-time in another — depending on listening habits in each particular area. He writes off — because the network can't provide it — the persuasive

salesmanship of the local personality who knows best how to talk to and sell his own neighbors. The advertiser who talks from a faraway network headquarters loses the close support of brokers, distributors, and dealers. These men on the firing line, who do so much to move the advertiser's product, aren't usually on a "first name" basis with the network microphone maybe a thousand miles away.

Even if an advertiser could afford to substitute the watered down network product for genuine spot radio, he should, we feel, remember that when a network weakens a station — by siphoning off station revenue or by shaving the quality of network service — the network weakens itself in turn. This helps nobody.

Radio, on any level, is made up of individual, independently owned radio stations. No network can ignore this fact. No network can chew off its own limbs and still survive.

The stations know the problem. Many of them are working their hardest to solve it. They neither ask nor expect you as advertiser and agency to fight the battle for them. Right now it is enough that you know the issues.

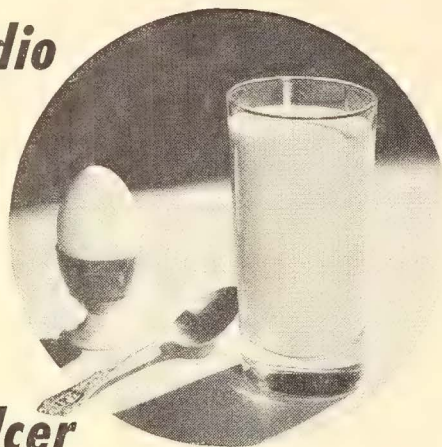
* * *

This message, the second in a series, was prepared as a service to good radio.

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO DETROIT DALLAS
LOS ANGELES ST. LOUIS SAN FRANCISCO

To an Account Executive with radio budget problems and an ulcer



Perhaps you have never smelled the fragrance of new-mown hay tedding on rolling acres, or watched the clean steel of a plow slipping through the fertile black soil of Iowa. Antonin Dvorak made powerful music for the *New World Symphony* from such ingredients. We, more interested in powerful buying power, prefer to hear the music made by the seasonal finale—the clunk of hard ears of corn hitting a backboard—the hiss of a thresher spewing kernels of wheat for tomorrow's bread. *Iowa's 34.8 million acres of tillable soil produce, among an abundance of other things, 10% of the nation's food supply and contribute to the high per capita wealth of Iowans, currently 61% above the national average.*

The half-acre in the country to which you repair week-ends—or aspire to—is about 1/320th the size of an average Iowa farm. If you feel that you ought to have a gold mine in the back yard just to meet your country living costs, compare your situation with an Iowan's. *Iowa's rockless soil produces more wealth each year than all the gold mines in the world.*

Before you dash out for a harried lunch of soft-boiled eggs and a glass of milk (while many an Iowan is tuning his radio to WMT and sitting down—at home—to a leisurely noon-day meal of sizzling steak, golden roasting corn dripping with freshly churned butter, tender garden peas, strawberries and cream . . .) please consider this:

A Class C station break on WMT has a potential audience (within the 2.5 mv contour) of more than 1.1 million people—and it budgets at \$12 (260-time rate). It's a market worth reaching—and in Eastern Iowa WMT reaches.

Please ask the Katz man for additional data.

5000 WATTS

Day & Night

600 KC



BASIC COLUMBIA NETWORK

open mike



EDITOR:

I read with a great deal of interest your comprehensive story, "TV's Big Chance" in the June 18 issue of *BROADCASTING • TELECASTING*. It is by far the most complete I have seen on the Ford Foundation grant to the NARTB.

Harold Franklin
Program Director
Institute For Democratic
Education
New York

[EDITOR'S NOTE: We're grateful to Mr. Franklin for his praise, but lest his last sentence mislead readers, we point out that the Ford Foundation has not as yet made a grant to the NARTB. It has only suggested one may be made if a suitable program can be arranged.]

FM Editorial Disputed

EDITOR:

Congratulations!

Once again the unchallenged leader in the field of radio trade news reporting comes to the fore. *BROADCASTING • TELECASTING* has come out against FM, leading the industry to greater disrespect of that insignificant, though superior, broadcasting medium.

After all, there are only about seven or eight million FM receivers in the homes of the American people.

And there are only seven hundred stations broadcasting in all those wide open spaces of 88 to 108 megacycles. And most of these stations offer abominably better service over disgustingly larger areas on FM than they do on AM. Why give the people something better? They've had AM for 25 years now, so let them take it for the rest of the days of radio.

But in doing this, the broadcasters ought to make one concession. Since radio listeners won't be able to hear high-fidelity transmissions any longer, the television sound should be changed to AM. Give viewers that good old static and interference that they miss! Let them go DX'ing all over the lot with TV sound!

Then everything is straightened out. No? You don't want to completely kill FM? Then move the band again. Listeners to that horribly superior medium delight in buying new sets. Why, they'd just love to run out and plunk down a few million more dollars for FM receivers.

And too, you'd better do something about those firms, few though they may be, which have gotten out of line and tried to produce a good FM radio at a reasonable price. You'd better grab Zenith and General Electric first; they've even had the audacity to promote FM—and successfully, at that!

After that, you'd better go after some of the broadcasters themselves, such as Edward A. Wheeler, Josh Horne, Michael Hanna, Ir. Hirschman, Ben Strouse, Everett Dillard, and perhaps a score of other insane individuals who unfortunately have the misconception that FM is the finest sound medium there is. These men must be exterminated.

While we're all at it, we'd better pass out bouquets to those stations which have "mothballed" their FM. Fine! They deserve all the praise the industry can heap upon them.

That just about clears up the FM situation. Shall we start on television's troubles tomorrow?

George W. Hamilton
Maplewood, N. J.

EDITOR:

It is difficult for me to believe that you actually wrote the editorial titled "FM's Aches, TV's Balm?" [*BROADCASTING • TELECASTING*, June 11]. Never, since I began reading *BROADCASTING • TELECASTING*, have I seen such a low blow struck at any segment, large or small, of the broadcasting industry. . . .

Your statement that "substantial engineering opinion supports the view that the fewer than 700 FM stations might well be accommodated in two megacycles or 10 channels" is so erroneous that if I were you I'd change my source of "substantial engineering opinion." Have you examined the channel separation in this area? There are now some 13 or 14 stations operating [here]. . . .

R. P. Adams
KUTE (FM) Glendale,
Calif.

[EDITOR'S NOTE: Two megacycles would accommodate the FM stations in most places, if not in such densely populated markets as Los Angeles, of which Glendale is a part. We struck no low blow against FM in our editorial, merely indisputable facts that (1) FM in general has not been spectacularly profitable; (2) many FM stations depend economically on transistors and other specialized services and should not be deprived of them by the FCC or the courts; (3) since only 700 FM stations exist, although there is accommodation for thousands more, some spectrum space might be diverted to the more sought-after medium, television. Anyone who thinks *BROADCASTING • TELECASTING* is opposed to FM hasn't read us very closely.]

EDITOR:

. . . I am not writing with any bitterness but merely in the hope that you might publish this letter so as to give hope to the FM broadcasters that as yet haven't been dis-

(Continued on page 82)

WOAI

is a **BETTER THAN EVER BUY!**

DOMINANT BY NIGHT

WOAI has almost 5 times the NIGHTTIME coverage of any other San Antonio station (BMB).

DOMINANT BY DAY

WOAI has almost 2½ times the DAYTIME coverage of any other San Antonio station (BMB).

DOMINANT BY NIGHT and DAY

WOAI leads in Hooper ratings morning, afternoon and night. (Hooper's continuing study; San Antonio Metropolitan Area).

DELIVERS MORE AUDIENCE

WOAI, since 1942, has increased its radio family audience 108% — this after erroneously eliminating all TV families in area as per ANA.

FOR LESS MONEY!

WOAI has increased its basic hour rates only 13% since 1942. Radio families have increased 84%. On this basis WOAI might logically increase its rate from \$340 to \$624 an hour.

Still the **MOST POWERFUL** advertising influence in **THE SOUTHWEST!**



Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit



Richard Harkness



"Richard Harkness and the News" a fifteen minute late evening roundup is available for sponsorship in this news conscious market. Discerning timebuyers need only know that it's HARKNESS, Monday through Friday, 11:15 PM.

This availability represents an opportunity to establish a product name with a name news man, long respected in national news commentary.

Harkness' reputation for hard news and hard selling demands your consideration. Call WRC — or National Spot Sales.

**MONDAY THRU FRIDAY
11:15-11:30 PM**

**IN THE NATION'S CAPITAL
YOUR BEST BUY IS**

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Presented by NBC SPOT SALES



feature of the week



Mr. Eden completes the final contract details with Mr. Thornburgh and Mr. deRussy.

AN advertiser-station relationship, that started in the depression days of the early 30's and became more firmly established in the ensuing two decades, was appropriately observed June 11 in Philadelphia. For on that date the American Stores Co., one of WCAU Philadelphia's oldest radio advertisers, signed a contract for its 21st year on WCAU.

Present at the contract signing,

which took place in the offices of William H. Eden, vice president of the American Stores Co., were, Donald W. Thornburgh, president of WCAU stations, and John S. deRussy, sales manager for WCAU radio. In the 20 years it has carried its radio advertising exclusively on WCAU, the company

(Continued on page 84)



strictly business



Mr. SCHAFER

WHEN the Kefauver crime hearings monopolized TV screens, Harold Schafer felt the magnetic attraction. The 39-year-old president of the Gold Seal Co. of Bismarck, N. D., bought two

full days on WGN-TV Chicago picking up 2 million Chicago viewers at a cost of \$1.25 per thousand.

The alert maneuver typifies the sales strategy of the former traveling salesman of the plains who built a multimillion dollar business around Glass Wax, a glass cleaner, within the short space of a few years.

Radio and television played an important role in the phenomenal success story from the start. The first advertising investment the young North Dakotan made was the purchase of spots over home town stations which he wrote and oftentimes even broadcast himself.

Last year the investment in radio had multiplied like the amazing sales figures of Gold Seal. As a network sponsor of Arthur Godfrey, radio appropriations hit a peak. Present schedules call for a variety of spot radio and TV.

Just recently Schafer's Glass Wax television spots won an award from the Chicago Federated

(Continued on page 79)



Sir Robt. Bacon

Wyoming Valley's
**"GRAND KNIGHT OF
THE TURNTABLE"**

Hit tunes — Top bands — New stars are all brought to Pennsylvania's 4th largest marketing area 1st by our own Bob Bacon.

More people listen to Bob's "Bacon for Breakfast" show on WBRE than any other disc show in town.

There's no "Ham" in this Bacon. He makes sweet music for listeners and Money for Advertisers.

Write or call us for availabilities on Wyoming Valley's top disc show... "Bacon for Breakfast."

PHONE WILKES-BARRE 3-3101



when you're counting
costs in DETROIT
you can count
on **WWJ.**



you sell the dynamic
**3½ BILLION
DOLLAR**
Detroit Market
for
14.5% less
when
you
buy

WWJ's average cost-per-thousand
listeners in the Detroit market
serving 828,720 families is 14.5%
lower than the average cost-per-thousand
for radio time in Detroit (based on
March-April 1951 Pulse ratings).

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV



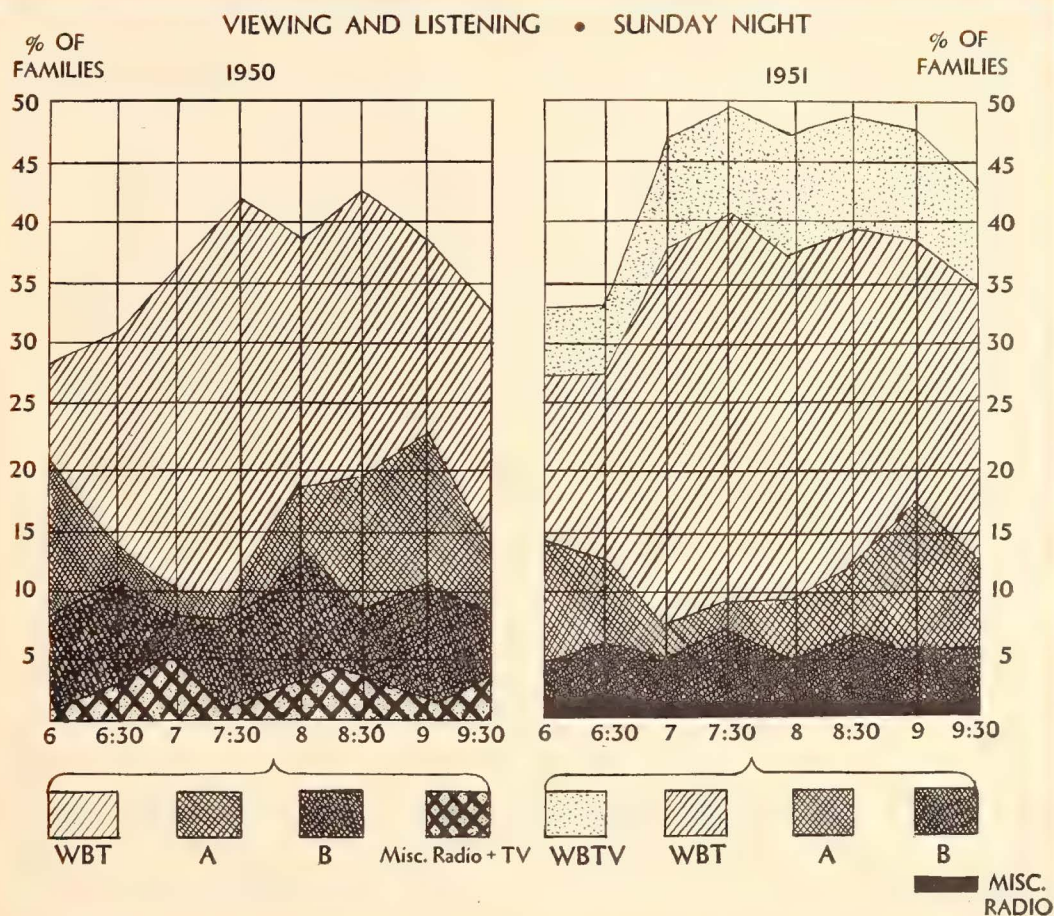
AM — 950 KILOCYCLES — 5000 WATTS
FM — CHANNEL 246 — 97.1 MEGACYCLES

yes

television **is** growing
sensationally in the
Carolinas – with sets
quintupled in the last
12 months,

but

WBT is growing too. Take Sunday night for instance. In the 8 half-hour periods between 6 P. M. and 10 P. M., WBT ratings are up in 6, even in 1, slightly down in 1. Average rating for the four-hour period is up 3 rating points. Where is the TV audience coming from? This chart shows that it comes from competitive stations and from **new** listener-viewers.



So much for Sunday. The week-day picture is equally revealing . . . and available.

Remember . . . all markets are not alike.

Effective advertising and selling in the Carolinas can only be based on intimate knowledge of Carolina consumers and Carolina advertising media.

Phone, write or wire WBT or the nearest office of Radio Sales for details.

WBT CHARLOTTE, N. C. • Jefferson Standard Broadcasting Company
Represented Nationally by RADIO SALES



You get a lot for a little*

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

IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



TRADE WINDS FAIR

By BRUCE ROBERTSON

GENERALLY FAIR, with favorable to brisk trade winds, about sums up the spot radio business climate for the summer just starting, according to the majority opinion of a group of typical station representative firms surveyed last week by BROADCASTING • TELECASTING.

A 25% minority, however, registered a contrary report of dead air, with little prospects of any immediate pickup. And a few voiced an inability to gauge what lies ahead, saying they are currently caught in a cross current of orders and cancellations with no indications yet as to which way the tide will turn.

Favorable Outlook

Almost without exception, the station representatives agreed that the long range outlook is extremely favorable, with every indication that the fall will be one of the best business seasons in spot radio history, and they were completely unanimous in predicting a sell-out summer and fall for spot television, the consensus being succinctly summed up by the statement of one firm: "The only thing that is holding TV back is that there isn't enough time to meet the demand."

Confusing the general outlook is the flurry of excitement generated by a wave of cancellations for Procter & Gamble spots, effective the end of June, terminating the spring spot drives for Spic & Span and Tide and seriously curtailing those for Joy, Lilt, Drene and other P & G products. Adding to rather than decreasing the confusion are the new spot time orders being placed for some of these products as of July 2 and a shift of other spots from one product to another.

The explanation of P & G agencies is that the spot curtailment represents not cancellations of campaigns which had been planned to continue through the summer, but merely the conclusion of spring campaigns timed to end with the P & G fiscal year on June 30. This simple statement does not satisfy many representatives, who note that much of the business now terminated had been placed on a 52-week basis.

The majority of the representatives who anticipate good spot business for their stations throughout

the summer last week advanced no common reason for this happy state of affairs, although several cited the increased time purchases of brewers this year as a major factor. One particularly enthusiastic representative credited his biggest summer to the stability of spot rates and station policies in contrast to the chaotic conditions facing the networks.

Stations are refusing to clear time for some of the network cut-rate deals, he declared, citing particularly the "one-minute announcements disguised as five-minute programs," and are once more building the kind of station programs that consistently pull larger local audiences than their top network competition. He noted the rise of Negro disc jockey programs throughout the South, whose ratings, he said, are beginning to attract the attention of national as well as local advertisers.

Several representatives mentioned a disturbing trend for spot advertisers to ask for summer lay-off privileges in the network manner, reporting that more spot hiatuses are being taken this year than ever before. Bond Clothes

was mentioned as one of the major spot advertisers to drop out of many markets for the summer where it could do so without losing its regular period next fall.

Television, blamed by some representatives for luring bewitched clients away from radio, was also credited with reawakening in some advertisers a new interest in radio. "Television is so expensive, most advertisers can't afford very much of it," was the way one representative put it, "so they're backing up their slim TV schedules with a lot of radio time to saturate the markets."

Business Climate Clears

An improved business climate now as compared to previous months was advanced as another explanation for good summer spot business. "Many business men who feared the worst a little while ago are now certain that an all-out war is no longer imminent and are turning their full attention to developing the domestic peacetime market for their products," one representative said. "That naturally means an increased use of spot radio," he added.

Several of the station representatives reported that local business on their stations is at an all-time high. Harder selling and better programming was the usual explanation, with more effort to do a good job locally and less dependence on network programs around the clock.

Summer also looks sunny this year for the networks. ABC, for example, has added to its sponsored program list the *Blatz Reporter*, four five-minute newscasts five days a week; *Edwin Arnold, Story Teller* sponsored by General Mills for a morning five-minute spot across the board; the 10-10:15 a.m. segment of the *Saturday No School Today* kid show is now sponsored by Block Drug; General Foods Corp. on July 2, will begin advertising Jello on the opening quarter-hour of the *Breakfast Club* five mornings weekly, and Sylvania Electric Products is sponsoring Sammy Kaye for a Sunday afternoon half-hour.

On the debit side, ABC has lost the P&G serial *David Amity*, and Victor Lindlahr's talks for Serutan, as well as Block Drug's twice-a-

(Continued on page 95)

CBS STRUCTURE

Plan Needs 'Further Study'

BLUEPRINTING of the far-reaching reorganization of CBS hit a snag last week which may delay it by several days to several weeks [CLOSED CIRCUIT, June 18].

After a series of high-level conferences designed to set up an organizational structure encompassing Columbia's newly acquired Hytron tube and set manufacturing properties and at the same time separating its own AM and TV functions, officials made clear Thursday they would need more time.

President Frank Stanton circulated a memo throughout the CBS organization recognizing reports that a reorganization was planned, and asserting:

"We are considering plans to take account of the complexities of our expanded operations and future growth, but we have decided that a completely satisfactory plan has yet to be evolved.

"Further, we have concluded that it would be undesirable, without

substantial further study, to put into effect any general reorganization."

Mr. Stanton's memo also confirmed reports that Howard S. Meighan, vice president and general executive, who has been in charge of Hollywood operations, will return to New York probably this week to rejoin the "20th floor" top-echelon headquarters executives.

Stanton Statement

Key to the timing of the reorganization move, it was felt, lay in Mr. Stanton's assertion that "substantial further study" is needed. Whether the "completely satisfactory plan" he sought could be evolved in a few days, or whether it might take weeks, was a matter of speculation only. One high-placed official said it was his view that the overhauling is "not imminent" at this point.

Several plans for separating radio and television functions and responsibilities—similar to NBC's

AM-TV division in concept if not in detail—reportedly were under consideration.

One plan would go much further than NBC's by creating separate companies or divisions not only for radio network operations and television network operations, respectively, but also one for owner-and-operated stations operations, each with its own head. This would be in addition to the newly acquired manufacturing properties—Hytron (tubes) and CBS-Columbia Inc. (sets)—and Columbia Records, which also would be separate entities.

CBS Board Chairman William S. Paley and President Stanton would head the overall organization, and presumably Executive Vice President Joseph H. Ream would continue to operate in the overall field.

When plans for the acquisition of the Hytron interests were first

(Continued on page 97)

1908 Tom Aloysius Brooks 1951

TOM ALOYSIUS BROOKS, 42, vice president and general manager of Hearst Radio Inc., died suddenly of a heart attack last Tuesday at his home in Leonia, N. J.

Mr. Brooks was stricken only a few hours after the FCC renewed the license of the Hearst-owned WBAL Baltimore, culminating a four-year fight by Hearst Radio to retain the station (see story page 42).

Identified for more than 25 years with the electronic field, including AM, FM, television and facsimile, Mr. Brooks was appointed vice president and director of Hearst Radio, which operates WBAL-AM-TV Baltimore and WISN-AM-FM Milwaukee, on Nov. 19, 1948.

