

# BROADCASTING TELECASTING

OF THE 10 RADIO STATIONS IN ATLANTA...

# waga

*Gives you more  
listeners per dollar!\**



**waga is CBS**  
*IN ATLANTA, GA.*  
**590 on the dial**

\*Based on the percentage of listeners Sunday through Saturday 6 a.m. to midnight as reported by The Pulse of Atlanta, March-April, 1951 and latest rates published in SRDS.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.  
TOM HARKER, National Sales Mgr. • 488 Madison Ave., New York 22

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**20<sup>TH</sup>**  
Newsweekly  
Radio and  
Television.  
year

100 Annually  
cents weekly



**Now entering our**

**30<sup>th</sup>** *Year*

**serving and selling Kentuckiana**

*with* **WHAS** **QUALITY OF PROGRAMMING**

*First*

**in Louisville...**

**More Hooper FIRSTS\* than  
all other Louisville stations  
combined!**

\*Based on total rated periods (one-quarter hours and  
one-half hours), Hooper Report No. 29, December  
'50—April '51.

*First*

**in Kentuckiana...**

**The only station that covers  
all this rich market\***

RADIO FAMILIES 725,065 • BUYING INCOME \$2,879,153,000

\*The WHAS Kentuckiana Market includes 108 Kentucky  
counties plus 25 counties in Southern Indiana.

50,000 WATTS ★ 1A 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



# CENTRAL CALIFORNIA'S

# ONLY

## 50,000 WATT STATION

Most advertisers are finding that the biggest station does the best job in Central California. That's why they are putting more of their advertising dollars on KFRE than any other station.

Dominant in the world's richest farming area, KFRE delivers more potential customers at a lower cost per thousand than any other media in the market.

Ask Avery-Knodel.

PAUL BARTLETT  
*President*



# KFRE

940 KC • CBS • 50,000 WATTS • FRESNO



# BROADCASTING TELECASTING



## ...at deadline

### Closed Circuit

BECAUSE of established precedent, it's practically certain that FCC promptly will expedite hearing on proposed ABC-United Paramount merger, transfer applications for which were filed last week [BROADCASTING • TELECASTING, July 16]. ABC hopes for action by Oct. 1. It's expected Commission will sit en banc as it did on Edward J. Noble's acquisition of Blue Network (which subsequently became ABC) in 1943.

UNIQUE PLAN for formation of new Wall Street-backed equity firm to buy and lease equipment to TV station licensees on five-year basis, now in process of development. Originator understood to be Howard Stark, New York radio-newspaper brokerage specialist. Plan, it's said, would enable qualified licensees to procure adequate financing if credit risks are acceptable. Equity company, with several millions, would sell equipment to licensees at end of leasehold at depreciated value.

TIME-LIFE-FORTUNE'S chief editor, Henry Luce, understood to have withdrawn from negotiations for TV sponsorship of national Democratic and Republican conventions in Chicago next summer because of unfavorable reaction in behind-scenes political quarters, primarily Col. Robert R. McCormick of *Chicago Tribune*. Some politicians on bi-partisan convention committee want to ban sponsorship by beer or whiskey concern.

ABC-OWNED WJZ New York believes it has solution for removal of KOB Albuquerque from its 770 kc clear channel, pursuant to Court of Appeals decision last week (see story page 19). It will propose new frequency for KOB with present power when court's mandate is handed down two weeks hence to settle 10-year "temporary" Special Service Authorization to operate on WJZ's channel.

BEFORE he knew that Robert T. Bartley, executive assistant to his uncle, House Speaker Sam Rayburn, was slated for appointment to FCC to succeed Federal Judge-Designate Frieda B. Hennock, Capt. Harry C. Butcher, owner of KIST Santa Barbara, Naval Aide to Gen. Eisenhower during World War II and former CBS vice president, evinced interest in that FCC vacancy.

TREVOR ADAMS, assistant director of sales for DuMont TV network, reportedly slated for managership of ABC's WJZ-TV New York.

NOW THAT NARTB and BAB have finally worked out mutual membership-getting procedure, NARTB may turn attention to proposed revival of program department. This unit was formed with fanfare in mid-1947 but withered from lack of funds.

IMPENDING realignment of top executives at DuMont TV Network, long rumored but not yet announced, will see Tom S. Gallery take over direction of sports for network, with Theodore Bergmann stepping up from sales-  
(Continued on page 90)

### Upcoming

July 23: BMI Clinic, Seattle.  
July 24: BMI Clinic, Portland.  
July 26: BMI Clinic, San Francisco.  
July 27-29: Carolina Radio News Directors Assn., Ocean Forest Hotel, Myrtle Beach, S. C.  
July 30: FCC City-by-City TV Allocations Proceeding begins, Washington.  
July 31: BMI Clinic, Los Angeles.  
(More Upcomings on page 78)

### Bulletins

PROCTER & GAMBLE Co., Cincinnati (Cheer detergent), signs for *Lorenzo Jones* on NBC (Mon.-Fri. 5:30-5:45 p.m.), starting today (Monday) for 52 weeks. Agency is Young & Rubicam. Contract to promote P&G's newest product giving company its seventh daytime strip on NBC, seen by network as clear demonstration of foremost network-time user's confidence in radio's selling power. P&G previously sponsored *Lorenzo Jones* but had dropped it mid-June to pick up *Backstage Wife* and thus have solid block from 3-4:15 p.m.

### CBS FOOTBALL COLOR SERIES

SCHEDULE of CBS football color-telecasts set by network as follows: Sept. 29, California at Penn.; Oct. 6, Princeton at Navy; Oct. 13, Dartmouth at Army; Oct. 20, North Carolina at Maryland; Oct. 27, Columbia at Army; Nov. 3, Notre Dame at Navy; Nov. 10, Maryland at Navy; Nov. 17, Army at Penn; Nov. 24, Harvard at Yale (tentative).

### EVERSHARP BUYS 'SHOW'

EVERSHARP Inc., Chicago (razors), signs for alternate-week sponsorship of 10-10:30 p.m. segment of *Your Show of Shows*, on NBC-TV completing sponsorship lineup for 1½-hour weekly program (Sat. 9-10:30 p.m.). Show resumes Sept. 4. Eversharp agency is Biow Co., New York.

### FCC Drafts Shortcut Plan to Thaw T

SHORTCUT PLAN to expedite overall lifting of TV freeze within next six months is expected to be adopted by FCC early this week while action on partial thaw is still seen within "near future" (early story page 64).

Consensus Friday following formal pre-hearing conference on TV procedure, held before full Commission, was that FCC most likely will adopt proposals for:

1. Paper presentation—direct and rebuttal—in lieu of lengthy oral hearing on city-by-city allocation proposals. Oral hearing to begin Monday (July 30) would be dropped.

2. Deadlines for filing of written testimony on staggered basis, generally following area grouping of comments listed earlier in week by Commission as order of appearance for oral city-by-city hearing (early story page 53), but confined to about 10 area groups instead.

3. First group of direct evidence would be

### Business Briefs

TRANSCRIBED FEATURE ● U. S. bacco, New York, to sponsor transfer *Smiley Burnette Show* on group of southern stations from July 23. Package, owned Radiozark, is quarter-hour, five-a-week feature. Agency, Kudner Agency, New York.

GOODYEAR LOOKING ● Goodyear Rubber Co., New York, about to buy another long dramatic show, probably on NBC. Agency, Young & Rubicam, New York, understood to be looking at *Theatre Guild*.

WINE PROJECT ● Berrycup Wine, New York, looking for availabilities in several markets. Agency, Gilligan & Gore, New York.

### HAROLD L. MORGAN JR. NAMES ABC-TV PROGRAM V.P.

ELECTION of Harold L. Morgan Jr. as president of ABC in charge of TV Program Dept. announced Friday, along with realignment of department in line with ABC's new TV separation policy [BROADCASTING • TELECASTING, June 25]. Mr. Morgan has been national director of television operations.

Alexander Stronach Jr., vice president in charge of TV division, announced follow-up changes in TV Program Dept.: Charles Underhill, general manager of CBS TV Program Dept., to join ABC July 30 as national director of TV Program Dept.; Anthony Hennig promoted to production manager; Henry T. Hede advanced to business manager; Joseph Spagnola to replace Mr. Hede as rector of office and studio services; Will M. Lilling promoted to assistant production manager.

Charles F. Holden continues as assistant national director of TV Program Dept., responsible for overall telecasting operations.