A native of Wisconsin, where he was born Dec. 11, 1908, Mr. Brooks joined the *New York Evening Journal* radio department in 1924, and in 1933 became radio editor.

In August 1940 he was commissioned a lieutenant (jg) and served in Naval Intelligence throughout World War II, receiving a commendation from Rear Admiral Monroe Kelley for his performance of duties while attached to the Of-



Mr. BROOKS

* * *

fice of District Intelligence Officer, 3rd Naval District, on Nov. 9, 1945. He returned to inactive duty with the rank of commander in March 1946. Mr. Brooks subsequently served as officer in charge of Zones 7 and 8, Organized Naval Reserve, from October 1946 to April 1949.

He is survived by his widow, Fredrica; four children, Tom Jr., Frederica, Emily and Patricia; his mother, Catherine Kelly Brooks of Jersey City, and a sister, Esther Stauffer.

Funeral services were held Friday with solemn requiem mass in St. John's Roman Catholic Church, Leonia, N. J.

WBS Signs 12

WORLD Broadcasting System, New York transcription firm, last week announced 12 new contracts and renewals of 30 existing contracts, all for a minimum of one year.

NEWSPAPER ADS

Radio-TV Expenditures Up

MOST "spectacular" increase in the use of newspaper advertising during 1950 was registered by the radio and television industry, according to the research volume, *Expenditures of National Advertisers in Newspapers: 1950*, published by the Bureau of Advertising, American Newspaper Publishers Assn.

A 78.4% increase was recorded by the radio and TV field during 1950 when its newspaper expenditures jumped from a 1949 total of \$12,756,000 to \$22,760,000. The three heaviest investors recorded were: RCA, with \$3,168,624, up 54.1%; Admiral, with \$2,724,631, up 143.9%; and Motorola with \$2,046,752, up 273.5%.

Radio and TV stations also registered a decided increase—from \$4,373,000 to \$6,097,000, the report showed.

General Motors Corp. remained the largest newspaper advertiser in the country by expending \$27,594,071 for the printed page, an 11% gain over 1949. Chrysler Corp. ranked second with an investment of \$13,703,451 as compared to 1949's \$8,747,966, while third place Ford Motor Co. rose from \$10,629,320 in 1949 to \$13,586,716 in 1950.

Network radio's share of the U. S. advertising dollar, the report claims, dropped from 14.4 in 1949 to 12.5 cents in 1950, while spot radio and newspapers portions remained at the 1949 levels of 12.2 cents and 34 cents respectively. Network television registered 3.1 cents of the advertising dollar, of \$45 million in revenue for 1950, the report said.

The magazine share of advertising dropped from 31.4 cents to 29.3 cents, although outdoor advertising at 5.8 cents and farm journals, at 2 cents remained unchanged.

SMITH TO PETRY

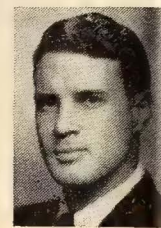
Heads Chicago TV Sales

APPOINTMENT of Louis A. Smith to the new position of Chicago sales manager of the Television Div. of Edward Petry & Co. Inc., New York, effective July 1; and addition of Theodore H. Walworth Jr. to the Petry Co. New York office as TV sales executive, effective June 15, were announced last week.

Mr. Smith, manager of the Chicago office of WOR New York, was a sales executive in the Chicago



Mr. Smith



Mr. Walworth

office of the Petry Co. from 1943 to 1947, when he left to form the Louis A. Smith Co. Adv. Agency in Chicago. Earlier, from 1935-39, he was a salesman for WHBF Rock Island, Ill.; and from 1939 to 1942 was commercial manager of KOWH Omaha. During the last war, Mr. Smith was with the U. S. Army Air Force.

Mr. Walworth, a Spot Sales account executive for ABC, has been with the network since 1946, when he started in the Research Department. He is a graduate of Nichols Business College, Dudley, Mass., and was in the Army Medical Dept during the war.

KATZ NAMES

Donahue to Post

SCOTT DONAHUE Jr. has been appointed assistant sales manager for television for The Katz Agency Inc., New York station representative, to succeed Don L. Kearney who has assumed the new position of television program manager [BROADCASTING • TELECASTING, June 18].



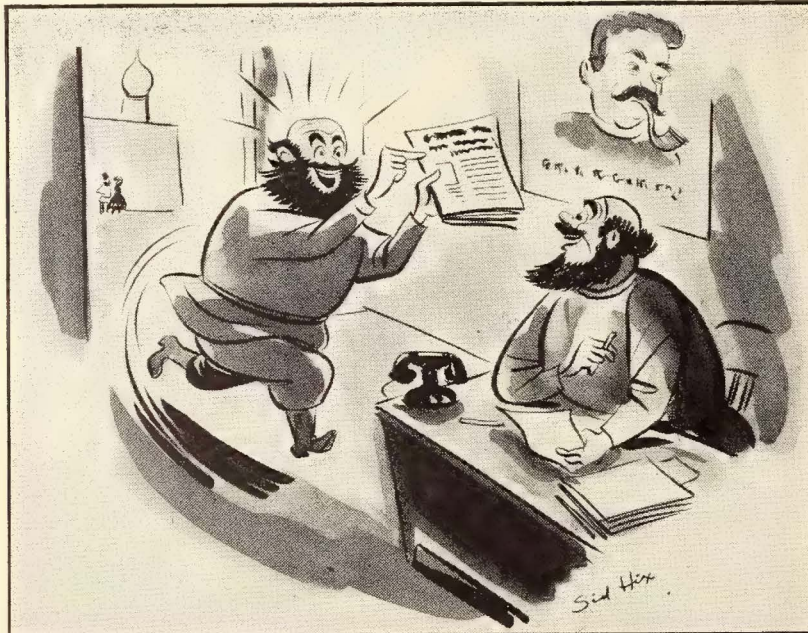
Mr. Donahue

Former WPIX (TV) New York sales manager, and earlier with *The New York Daily News* advertising department, Mr. Donahue has been associated since March 1950 with the television sales staff of the New York office of The Katz Agency.

Also announced were three additions to the television sales staff: Robert J. Kochenthal and Oliver T. Blackwell in New York, and Lewis P. Johnson in Chicago.

Mr. Kochenthal, WPIX account executive and former Northwest Airlines assistant district traffic manager, will join Katz July 30. Mr. Blackwell, of the radio and television department of the Compton Advertising Co., New York, will take his new position July 2.

Mr. Johnson, whose appointment is effective July 30, has been associated with the Chicago office of WOR-TV New York as account executive; with *Chain Store Age*, *Philadelphia Inquirer* and *Chicago Tribune*.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Great Soviet victory! Filthy capitalist radio being taken over by Red Skelton and Red Barber!"

GILLETTE GAME

All-Star Part of Contract

THE 1951 All-Star Baseball Game July 10, will be sponsored by Gillette Safety Razor Co., over MBS's 545 radio stations, NBC-TV and the TV stations identified with Mutual ownership: WOR-TV New York; WGN-TV Chicago and WNAC-TV Boston; plus KFI-TV Los Angeles, which is being acquired by General Tire & Rubber Co., a Mutual stockholder.

The game will be broadcast from Briggs Stadium, Detroit, beginning at 2:15 p.m. and also will be carried by the Armed Forces Radio Service overseas.

Six year radio rights to the annual event and the World Series were purchased by Mutual and Gillette in 1950 from Baseball High Commissioner A. B. Chandler, and Gillette in December 1950 acquired TV rights to the package through 1956 for \$1 million a year.

Rathbun Resigns

JACK RATHBUN, director of advertising of LeBlanc Corp., Lafayette, La. (Hadacol), since March 1950, has resigned. Mr. Rathbun has been in radio 15 years, serving at several stations. No successor has yet been named.

CBS COLOR TV 'PREMIERE'

16 Sponsors Signed at Start

WITH 16 sponsors lined up, CBS today (Monday) inaugurates its commercial color television service with *Premiere*, a special program, 4:30-5:30 p.m., over CBS-TV stations in New York, Boston, Philadelphia, Baltimore and Washington [BROADCASTING • TELECASTING, June 18].

Also set is another color program, *The World Is Yours*, featuring Ivan T. Sanderson, naturalist, scheduled June 26 (tomorrow), 4:30-5 p.m., for General Mills Inc., which thus becomes the first full half-hour color sponsor; and four sponsored station-break spots over WCBS-TV New York for 13 weeks each, effective today (Monday).

Station-break sponsors were Phoenix Aristomat (stove covers), through Bozell & Jacobs, Chicago, Fridays, 11 a.m.; O'Cedar Corp. (sponge mops), through Young & Rubicam, Chicago, Thurs., 11 a.m.; Bulova Watch Co., through Biow Co., New York, Mondays, 5:30 p.m.; and Wembley Inc. (ties), through Walker Saussey Agency, New Orleans, Weds., 11 a.m.

Officials to Appear

Those scheduled to appear on the opening program include FCC Chairman Wayne Coy, CBS Board Chairman William S. Paley, CBS President Frank Stanton, and prominent entertainers such as Arthur Godfrey, Ed Sullivan, Faye Emerson, Garry Moore, Sam Levenson and Patty Painter, "Miss Color Television."

The sixteen opening-day sponsors, which the network believed to be "the largest group of advertisers ever to participate in a single network broadcast," are: General Mills; Lincoln-Mercury Div. of Ford Motor Co.; Longines-Wittnauer Watch Co.; Pabst Blue Ribbon Beer; William Wrigley Jr. Co.; Revlon; Thomas J. Lipton Inc.; National Biscuit Co.; Toni Home Permanent; Monarch Finer Foods; Procter & Gamble Co. for Ivory Soap and Duz; Standard Brands Inc. for Tender Leaf Tea and Instant Chase & Sanborn; Quaker Oats Co. for Aunt Jemima Cake Mixes; Best Foods Inc. for Rit Products Corp.; Pepsi-Cola Co., and Liggett & Myers for Chesterfields.

It was understood that the inaugural CBS color telecast would be received in New York over about 15 color receivers, most, if not all, located at the CBS color studios; in Washington over receivers at three locations; in Boston, two locations; Baltimore, two; and Philadelphia, one.

Following today's program, daily color telecasts, morning and afternoon, will be made, with "a gradual pattern of expansion." Approximately 20 hours of color television weekly will be scheduled by fall, CBS announced.

Meanwhile, Color-Video Inc., 135 Broadway, New York, announced

arrangements with Lance Television Labs. Inc., of the Bronx, and Franklin Television Labs. Inc., of Brooklyn, for adapting television receivers internally to receive in black and white CBS color telecasts.

Color-Video President William M. Ivler announced perfection by his company of a "new universal transformer which, when installed with other minor changes, enables any make or model of television receiver to be adapted to receive both standard black and white transmissions and the color transmissions in black and white with a flip of a switch."

Charge to adapt a set in this fashion will be about \$30, it was announced, including adaptation and installation charges. "This adaptation, in most cases, will be made in the home of the set owner. This service is also being made available to retail dealers and distributors so that new sets not yet sold may be adapted before being delivered to the customer," the announcement said.

Mr. Ivler, who said his company's transformer refuted claims that CBS color would render present

TV sets obsolete, stated that all sets could be adapted to receive color in black and white; and that as soon as color wheels and drums are available, his company would be ready to install them so that color telecasts might be received in color.

In Chicago, CBS reported that more than 1,000 buyers witnessed special CBS color demonstrations at the semi-annual home furnishings merchandise market in the Merchandise Mart, along with the new line of combination color and black-white receivers of CBS-Columbia Inc., set manufacturers formerly known as Air King Products and now a CBS subsidiary.

Buyers Impressed

Reaction of the buyers, as reported by the network, included that of Jerry Ward of Lyon, Healy & Co., music store chain with Chicago headquarters, who said, "I'm extremely impressed with the clarity of color reception. I can see a tremendous future for CBS-Columbia TV."

W. J. Gallop of Shillito Store, Cincinnati, called CBS color "terrific. We want sets as soon as pos-

sible," he was reported as saying.

Frank Hough, of Hough-Wiley, Charlotte, N. C., according to the network, said, "It's so terrific it's breathtaking."

Thomas Morley, of Morley Brothers, Detroit, called it "sensational—the color is so authentic—it's wonderful to see every color of the spectrum so perfectly reproduced," the network reported.

In the New York origination of its first network color telecast, CBS announced that "no changes" in existing black-white studio facilities would be required—only addition of three color cameras, monitors and associated control room equipment.

Necessary technical work and installation in CBS-TV studio 57 at 109th street and Fifth Avenue, New York, would be made in a 12-hour period between 10 p.m., Wed., and 10 a.m., Thurs., the network said. Color and sound signals would be transmitted from studio 57 by coaxial cable to the network's master control in the Grand Central Building, it announced, from which the signals would be distributed by telephone cables to the WCBS-TV transmitter, and by cable to the network.

HENNOCK HEARING

American Bar Asks Delay

THE AMERICAN Bar Assn., the legal profession's heavyweight, wants the Senate Judiciary Committee to defer consideration of FCC Comr. Frieda B. Hennock's appointment to a federal judgeship for at least another three weeks.

This was learned last week by BROADCASTING • TELECASTING amid reports in Washington that:

- The committee expects to go along with the bar's request.

- Unless an outside candidate appears on the horizon, Robert T. Bartley, nephew of House Speaker Sam Rayburn (D-Tex.) and well-known in broadcast and Congressional quarters, still is the White House's most likely choice to succeed Comr. Hennock [BROADCASTING • TELECASTING, June 18].

- An outside candidate could be a woman of Democratic Party standing.

- The White House expects a minimum of two to three weeks to pass before the Senate's weather vane shows in what direction the wind will blow on Comr. Hennock's chances to don the jurist's black robe.

- Sen. Irving Ives (R-N. Y.) has asked the Judiciary group to give full hearing to any and all parties opposing Senate confirmation.

It was understood that the American Bar's bid for time came from its Committee on the Federal Judiciary, whose chairman was said to have asked for a public

hearing "sometime after July 15."

The specification of date was made because of the heavy workload in the New York southern district court which is approaching its regular summer recess, according to a Capitol source.

Strong opposition has been registered by the Assn. of the Bar of the City of New York which publicly alleged Comr. Hennock "totally unqualified" to serve as a U. S. District judge.

President Truman nominated Comr. Hennock for the federal bench in New York's southern district a fortnight ago, an appointment that caught Washington and the Commissioner, herself, by surprise.

No Salary Change

If confirmed, Comr. Hennock, who would succeed Judge Alfred C. Coxe, retired, would get neither a raise in salary nor a pay-cut. As Commissioner she is paid \$15,000 a year, the same salary the judgeship carries. However, as a New York federal judge her appointment would be of life tenure. She was appointed to the FCC in 1948 for a seven-year term, expiring June 30, 1955.

The Senate Judiciary Committee failed to file notice of hearings on the Hennock nomination for the second consecutive week. However, a Judiciary subcommittee held sessions and approved nominations of Judge Harold R. Medina to be judge of the second circuit and

Thomas J. Murphy, as judge of the southern district, both New York. At the same time, the Senate committee set another nomination for the New York southern district, that of Edward J. Dimock, for hearing this Wednesday.

All of these nominations, including that of Comr. Hennock, had been sent to the Senate in one group.

Possibility that a woman candidate for the FCC will be talked up came with the report that Mrs. India Edwards, Democratic National Committeewoman, returning from a European trip, would be in Washington this week.

While not a certainty it was speculated that Mrs. Edwards might have some ideas on a woman nominee to succeed Miss Hennock.

With traditional Senatorial courtesy, Sen. Ives has not stated that he will object to the confirmation of Comr. Hennock. However, the New York Republican has given the Judiciary committee notice that he expects all persons or organizations filing in opposition with the committee to get a full hearing.

With two bar associations, both leaders in the profession, voicing objection, a public session to hear opposition can be expected to be scheduled.

Sen. Herbert H. Lehman, also of New York and a Democrat, has stated that he has "no objection" to the confirmation. Neither New Yorker is on the Judiciary group.



PROGRAM FACTS
 Program: Joe Louis-Lee Savold boxing match.
 Closed-circuit telecast in following theatres: Chicago, State-Lake and Tivoli; Pittsburgh, Shea's Fulton; Washington, RKO Keith's and Lincoln; Cleveland, RKO Palace; Baltimore, Loew's Century and Harlem; Albany, Palace.

IN REVIEW...

DEPLORABLY softened by years of watching telecast prize fights in his own living room, this flabby reviewer ventured into the exuberant audience at RKO Keith's theatre in Washington the night of the Louis-Savold fight and suffered a drubbing but slightly less severe than that received by Mr. Savold.

It would have been a wiser course to have gone in training for this mission, possibly by searching out waterfront saloons to join in longshoremen's brawls.

A few minutes before the fight was scheduled to begin, the front part of a line of eager fight fans that had been standing for hours outside was admitted to the theatre to occupy a section of seats that had been reserved for newsmen and distinguished guests who did not appear in the number that had been anticipated.

The avid fans, mostly men in shirt sleeves and of remote association with a shower or bathtub, plunged bravely through the gloom in a rush to find seats. The struggle to retain his, against the energetic efforts of the late arrivals to unseat him, left this reviewer in approximately the condition of Mr. Savold mid-way in the sixth round.

Except for cigar smoke, the atmosphere at RKO Keith's was that of a boxing stadium. In addition to the characteristic aromas, the spirit of the crowd was typical of a stadium audience.

The habits acquired in watching TV boxing at home were evident at the beginning of the program, but they quickly were overcome.

At the playing of the *Star Spangled Banner* preceding the bout, most of the people kept sitting as they would at home. A patriot finally screamed, "Everybody up," and the crowd rose obediently, averting a treasonable disaster.

As the fight progressed, the enthusiasm of the crowd intensified. The knockout evoked a wild outburst of shouts, whistles, and applause.

At least 80% of the audience left when the bout was over, showing that quite often the majority has more sense than the minority. Those that remained, including this reporter who was trying to recover his composure not to mention his breath after the pre-bout struggle for his seat, were treated to a

Technicolor cowboys - and - Indians charade. In comparison with *Apache Drums*, the title of this inexcusable production, Hopalong Cassidy and his co-players have the skill of the Old Vic company.

Camera work during the telecast of the fight was generally commendable, as could have been expected since it was done by NBC-TV crews who know the business. The big-screen picture lacked the definition one is accustomed to on home receivers but was of passable quality.

This reviewer prefers, however, to take his boxing in his living room where the seats are comfortable and the company not only recently washed but also behaved.

NPA APPOINTMENT

Currie Named Weiss Aide

APPOINTMENT of Walter J. Currie, former official at Standard Brands Inc. and later the Crosley Division of Avco Mfg. Corp., as deputy assistant administrator to Lewis Allen Weiss, director of the Office of Civilian Requirements, was announced by the National Production Authority Thursday.

Mr. Currie will assist Mr. Weiss, assistant administrator and former Don Lee-Mutual executive, in determining "essential civilian requirements and in aiding industries to meet the minimum needs necessary to maintain a strong economy." NPA said. Mr. Currie has been serving as consultant to OCR since last March.

The new deputy assistant administrator began his career as salesman for Standard Brands in 1927. He later was transferred to the company's foreign division and in 1932 was placed in charge of operations for the firm in Europe, British Isles and North Africa.

After a tour of war service, Mr. Currie returned to Standard Brands. He resigned in 1949 to become international representative for Avco Mfg. Corp.'s Crosley Division.

REGAN HEADS AAW

Impact of Radio Cited by Ryan

J. NEIL REGAN, manager of the Los Angeles office of McCann-Erickson, was elected 1951-52 president of the Advertising Assn. of the West at the 48th annual convention which closed June 21 at Denver. Some 400 delegates representing 5,000 members and 41 member clubs in 11 western states and Western Canada attended the four-day meeting.

Arthur E. House, Portland, Ore., was elected senior vice president and Mildred May, Phoenix, Ariz., vice president-at-large. Gertrude Murphy, San Jose, Calif., was elected secretary-treasurer.

William B. Ryan, president of Broadcast Advertising Bureau, said radio has nothing to fear from television. He pointed out that TV is just another medium of advertising and will not replace any of the older media.

Conceding the "phenomenal effect" TV has on the public in demonstrating gadgets and appliances, Mr. Ryan said facts reveal that people drift back to radio after the novelty of television disappears, usually after the first six months.

Haan Tyler, manager of KFI-TV Los Angeles, stressed tremendous results observed by advertisers using TV in addition to radio. He said TV is especially important when an organization wants to demonstrate something out of the ordinary.

Mr. Tyler quoted numerous advertisers who have had notable success in use of the visual medium.

One of the luncheon sessions last week was devoted to a tribute to Denver's radio station managers. Among those honored were Hugh B. Terry, KLZ; F. W. and A. G. Meyer, KMYR; Charles Bevi, KOA; T. C. Ekrem, KVOB; Eugene O'Fallon, KFEL, and John Buchanan, KTLN.

The 1952 convention will be held June 22-26 at the Olympic Hotel, Seattle.

BBDO Gets Award

Annual trophy donated by the Vancouver Ad Club for the best radio advertising created in the West was awarded to BBDO San Francisco for its drama *Let George Do It*, sponsored over KHJ Los Angeles and Don Lee network by Standard Oil of California. The program won top award for the best commercial program in cities over 100,000 and on networks.

Certificates of award in the radio competition follow:

Best commercial program, cities under 100,000—KDSH Boise, Idaho, *Sears Salutes*, half-hour tribute to surrounding communities sponsored by Sears Roebuck.

Best spot announcements, cities over 100,000—Emil Reinhardt Adv., Oakland, 20-second singing chain-breaks for Kilpatrick's bread on KCBS San Francisco.

Best spot announcements, cities under 100,000—KERO Bakersfield, chain-break jingles for A. D. Peckham paints.