Walter Irving Duncan, of Paul H. Ray Co., station representative firm, joining ABC TV network sales staff as account executive. On West Coast Mrs. Florence Schiro has been promoted to radio and TV personnel director of ABC Hollywood.



# TELEVISION and SERVICE DEALERS

# Testify—

# KRLD-TV

*Delivers the best picture  
and audio signal!*

**IN THE DALLAS-FORT WORTH  
EFFECTIVE COVERAGE AREA!**

## A Survey of 102 Dealers in the 100 Mile Area

To arrive at a definite and conclusive answer concerning Television coverage in the 100-mile North Texas area, KRLD-TV addressed questionnaires to 102 TV dealers and service agencies asking one simple question:

"What Television Station gives the best picture and signal in your city, and within a fifteen mile radius?"

Fifty-five per cent of them replied!

### AND HERE'S THE STORY

	<u>KRLD-TV</u>	<u>(A) Station</u>	<u>(B) Station</u>
First:	30 or 52.65%	25 or 43.85%	2 or 3.5%
Second:	19 or 43%	13 or 30%	12 or 27%
Combined First & Second:	49 or 48%	38 or 38%	14 or 14%

13 did not name second station.

KRLD's percentage of lead in combined

Over the second station ..... 29%

Over the third station ..... 250%

*The* **CBS STATION for DALLAS-FORT WORTH**

**KRLD-TV**  
**CHANNEL 4**

Owners & Operators  
of  
**KRLD**  
50,000 Watts

John W. Runyon, President

*The Times Herald Station*

Clyde W. Rembert, General Mgr.

*The Branham Co.—Representatives*



# "BOSTON BLACKIE"



# SELLS AND SELLS

## BEER

"We have had BOSTON BLACKIE on the air for three years, and can say that it has done a very swell job for us."

Says: Peter Hand Brewery Co.  
Chicago, Illinois

## JEWELRY

"I made a personal survey of customers, friends, and people in general, and was unable to find even one person who did not listen to and like BOSTON BLACKIE."

Says: Roberts Jewelers  
Zanesville, Ohio

## GASOLINE

"Since 'Blackie' started sleuthing for us we have noticed a solid increase in our gasoline and oil gallonage."

Says: Gaseteria, Inc.  
Indianapolis, Ind.

He'll sell and sell for you, too!

Appliance dealers, auto agencies, breweries, jewelers, hardware... BOSTON BLACKIE starts a trail of satisfied sponsors wherever he goes. He'll do a good selling job for your client, too!

For details, write, wire or phone



## BROADCASTING TELECASTING

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Telephone ME 102

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### WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN F. JAMES, Senior Editor; J. Frank Beatty, Fred Fitzgerald, Associate Editors; Jo Hailey, Makeup Editor; Dave Berlyn, Assignment Editor. STAFF: Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Osborn, 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 Schadt, Doris Orme; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Westor, Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOHN F. COSGROVE, Manager; Doris J. Buschling, Jonathan Giltitz, Grace Schorm.

NEW YORK BUREAU: 488 Madison Ave., Zone 2; PLaza 5-8355; EDITORIAL: Rufus Crater, New York Editor; Florence Small, Agency Editor; Peter 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; Central 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 4-077; James Montagnes.

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\* Reg. U. S. Patent Office

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BROADCASTING • Telecast



**MR. SPONSOR:**



## **WJBK sells Black Raspberry A NEW DRINK**

**TO 1 OUT OF EVERY 4 DETROIT HOMES  
... WITHIN 5 WEEKS!**

June 22, 1951

Jack the Bellboy  
Station WJBK  
Masonic Temple  
Detroit 1, Michigan

Dear Jack:

Though there's talk that radio has slipped badly in TV markets, the outstanding exception to these reports is your "Jack the Bellboy" program in Detroit. We consider it stronger and more effective than ever!

You will recall that our client, Faygo Beverage Co., cautiously tried a few spot announcements on your show in 1947. It got us results. That's why, in December 1948, we stepped up to half-hour segments. The results were—to put it mildly—sensational! That's why we've been with you so consistently.

When we broke the new Faygo True Fruit Black Raspberry Contest on your program in April of this year, you helped pull nearly 50,000 entry blanks in the 8-week campaign... enabled us to get placement in 1 out of every 4 homes in this area within 5 weeks. Nothing like it has ever happened before in the beverage trade in this market.