Honorable mentions, large-city programs—KOMO Seattle, *Scandia Barn Dance*, participating, Taskett Adv. Agency; CJOR Vancouver, Pacific

★ Meat Co. sportscast, *Jack Short Show*, Spitzer & Mills Agency.

Small-city programs—Cline Adv. Service, Boise, Idaho, Bohemian Breweries quarter-hour, *Human Side of Sports*, on four stations.

Large-city announcements—Emil Reinhardt Adv., Oakland, San Francisco Brewing Corp. musical chain-breaks for Burgemeister beer on KNBC San Francisco.

GOODWILL TRIO

Open New York Offices

PLANS to open a New York sales and service office for WJR Detroit, WGAR Cleveland and KMPC Los Angeles in early September were announced last week. Simultaneously, John F. Patt said that Gordon Gray, vice president of WIP Philadelphia, will be in charge of the operation, assuming his new duties Aug. 1. Mr. Gray is to be elected a vice president of the three corporations at subsequent board of directors meetings.

Mr. Gray will coordinate all national sales and sales service for the three Goodwill stations, lending special assistance to the outlets' national representatives. Edward Petry & Co. will continue to represent WJR and WGAR as they have done for the past 18 years, Mr. Patt declared, and H-R Representatives will continue representation of KMPC.

Mr. Gray will spend the first month at the three stations, familiarizing himself with operations firsthand. He will select an assistant to work in the New York office.

Mr. Gray's wide radio and advertising experience includes serving twice on the Sales Managers Executive Committee of the NAB as well as on the original Broadcast Advertising Bureau committee.

A graduate of the U. of Missouri, he worked on the *Kansas City Star* in both Kansas City and New York. Later he joined the Katz Agency, New York, subsequently becoming the firm's Kansas City manager.

In 1944, Mr. Gray was named general manager of KOIL Omaha and KFOR Lincoln, Neb., and when these stations acquired WDGY Minneapolis, he also headed that operation as well. During this time, he was regional advisor for Office of War Information and chairman of the Nebraska State Network.

He joined WIP in early 1947.



Mr. Gray

MOVIE FIGHTCAST

(See editorial, page 64)

A THREAT of legal action to block development of theatre television and home box-office TV last week tempered the flush of enthusiasm which the Louis-Savold fightcast had engendered among theatre interests.

Although the theatre people had taken no formal cognizance of the opposition late last week, a group of 10 New York professional men—nine of them attorneys—formed a "Fair Television Practices Committee" and announced they would go to the FCC and if necessary to the courts to fight "the evil practices threatening TV."

Ired at having to pay for certain events or else miss them, the committee in its announcement cited these "pernicious practices currently arising in television broadcasting":

"1. The trend to charge TV set owners for the right to view particular broadcasts as exemplified by Phonevision, which was tried experimentally in Chicago and

"2. The trend to discriminate against certain TV set owners by deliberately channeling broadcasts away from designated areas into restricted areas, as occurred in the Louis-Savold fight."

The committee's blast came as exponents of theatre TV were reviewing enthusiastically the outcome of the first network theatre cast—the Louis-Savold bout June 15, which drew capacity crowds at all nine theatres carrying it.

The theatre group promptly announced it had acquired exclusive rights to a second match—the Jake La Motta-Bob Murphy lightweight bout, slated for Wednesday night at New York's Yankee stadium. The same lineup of theatres—nine in six cities—was scheduled to carry this match.

No TV Coverage

As in the case of the Louis-Savold fight, Wednesday night's bout will not be carried by TV broadcast stations at any point or by theatres in the New York area. International Boxing Club, which is staging the match, was described as greatly encouraged by its own gate at the Louis-Savold bout, which brought upwards of \$100,000 through the turnstiles—considerably more, it was noted, than the box-office proceeds from several recent fights that were broadcast by TV.

In the meantime the Louis-Savold fight is being seen on home TV screens—via film—while the La Motta-Murphy bout is being telecast live to the interconnected theatres. Pabst Sales Co. acquired the film rights to the Louis-Savold fight for approximately \$20,000 and last week showed it as part of its regular Wednesday night boxing coverage on CBS-TV at 10 p.m.

By comparison with the \$20,000 Pabst paid for the film rights, the

theatre group was said to have paid as low as \$10,000 for the exclusive "live" rights. Earlier reports had indicated the theatre rights cost more than the \$60,000 to \$65,000 which was offered for broadcast rights.

The Fair Television Practices Committee's blast at theatre TV and home box-office television also came on the heels of a request by Zenith Radio Corp., sponsor of Phonevision, that CBS assist in the development of the dollar-in-the slot method of home TV viewing. CBS officials refused to comment on the subject.

The FTPC, headed by attorney Jerome W. Marks, said it plans to ask FCC to "revoke, suspend and/or refuse licenses to any broadcaster indulging in . . . unfair practices"; petition broadcasters "to stay in line with sound public policy"; "if necessary, commence legal action against broadcasters for acts violative of the Fifth Amendment of the U. S. Constitution," and also "exercise the right to boycott and take other steps and measures as they may suggest themselves."

Stirs Legal Threat

The committee statement, signed by Mr. Marks, said "the FTPC looks forward to public participation in its fight against the evil practices threatening TV." The committee was formed "to give outlet to a rising public sentiment," Mr. Marks said. He continued:

"Until recently it had been generally recognized that the purchase of a television receiver carried with it the implied right to receive all programs free of charge.

Action Hit

"It had been represented to the public by manufacturers and retailers of television receivers that television was the next best thing to being present at the actual event, and much easier on the pocketbook. Even if these representations had not been made, from the very nature of the medium and the publicity accompanying it, the purchaser justifiably expected TV to operate on the same basis as radio."

Citing the Louis-Savold Theatre-casts and the Phonevision experiments, Mr. Marks said that "unless the public takes a firm stand against these and similar practices,

we are certain to be ultimately faced with controlled and private sales of television programs at the cost of the television set owners."

Further, his statement said:

Radio, which has grown into one of the most profitable industries, has depended strictly on income derived from advertising. There is no reason why TV cannot be operated at a profit in a similar manner. It is true that attendance has fallen off considerably at theatres and sporting events. That visual reception is more attractive to the public than auditory, and that it will keep people away from the actual event is an acknowledged fact. On the other hand, the greater the home attendance, the greater the value to the advertiser.

The truth of the matter is that the producers would greatly prefer charging the public directly because of the phenomenal dollars and cents possibility. Boxing promoters are already dreaming of \$10-million gates.

Meanwhile Mr. John Q. Public is supposed to take it on the chin again. The same John Q. who put himself in hock on the representations by the television industry that he was purchasing a necessity which would save him money in the long run.

Where will this thing stop—the next step would be charging the public for every ball game, decent movie or play, etc.

Membership in the FTPC in addition to Chairman Marks were identified as Max Pfeferblum, secretary, and Arthur A. Husch, Sidney S. Hodes, Carl Rood, Jean Frieder, J. J. Brown, Robert Krampner, and Charles F. Mintz, all attorneys, and James J. Mahoney, chairman of the Alfred E. Smith Community League.

CODE FOR RADIO-TV NARTB Views NBC Plan

(See NARTB story, page 63)

A NEW NBC code of radio and television broadcast standards was unveiled last Friday by NBC Executive Vice President Charles R. Denny, on behalf of President Joseph H. McConnell, at NARTB's television programming conference in Washington.

Covering for the first time both radio and television, the new code is a 39-page document setting out standards to be met with respect to (1) program content, (2) advertising content and (3) operating procedures. It replaces the code which NBC put into effect in 1948, which was based on—and which indeed helped secure support for—the NAB radio code then in preparation.

The new standards specify the maximum lengths for commercials in TV as in radio, but with the proviso that "since television is a developing medium, involving methods and techniques distinct from those of radio, further experience is desirable before final and definitive time standards for television advertising are formulated." Accordingly NBC "may permit experimentation in television presentations which departs from the stated requirements, subject to approval on a program-by-program basis."

In one departure from the policy adopted by NBC and its affiliates in 1947-1948, the new code does not undertake to limit the hours for presentation of crime programs to those hours when children may nor-

mally be expected to be abed.

With respect to measuring commercial lengths in TV—generally recognized as a difficult subject in view of widespread use of slogans, brand names, etc., as background scenery—the NBC code says in part:

... Stationary backdrops or properties in television presentations, showing the sponsor's name, the name of his product, his trade mark or his slogan, which are used as incidental background for entertainment are not counted as part of the time allowed for advertising.

NBC seeks to have such backdrops or properties used judiciously, and reserves the right to count their use as part of the time allowed for advertising where, in NBC's opinion, they are unduly obtrusive and cannot properly be regarded as incidental background to the entertainment presentations of the program.

Time limits set by NBC for radio and TV commercials are as follows, subject to extension on a program-to-program basis in TV:

Program (Minutes)	Length of Advertising Message (Minutes and Seconds)			
	News Programs (Day & Night)	All Other Programs Before 6 P.M.	All Other Programs 6 P.M.	
5	1:00	1:15	1:00	
10	1:45	2:10	2:00	
15	2:15	3:00	2:30	
20		3:30	2:40	
25		4:00	2:50	
30		4:15	3:00	
40		5:00	3:45	
45		5:45	4:30	
60		7:00	6:00	

The evening time standards also apply to Sunday television programs after 1 p.m.

Referring to these limits, the code also says:

The foregoing advertising time allowances also apply to individually sponsored portions of participation programs; however, because of the continuity of entertainment content in such programs, NBC reserves the right to limit the time allowed for advertising in each portion of the program to lesser amounts than those set forth above.

In determining what is to be considered as part of the time allowed for advertising for the purpose of applying the standards outlined in this section, the following provisions apply:

1. A lead-in or introductory comedy gag, preceding the direct advertising reference and associated with it, which constitutes entertainment material and would stand by itself even if the advertising message were omitted, is not counted as part of the time allowed for advertising.

2. Material relating to audience participation contests which is part of the standard entertainment format of the program itself is not counted as part of the time allowed for advertising; in other cases, where contests relate directly to the advertisers product or service or involve purchase or use of the product or service, the material describing contest rules, status, awards or winners is counted as part of the time allowed for advertising.

3. Trade name references in entertainment sequences, including commercial references to merchandise prizes presented to participants in a program are counted as part of the time allowed for advertising; and where such references are ad lib and cannot be timed in advance, an average is taken over an appropriate number of programs to determine the aggregate length of such references which should be counted as part of the time allowed for advertising in future presentations of the program.

4. (A) Billboards at the opening and closing of programs, identifying sponsorship of the program, are not counted

(Continued on page 78)



AT HEAD TABLE of BMI luncheon session at Toots Shor's in New York were (l to r): Robert J. Burton, BMI president in charge of publisher relations; William S. Hedges, NBC vice president; Earl V. Moore, U. of Michigan; W. Emmett Brooks, WEBJ Brewton, Ala.; BMI President Carl

Haverlin; Xavier Chapa, Madrid music publisher; Ralph Maria Siegel, Munich music publisher; Margaret Cuthbert, director of public affairs for NBC; and Roy Harlow, BMI vice president of station service.

HARD RADIO SELLING

A CALL for a boost in radio rates and admonitions for more aggressive selling and revitalized programming by the nation's radio stations marked the 16th BMI Clinic, held in New York last Monday and Tuesday. Approximately 125 station executives and staff members participated.

The Clinic speakers recognized television's impact, but reiterated their faith in radio and its future while cautioning the station representatives that the time has come for them to get down to hard selling, fresh programming, and more comprehensive promotion of their radio wares.

Pellegrin Emphasizes Points

Radio's need to raise its rates was cited by Frank Pellegrin, vice president and secretary of H-R Representatives Inc., New York, who said he found these conclusions "inescapable":

- "1. Radio is bigger than ever.
- "2. Television raises hell with reading of newspapers and magazines. Both are down.
- "3. The longer people own television sets, the more they go back to radio listening.
- "4. Newspapers and magazines should be forced by advertisers and agencies to produce inch-by-inch readership figures on advertising, in view of their alarming decline just as radio has supplied minute-by-minute figures on listening.
- "5. Radio should raise its rates, and newspapers and magazines should cut their rates.
- "6. Radio remains the biggest, most effective, and most economical advertising medium in the world."

Scoring agency space-media departments for "complacency" in accepting Audit Bureau of Circulation reports while radio is required to produce detailed listenership data, he said:

"Radio departments of agencies now control far too small a portion of total ad budgets. If the bright young men and women of these departments will ask the pointed questions they should ask of their oppo-

site numbers in the space departments, a general realignment of national advertising budgets is well-nigh inevitable.

"The same, of course, should be said of the advertising departments of the client companies.

"Radio, more than ever before, is today's best advertising medium."

William H. Fineshriber Jr., Mutual vice president in charge of programs, stressed that television in itself should not frighten radio people. Many programs—news shows, for instance—are better on radio than on television, he declared. Further, he noted, half the country does not yet have television.

Dave Baylor, vice president and general manager of WJMO Cleveland, made plain that in his view it was time for radio station managers to get down to shirt-sleeves selling of radio. The easy-selling heyday of radio, he said, is over, and time has come for more aggressive selling.

Charles Siverson, program director of WHAM Rochester, called upon station management to think through their problems and work out sound solutions rather than go "hither and thither with Mr. Dither." Stations, he said, must overcome the easy inclination to operate now just as they did 20 years ago.

John Outler, general manager of WSB Atlanta, told the clinic in a speech on "Radio's Dust Bowl" that management which refuses to redirect some of its profits into improvement of its operation may discover its profits dwindling. He called for regular and honest self-appraisal by stations on the question of programs, which he considered the key to success or failure.

Louis Hausman, CBS vice president in charge of advertising and sales promotion, suggested methods of "advertising to your real customers—the listeners." Stations, he said, should build up their own "uniqueness" or "personality" and then take advantage of it by promoting it both on and off the air.

Emphasizing the importance of

Urged at BMI Meet

devoting serious thought to on-the-air promotion, he cited the recent and current studies designed to determine the effectiveness of radio advertising as against newspaper advertising. In "the one case history which failed to establish radio's supremacy," he said, it was found that "the newspaper ads were written by the store's top copy writer and had the benefit of all the advertising department's know-how with layout and newspaper advertising," while "the radio copy . . . was turned out by a high school girl who was being paid the magnificent sum of \$21 a week."

Cott Discussion

Means of developing station "personality" through programming were discussed by Ted Cott, general manager of NBC's WNBC-AM-FM and WNBT(TV) New York, in a speech calling for a fresh approach and the application of new ideas in building more listenable programs. Good music as a means of developing both "personality" and audiences was discussed by Elliott M. Sanger, executive vice president of WQXR New York.

Sales suggestions and potential new prospects for radio advertising were outlined by Maurice B. Mitchell, vice president and general manager of Associated Program Service. Sheila John Daly, of *Ladies Home Journal*, stressed the purchasing potentialities of the teenage audience in particular.

The value of good programming was stressed by S. A. Cislser, vice president of WKYW Louisville. He emphasized that it is for the programs that people buy radio sets, and reiterated that consistently good programming, plus discrimination will reasonably guarantee success.

"Hints and pitfalls" in the copyright field—as applied to music, programs, etc.—were reviewed by Robert J. Burton, vice president in charge of publisher relations for BMI and general manager of BMI Canada Ltd., and Joseph A. McDonald, vice president and general

FCC BUDGET

Joint Conferees Get Bill

JOINT SENATE-HOUSE conferees will decide how much money the FCC will have to operate in fiscal year 1952, as a result of Senate passage last week of the Independent Offices Appropriation Bill (HR 3880).

As passed by the Senate, the bill would give \$6,233,300 to FCC with not more than \$5,550,300 designated for personal services. Also adopted was an amendment which would cut funds for the FCC's information office some 15%.

At present this division gets \$25,000 and employs four persons. However, it has been pointed out that the information office performs services for the press but does not act as a "publicity agent," a practice in government that the Senate wants to curtail.

The House had approved an even \$6 million for FCC. The upper chamber figure or \$233,300 more, but \$616,700 behind the President's request, was reported by the Senate Appropriations Committee a fortnight ago [BROADCASTING • TELECASTING, June 18]. This cut from President Truman's budget estimate—coming to 10%—falls on expenditures in personnel. Another Senate-approved slash would reduce cars available from 20 to 10.

FCC now has 1,198 employees. A cut in personnel funds probably would mean no staff replacements.

The Independent Offices Bill also contains Title V which would recommend assessment of fees and charges for regulatory services and activities performed by agencies and commissions.

GEN. TELFORD TAYLOR

Opens Own Law Firm

BRIG. GEN. Telford Taylor, of the law firm of Paul Weiss, Rifkind, Wharton & Garrison, New York, and former FCC general counsel, has opened law offices at 400 Madison Ave., New York.

Gen. Taylor served as FCC general counsel from 1940-1942 and following the war was chief prosecutor at the Nuremberg war crime trials. He continues as chief counsel for the Joint Committee for Educational Television.

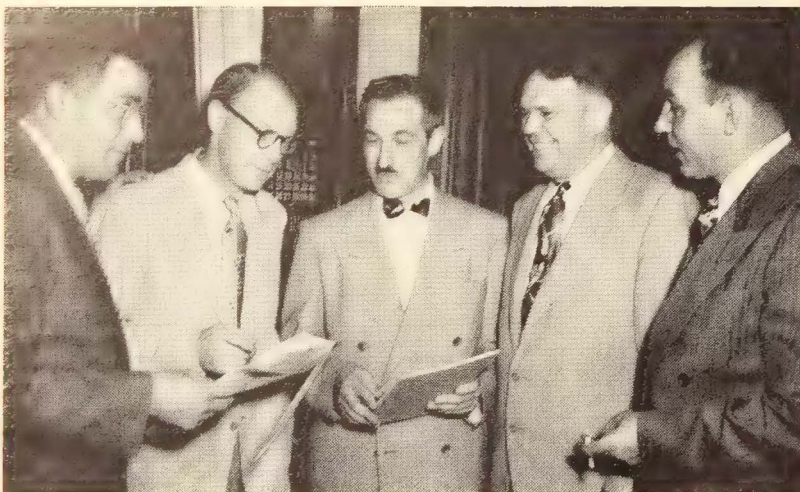
attorney for ABC.

Basic ingredients of "showmanship"—including "suspense," "conflict," and "life,"—were described at a Tuesday luncheon by Zenn Kaufman, merchandising manager of Philip Morris & Co.

The clinic was held at the Johnny Victor Theatre in the RCA Exhibition Hall, and was opened by BMI Vice President Roy Harlow, Clinic chairman who supervised the program: planning, and co-chairman Lin Pattee. Carl Haverlin, BMI president, presided at the luncheon meetings. William S. Hedges, NBC vice president, welcomed the group at the opening session.

'TEEN-AGE ADDICTION

WTIC Drive Brings Stringent Narcotics Law



Conferring on the radio-promoted narcotics bill on the eve of its passage are (l to r) Mr. Eaton, Reps. Laing and Cohen, co-sponsors of the bill; Senator Hall and Mr. Hallas.

AN 11th-hour drive by radio, spearheaded by WTIC Hartford, has resulted in passage of Connecticut state legislation which threatens severe penalties to dope peddlers, particularly those who sell to 'teen-agers.

Several weeks ago, WTIC's 'teen-age panel program, *Mind Your Manners*, began receiving letters from parents worried over the growth of the use of narcotics among youngsters.

Here was a problem of vast importance. Moderator Allen Ludden consulted Program Manager Leonard Patricelli.

What could WTIC's 'teen-age panel say that would help solve the problem? How could they give advice on this evil practice about which they knew no more than the average boy or girl?

Mr. Patricelli suggested that the only person who could authoritatively advise other youngsters would be a 'teen-ager who had been an addict.

Mr. Ludden arranged for a recorded interview with a 'teen-age girl convicted of using narcotics who was confined to a Connecticut correctional institution.

On May 5, listeners heard the girl, in her small but intense voice, relate the story of her tragedy.

The *Mind Your Manners* panel urged listeners to demand of their legislators more severe state narcotics laws.

Public reaction was so spectacular that Paul W. Morency, WTIC vice president and general manager, began a study of both federal and state narcotics laws. It was found that the Connecticut Drug Act was woefully inadequate.

On May 20th, Mr. Morency conferred with Governor John Lodge who enthusiastically supported the proposal for a revision of existing state laws.

Gov. Lodge suggested that details of the proposed bill be worked

out with State Police Comr. Edward J. Hickey. Mr. Morency and Mr. Patricelli went to Comr. Hickey with several recommendations but with one all-important objective: To forge a bill which would sharply define the difference between selling narcotics to an adult or to a minor.

On May 28th, through cooperation of Comr. Hickey and the legislative judiciary committee, the state legislature had a new narcotics bill on the docket.

Time was short. The legislature was to adjourn June 6, and the docket was full.

WTIC went to work. Listeners were asked to write their representatives. A personal appeal from Mr. Morency went out to all other Connecticut radio stations, who responded enthusiastically.

Tom Eaton, WTIC news editor, and Jerry Hallas, political reporter, worked day and night enlisting support to get the bill up for vote.

On June 5, just 24 hours before adjournment—and only 17 days after WTIC initiated the effort—the bill was passed. Gov. Lodge affixed his signature and the bill became effective immediately.

Bell Joins L&M

C. FREDERICK BELL, vice president and one of the founders of Duane Jones Co., New York, has joined Lennen & Mitchell, same city, as vice president and account supervisor. He will take charge of development of new products on accounts handled by the agency. In 1942 when Duane Jones Co. was formed he was appointed account supervisor, rising respectively to positions of director, vice president and member of the plans board. Mr. Bell also served as account executive and department head with Benton & Bowles, New York, in 1933. In later years he was with Griffes & Bell, Chicago, and Blackett-Sample-Hummert, same city.