Thanks for a job well done. Keep up the good work.

Cordially yours,

*Julian A. Grace*  
Julian A. Grace,  
Treasurer  
W. B. DONER & CO.

JAG:bjr



Think of it! 25% of Detroit homes bought a brand new drink in only 5 weeks. Whatever your selling problem in busy Detroit, whether contest promotions, sales of beverages or dancing lessons, WJBK's high Hoopers and tremendous listener-response make WJBK the best advertising buy for greatest sales results. Call your Katz man today.



# **WJBK -AM -FM -TV DETROIT**

**The Station with a Million Friends**

**NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455**

**Represented Nationally by THE KATZ AGENCY, INC.**



# SPONSORS GET "PROMOTION PLUS"\*



## ON WDSU

TRAVELING  
DISPLAYS

\* Colorful Truck Posters  
Promote WDSU Programs  
Throughout New Orleans!



- Everyday—Railway Express trucks travel all over New Orleans, carrying WDSU's posters that spotlight top programs. These posters are seen—by the people who do the listening—and who then do the buying. Another powerful "Promotion Plus" for our sponsors.

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

• Write, Wire  
or Phone Your  
JOHN BLAIR Man!



## new business



**A**ERICAN VITAMIN Assn., Hollywood (Thyavals, Orvita), sponsoring weekly 30 minute filmed *Buster Keaton Show* on stations in five markets. Stations include WXEL (TV) Cleveland, WXYZ-TV Detroit, WLWT (TV) Cincinnati, with micro wave relay to WLW (TV) Dayton, WLWC (TV) Columbus. Contracts are for 13 weeks. Consolidated Television Productions Inc. Hollywood, produces the show. Agency: The Counselors, Hollywood.

**AMERICAN EXPORT LINE, ITALIAN STEAMSHIP LINE and L** (Italian Airlines) sponsoring *WOR Festival of Opera* over WOR N York, Sat., 1-3:30 p.m. on cooperative basis, to stimulate travel to Italy. Agency: E. Landi Adv., N. Y.

**CANADA DRY GINGER ALE Ltd.**, Toronto (soft drinks), starts two to four times daily spot announcements six days weekly on number of Canadian stations. Agency: MacLaren Adv. Co., Toronto.

### Network . . .

**CARNATION Co.**, L. A. (evaporated milk), to sponsor *Stars Over Hollywood*, on CBS, Sat. 11:30 a.m.-12 p.m. (EST), for 52 weeks starting Oct. 6. Agency: Erwin, Wasey & Co., L. A.

**LEHN & FINK PRODUCTS Corp.** (Lysol and Hind's Honey & Almond Cream) sponsoring 10-10:30 p.m. segment of *Your Show of Shows* on alternate Saturdays, over NBC-TV, beginning Sept. 8. Agency: Lennen & Mitchell, N. Y.

**GENERAL FOODS** (Maxwell House Coffee) to sponsor *The Ad Libbe* comedy series starring Peter Donald, as summer replacement for *Man* Fri. 8-8:30 p.m. on CBS-TV for five weeks beginning Aug. 3. Agency: Benton & Bowles, N. Y.

**POWERHOUSE CANDY BARS**, N. Y., effective July 29 will sponsor half-hour weekly adventure series *Major Dell Conway of the Flying Tigers* Sun. 12:30-1 p.m. on DuMont Network. Agency: Franklin Brown Adv. Corp., N. Y.

**ALLIS-CHALMERS MFG. Co.**, Milwaukee, renews *National Farm and Home Hour* Sat. 12 to 12:30 p.m. (CDT), on NBC for the seventh year from Sept. 8 for 52 weeks. Agency: Bert S. Gittins, same city.

### Agency Appointments . . .

**RANCHO EGG FARMS**, L. A. (waffle mix), names Davis & Co., L. A. to handle advertising. Firm today (July 23) starts three week radio spot campaign, totalling 24 spots weekly on KECA. Other stations may be added later.

**RADION Corp.**, Chicago (radio-TV antennas), appoints Calkins Holden, Carlock, McClinton & Smith Inc., N. Y., to handle advertising and promotion. M. J. Pulver is account executive.

**TWIN CITY RAPID TRANSIT Co.**, Minneapolis, appoints Fadell & Co., Minneapolis, to handle advertising. Radio will be used.

**NORTHWEST PACKING Co.**, Portland, Ore. (Oregon Trail pork and beans), appoints Don Dawson Co., same city, to handle advertising. Radio to be used with other media.

**M. J. HOLLOWAY Co.**, Chicago, names George H. Hartman Agency, same city, to handle its advertising. TV spots are planned.

### Adpeople . . .

**F. C. SUTO Jr.**, advertising manager Johnson & Murphy Shoe Co., N. Y., named manager of public relations of Stewart Harsthorst Co., N. Y., manufacturer of window shade products. Firm is planning an extensive TV spot campaign this fall, and is considering network TV program.

**ROBERT P. GILLESPIE**, assistant advertising manager Hunt Food Inc., L. A., recalled to active duty with Air Force, reporting to Keesler Field, Texas. **HY FREEDMAN**, sales promotion manager and director of publicity, succeeds Mr. Gillespie during his leave of absence.

Telecasting • BROADCASTING

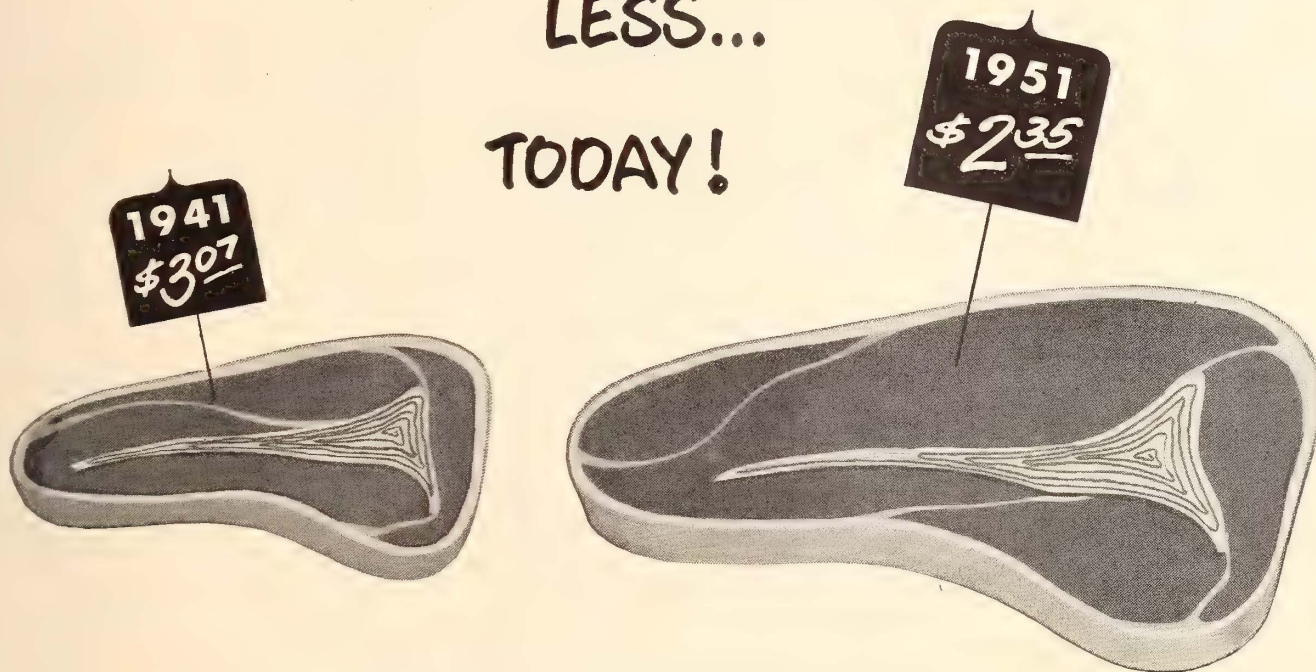


# MORE...

## COSTS

## LESS...

## TODAY!



It costs 23% less today to reach each thousand homes through WGAR than ten years ago.

In 1941, WGAR's average quarter-hour evening rate (52-time basis) was \$119. In 1951, the cost is \$190. But...

...WGAR with 50,000 watts has increased its coverage 268% in the past ten years.

...WGAR now is Cleveland's most listened-to station based on recent Hooper reports.