GRAY APPOINTED

To Direct Strategy Board

APPOINTMENT of Gordon Gray, president of WSJS Winston-Salem, N. C., as director of the newly-created Psychological Strategy Board was announced last Wednesday by President Truman [BROADCASTING • TELECASTING, June 18]. Mr. Gray has obtained a leave of absence from his post as president of the U. of North Carolina.

The new board is designed to offer "more effective planning, coordination and conduct, within the framework of approved national policies, of psychological operations," according to Mr. Truman. The group previously was called the Psychological Warfare Board.

Mr. Gray, former Secretary of the Army, will serve at an annual salary of \$16,000, organizing and directing a staff to carry out the work of the board which also comprises James E. Webb, Undersecretary of State; Robert A. Lovett, Deputy Secretary of Defense, and Lt. Gen. Walter Bedell Smith, director, Central Intelligence Agency.

ROYAL TO RETIRE

May Become NBC Consultant

JOHN F. ROYAL, NBC vice president and one of its few remaining old guard executives, is slated to retire about Aug. 1, perhaps becoming an NBC consultant, after more than a score of years with the network.



Mr. Royal

Mr. Royal will become 65 on July 4. This is compulsory retirement age at NBC except in cases where the board of directors waives the rule—a course the board has taken only in one instance.

Mr. Royal joined NBC via its owned-and-operated WTAM Cleveland in 1930 after more than 20 years with the Keith-Albee Theatre interests, a background which prompted his selection as vice president in charge of programs. In this capacity he was credited with building up many of the network's most notable program features.

Special Event

BRYSON RASH, special events director, WMAL-AM-TV Washington, played a central role in a special event aired June 16. In 1941, Mr. Rash was to receive his law degree, but was called out of town on a story. He had finished necessary requirements for a law degree at the Washington College of Law, now the law department of American U., but went without the coveted sheepskin through the past decade. On June 16, a former professor presented the sheepskin during Mr. Rash's WMAL-TV newscast.

DUFFIELD NAMED

As Manager of KDKA

ROBERT G. DUFFIELD Jr., manager of WOWO Fort Wayne, Ind., last week was named manager of



Mr. Duffield

KDKA Pittsburgh succeeding Joseph E. Baudino, elevated to general manager of Westinghouse Radio Stations Inc. at Washington headquarters [BROADCASTING • TELECASTING, June 4].

In announcing Mr. Duffield's appointment to the pioneer Westinghouse station in Pittsburgh, Walter Evans, WRS president, said Franklin A. Tooke, KYW Philadelphia program manager, will succeed Mr. Duffield as WOWO manager. Gordon W. Davis, former radio director of W. Craig Chambers Adv. Agency, Pittsburgh, a KYW staff producer for four years, will succeed Mr. Davis as KYW program manager.

Mr. Duffield has been with Westinghouse 23 years. In that period he has been a member of the staff of every station in the original Westinghouse group. In 1927 he joined KYW when the station was located in Chicago, later going to KDKA, WBZ Boston and finally WOWO. During the war he served in the office of the Chief Signal Officer, Washington.

He has just returned to the United States after a six-week leave spent in Munich, Germany, as a consultant to Radio Free Europe [BROADCASTING • TELECASTING, May 28].

Mr. Baudino was elevated to the WRS vice presidency succeeding Walter E. Benoit, vice president and general manager. Mr. Benoit on July 1 becomes manager of the new Air-Arm Division of Westinghouse Electric Corp., parent company, to be set up in Baltimore.



Mr. Davis



Mr. Tooke

ABC Merger Vote

ABC stockholders will meet July 27 to vote on the proposed \$25 million merger of ABC with United Paramount Theatres, officials said last week. This is the same date set for the UPT stockholders' vote on the merger plan, which already has cleared the board of directors of both companies. The issue then goes to FCC, which is expected to call hearings to consider the plan in detail.

No. 3

IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Farm Programs

IN IOWA, WHO IS THE PREFERRED FARM STATION

Business in Iowa is divided approximately 50-50 between industry and agriculture, but almost everybody in the State is interested in farming. The 1949 Iowa Radio Audience Survey proves that 23.2% of all Iowa women (including even urban women) and 25.3% of all Iowa men (including even urban men) "usually listen" to WHO's Farm News and Market Reports.

STATIONS PREFERRED FOR FARM NEWS AND MARKETS (An Iowa Radio Audience Survey Study)		
Percentage of all listeners naming a favorite station	Men 67.8%	Women 49.5%
Best Farm News and Markets on:		
WHO	37.4%	46.7%
"B"	18.9	15.4
"C"	12.2	2.1
"D"	5.6	0.9
"E"	4.9	8.7
"F"	3.9	3.9
"G"	3.0	3.6
"H"	2.6	5.1
"I"	2.1	3.4
"J"	1.7	2.8
"K"	1.2	0.6
"L"	0.8	0.5
Others	5.7	6.3

In Iowa, *Specific Farm Programs* are highly and widely popular, and *more people prefer WHO farm programs than prefer those of any other station*. For three successive years, when asked to name the sources of their favorite farm programs, all Iowa farm-program listeners responded as follows:

	First Year	Second Year	Third Year
WHO —	14.0%	53.9%	55.0%
Station B —	54.5%	13.8%	10.2%

This is Point Three in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

WTIC Leads Attack

**THE NEW LAW For Selling Narcotics to Minors—
Mandatory Prison Sentence
15 TO 30 YEARS FOR FIRST OFFENSE**



Paul W. Morency, WTIC Vice President and General Manager (left) ; Leonard J. Patricelli, Program Manager (right) ; and Allen Ludden, Moderator of "Mind Your Manners" program, witness the signing of Connecticut's new Narcotic Law by Governor John Lodge

on Dope Peddlers

Connecticut Radio Stations Speed Passage of Tough Narcotics Law

THE ability of radio to render notable public service was again demonstrated in Connecticut this month when STATION WTIC, supported by other broadcasters, brought about the swift enactment of a new State Narcotics Law designed to protect teenagers from the insidious menace of dope-peddlers. This is the first legislation of its kind specifically directed toward solving the growing problem of youth drug addiction.

WTIC's effort, which involved a complete study of existing laws and specific recommendations to legislative bodies, was inspired by the nationwide response to the anti-narcotics crusade conducted by the station's teen-age program "Mind Your Manners" (NBC, Saturdays, 10:00-10:30 A.M.)

WTIC is hopeful that what has been accomplished in Connecticut will be repeated in other states, and offers its help to all other radio stations in the country interested in furthering this worthwhile crusade.

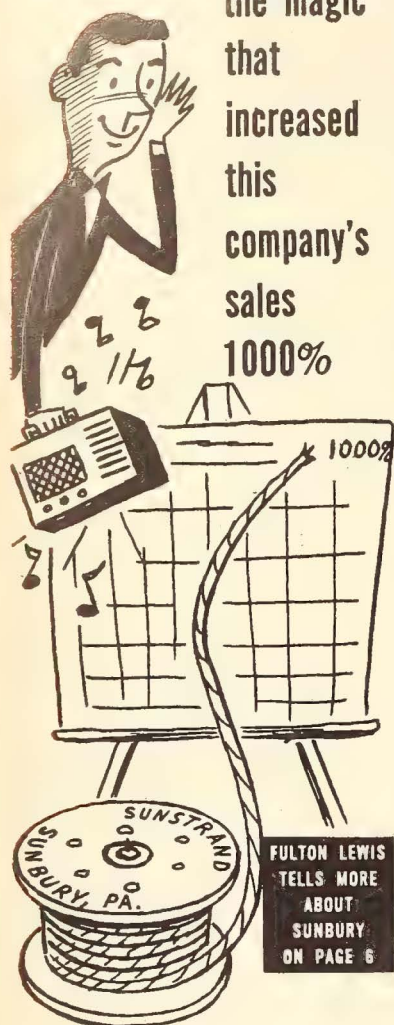
Copy of the new Connecticut law is available on request.

CONNECTICUT RADIO STATIONS THAT PARTICIPATED IN THE ANTI-NARCOTICS CAMPAIGN

Bridgeport	WICC, WLIZ, WNAB
Bristol	WBIS
Danbury	WLAD
Greenwich	WGCH-FM
Hartford	WCCC, WDRC, WONS, WTHT, WTIC
Meriden	WMMW
Middletown	WCNX
New Britain	WHAY, WKNB
New Haven	WAVZ, WBIB, WELI, WNHC
New London	WNLC
Norwalk	WNLK
Norwich	WICH
Stamford	WSTC
Torrington	WLCR, WTOR
Waterbury	WATR, WBRY, WWCO

WTIC

WTIC'S 50,000 Watts represented nationally by Weed & Co.



What tougher job than selling an industrial product to an industrialist via a mass medium?

Radio sold wire rope—enough to tote up 1000% sales increase in a month for Sunbury Wire Rope Mfg. Company.

The personality is Fulton Lewis, Jr. (for his side of the story, see page 6-; the show is his Mutual Co-op. And the station, Mutual's Shamokin affiliate, WISL.

Over the years, WISL programming has developed a deep-grained confidence among listeners of every income strata. It's carefully calibrated to reach every income group.

Whether you're selling wire rope to industrialists or whatever you sell to whomever you want sold, WISL is the buy in Central-Eastern Pennsylvania.

Forjoe's got the story.

Get it today.



1000 watts Shamokin, Penna.

Charles Petrie, General Manager

RCA COLOR TESTS

SERIES of New York field tests of RCA's compatible, all-electronic color television system, which incorporates the tri-color tube, will begin July 9 [BROADCASTING • TELECASTING, June 18], RCA President Frank M. Folsom announced Thursday.

The announcement followed a revelation of full details of the tri-color tube, and distribution of 16-inch sample tubes and kits of associated parts, free of charge, to 231 radio-television manufacturers at a two-day "technical symposium" held in New York by RCA.

Mr. Folsom said that the prospective "experimental field tests of color television will be the first to be conducted by RCA-NBC in the New York area for observation by the public, previous tests having been held for more than a year in Washington.

"During recent weeks," he continued, "special color television equipment has been installed in the NBC studios at Radio City, where the programs will originate. When the experimental tests are on the air, the regular black-and-white television transmitter of station WNBC, atop the Empire State Bldg., will be used to telecast the color programs on Channel 4."

Other Showings

Mr. Folsom said that during coming months, RCA planned to "send the color programs to other cities in network operation, linked with New York via radio relay station or the coaxial cable." He said that at least 100 RCA color receivers would be used in tests at the various points.

The New York field tests, he continued, would necessarily be telecast before the start of regularly-scheduled telecasting in the morning in order to comply with FCC rules. At other periods, the color programs will be "piped"

from NBC studios over wire lines to color receivers, he said.

Plans for the RCA demonstration were announced as CBS was completing plans to launch commercial colorcasts under its own system on a regular basis (see story page 25).

A 21-inch tri-color tube, to demonstrate that "there are no external limiting factors to picture size" in the RCA system, was exhibited at RCA's symposium for manufacturers earlier in the week.

An RCA announcement said that "the differences in producing tri-color tubes require additional engineering and manufacturing techniques," but that they were "of

COLORVISION

CBS Exhibits in Chicago

FURNITURE and appliance buyers were captivated by color television last week at the opening of the summer furniture market in Chicago, although they were little more than apathetic and routine in their approach to business transactions. CBS, with its wholly-owned manufacturing subsidiary, Hytron Radio & Electronics Corp., introduced to the trade a 12-inch color set which also will receive black-and-white.

Hollis Burke, Chicago model, demonstrated women's wearing apparel and described colorful household items seven times daily Monday through Wednesday for transmission to a viewing room set up in the Merchandise Mart. Hand-made pilot models, spotted around the room, will be followed by regular production in the fall. The set will probably sell for \$499.95, not including installation or service charges.

Called Colorvision, the model is 32 inches wide, 22 and 11/16 inches deep and 36 and 1/8 inches high, and includes 27 tubes with rectifiers and the picture tube. The receiver can be adapted to UHF transmissions, Hytron says.

W. A. Blees Speaks

Buyers appeared to shy away from radio and television makers because of the current glutted condition in dealers', distributors' and retailers' showrooms. The "distressed inventory" condition of television is apparent also in other appliances, according to W. A. Blees, vice president and general sales manager of Crosley division, Avco Mfg. Co. Mr. Blees pointed out, however, that "there is no breaking of prices in the hard, whitegoods line" as there is in radio-TV models.

He said the television industry is different from other manufacturing businesses because "little people can get in easily and disrupt the

such a nature that if adequate manufacturing care and diligence are pursued, production of the tri-color kinescope will impose no more serious problems than those which were experienced in the early days of black-and-white kinescope production."

An engineer who attended the exhibit said that while pilot run production methods were described, his guess would be that setting up a plant to mass-produce tri-color tubes would require two years.

Another observer estimated that the nickel used in one part of the tri-color tube would suffice for two or three thousand black-and-white receiver tubes.

The symposium was attended by representatives of firms licensed to use RCA inventions, among whom was Leopold M. Kay, CBS-Columbia Inc. vice president in charge of engineering, who attended through licenses held by Air King Products Co., which CBS took over as part of its merger with Hytron Radio & Electronics Corp. last week [BROADCASTING • TELECASTING, June 18].

Mr. Kay said that he felt "greatly disappointed" in what he had seen. "They offered absolutely nothing we can lay our hands on to put into our Colorvision sets." CBS had been hopeful the tube might be put into early use with the CBS system, eliminating the need for a rotating disc or drum.

entire market," and reminded buyers that "the important thing is to control your inventory." Despite the Korean war, he sees an economy that "will be big and prosperous for years to come".

Decrying purchasing and merchandising decisions made in "fear and haste," Mr. Blees also spoke out against government price controls. They are partially to blame "for people not coming into the stores by the millions, which they would normally be doing this time of the year."

The fact that goods are moving slowly, however, "is a good thing for business, in one way, because it slows you up and makes you think and work harder. Sales organizations now need to work to sell goods, and cannot depend on the customer to come in to buy. I'm not the least bit worried about the long haul."

Mr. Blees sees a continuing "highly competitive economy," with those who cannot sell "being wiped out." In his opinion, "the boys will be separated from the men."

Much of the new furniture being introduced at the market was designed with television viewing in mind and some for radio listening. Among the new items was a wall cabinet with sliding panels, which hangs over a backless couch as a back rest and has storage space for a radio. A small snack table with drop leaves had a foam rubber cushion which snaps off or on and can be used as a television seat or table. The standard swivel tables, chairs and couches for viewing also were displayed.

OVERSEAS POST

Crutchfield Athens-Bound

THE STATE Dept. last Thursday formally announced that Charles H. Crutchfield, vice president and general manager of WBT-AM-FM WBTB (TV) Charlotte, N. C., will leave for Athens next month to consult with Greek radio authorities on American methods and management techniques [BROADCASTING • TELECASTING, June 18].

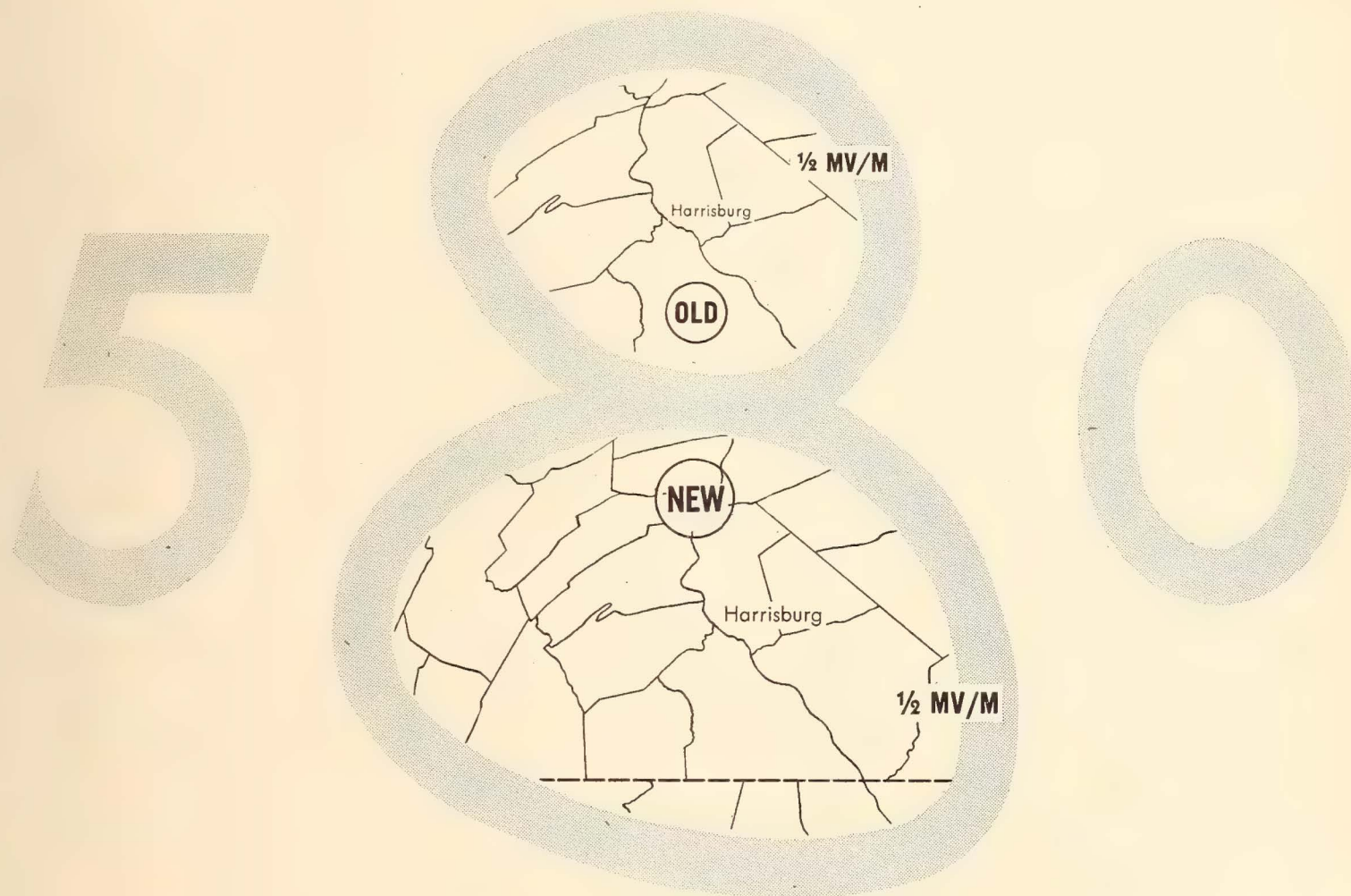
Upon formal notification, Mr. Crutchfield expressed his appreciation to Joseph M. Bryan, president of Jefferson Standard Broadcasting Co., for the leave of absence which made it possible to accept the government assignment. In Mr. Crutchfield's absence, Larry Walker, assistant general manager, will be in charge of WBT aural and TV operations.

Mr. Crutchfield will spend three or four months in Greece as an American radio specialist advising Greek officials on methods of increasing the effectiveness of their programming and management in domestic broadcasts.

WHP

the nation's leading test station

DOUBLES its coverage!



"mr. 580"

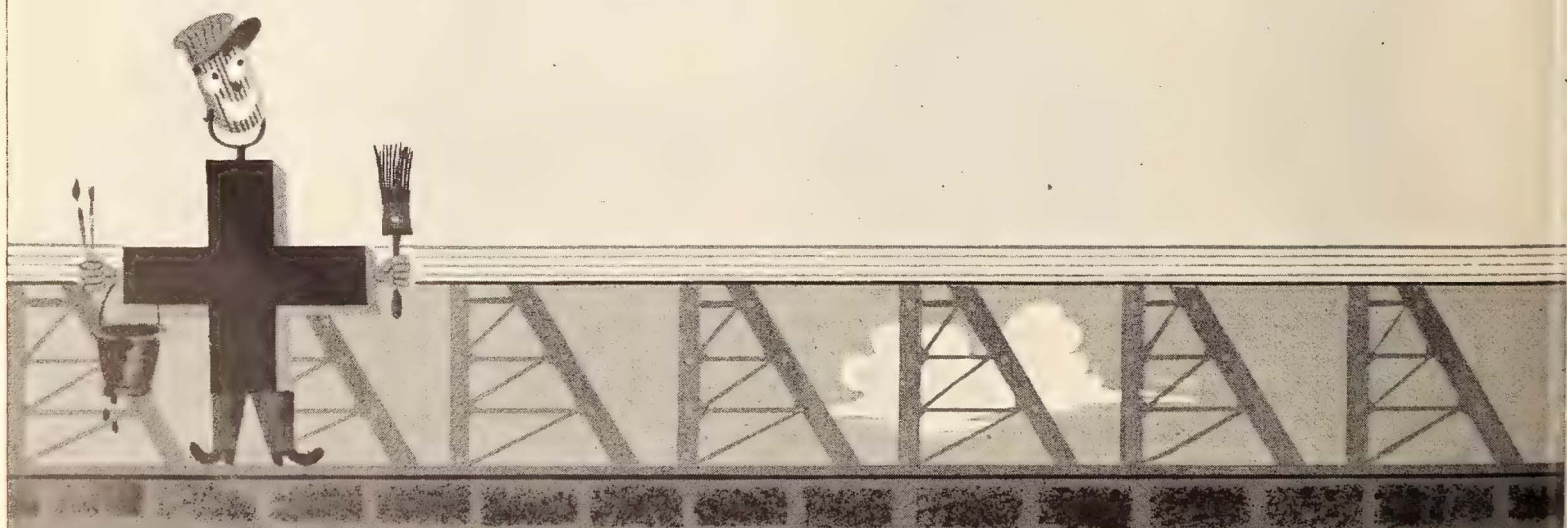
cbs in harrisburg, penna.
5000 watts

the bolling company

exclusive national representative

MUTUAL—THE PLUS NETWORK

MORE RADIO THAN EVER



the difference is... **the MUTUAL broadcasting system**



HOMES BEFORE

Mister PLUS presents new proof that one radio network is more effective than ever: by latest available measures, the average program sponsored on MBS now reaches more homes than ever before!