...WGAR's cost per thousand evening homes in 1941 was \$3.07. Today, that cost has gone down to \$2.35 per thousand.

...WGAR's lower cost per thousand listeners does not take into account the changing value of the dollar, nor its tremendous auto audience listening 411,708 half-hours daily.

Dollar for dollar, WGAR is your best buy.

*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





The "St. Louis Ballroom" *plus* is promotion! Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.



ST. LOUIS' ABC STATION  
12th & DELMAR • CHESTNUT 3700  
630KC • 5000 WATTS • FULL TIME

Represented by John Blair & Co.



agency

**L**LOYD J. GREGORY, vice president and general manager *Houston Post*, and **CHARLES J. GIEZENDANNER Jr.**, president Giezendanner Co., Houston, have formed the Gregory-Giezendanner Co., general advertising and public relations firm. Mr. Gregory, resigned from the *Post* July 1 after serving with the paper for 24 years.



Mr. Gregory

**DENE B. CHAPMAN**, account executive Barlow Adv., Syracuse, and **DONALD G. NOWAK**, vice president and account executive Fellows Adv. Agency, Syracuse, have formed Chap-



man & Nowak Inc., national advertising agency in Syracuse.

**DON COLVIN**, **WILLIAM DIENER** and **CHARLES O. HUSTING** name vice presidents of Leo Burnett Agency, Chicago, with each taking responsibility as account supervisors.

**CLINTON F. WHEELER Jr.**, TV and radio department BBDO, N. Y. appointed director of television and radio Hewitt, Ogilvy, Benson Mather, N. Y.



on all accounts

**C**ONVICTIONS seem to pay off consistently for Montgomery N. McKinney, vice president and account executive at Earle Ludgin Agency in Chicago—and he has many of them. Jules Montenier, for example, maintained high sales grosses on Stopette in December and January, despite the prevalent misconception that deodorants are needed only in warm months. And W. F. McLaughlin & Co. sells about as much Manor House coffee in the summer as in the winter. These are just two of the advertising convictions Mr. McKinney has.

An ad man who can thank heredity and osmosis for some of his basic know-how, Mr. McKinney is the son of William Ayer McKinney, who opened the Chicago office of N. W. Ayer & Son, and grandson of the partner of Ayer's founder. He worked in and around advertising several years, however, before going with an agency. The around, which preceded the in, took place when he earned the NRA minimum of 40 cents an hour as a truck loader and driver in the factory of Kitchen Art Foods, a Chicago concern of which his father was president. He chose \$16 weekly and a job instead of a European

vacation offer after he was graduated from Oberlin College.

He took prep work at Mt. Hermon in Massachusetts, and his first year of college at Princeton. A "unspectacular" baseball and basketball player, Monty McKinney was an editor and columnist on the college paper, an eager campaigner in student government and a writer ("of sorts") of essays, poetry and short stories. A summer learning narrative writing with Thornton Wilder at the U. Chicago contrast sharply with another in which he saw Fuller brushes the Italian tenement section of Cambridge.



Mr. McKinney

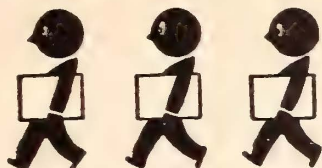
He learned a hard lesson when his Fuller brush train tramped the street five hours without sale, but continued doggedly for the more to get his daily quota. "The customers are here; we just got to find them," he said.

Monty McKinney has been looking for the customers ever since, and found a lot of them after getting down from his truck and up to the front office of Kitchen Art Foods. He remained as a salesman and sales promotion manager until 1941, when he joined the Ludgin agency to handle catalog work.

(Continued on page 45)



# beat



ELLS W. SPENCE, vice president Hanly, Hicks & Montgomery, N. Y., to McCann-Erickson, N. Y., as executive on various accounts in the field.

L MORRIS, manager of program research NBC, to Raymond Spector, N. Y., in executive capacity.

NNETH TWYMAN, director of beer and beverage division Ruthrauff & an, N. Y., to Cecil & Presbrey, N. Y., as vice president.

s. ALICE McDONOUGH, assistant media director Olian Adv., St. Louis, named media director, handling national radio and TV time-buying. She replaces JAMES O. NEAL, now senior account executive.

ALTER M. KERR, manager of Edmonton office Stewart-Bowman-Pherson Ltd., Vancouver, named vice president. HUBERT S. WATSON, Vancouver office of agency, appointed director, and ROBERT NICOL, manager Calgary office, named director. E. BLAKE BALNTINE, Vancouver, was elected president.

WHITTLEY, timebuyer Badger & Browning & Hersey, N. Y., to Ivan, Stauffer, Colwell & Bayles, N. Y., in similar capacity. ARTHUR RDOLL, timebuyer, SSC&B, named assistant to one of partners and iness manager of radio and TV department.

ANK ALFRED DANIEL, timebuyer Lennen & Mitchell, N. Y., named iness manager of radio and TV department. WILLIAM D. SMITH, Chan & Co., to L&M, as chief timebuyer.

GER ALBRIGHT, promotion manager WJW Cleveland, appointed publicity director Gregory & House Inc., same city.

E RINGER Adv., Los Angeles, changes its name to Ringer & Assoc. No change in ownership or personnel is involved.

B HOENIG, publicity department Warner Bros., to Walter McCreery, Beverly Hills, Calif., as manager, promotion department. He replaces CARL BLUMAY, resigned.

RGINIA HENNING, traffic manager BBDO, Los Angeles, installed as assistant treasurer, Los Angeles Advertising Women Inc. Also installed were: MARTHA JEFFRES, executive secretary, Southern Calif. Advertising Agencies Assn., as corresponding secretary; ANONA NSEN, media director, C. B. Juneau Inc., L. A.

ROLD MERILLAT, art director H. W. Kastor & Sons, Chicago, to Tham-Laird, Chicago.

ICE WESTBROOK, copy supervisor in advertising department Toni, Chicago, to Tatham-Laird, Chicago, on creative staff.

CHAEEL DONOVAN, Ward Wheelock Adv., Phila., to McCann-Erickson, N. Y., as timebuyer in radio and TV department.

HN LaCERDA, owner The John LaCerde Agency, Phila., appointed Tuesday luncheon chairman at Poor Richard Club.

TTIE TANNER, WXYZ-AM-TV Detroit, appointed publicity director for Se & Urban Inc. Adv., Detroit.

VONNE GATES to John I. Edwards & Assoc., L. A.

EANOR SMITH MILAN, Young & Rubicam Inc., Hollywood, and George Milan, announce their marriage.

C. JOHNSON to Needham, Louis & Brorby, Chicago, as account executive. He was with Ruthrauff & Ryan, same city, where he worked on an-L Products account. Account recently transferred to NL&B.

ELIMINARY list of Canadian advertising agencies enfranchised by Canadian Assn. of Broadcasters for fiscal year 1951-52 totals 64 agencies, of which 11 are branches of American agencies and one British agency. U. S. agencies represented on list are ATHERTON & CURRIER, BENTON & BOWLES Inc., ERWIN, WASEY of Canada Ltd., ANT ADV. of Canada Ltd., HUTCHINS ADV. of Canada Ltd., KENN & ECKHARDT Ltd., O'NEILL, LARSON & McMAHON, RUTHUFF & RYAN Inc., J. WALTER THOMPSON Co. Ltd., YOUNG & BICAM Ltd., and ARMAND S. WEILL Co. Inc. All have offices in Toronto or Montreal, and few at both cities.

## ON THE WASHINGTON SCREEN

# Consistently

## One of Washington's Top Local TV Shows...



## Average Rating-14.0!

### AUDIENCE COMPOSITION

MEN	26.4%
WOMEN	30.2%
CHILDREN	43.4%

(under 16)

Monday thru Saturday  
6 to 6:45 pm

For some three years, Frontier Theater has been one of the most viewed local programs in the Nation's Capital! Featuring a top-flight Western film every night Monday thru Saturday, it presently boasts an average quarter hour rating of 14.0! Check NOW on the few open one minute availabilities.

Represented Nationally By

The KATZ AGENCY, Inc.

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS  
WASHINGTON, D. C.





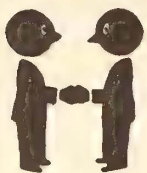
## WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

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



## feature of the week



Mrs. V. O.

Miss O. P.

Miss Glodstrotter

Mrs. A. J.