These consistent gains—despite TV—are being scored by one network alone . . . the one network concentrating 100% on radio. And a new 10% discount after 1 p.m. increases these values still further for fall!

Source: Nielsen Ratings for all commercial programs (except one-time and religious) Oct.-Mar., '49-'50 vs. Oct.-Mar., '50-'51.

KTUL "Launches" One With Glamor

EVERYBODY loves a mystery—and they like 'em better wrapped up in pretty packages.

That's how KTUL, the "Showmanship" station down Tulsa way, came up with a "natural" to hypo general interest in the Tulsa Charity Horse Show, May 29 thru June 2.

A typical KTUL promotion stunt, it launched another potential celebrity on the stardust trail to the "big time"—a trail traversed frequently by former KTUL'ers.

This time it was Peggy Fowler—little sister of Tulsa's famous Patti Page, who now is recognized as America's most popular woman singer.

Patti, recently featured in Life Magazine as the disk jockey's darling whose record sales during the last 12 months totaled 5,000,000, got her start at KTUL, too. For four years—before she hit the "big time"—she was KTUL's star vocalist.

Peggy, who closely resembles her famous sister and sings with similar styling, was the sensation of the Tulsa Horse Show—billed as the "Mystery Singer."

While Hopalong Cassidy was starred on the last two nights of the show, ticket sales zoomed from the moment KTUL and the press



KTUL's Peggy Fowler, right, "Mystery Singer" of the Tulsa Charity Horse Show, shared spotlight honors with CBS' Hopalong Cassidy. Left, above, Hopalong is welcomed by Mayor George Stoner, right; John Esau, vice president general manager of KTUL, and Promotion Manager George Ketcham. Below, Peggy sings "Tennessee Waltz" with Sammy Kaye's band.



began needling folks to guess the "Mystery Singer's" identity.

For the first time, the "SRO" sign was hung out for such an event in the Tulsa fairgrounds pavilion. The show was completely

sold out for the last three performances.

Masked and lovely Peggy made four brief appearances in the arena with Sammy Kaye's band—singing "Mocking Bird Hill" and "Tennessee Waltz."

With a 1951 Ford convertible contributed by the Oklahoma District Ford dealers as the prize, nearly 20,000 spectators tried their luck at guessing her true name.

The result was amazing. Eighty five per cent of the official entry blanks bore the name "Patti Page." Another 10 per cent guessed a variety of such famous names as Peggy Lee, Dorothy Shay, Margaret Whiting, Mary Ford, Martha Tilton, Jo Stafford, Doris Day, etc.

The comparative few who guessed "Peggy Fowler" shared in a drawing for the new automobile to climax the final performance, when Peggy was unmasked.

Peggy is featured as "Mrs. Melody" on the "Mr. and Mrs. Melody" show over KTUL Friday nights at 7:00, with male vocalist Johnny Kirk.

Youngest of eight musical daughters of Tulsa's Mr. and Mrs. Benjamin Fowler, Peggy may soon join the ranks of other "big time" artists and radio personalities who have KTUL showmanship as their background.

SPONSOR NEWSCAST 13 YEARS

Clarke's Good Clothes in Tulsa recently signed renewal for "Tomorrow's News Tonight" over KTUL, marking 13 years' sponsorship of the 10:00 p.m. nightly newscast without a break. Ed Neibling, ace newscaster of KTUL has served at the "Mike" for Clarke's contin-

uously since his return from service in World War II.

"We don't need a Hooper," says Viola Noble, advertising manager of Clarke's, "to determine what this program does for us. We test it very carefully—and very periodically."

Harry Clarke, store owner, appears personally from time to time on the newscast and does the commercial on some outstanding style or value item. Not only does the merchandise sell—but literally hundreds of people mention having heard him on the air. Clarke's was using its own version of "beamed technique" long before the famous Joske survey.

KTUL SHOWMANSHIP SELLS!



KTUL

TULSA'S EXCLUSIVE RADIO CENTER
AVERY-KNODEL, INC.
Radio Station Representatives
JOHN ESAU, Vice Pres. & Gen. Mgr.

NOW CBS

IN THE RICH
FORT SMITH TRADE
AREA OF WESTERN
ARKANSAS—

KFPW

FORT SMITH, ARKANSAS

Owned and Operated
By KTUL

JOHN ESAU—Vice President
General Manager
AVERY-KNODEL, Inc.
National Representative

Boston Symphony takes to tape

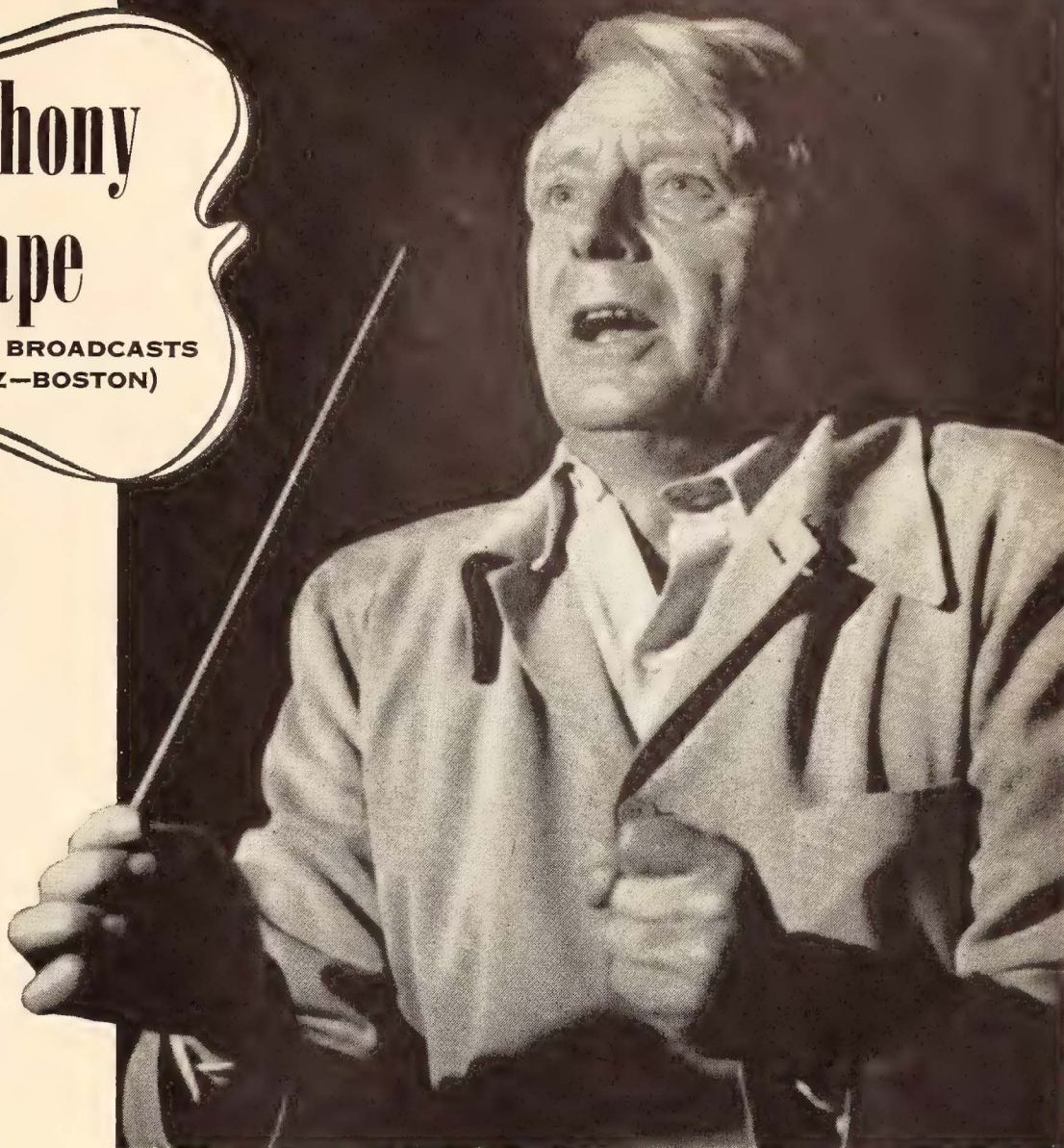
FOR FAMOUS NBC REHEARSAL BROADCASTS
(PICKED UP BY STATION WBZ—BOSTON)

Radio's most unique symphony broadcast has joined the mounting list of programs being aired from tape recordings. Actual 2½-hour rehearsals of the Boston Symphony Orchestra are now recorded on tape by NBC, after which the tape is edited down to a half hour program.

Repetitious parts are eliminated; the announcer's comments and interpolations are composed and dubbed in under the conductor's guidance. The result is a smooth, well-paced program with a vividness and freedom that would be difficult to achieve under the limitations of live broadcast.

Tape captures every sound, reproduces it in every register with matchless fidelity. Editing and splicing are done easily...all the equipment needed is a pair of scissors and "Scotch" Splicing Tape.

Want more information about the shortcuts, new twists, program improvements you can make with tape? Write to Dept. BT-61, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a trained representative give you the whole story.



CHARLES MUNCH, the Boston Symphony's conductor, coaxes performances of engrossing beauty from the orchestra with his intense and contagious enthusiasm. Mr. Munch took his place at the head of the symphony in 1949 after a distinguished European career that included conductorships of the Paris Symphony, Paris Conservatory Orchestra, Lamoureux and Straram Orchestras. He is also founder of the Paris Philharmonic.



TAPING OF BROADCASTS is supervised by John H. Wright (left), NBC Producer, with the assistance of Engineer Sydney T. Jarman of WBZ, Boston. Their biggest job comes after the rehearsal, when selection of broadcast material is begun. As many as 55 separate splices of selected portions are made for a single program.

Made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Canadian Minnesota Mining & Mfg. Co., Ltd., London, Canada.



IMPORTANT: There's more than one brand of sound recording tape on the market. Insist on the "SCOTCH" brand, the *lubricated* tape that means matchless fidelity, clarity of reproduction, freedom from physical or mechanical distortion. Used by all major networks and for master recording by recording companies.

Merchandising AT STORE-SHELF LEVEL

A HARD-SELLING combination of radio advertising and merchandising is making new sales for food advertisers and premium revenue for four radio stations, three of which are situated in bustling TV markets.

The technique has been used with conspicuous success for more than 15 years by WLS Chicago but has only recently been adopted by KYW Philadelphia, WOW Omaha and WHO Des Moines. Programs are produced by the stations, and the

★ continuous merchandising campaign conducted by Feature Radio Inc.

Here's the way it works:

A sponsor buying participations in any of the Feature Foods shows

also receives merchandising help from the staff of Feature Radio Inc. The Feature Radio staff makes regular visits to stores within the station's area, submits reports to the advertiser on such subjects as the distribution of his product, out-of-stock conditions, shelf positions, display of product and of competing products, the rate of product sales. Additionally, the merchandise staff encourages merchants to boost the advertising products.

Take the KYW program for example. The Feature Foods program is *Anne Lee's Notebook*, broadcast 1-1:30 p.m., Mon.-Fri. and 9:30-10 a.m., Saturdays.

Produced and paid for by KYW, the program features Anne Lee, food editor of *Country Gentleman*; Jack Pyle, who is m.c., and a string ensemble conducted by Clarence Fuhrman.

'Headquarters Store' Plan Arranged With Retailers

The tie-in between the program and retail merchants is arranged by Feature Radio. Contracts are drawn with several hundred retail outlets which become "headquarters stores" for Feature Foods (those advertised on the KYW program).

The headquarters stores guarantee to carry the advertised products in stock, to permit advertising decalcomania to be placed on their front windows announcing that they are "headquarters for Feature Foods as advertised on KYW." The program, in turn, tells listeners to visit headquarters stores.

Special promotions are frequently scheduled on the program, with specific stores mentioned by name. New store openings are announced. To help some stores increase traffic, Recipe Roundup Kits are distributed in the store after Anne Lee has told listeners where the kits are available.

In their regular rounds of the stores in the station's area, including those that are not headquarters

stores, the Feature Radio staff members not only encourage merchants to push the advertised products but also compile complete reports on the status of the products at the various stores, for submission to the sponsors.

Current sponsors of the KYW program are Amazo, B-B Malties, Windex, Drano, Jelke margarine, Nestle, Oakite, Quinlan pretzels, Fleischmann's Yeast, and Wilson Co.

The program was begun in March, 1950 and within eight months was sold out. Participations cost \$75 per announcement, a 105% bigger rate than ordinary daytime spots bring on KYW. After KYW pays Feature Radio Inc. for its merchandising service and pays the talent costs of the show it still nets a bigger return on each participation than it does from any other daytime announcement.

The story is about the same on WLS where the program features Martha Crane and Helen Joyce and is broadcast 11:30 a.m.-12 noon

(Continued on page 84)

LUCKY STRIKE knows that KFYZ means fine tobacco (sales). A continuous advertiser on KFYZ for 19 years, Lucky Strike also knows that an advertising dollar goes further on KFYZ. Ask any John Blair man for the complete KFYZ story.

KFYZ

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.



Mr. WELD

WHAT IS THE FAVORITE STATION OF RICHMOND, VIRGINIA?

What Radio Station in ten days, in Richmond, Virginia, received Eight Thousand Four Hundred and Twenty-Seven musical requests by mail?

Answer: **WANT**

What Radio Station in using five spots a day for a Richmond Jewelry Store added over ONE HUNDRED NEW ACCOUNTS in May, 1951?

Answer: **WANT**

What Radio Station ran five additional announcements on Sunday for a leading Richmond department store and as the result, sold on Monday morning, 1000 pairs of nylon hosiery which were not advertised in any way except on this station?

Answer: **WANT**

What Radio Station in just ten days pulled sixty-five leads for new Television Sets for ONE ADVERTISER?

Answer: **WANT**

What Radio Station has more local advertisers using more Spots?

Answer: **WANT**

THERE MUST BE A REASON, AND THERE IS — **WANT** IS THE FAVORITE RADIO STATION OF MORE LISTENERS IN RICHMOND AND **WANT** IS THE RADIO STATION THAT SELLS MORE RESULTS.

You can use **WANT** with . . .

One order—one transcription—one package price

Through

UBC

with your message on the five UBC Stations

SERVING THE WASHINGTON AREA

W O O K

1590 ON YOUR DIAL

SERVING THE BALTIMORE AREA

W S I D

1010 ON YOUR DIAL

SERVING THE RICHMOND AREA

W A N T

990 ON YOUR DIAL

SERVING THE HAGERSTOWN AREA

W A R K

1490 ON YOUR DIAL

W F A N—100.3 MC—WASHINGTON, D. C.

1143 Connecticut Ave. Washington, D.C. Phone: EMerson 2798

WBAL RENEWAL

Pearson-Allen Group Weighs Recourse

DENIED the facilities of WBAL Baltimore, Public Service Radio Corp. at last weekend still was undecided whether or not to carry the fight to the Court of Appeals or to petition the FCC for rehearing. Such action would have to be initiated within 20 days from June 14.

The Commission, announcing the grant of a license renewal to WBAL last Monday by a 3-2 vote, simultaneously made final its proposed denial of the rival new station application. Public Service Radio Corp., with columnists-commentators Drew Pearson and Robert S. Allen as principals, had sought the 50-kw, I-B clear channel facilities of WBAL.

The WBAL proceedings date back to February 1945, and the explosive issues therein had earned it the dubious distinction of being one of the Commission's better-known "Blue Book" cases.

Commission majority, voting June 14, included Comrs. Paul A. Walker, Rosel H. Hyde and George E. Sterling. Chairman Wayne Coy and Comr. E. M. Webster dissented.

Voting nearly patterned the 4-2 proposed decision issued last fall [BROADCASTING • TELECASTING, Dec. 11, 1950]. Comr. Robert F. Jones did not participate in either the final or earlier action in view of Mr. Pearson's vigorous fight against the Ohio Republican's nomination to the FCC in 1948. Comr. Frieda B. Henneock, who joined with the majority last December, also

did not take part in the current voting.

Difficulties of the Hearst-owned WBAL can be traced back to 1946 when the FCC issued its provocative statement on "Public Service Responsibility of Broadcast Licensees," destined to become more popularly known as the Blue Book. In it, the Commission scored WBAL for alleged over-commercialism. This was credited with inspiring, at least partially, the rival application of Public Service Radio Corp. for the Baltimore 1090 kc facilities. The new station request subsequently was incorporated into the renewal proceedings on WBAL's license.

Preliminary Vote

The lengthy hearings conducted in 1947-48 were reported to have resulted in a preliminary 3-3 vote. It is believed that Comr. Walker originally favored the Pearson-Allen application, bringing about the stalemate.

Following the initial decision, oral argument March 31 was granted Public Service Radio Corp. Marcus Cohn, of the Washington law firm of Cohn & Marks, appeared for the petitioner. William



CARL WARD (seated), sales manager of WCCO Minneapolis, examines color charts which Fay Day, research experts from CBS, New York, used to illustrate a presentation showing WCCO's increased audience.

J. Dempsey, Dempsey & Koplovitz, argued on behalf of WBAL [BROADCASTING • TELECASTING, April 2].

The FCC majority last week conceded that the record showed WBAL "was unbalanced with respect to an overabundance of commercial programs," but pointed out "that such imbalance as had existed in prior years has been rectified."

That the owners of WBAL have made a real and energetic effort to improve the situation as it existed prior to the time of designation of hearing, and have improved the quality and the balance of its programs, is indicated by a careful comparison of the program analysis for 1947 with prior years.

The majority cited the percentage decrease of commercial programs

in recent years as compared with the 1943-45 period, as well as a corresponding increase in sustaining public service time and non-commercial spot announcements.

Stating that both applicants are legally, technically and financially qualified, the majority said: "The determining factor in our decision is the clear advantage of continuing the established and excellent service now furnished by WBAL and which we find to be in the public interest, when compared to the risks attendant on the execution of the proposed programming of Public Service Radio Corp., excellent though the proposal may be."

Chairman Coy, in his dissent, declared that the Communications Act makes it "explicitly clear" that a license creates no "property rights" in the licensee and confers "no vested right" in the use of facilities.

He agreed that the Commission in licensing must consider the fact that an applicant is an existing operation and give consideration to the manner in which it has been functioning in determining which of several applicants is best qualified to operate in the public interest.

"However," Mr. Coy declared, "the operation of an existing station does not automatically weight the balance in favor of the existing station; it may, and frequently

(Continued on page 87)



From the first overture to the closing theme, SHOWTIME REVUE is a fast moving, exciting revue of all-time theatre and cinema musical favorites.

Lou Busch and the Showtime Review Orchestra assisted by Guest Star

Conductors, Frank DeVol and Serge Dupre, and the fresh lyrical voices of lovely Norma Larsen and colorful baritone William Reeve, cast a musical spell which leaves the audience humming long after the show is over.

Another Capitol Library Feature, one half hour per week.

A feature worth \$50 per month alone — yet you may have SHOWTIME REVUE plus numerous other sparkling library shows on your station for just \$75 per month the first year and just \$50 per month thereafter.

A collect wire will bring all the details. Send it today!

It's the library you want at the price you want to pay



Sunset at Vine • Hollywood 28, Calif.

**THE EVENING STAR
BROADCASTING CO.**

WASHINGTON, D. C.

announces the
appointment of

THE KATZ AGENCY, INC.

NEW YORK
KANSAS CITY

CHICAGO
DALLAS

DETROIT
SAN FRANCISCO

ATLANTA
LOS ANGELES

as

national advertising representative
for

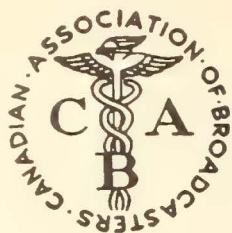
W M A L

WASHINGTON, D. C.
630 kc 5000 W ABC

WMAL-TV

WASHINGTON, D. C.
CHANNEL 7 ABC

EFFECTIVE JULY 1, 1951



\$447,957,000.00

How much is yours?

THIS nice, not-so-even figure—\$447,957,000—is the estimated annual amount of retail sales in Canada's three Maritime Provinces. That's New Brunswick, Nova Scotia and Prince Edward Island. How much of that tidy sales market is yours? The Maritime Provinces represent a market that splendidly illustrates our statement: "In Canada you sell 'em when you tell 'em!"

Because the Maritimes, a rewarding market for most goods, are a marketing problem. You can sell anything from modern business machines to buggy whips in the Maritimes; but you won't sell much of anything unless you reach the consumer. The big problem is *how*. And here's the answer:

There's a crack salesman waiting to go to work for you in the Maritimes right now! A salesman who really knows his territory; who calls on 300,000 Maritimers at least once a week; who already has "the ear" of the people who buy down East. There are 22 radio stations in the Maritimes, many more stations than daily newspapers.

There must be a reason. And the reason is simple enough. Because the population in the Maritimes is concentrated in a few cities, with miles of rich forest lands and thinly populated rural areas in between. There's no better salesman than radio. Don't let anyone tell you the Maritimes are not a good market; (half a million dollars isn't hay!) they compare favourably with most and for some products actually lead all of Canada in per capita sales.

And don't let anyone tell you it's hard to sell in the Maritimes; in fact, the consumer in the Maritimes counts on the radio both as the first source of entertainment and news and as a shopping service as well. That's why radio is your best salesman—at least for brand manufacturers—in that half-million dollar market, the Maritimes.

IN CANADA YOU SELL 'EM WHEN YOU TELL 'EM!