WHAT started out as a studio gag has developed into an advertising promotion campaign that has San Francisco talking and chuckling—and tuning in to the *Judy Deane Show*, an early morning musical offering on KNBC San Francisco. Listeners were first introduced to the gag in advertising columns of the newspapers, where pictures began to appear of unlikely looking young ladies with unlikely names and unlikely problems that confounded and saddened them—until they began tuning in the *Judy Deane Show*.

A typical example: "Ophelia

Glodstrotter of Poughkeepsie was to connect with the HMS Pinafore here in SF for a slow ride to Saigon. She missed her connections and was most unhappy until she dialed KNBC at 9:00 a.m. for the *Judy Deane Show*. Now Miss O. G. doesn't care if the boat never comes in. You won't either when you get the listening habit to Judy Deane. It's on KNBC weekdays."

And: "He walked out in 1927 and never came back," writes Mrs. A. J. of Union Street. Three years ago, he sent me a Christmas card from Tanganyika." But Mrs. A. J. keeps

(Continued on page 84)



Mr. Thompson

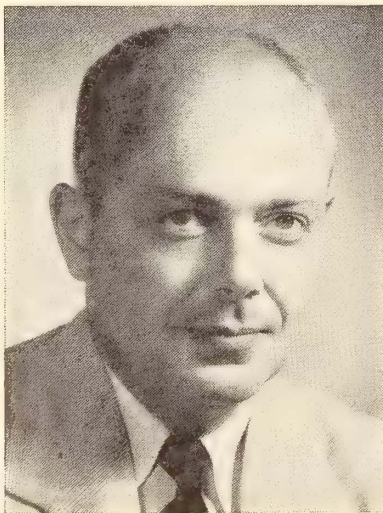
Mr. Letts

Mr. Grover

Mr. Steinke



## strictly business



Mr. PROUTY

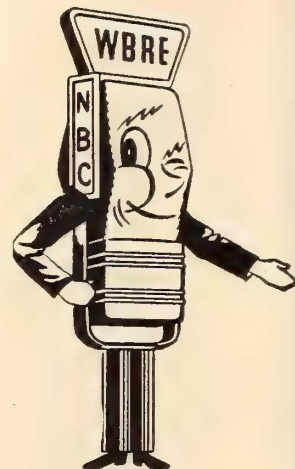
**N**ORMAN PROUTY, radio sales manager of WFIL Philadelphia, has an impressive record of service in the fields of radio sales and advertising. His early interest in advertising was kindled when he secured a summer position with a small agency in New York, while still an undergraduate at McGill U., Montreal. His interest was further stimulated by the fact that his father, a former newspaper man, also was in the advertising business.

Following his graduation, Mr. Prouty joined Benton & Bowles as a member of the college promotion squad and later became a radio timebuyer in the agency's media department. In 1935 he decided that he preferred selling to buying and joined the staff of Joseph Her-

(Continued on page 84)

## IT'S STILL AGREED

"The Shows the Thing"



**AND THE RECORDS PROVE US RIGHT!!!**

*A Recent Conlan Audience Listening Survey Revealed That...*

**THE FIRST THIRTEEN DAYTIME PROGRAM IN ORDER OF POPULARITY WERE ON**

## WBRE

1. News at Noon\*
2. Just Plain Bill
3. Life Can Be Beautiful
4. Big Sister
5. Double or Nothing
6. Front Page Farrell
7. Ma Perkins
8. Lunchtimers\*
9. Road of Life
10. Polka Dots\*
11. Young Widder Brown
12. Second Spring
13. Backstage Wife

★ We're all bustin' with pride over the fact that **THREE** of the **TOP TEN** are our own **LOCAL SHOWS**. Really something to consider in your Fall plans!





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





**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**





# BROADCASTING

## TELECASTING

Vol. 41, No. 4

WASHINGTON, D. C., JULY 23, 1951

\$7.00 A YEAR—25c A COPY

## RADIO BUSINESS UP

### Bright Spot Is Local—'Trends'

RADIO business is better than it was a year ago in both TV and non-TV markets, according to a new questionnaire survey conducted by BROADCASTING • TELECASTING.

Brightest spot in the nationwide picture is local business, according to the magazine's continuing study in executive opinion. The TRENDS survey covers the May 1950-May 1951 year and April-May 1951 month.

Analysis of returns from a cross-section of radio stations shows that television's impact is being felt in local business of radio stations but impact