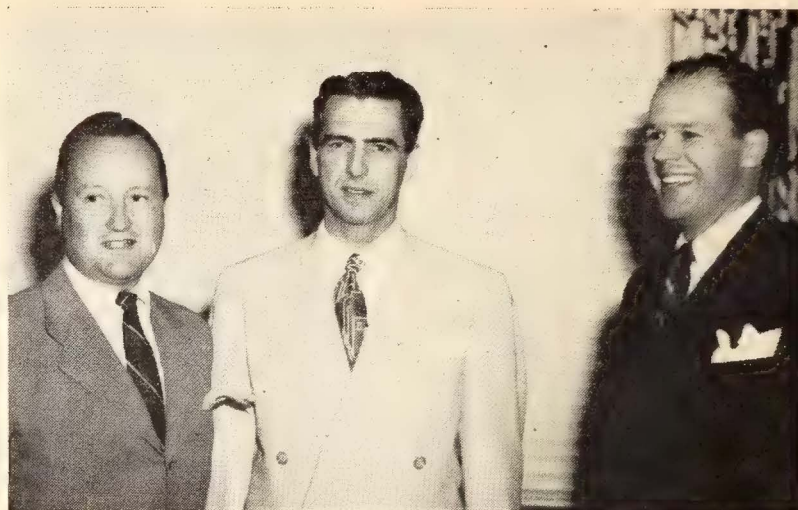
T. J. Allard.

General Manager

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.,
Ottawa.

37 Bloor St. West,
Toronto.



NEW TV-RADIO building for WCPO-AM-FM-TV Cincinnati was dedicated June 14. Off in a corner for a moment during the dedication party are (l to r): Jack Howard, president of Scripps-Howard Radio Inc. which owns the outlets; M. C. Watters, WCPO-AM-FM-TV general manager, and Charles Scripps, trustee board chairman of Scripps Trust.

CANTOR HONORED

Folsom Presents Degree

RADIO-TV Comedian Eddie Cantor received an honorary degree from Frank Folsom, RCA president, during the 65th commencement exercises of Temple U. in Philadelphia June 14. Mr. Cantor spoke briefly before Temple graduates, largest class in the history of the university.

Mr. Cantor, one of five citizens to receive such an honor, was cited by Mr. Folsom for his comedy and songs which have "enlivened the theatre, brightened the screen, made the radio vibrant and captivated television. . . ." Mr. Folsom added that the comedian's talents have made him "a national institution."

Mr. Folsom presented Mr. Cantor with a degree of Doctor of Humane Letters describing him as a "doctor of morale who helps to sustain sanity and happiness in a hectic and harried world." Secretary of the Army Frank Pace Jr. also was given an honorary degree.

WROV AFFILIATES

Adds ABC to MBS Schedule

AFFILIATION of WROV-AM-FM Roanoke, Va., with ABC, effective June 15, has been announced by Frank E. Koehler, general and commercial manager of Radio Roanoke Inc. WROV also is an affiliate of MBS. New recording facilities have been installed by the station to handle certain delayed ABC network programs not carried live.

Among the ABC shows to be taken by WROV are Walter Winchell, Walter Kiernan, the *Breakfast Club*, *Betty Crocker*, Louella Parsons and *My True Story*. Commentators Elmer Davis, Martin Agronsky, Paul Harvey and others also will be periodically carried. Two network affiliations will enable WROV to cover "world affairs more comprehensively" than before, Mr. Koehler stated.

TUCKER NAMED

Managing Dir. of WRR

DURWARD J. TUCKER, chief engineer and assistant manager of WRR Dallas, has been named managing director of the municipally-owned outlet, succeeding Dale Drake, resigned. Mr. Drake has been named vice president in charge of sales for the Texas State Network.



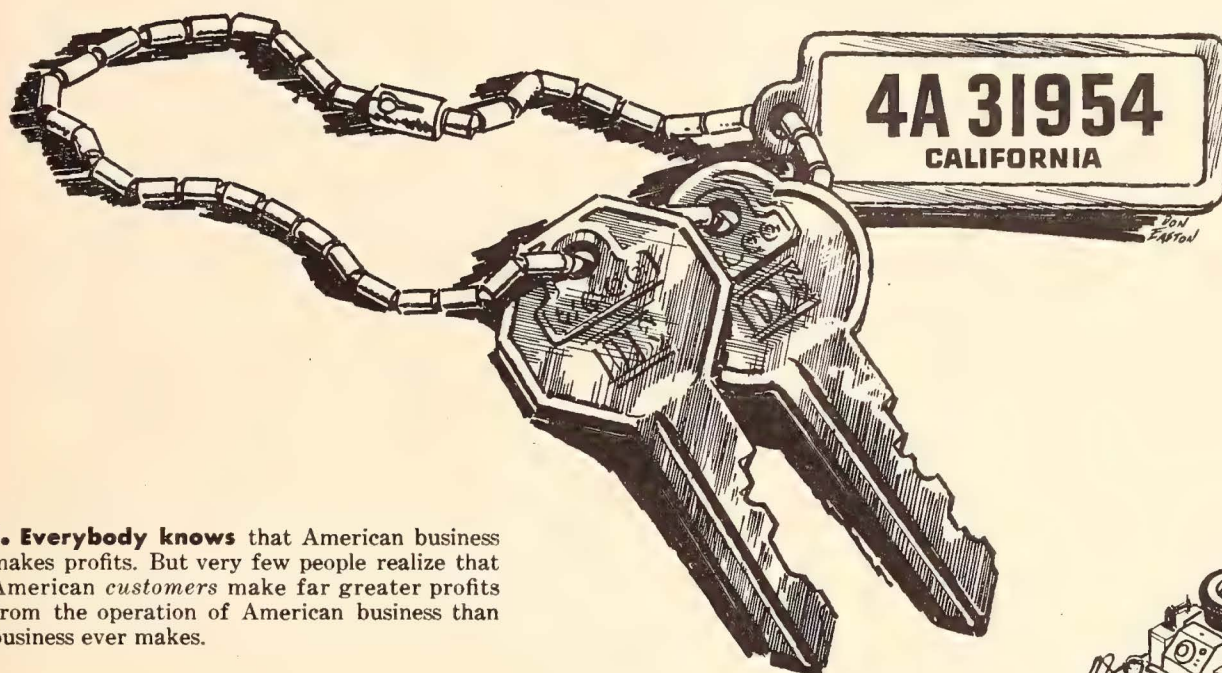
Mr. Tucker

Mr. Tucker, who assumed his new duties June 1, has had varied experience in sales and programming as well as in radio engineering since 1933. He designed and supervised construction of WRR's studios on the grounds of the Texas State Fair in 1939 and two years later the broadcast plant for the City of Dallas. He also supervised installation of WRR-FM, and now is active as communications director of civil defense in the Dallas area. He also has written numerous technical articles and a book, *Introduction to Practical Radio*.

Register as Lobbyists

JOSEPH E. CASEY, former Democratic House member from Massachusetts, drew \$26,332 from Radio-Television Mfrs. Assn. and the Committee for Equalization of Tobacco Taxes, according to a lobby registration analysis reported by *Congressional Quarterly*, a legislative reporting service. Judge Justin Miller, chairman of the board, NARTB, registered as a paid lobbyist, listing income at \$50,000. Former Sen. Francis J. Myers of Pennsylvania, who was Majority Whip and member of the Senate Interstate Commerce Committee in the previous Congress, reported a \$3,750 annual income from the National Foundation for Consumer Credit Inc.

Everyone profits from profits

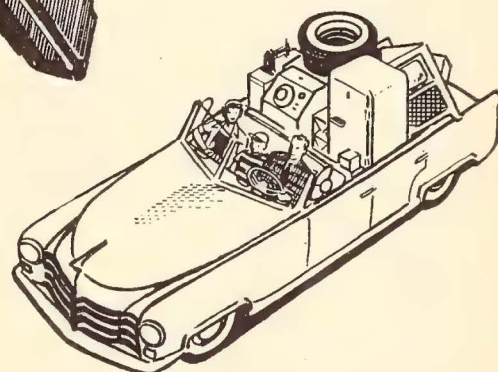


1. Everybody knows that American business makes profits. But very few people realize that American *customers* make far greater profits from the operation of American business than business ever makes.

	Price per gallon*	Price in terms of 1925 dollar**	State and Federal tax*	Total retail price	Total price in terms of 1925 dollar**
1925	16.5¢	16.5¢	2¢	18.5¢	18.5¢
1951	18.5¢	12.8¢ (-22%)	6¢	24.5¢	16.9¢

*At Los Angeles, California.

**Based on Bureau of Labor Cost of Living Index. 1925=100; 1951=144.8.



4. In other words, Union Oil Company has continued to make a reasonable profit—in all but a few Depression years—since 1925. *But at the same time,* our customers' profits have increased steadily until they are many, many times larger than the company's. A similar increase in customer profits has taken place in automobile tires, light bulbs, radios, refrigerators and practically everything else the American customer buys.

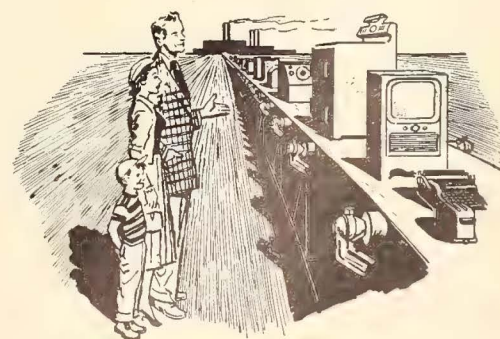
2. Here's a simple example: In 1925 Union Oil Company's "regular" gasoline sold for 16.5¢ (excluding tax). During those years, our average profit was 9/10ths of a cent per gallon on all the products we manufactured. Today our "regular" gasoline sells for 18.5¢ per gallon—12.8¢ in terms of the 1925 dollar. And during the last 5 years our profits have averaged 1¢ per gallon on all products.

3. So in terms of real dollars, our customers are paying 22% less for gasoline today than they did 26 years ago. But that represents only part of their gasoline profit. In addition, 1 gallon of today's "regular" gasoline will do as much work as 1½ gallons of 1925 gasoline. So our customers get another 50% profit in each gallon from this source.

UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.



5. The reason for this seeming paradox is this: The American profit system provides the incentives, the competition and the free economic climate which make for continuous progress and constantly greater efficiency. And only through progress and greater efficiency can customers continue to increase their profits. Therefore, any serious attack on American business profits can only result in eliminating American customers' profits as well.

PLEASE...

Shall this be written on the tombstone—

RADIO 1920-1951

THE OPERATION WAS A SUCCESS BUT THE PATIENT DIED

Perhaps. Yet the curious fact apparent at this writing is that the patient is not dead at all. Virile in its youth, grown wiser in its maturity, the 31-year-old giant is being buried alive.

Those of us who have watched the industry through the years have seen the infant mature, until today, radio is herculean in its power alike to serve the public interest and to move mountains of American-built products.

How odd, then, that there are those today who are frenzied as flies in a mirrored box in their zeal to bury radio while it yet lives. How odd that a mass hysteria reminiscent of bank runs of the thirties should grip advertising people, a caste which has, until now, believed itself insulated against such emotional contagion.

The trade press headlines "Radio's Fight for Survival." Great networks slice radio rates. Rumor flies that radio is doomed. The infection, until these last months shielded from the public by the skin and flesh of sober judgment, has broken through, a blood red rash across the face of the industry in New York and other major advertising centers.

Witch-hunt Atmosphere

And we who must view from afar are startled by the witch-hunt atmosphere of those who would track down a great industry and cast it in the grave

that its last breath might be smothered by the very ones who fathered it. Little wonder that the competition stands by, slyly smiling, and now and then kicking a shoeful of dirt graveward.

Perhaps one quiet voice can do little to halt the surge of emotional thoughtlessness. Even so we would speak out. Even so we would call attention to the facts.

At WSM—and we venture to say at other large stations throughout America—there is no wild retreat. There is no slashing of rates unaffected by network operations. There are no convulsive midnight conferences.

At WSM there is business as usual. And as usual, business is good. Business, in fact, has never been so good as it is right now in 1951. Station income is up. We have more people on our payroll than ever before. Advertisers on WSM still clamor for certain programs . . . and one show has a waiting list of four sponsors standing in line to take the program in case it should become available.

Each week we originate 17 network shows from our Nashville studios. Each week people come from all over America to see our shows produced—in fact, more than 300,000 people will see WSM live originations as they go on the air this year.

Talent cutback? Not at WSM where we have more than 200 big name entertainers on our payroll. Radio dying? Not at this station where national magazines send writers down year after year to do the WSM story. The latest such story, by the way, appears in *Collier's* this summer.

WSM type radio with emphasis on live productions to satisfy the tastes of a regional audience

NOT BURIED ALIVE!

continues to pay off just as it has for 25 years. For instance, take the case of a work clothes manufacturer who, two years ago, made WSM his only advertising medium for reaching the Central South. During the past 12 months, with a single half-hour show per week, sales have increased 21 per cent—this, mind you, for a company which had been selling hard in this same market for the past 85 years!

Big Bad Bug-a-boo

Here's an excerpt from a report from a large food manufacturer: "With one WSM program per week, the area covered by this advertising has shown the greatest sales increase in our history." This, from a company which, in other markets, is using newspaper, outdoor and the Big Bad Bug-a-boo, television.*

Over the last three years, a paint manufacturer with just one WSM program per week has concentrated on expanding his distribution. The result—he has increased his dealership in the Central South by 82 per cent!

A Southern flour miller has such firm faith in WSM advertising that he has concentrated more than half his total advertising budget on this one station during the last six years. The formula has paid off with (1) a sales area expanded to 18 states (2) production increased from 160,000 units in 1945 to 410,000 units in 1950.

The advertising manager of one of the country's largest shoe manufacturers—a company using television, national magazines and newspapers—reported to his own board of directors recently that his WSM advertising of the past two years has

been the "most satisfying advertising experience of my career." Little wonder—actual statistics show that the area covered by his WSM program has shown a 96 per cent increase saleswise this past year.

If you like, we'll furnish names of these companies and more details. More success stories, too.

But the point we would like to make is that the WSM kind of radio is alive, and growing as never before in our 25 years.

It is true that WSM is one of America's big stations, operating with the power of a 50,000 watt Clear Channel voice to reach a vast area. Still we are but a part of a great industry. We would not speak for other broadcasters.

If there are those who say their network or their radio station is sick and must be given the emergency stimulant found in rate cuts we may disagree. We may feel that they are victims of the contagion of defeatism. But in the final analysis, it is for these broadcasters to make their own decision about their own future.

We speak only for WSM. We say only this—Radio at WSM is here to stay because of the simple and obvious fact that never before has it sold so much merchandise or served so many people. Radio Station WSM with its operation geared to the needs of a region continues to be the only single medium which takes an advertiser's message to 7½ million people in the Central South.—*WSM, Inc., Broadcasting Service of the National Life & Accident Insurance Co., Nashville.*

* Incidentally, we don't sell television short, either. We think enough of this new medium to invest WSM-TV money in a 200-mile micro-wave relay system to bring network shows from the nearest cable-connection point in Louisville, Kentucky.

KXOK PLANS

Unaffected by Sale Of 'Star-Times'

FURTHER concentration of energies in the broadcast field is planned by the ownership of KXOK-AM-FM St. Louis, it was announced last week in the wake of the June 15 sale of the St. Louis *Star-Times* to the St. Louis *Post-Dispatch*. Transaction did not include the radio-FM properties nor the *Star-Times* Bldg. that houses the stations.

Elzey Roberts, head of the stations and former president and publisher of the *Star-Times*, said the company hopes to enter the television field "reasonably soon." Application is on file at the FCC.

Immediate plans are to change the name of the *Star-Times* Bldg. to the KXOK Bldg. and to change the 40-foot neon "*Star-Times*" sign on the structure to "KXOK." In addition, a new corporate name will be given the company in lieu of the present *Star-Times* Publishing Co.

KXOK, an ABC affiliate, operates fulltime on 630 kc with 5 kw. Chet L. Thomas is general manager.

Commenting on the sale of the afternoon newspaper, Mr. Roberts said that rising labor cost and material cost had outran revenue in the past five years, prompting the negotiations that ended the 67-year history of the publication.

The Roberts family had maintained control of the *Star-Times* since 1913. Mr. Roberts, eldest son of the late John C. Roberts, had spent 36 years with the paper.

★ Unofficial estimates of the sale price for the paper's name, goodwill, circulation lists and publishing equipment, ranged between \$3.5 and \$5 millions.

The *Post-Dispatch* is owned by the Pulitzer Publishing Co., which also has the 5-kw fulltime KSD on 550 kc, an NBC affiliate, and KSD-TV St. Louis on Channel 5.

RTMA APPOINTS

Cousins Information Chief

PETER H. COUSINS, with the headquarters staff of Radio-Television Mfrs. Assn. since July 1946, has been named director of information by James D. Secrest, RTMA general manager. He succeeds John Koepf, who resigned to join the Savings Bond Division of the Treasury Dept.

Mr. Cousins was a radio news reporter for NBC and ABC in Washington for a decade before joining RTMA as assistant to Mr. Secrest. During the war he served as assistant to the Assistant Director of Censorship in charge of broadcasting.

Radorama



FALL promotion-advertising plans for NBC are discussed in Beverly Hills by (l to r) Kai Jorgensen, Hixson & Jorgensen, Los Angeles; James Brown, BBDO New York; Helen Murray Hall, NBC Western Div.; C. M. Penley, KOA Denver; Doty Edouarde, NBC Hollywood Spot Sales.

WIBC Indianapolis baked a cake for Disc Jockey Easy Gwynn (center) to celebrate his seventh anniversary with the 50 kw MBS affiliate. Anticipating a slice of the cake are Bill Dean (l), program director, and President Richard Fairbanks.



AND CBS baked a cake for Announcer Frank Knight (l) to celebrate his 15th year with Longines-Wittnauer Watch Co.'s Symphonette Sponsor's adv. dir., Alan Cartoun, presents cake.

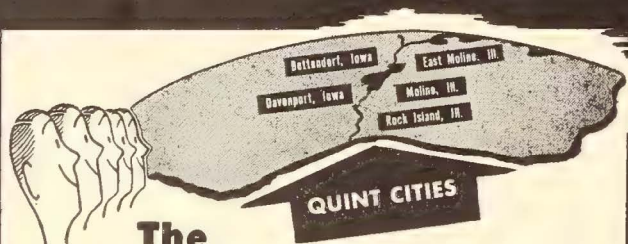


CITATION for heroism is presented to Hal H. Hoffman (r), national sls. mgr. for KSJO San Jose and KHUB Watsonville, Calif., by Capt. R. E. Olstad of San Francisco police. Mr. Hoffman risked his life to stop a runaway auto.



GUEST quizmaster on Quiz Kids show is Oliver B. Capelle, Miles Labs' sls. prom. mgr. Adjusting cap is seven-year-old Quiz Kid Melvin Miles. Mr. Capelle is serving during Quizmistress Fran Allison's vacation.

AN INTERVIEW with winner of Armour Creameries, Louisville, "Name-the-Calf" contest brings out (l to r): John Ross; Uel W. Ross, father of boys; J. Russell Ross, winner of the calf; Frank Cooley, WHAS Louisville prog. dir.; the calf; and C. A. Williams, creamery mgr.



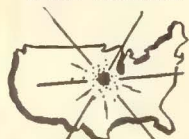
The QUINT CITIES

5 cities forming one great community
the Hub of a Major Market

Here's what you buy with WOC . . .

The greatest concentration of population in the western Inner Corn Belt area . . . dozens of small towns surrounding the cities . . . a market in one of the richest agricultural regions in the world . . . a market famous for its heavy and light industries.

Basic
NBC Affiliate



WOC
5,000 W 1420 Kc

WOC ties this entire area together in one market package. Sell your products by using WOC. Get the facts from your nearest F & P office—or from WOC direct.

B. J. Palmer, President
Ernest C. Sanders, Manager





WOC

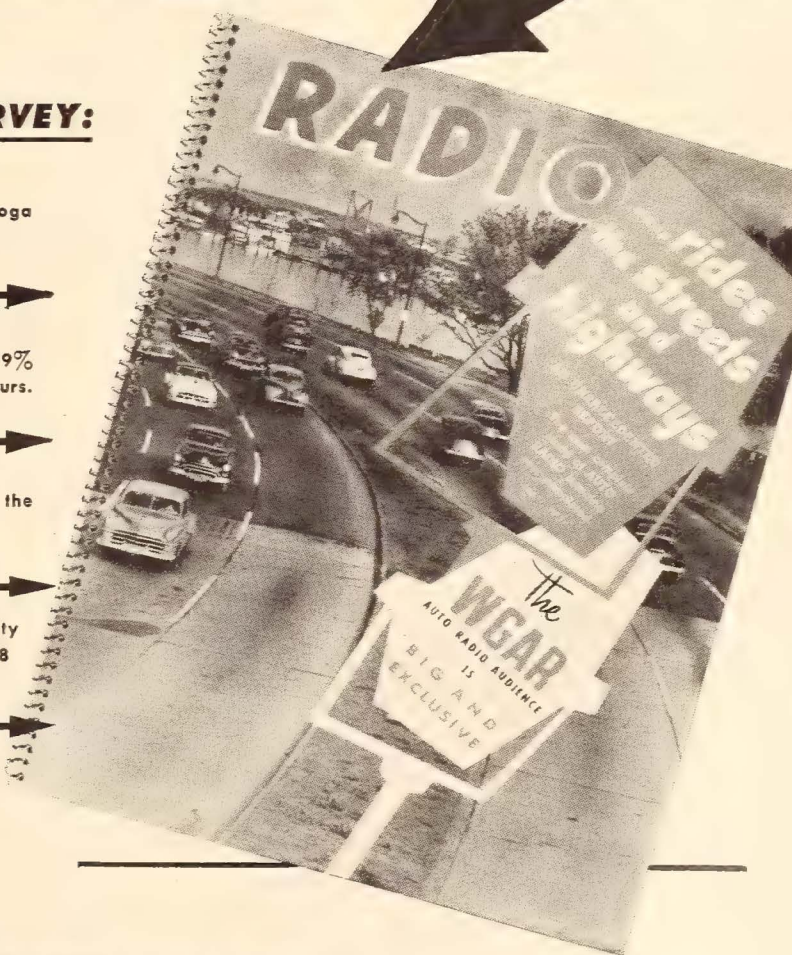
Davenport, Iowa
AM-FM-TV

Free & Peters Inc.
Exclusive National Representatives



STOPPERS FROM THIS SURVEY:

- 
 81% of the 418,185 autos in Cuyahoga County have auto radios.
- 
 Average auto has 1.6 passengers. 49% of auto radios are on one or more hours.
- 
 Auto radios are turned on 74% of the time autos are in use.
- 
 Auto radio listeners in Cuyahoga County are tuned to WGAR a total of 411,708 half-hours daily (7 AM to 7 PM).



**GET ALL THE FACTS!
WRITE FOR YOUR COPY**

in Northern Ohio...  **WGAR** *the SPOT for SPOT RADIO*

WGAR Cleveland
50,000 WATTS ... **CBS**



RADIO ... AMERICA'S GREATEST ADVERTISING MEDIUM



Represented Nationally by
Edward Petry & Company

You'll chalk up

HIGHER
RATINGS

MORE
RENEWALS

EASIER
SALES





HIGHER RATINGS

In BIG Towns

San Francisco . . . 16.0
Louisville . . . 21.7
Minneapolis . . . 16.5

In SMALL Towns

Hattiesburg . . . 29.6
Zanesville . . . 26.0
Youngstown . . . 21.3

He'll chalk up high ratings for you, too!

MORE RENEWALS!

6th YEAR . . . Minneapolis, consistently outrating important network shows.

5th YEAR . . . New Orleans, consistently delivering a large and loyal audience.

4th YEAR . . . Raleigh, consistently selling for Carolina Power and Light Company.

He'll chalk up more renewals for you, too!

EASIER SALES

• "Boston Blackie's 19.1, the highest rated show on Sunday afternoon in Kansas City."

James Coy—Rogers & Smith Advertising Agency

• "Boston Blackie has the most loyal listening audience of any show we've ever had on the air and is Lake Charles most outstanding mystery show."

James H. Jesse, Pgm. Dir., Station KLOU, Lake Charles, La.

• "Today marks the 91st broadcast of Boston Blackie for Falls City Beer—Louisville. Our latest Hooper tops all network and local competitive programs."

Ray D. Williams—Prater Advertising Agency

• "We are having tremendous success with Boston Blackie. Once it was necessary to re-schedule 'Blackie' for play-by-play sport commitments. It would be difficult for you to appreciate the deluge of calls we received at the station."

John T. Rutledge, Ass't. Gen. Mgr., Station WVJS, Owensboro, Ky.

He'll chalk up easier sales for you, too!

Now, on TV!

AM + TV = TOP RATINGS!

Boston Blackie on TV is already proving the fastest seller ever.

Sponsored by big-name advertisers on top TV stations in:

NEW YORK CITY, CHICAGO, LOS ANGELES, WASHINGTON, D. C.,
DETROIT, CINCINNATI, DAYTON, COLUMBUS, PITTSBURGH, CLEVELAND,
LANCASTER, TOLEDO, MINNEAPOLIS, RICHMOND, NORFOLK, ATLANTA

HURRY—YOUR MARKET MAY STILL BE AVAILABLE!

WRITE, WIRE OR PHONE.

FREDERIC W.

ZIV COMPANY

Radio Productions

1529 MADISON ROAD
NEW YORK

CINCINNATI 6, OHIO
HOLLYWOOD



Air Is Clearing

THERE are lately a lot of encouraging signs that radio has overcome the jitters that afflicted it a couple of months ago when network rate cutting began.

A number of stations, station representatives and indeed networks themselves have come out with aggressive promotions. These campaigns serve two purposes. They not only remind advertisers that radio is their best and biggest buy but also bolster radio's own faith in itself. The latter effect is as important as the first at this stage of recovery from the emotional funk that struck some sections of broadcasting last April.

There is evidence that the impact of television, which seems to have hit some New York agency and advertiser executives harder than other people, is being evaluated nowadays in clearer perspective. Television has quit growing by the leaps and bounds that characterized its development last year, and this in itself gives advertising experts a chance to look at that medium more calmly.

The facts of radio's great advantages in size and economy over television and all other media have always been available, although they were largely ignored in the near-hysteria that recently obtained. In the quieter atmosphere prevailing now, the facts will be heard, and regarded.

Prudence and the Freeze

THE SEVERITY of the critical materials shortage is now evident. Just a few weeks ago, there were those who ridiculed any prospect of shortages that might stop consumer production lines. Now, steel, the basic metal, is in such short supply that the National Production Authority in collaboration with the Iron and Steel Institute, has launched a drive to ferret out scrap to keep the mills going.

As a public service, the broadcast media, of course, will cooperate in this drive. The Advertising Council is giving it priority.

But aside from the public service aspects, radio and TV have other stakes. Steel must be provided for military and defense-rated uses. And quantities must be supplied for consumer items—items sold to a great extent through broadcast advertising.

There is yet a more intimate relationship. Assurances have been given of adequate repair and replacement parts for the broadcast services, both transmitting and receiving. But any unforeseen development could snuff out those assurances overnight.

It behooves all in broadcasting to take a realistic, indeed a statesmanlike, view of these conditions—the FCC as well as the licensees. In an emergency such as this, the welfare of all must be put ahead of the desires of some individuals, in those instances where conflicts between the group and the individual exist. Cooperation among all elements in broadcasting is urgent.

It is generally agreed that there are more than enough aural stations to provide nationwide service, except in comparatively few "white areas" where primary service is inadequate. Is it necessary to license any additional AM or FM stations except for those going into these "white areas?" Why not a moratorium until the critical materials situation ameliorates?

There is dire need for additional TV service. There is no immediate disposition to super-

impose an equipment freeze upon the allocations freeze that has obtained since 1948. The FCC is seeking to move posthaste in lifting this freeze, and would like to eliminate the full-dress city-by-city hearings scheduled to begin July 9, substituting therefor a stripped procedure which could cut the running time in half. We hope this will be done.

But a TV equipment freeze could come if prudence and judgment aren't used in the reopening of TV licensing. Stations use vast amounts of steel and copper and critical materials in antenna towers and studios.

In New York, the Empire State TV antenna is now in operation and shortly will be utilized by six of the seven stations. It was developed, not as a means of conserving critical steel and other materials, but to improve reception of all stations. It means fewer complications in orientation of home antennas. It is a genuine service to the looking public.

Here is an obviously prudent lesson for all cities with more than one TV installation upcoming. Let them recognize that steel is a problem, and come forward with plans for the use of a common base adequate to support the anticipated allocations in the area. They can share the costs or rent the site, as is done in the case of Empire State. NPA would welcome such cooperation. The FCC, we have no doubt, would love it.

There are valid reasons why studios can't be used cooperatively. But fancy edifices, with chrome and steel trimmings, should be put aside for the duration. Raw space, with cement blocks and wood joists will do. It makes good economic sense too. The applicant won't be as hard put to make a financial showing.

There may be better ideas. The defense authorities and the FCC would like to hear them. One thing we do know: By coming forward with conservation ideas, broadcasters will help themselves by helping to expand a needed new medium with greatest possible dispatch.

These Changing Times

TEN DAYS ago a good newspaper—the St. Louis *Star-Times*—ceased publication. Name, good will, circulation lists and equipment were sold to its formidable competitor—the *Post-Dispatch*—one of the world's greatest newspapers. But its radio facilities—KXOK-AM-FM and the application for TV—were retained by Elzey Roberts, publisher of the *Star-Times* who had devoted his business life of 36 years to publication of the newspaper, taking over from his father who had acquired the original property in 1913.

It was the same old story which has seen the newspaper population dwindle from 2,600 dailies 40 years ago to some 1,800. That, in contrast to more than 3,000 stations (AM, FM, TV). Rising costs of labor and newsprint outstripped increases in revenue from advertising and circulation for the *Star-Times* for five successive years. Costs are still rising. The newsprint situation is critical.

Elzey Roberts was in the forefront of the radio-press battle of the '30's. He was chairman of the Radio Committee of the American Assn. of Newspaper Publishers during those furious days. He was a militant adversary. The battle over, with the recognition of radio as a legitimate news medium, Mr. Roberts in 1938 put KXOK together through a series of consolidations and became as staunch a protagonist of radio as any publisher in the nation.

The passing of the *Star-Times*—a victim of the economics of newspaper publishing—is most regrettable. Mr. Roberts' decision to remain in radio (*audible journalism*) and to continue his quest for TV (*audible and visual journalism*) reflects these changing times.



our respects to:



CHARLES VANDA

TELEVISION Assn. of Philadelphia can look forward to a very successful year with Charles Vanda as its new president. Mr. Vanda, who is vice president in charge of television at WCAU Philadelphia, has brought to television the same talents of showmanship and sense of commercial values which made him a stand-out in radio.

Since he went to Philadelphia last January to join WCAU, Mr. Vanda has made many outstanding contributions to television.

He created *The Big Top* for WCAU-TV, which made the station the first CBS-TV affiliate outside New York City to originate a live show for the network. He also developed *The Ghost Riders*, a cowboy-club program which now has 30,000 members. He started the first television breakfast club program, and also created Philadelphia's first local puppet show. The first TV dramatic daytime serial introduced in Philadelphia also can be credited to Mr. Vanda.

When Mr. Vanda joined WCAU-TV he immediately expanded its programming to midnight, and since then has added programs until 2 a.m.

"Up to that time," he said, "there seemed to be some sort of rule that television must shut down at 10 o'clock. I believe that television set owners deserve a better break than that. They're certainly entitled to good programming at a time when kids are asleep, and they can sit back and relax from the day's chores."

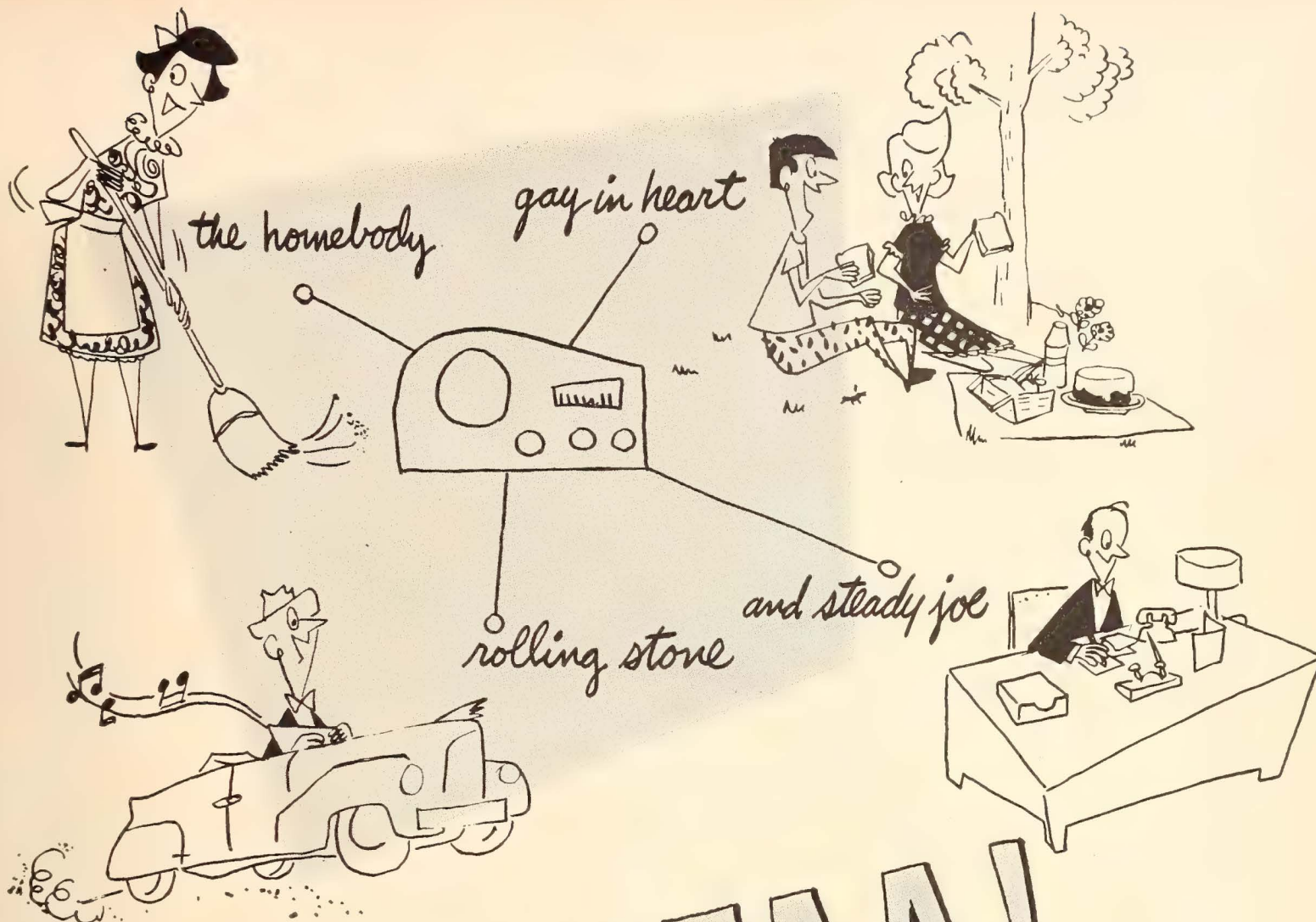
Mr. Vanda, originator of such top radio shows as *Suspense*, *Intrigue* and *Stars over Hollywood*, has had broadcasting experience which includes duties of publicity director, program director and writer-producer-director.

He first joined CBS in 1935, combining the duties of publicity director and head of the talent bureau. In the same year he was named western program director for CBS and held that position until he entered the service in 1942.

During the war, Mr. Vanda was chairman of the Four-Network Radio Committee, co-producer of the *This Is War* series, and was credited by the War Dept. with being the co-author of the entire plan of The Armed Forces Radio Service.

In Army Intelligence, Col. Vanda served in the Mediterranean Theatre. He is one of the few Americans to hold both the Order of the British Empire and the African Star. He also is a holder of the Legion of Merit from

(Continued on page 58)



all listen to **WFAA!**

Mr. BMB tells us there are more than a million of them! Think of it—a weekly audience of a million WFAA listeners means a million potential customers for your product. Customers with a stabilized income. For example, the DALLAS-Ft. Worth area alone is number one in retail sales among America's 19 major markets with populations from 500,000 to one million!*

And here is the bonus . . . within WFAA's primary radio coverage area which includes 180 counties in Texas, Oklahoma and Arkansas . . . radio homes have increased 49% since 1940! **More than 964,253 of those radio homes do not have television sets!**

Here are your potential customers . . . and the way to sell them is through WFAA!

*1950 Census—Consumer Markets—BMB

WFAA-820  **WFAA-570**
 50,000 watts NBC-TQN 5,000 watts ABC-TQN

Radio Services of The Dallas Morning News • Martin B. Campbell, Gen. Mgr. • Represented Nationally by Edward Petry & Co.

front office



JAMES H. QUELLO, publicity and promotion manager WJR Detroit, appointed director of public relations and advertising. He will handle all local and national advertising for station.



Mr. Quello

Harvard Business School, having received his M.B.A. degree this year.

HUGH MURPHY, manager of KWEM West Memphis, Ark., appointed manager Memphis office Paul H. Raymer Co., Inc.

HARTLEY L. SAMUELS and **ROBERT R. PAULEY** named account executives in sales department WOR New York. Mr. Samuels was sales director WFDR (FM) New York, and prior to that program promotion manager at NBC and assistant to program promotion manager, CBS. Mr. Pauley joins WOR directly from

BOB FREELAND, appointed station manager CKOM Saskatoon.

MERLE FORLAND appointed sales manager WPBC Minneapolis.

CHARLES FISH named to commercial department WPTZ (TV) Philadelphia. He was with Ziv Productions, N. Y.

LESLIE L. CARDONA appointed commercial representative for WCAU Philadelphia. He was with WRVA Richmond and WITH Baltimore.

TOM PETERSON, account executive John E. Pearson Co., Chicago, to sales development department CBS Radio Sales, Chicago.

JOHN H. PEARSON Co., Chicago, appointed national representative for WDUZ Green Bay, Wis.

HOWARD E. STARK, Radio and Newspaper Brokerage, has removed to new offices at 50 East 58th Street. Telephone: Eldorado 5-0405.

THE KATZ AGENCY, N. Y., named national representative for WMAL AM-TV Washington, effective July 1.

LOUIS WOLFSON, graduate U. of Miami, named account executive WTVJ (TV) Miami, Fla.

EDWARD PETRY & Co., N. Y., appointed national representative for KOTV (TV) Tulsa.

EDDIE BOND, salesman CHNO Sudbury, to sales staff of CHUM Toronto.

RALF BRENT resigns as sales manager WBBM Chicago. He is vacationing on Long Island.

JAY SEIBEL, program and promotion manager, WWOD Lynchburg, (Va.), to KGFJ Hollywood, as salesman.

TOM HORAN, NBC Chicago, transfers to sales staff WNBQ (TV) Chicago, replacing **GEORGE MORRIS**, resigned.

COLLIER WHITEHEAD appointed business manager WJHO Opelika, Ala.

TERRY MURPHY, account executive KSMA Santa Maria, Calif., to KIEV Glendale, Calif., in similar capacity.

TONY MOE, CBS sales promotion manager, CBS Hollywood moves to new offices in KTSL studios, Vine Street.

Personals . . .

ARTHUR HULL HAYES, CBS vice president and general manager KCBS San Francisco, visiting New York on network business. . . . **CHARLES C. BEVIS Jr.**, general manager KOA Denver, elected to three year term on board of directors of Denver chapter, American Red Cross. He was also named to board of directors of Denver-Rocky Mountain AAU Basketball Club.

ANSLEY COHEN, account executive WTMA Charleston, S. C., father of boy, Ansley III. . . . **AUSTIN HARRISON**, president and general manager KSWM Joplin, Mo., named outstanding young man of the year and presented the Joplin Junior Chamber of Commerce "Key Man" award. . . . **DONN B. TATUM**, newly-appointed director of television for ABC Western Div., and **FRANK SAMUELS**, recently resigned vice president and general manager of network Western Div., are in New York for conferences with ABC officials. Also on network business there are **FRAN CONRAD**, director of radio, and **AMOS BARAN**, radio sales manager for ABC Western Div. Mr. Samuels, upon his return to Hollywood, joins William Morris Agency in executive capacity. He will be succeeded at ABC by **ERNEST FELIX**, assistant treasurer of network.

ELEANOR WHITELAW, sales manager WJHO Opelika, Ala., asked to serve as state chairman for American Women in Radio and Television. . . . **HERBERT L. KRUEGER**, station manager WTAG Worcester, Mass., elected to executive committee of Southern Worcester County Health Assn.

WCAU DIVISION AM, TV Sales Separated



Mr. deRussy



Mr. McGredy

SEPARATION of the sales staffs of WCAU Philadelphia and its companion station, WCAU - TV, was announced last week by Donald W. Thornburgh, president. The new alignment went into effect June 18.

John deRussy, a veteran of 13 years in Philadelphia radio and newspaper advertising, will head the AM sales staff.

Robert M. McGredy, whose experience spans 15 years in radio and newspaper advertising and agency work, will direct the sales staff of the TV division.

Mr. deRussy formerly was sales manager of KYW Philadelphia and has served on the advertising staffs of Philadelphia's major daily newspapers. He joined NBC National Spot Sales in 1944 and became manager in 1947. Mr. deRussy joined WCAU in May 1950.

Mr. McGredy is former sales manager of WTOP Washington and WPAT Paterson, N. J. He joined Broadcast Advertising Bureau in August 1949, as assistant manager and went to WCAU in May 1950.

NEWS—from BINGHAMTON, N.Y.



CALL RADIO REPRESENTATIVES, INC.



SALES MANAGER:

FEATURE your FOODS IN PHILADELPHIA..

with the KYW "Feature Foods" Plan! It's the plan that's giving food sales such a terrific jolt in eastern Pennsylvania and southern New Jersey. And it's not *only* a popular radio program on this 50,000-watt station. It's a ready-made merchandising package that wraps up and delivers the results you want! Just look at these big features of "Feature Foods"—



POINT-OF-SALE CONTACT.. handled by a trained corps of food product merchandisers. Here's added strength for your sales organization, in a group that actually *gets orders* and promotes re-orders!



PIN-POINT PROMOTIONS in top-flight stores. Retail cooperation is guaranteed.. not only in retail advertising by the stores, but in distribution of your literature.



REGULAR REPORTS to advertisers. You get on-the-spot information as to distribution by districts, out-of-stock conditions, shelf position, product exposure, competitive products, rate of sale, and specific promotional aids.

No wonder "Feature Foods" is practically *SOLD OUT*! As this goes to press, 35 out of the available 36 participations are working for 18 of the nation's leading food advertisers. The odds are 35 to 1 that your product will be a sell-out too.. if you grab the telephone now and get in on the deal. Call KYW or Free & Peters!

KYW

PHILADELPHIA
50,000 WATTS
NBC AFFILIATE



Westinghouse Radio Stations Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO — AMERICA'S GREAT ADVERTISING MEDIUM

McFARLAND BILL

'Same Status', Says House Group

ANSWER on Capitol Hill to what has happened to the McFarland Bill is that it is caught up in a unique Congressional stalemate of its own, invariably labeled "same status."

The Senate-passed measure (S 658) to streamline FCC procedures is bogged in the House Interstate Commerce Committee, headed by Rep. Robert Crosser (D-Ohio), whose interest lies in the railroad field.

According to discreet observers, the McFarland Bill is still riding a time-limitless express in committee and is no where near the end of the line.

With tongue-in-check, those most closely associated with the measure's "status" in the House now talk of a year's period rather than in months.

This legislation, which its author and sponsor, Senate Majority Leader Ernest W. McFarland (D-Ariz.), has pointed out repeatedly is greatly needed in the broadcast field, has been somewhat of an unwanted guest at the House committee since last February [BROADCASTING • TELECASTING, Feb. 12]. It reappeared at the committee a month later as an attachment to another bill.

The identical bill marked a prolonged visit at the committee during the 81st Congress when the Senate passed it twice with negligible opposition.

For the nonce, the committee

★ to streamline FCC procedures

reports its staff is currently working out the issues contained in the bill. The Commerce group was hard at work during the last Congress at the same task.

Hearings were held April 5-9, rested for a few weeks and ended on April 27, after radio industry, FCC and other government officials gave voluminous testimony.

The issues of the legislation as the committee workers see them fall into a triple-threat category. They include the problems of separating the Commission staff from the Commissioners in the handling of cases (in line with this, the functions of the staff as compared with other regulatory agencies); of renewals—should the burden of proof be on the licensee or on the Commission, and of anti-trust, i. e. the so-called "double jeopardy" provision.

It is understood that the committee staff will attempt to outline "alternative drafts" of a communications bill. Understandably this alone will encompass mental gyrations.

Another fly in the committee's

thinly spread ointment, which would grease the way toward House consideration of the McFarland Bill that is also supported by Senate Interstate Commerce Committee Chairman Ed C. Johnson (D-Col.), are the lack of political pressure for the bill and the ignorance of the "issues" as far as the committee members themselves are concerned.

Thus far, the McFarland Bill has been railroaded in Chairman Crosser's committee although it has taken a few trips from Senate to House. This buck-passing, observers see, may come to a rest sometime during this session of Congress which has more than a year to go.

Only then, they estimate, will some type of measure to update the Communications Act obtain a one-way ticket to the White House and become law.

HILL COVERAGE

Government Network Asked

RADIO-TV coverage of Congressional sessions and committee meetings over nationwide networks owned and operated by Congress was proposed by the CIO last Wednesday.

The recommendation was registered before the Senate Executive Expenditures Committee by Paul Sifton, UAW-CIO national legislative representative. The committee is holding hearings on the Congressional Reorganization Act with an eye toward revision [BROADCASTING • TELECASTING, June 11].

The CIO proposal is similar to a bill introduced in the House last April [BROADCASTING • TELECASTING, April 16] by Rep. Arthur G. Klein (D-N. Y.). The union would have radio and television networks permitted to cover proceedings but would not require them to do so—a recommendation to that effect also is contained in Rep. Klein's measure.

Stating that "thorough coverage of the people's business is in order," Mr. Sifton said the danger is upon limitation in radio-TV coverage of public affairs.

According to Mr. Sifton, "The Federal Communications Act states that the air belongs to the people forever and that licenses are to be issued 'in the public interest, convenience and necessity' for limited periods with no accruing right to any channel."

He told Senators that danger was inherent in "heavily cut versions framed in editorial comment and commercial advertising" in making reference to commercial radio and television access to proceedings.

In addition to this commercial aspect, Mr. Sifton scored the "growing news monopoly in hundreds of one-newspaper towns with interlocking control of radio stations" as contributing to a "brown-out" or lack of information for the citizen.

JOB-JUMPING

Bennett Bill Introduced

A JOB-JUMPING bill has been introduced in the House. It is similar to a Senate version (S 1571) introduced a fortnight ago by Sen. Pat McCarran (D-Nev.) [BROADCASTING • TELECASTING, June 11].

The House bill (HR 4389) was placed in the hopper by Rep. Charles E. Bennett (D-Fla.). It would bar a federal employee from taking employment with any person or firm on whose case he had been working in his government capacity. The Bennett Bill would place a two-year limitation, i. e., prohibit such job taking for two years following termination of government employment.

Rep. Bennett's legislation would prohibit "oral communication advocating or advising with respect to the outcome of an adversary proceeding" within a governmental agency unless all parties concerned received the communication. Similar procedure would apply to written communications.

Time limitation in the McCarran Bill would exempt any person whose appointment ceased or terminated with the agency two years before the measure becomes law.

At the same time, the Senate Judiciary Committee, of which Sen. McCarran is chairman, has approved a Senate bill (S 17) that would set up a board made up of congressmen, an assistant attorney general, the head of an independent agency, chief judge of a judicial circuit, dean of a law school and a practicing lawyer, to study what rules of practice and procedure should be followed by federal agencies. In particular, the board would consider judicial proceedings for the enforcement or review of agency action.

FCC PROBE PLAN

Rep. Kearney Explains

BROADCASTERS were behind the "request" resolution introduced by Rep. Bernard W. (Pat) Kearney (R-N. Y.) last May to set up a select committee to investigate the organization, personnel and activities of the FCC, the Congressman acknowledged last week.

Rep. Kearney told BROADCASTING • TELECASTING that the status quo of his resolution, still pending in the House Rules Committee, has not changed. The Congressman said that until the broadcasters involved "come forward" with evidence in connection with Commission personnel, the prime target of his resolution, he could not press for committee clearance.

It had been reported that the resolution would be bottled in committee since it was introduced "by request" and was aimed at FCC reorganization that set up the Broadcast Bureau. Apparently all parties involved were satisfied [CLOSED CIRCUIT, May 14; BROADCASTING • TELECASTING, May 14, 7].

CLEVELAND'S Chief STATION • WJW • CLEVELAND'S Strongest SIGNAL • WJW • CLEVELAND'S Chief STATION



Chief Says:

"Double threat to housewife's heart . . . Jockies Hines and Clifton; With her money she will part, For products they have pitched on."

The gals laugh with Hines . . . sigh with Clifton . . . and BUY! Let Cleveland's top personalities sell for YOU.

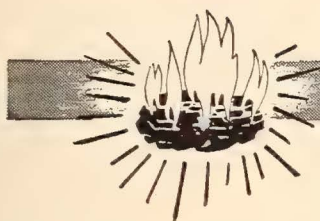
CLEVELAND'S Chief STATION

WJW

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.



NEWS AND VIEWS OF COAL

A MONTHLY REPORT TO EDITORS

COAL INDUSTRY SETS ALL-TIME PRODUCTIVITY RECORD.

The average output of the American coal miner has now reached nearly seven tons of coal per man-day—setting a new productivity record and establishing coal as one of the leaders in making efficiency gains among all American industries. No other mining industry, and few industries of any type, can match the 8% gain in productivity made by coal in the past two years, or the over-all 30% gain made in the past ten years. This has been done through mechanization and mass production techniques—assuring America of a dependable supply of her most basic fuel, bituminous coal.

ROOF BOLTING MAKES COAL MINING SAFER—INCREASES PRODUCTION.

Slender steel rods tipped with expansion bolts are rapidly replacing or supplementing the traditional heavy timber supports in America's coal mines. These roof bolts pierce the mine roof and actually bind together the overhead layers of rock—reinforcing the mine roof with all the strength inherent in laminated construction. The working area in roof-bolted mines is usually unobstructed by timbers, and output per man in these mines has increased an average of 30%—one more example of the ingenuity and progressiveness that make America's coal mines the most productive in the world.

STEEL PRODUCTION BOOSTED BY BETTER QUALITY COAL.

Research has developed new and better ways of preparing coking coal that greatly reduce its ash content. This has been largely responsible for the steel industry's recent, steady production at over 100% of rated capacity. Coke from low-ash coal heats the iron faster in a blast furnace and helps convert it into steel more quickly. Thus the same steel-making facilities can now turn out more steel than ever. Today the coal industry's modern preparation plants are producing better coal for all its customers. One ton of this better coal when used under modern boilers generates as much power as three tons did a relatively short time ago.

COAL WORKS TOWARD NEW SAFETY RECORD.

U. S. Bureau of Mines safety figures for the first quarter of 1951 show that the coal industry is well on its way to setting another new record in safe mining. Heavy investments in safety measures, an active educational program, plus wholehearted cooperation between miners and management have made this constantly improving safety record possible. The result is that, today, coal mining is twice as safe as it was just ten years ago.

BITUMINOUS COAL INSTITUTE

A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

Our Respects to

(Continued from page 52)

the United States.

Mr. Vanda produced and directed many top CBS commercial shows, including *Jesse Lasky's Gateway to Hollywood* and *The Victor Moore-Mary Martin Show*. His program, *The Sea Has a Story*, with Pat O'Brien, achieved the highest sustaining rating in CBS Hollywood history.

In 1946 Mr. Vanda left CBS to freelance in writing and directing and to do experimental work in television. He produced, directed or had written scripts for programs which include: *Victor Borge-Benny Goodman* (1946-47); *Rogues' Gallery* (1947); *The Saint* (1948) and *Abbott and Costello* (1947-49).

Mr. Vanda also has produced, directed or written hundreds of broadcasts such as the George Gershwin Memorial Concert; more than 30 programs from the Hollywood Bowl; Red Cross, U. S. O. and other super-productions involving as many as 40 stars and 700 people in one show.

Mr. Vanda believes that writing is of major importance in television. "I have heard too much television dialogue of the casual, off-the-cuff type," he said. "It seems as if what is being said isn't too important as long as something—anything at all—is being said. We

have a greater challenge in good writing than in good actors. A bad actor may occasionally ruin a good line, but a bad line will always ruin a good actor."

Born in New York City, Mr. Vanda is a graduate of the School of Journalism of City College of New York. He married the former Shirley Bergman Dec. 18, 1943. They have two children, Bruce Peter, 7, and Luiza Jo, 5. His hobbies are filming and fishing.

Besides his membership in the television Assn. of Philadelphia, Mr. Vanda is also a member of the Poor Richard Club, Academy of Radio and Television Arts and Sciences, Masquers Club of Hollywood, past president of the Radio and Television Directors Guild and American Federation of Musicians. He lives in Elkins Park, Pa., but still maintains his home in Hollywood.

Miss Megargee Married

MARCELLA ANN MEGARGEE, vice president of WGBI Scranton, Pa., was married June 16 to Douglas M. Holcomb, of Milwaukee, in a ceremony performed at St. Paul's Catholic Church, Scranton. Mrs. Holcomb is the daughter of Mrs. M. E. Megargee, WGBI president and widow of Frank Megargee, founder of the station. Mr. Holcomb is basketball coach and director of sports publicity at U. of Scranton.

BUILDING ON THE AIR

NAHB Pinpoints U. S. With News Programs

FOR an industry that ranks among the largest in the United States, home building had been slow to project its own headlines beyond printed media to the airwaves of the nation's stations.

In the first organized effort to tap the mushrooming home building market, the National Assn. of Home Builders came up with a weekly news program, *Housing Headlines*, for the benefit of its 21,000-plus member groups and the average listener.

The series, which got underway in May, has slowly gathered momentum—stations as well as participating sponsors—and recognition with programs that now geographically pinpoint most sections of the United States.

One of the guiding lights behind the NAHB's radio campaign was R. G. Hughes, owner of KHUZ Borger, Tex., and president of KLYN Amarillo, Tex., himself a member of the trade association. The association has chapters in 171 cities.

The format is devoted exclusively to news of housing developments,



Mr. Batchelder interviews Carl Lans (r), director of NAHB's Technical Services Dept., about new designing trends on Housing Headlines. Janet Dunlap, NAHB radio director, looks on.

* * *

industry and Congressional, and is handled by John Batchelder for some 30 U. S. stations on transcription. Sponsors who have contracted for the program range from realtors and builders to lumber firms, many of whom have received the program enthusiastically, according to NAHB.

The show is designed to apprise builders and the average listener of such government actions as those dealing with taxes, building codes, priorities, and topics relating to prize-winning designs, color decorations and exhibits.

Stations now carrying the series include:

KLEE Houston; WRR Dallas; WHKC Columbus, Ohio; KFRC San Francisco; KTXL San Angelo, Texas; WSAY Rochester, N. Y.; KTIM San Rafael, Calif.; KWFT Wichita Falls, Tex.; WFBM Indianapolis; WMBG Richmond, Va.; WKJG Fort Wayne, Ind.; WSIX Nashville; KPOJ Portland, Ore.; KLYN Amarillo; WHLN Harlan, Ky.; WGBS Miami, Fla.; KFEL Denver; WSLI Jackson, Miss.; KHUZ Borger, Tex.; KCUL Fort Worth; KOMO Seattle; KSJO San Jose, Calif.; KSMO San Mateo, Calif.; KTSM El Paso; WERE Cleveland; KVER Albuquerque, N. M.; WHIO Dayton; WFBR Baltimore; WLIP Kenosha, Wis.

WMEX AFFILIATES

Joins Liberty Network

WMEX Boston became the 400th station to join when it became an affiliate of the Liberty Broadcasting System network June 11. With the acquisition of the Hub station, Liberty now covers 45 states.

Further expansion of the network to include all 48 states is expected within 30 days when stations in Maine, Vermont, and New Hampshire are due to join the fold, Gordon B. McLendon, LBS president, predicted.

WMEX, 5 kw, is owned by the Northern Corp. General manager is William S. Pote and program manager, John E. Reilly.

DON LEE RATES

To Be Cut July 1

DON LEE BROADCASTING SYSTEM, Hollywood, will make substantial cuts in its time costs effective July 1, according to Ward Ingram, vice president in charge of sales.

They include a 10% reduction for units of five minutes or more from 1 to 10 p.m. Sunday through Saturday; 12-6 p.m. Sunday reduced from $\frac{3}{4}$ to $\frac{1}{2}$ of the evening rate; 10-10:30 p.m. reclassified from evening to daytime rate, and the dollar volume requirements for discounts reduced from \$600 to \$540 for each 2½% up to the allowable 15% maximum.

In dollars and cents, Mr. Ingram said, the reduction means that Don Lee's Class A 6-10 p.m. evening hour will be slashed from \$3,000 to \$2,700. The Monday through Saturday 1-6 p.m. time will go from \$1,500 to \$1,350 per hour. Sunday time, 1-6 p.m., will be cut from \$2,000 to \$1,350 per hour. The 10-10:30 p.m. period will be reduced from \$3,000 to \$1,500 per hour.

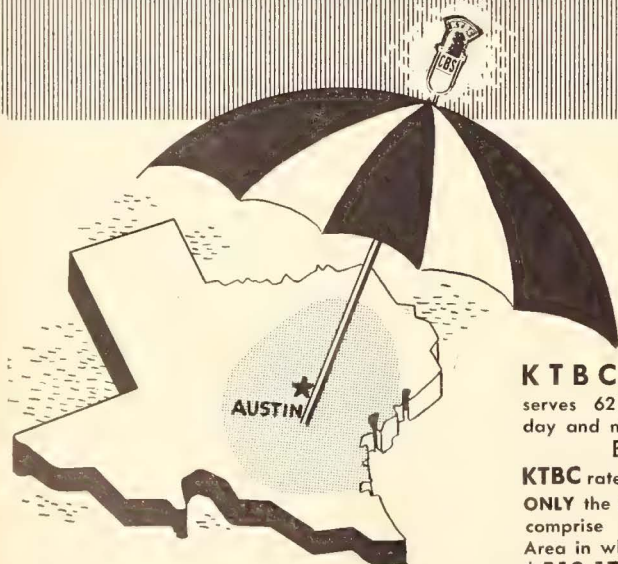
Mr. Ingram, in a letter to advertisers, stated:

Don Lee Network audiences have increased an average of 17% at night and 16% during the day since the first quarter of 1949 according to comparative Nielsen ratings.

During this same period, 11 of the 45 Don Lee stations have had power and/or frequency improvements while network costs have mounted steadily. Ordinarily these facts would justify a rate increase. Other major networks, however, have felt it expedient to reduce certain of their rates so we have decided to adjust ours to parallel theirs.

* HALF A MILLION PEOPLE

...under our Broadcast Umbrella!



KTBC

serves 62 counties both day and night!

BUT...

KTBC rates are based on ONLY the 20 counties that comprise Austin's Trade Area in which live * 510,179 people!

"The Strongest Voice in the Capital of the Biggest State"

KTBC

CBS

LSC

5000 Wls

590 kc

Austin, Texas

The O. L. Taylor Company—National Representatives



She's going to drink an atomic cocktail!

There's radioactive iodine in the odd "cocktail" this woman is about to drink.

Tomorrow, doctors will survey her with atomic instruments—and be able to tell if she has thyroid trouble!

Radioactive elements (called isotopes) are proving to be the greatest detectives in medicine. These "hot" atoms detect

thyroid trouble, cancer, tumors, even leukemia!

Hospitals all over the country are calling for isotopes. But the "hot" atoms don't stay hot for long. They must be delivered at top speed to be effective!

That's why, when shipping isotopes, drugs, and important chemicals, hospitals always prescribe the fastest possible method. They ask for Air Express!

Whatever your need or business, here are the unique advantages you can enjoy with regular use of Air Express:

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

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

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

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

For more facts call Air Express Division of Railway Express Agency.



AIR EXPRESS
GETS THERE FIRST

CHILD VIDEO SURVEY

Which Programs Do Children Prefer?

DOES a first grader have definite television tastes? If so, which programs does he or she prefer? A sixth grader? A 12th grader? Which shows are more popular with boys? With girls?

Tom C. Battin, instructor in radio at the U. of Michigan, Ann Arbor, has just completed a survey which answers these questions.

Mr. Battin, who conducted the voluminous survey as his doctoral dissertation, sampled the tastes of grade school students in Ann Arbor public and parochial schools. Length of set ownership was the controlling factor in selecting the pupils to be surveyed.

Altogether, some 6,000 boys and girls in 16 schools were tested. Each was given a seven-day diary to take home and record all tele-

viewing for every 15-minute period he was watching TV programs.

Of the total distributed, 900 diaries or 77% were returned. These diaries represented the time patterns of viewing for each pupil for each day, the types of programs viewed, program popularity and the size and composition of the audience. Interestingly, it revealed also the per cent of children who viewed alone.

Because of school and early bed-times, televiewing time was figured at 66 hours. During these hours, a total of 385 programs were available.

Most popular programs viewed in grades one-six among boys were *Lone Ranger*, *Hopalong Cassidy* and *Movies For Kids*. Among girls in this grade group, the most popu-

lar programs were *Lone Ranger*, *Mama* and *Movies For Kids*.

For the upper grades, seven through 12, most popular programs for both boys and girls of that group were *Godfrey's Talent Scouts*, *Texaco Star Theatre* and *Toast of the Town*.

Majority of pupils readily admitted that for the first four or five months that they had sets, televiewing interfered with almost every other activity. After the novelty had worn off, however, and viewing patterns were formed, such activities as reading and movie attendance returned.

Many of the boys and girls in the 4th-12th grades indicated that some programs helped in their school work. Plays made literature more familiar, science became more understandable, and some pupils even had an interest in art stimulated.

Mr. Battin has an answer for those who criticize television's effect on children. "If we talk about the so-called evils of TV and what

a monster it has turned out to be relative to our children, then we must examine the other media too.

"If we do, we find the so-called evils also exist in the types of movies children see, in the radio programs they listen to and in the comic books they read. In all these media we will find the same kind of materials and programs as we find in TV programs."

Mr. Battin feels that from this survey, "It is possible to assume that our boys and girls know what they want on TV, and after having a set for a few months they definitely become hyper-critical of programs that are telecast.

"It is evident," Mr. Battin added, "they use the medium as intelligently as the programs permit them to use it."

AF CONTRACT

Signed With Chromatic Labs

CHROMATIC Television Labs, New York, which developed the color cathode ray tube inventions of Dr. E. O. Lawrence, U. of California Nobel Prize winner and inventor of the cyclotron, has signed a new research and development contract with the Air Force, Richard Hodgson, president, has announced.

With the company's activities on military research programs increasing in the last few months, Mr. Hodgson said research was now under way on applications of color cathode ray tubes and general electronic equipment projects. Plans were announced recently for production of 16 and 21-inch, direct-view, tri-color Chromatrons and all-purpose color TV receivers [BROADCASTING • TELECASTING, June 4].

Chromatic, with an engineering development staff operating its New York laboratories, he said is continuing to add research personnel for work on the West Coast. The company is a subsidiary of Paramount Pictures Corp.

VIDEO COVERAGE

CBC Chairman Bares Costs

TO ESTABLISH television transmitting stations across Canada and give kinescope recordings at the various stations would cost between \$18 and \$19 million, A. D. Dunton, chairman of Canadian Broadcasting Corp., told the Canadian Senate Finance Committee at Ottawa June 7. This would include establishment of stations at major centers and give TV coverage to about half of Canada. He pointed out that coaxial cable or radio relay stations for TV would be very expensive.

Discussing the Toronto and Montreal installations now being built, he stated Toronto would be ready about next January and Montreal later in the year, dependent on construction materials. The CBC had no way of knowing how it might do financially with television.

N:B:

On different occasions... and in widely separated areas... an unidentified person representing himself as a "vacationing employee" of one of The Westinghouse Radio Stations, through using the old dodge of asking someone for an introduction to a "bookie" so that he could place bets on races, has succeeded in victimizing the persons contacted... in one case to the extent of \$800.00.

We are embarrassed by this unauthorized, highly-improper use of our name and call this to everyone's attention so that they may be on guard against swindles.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV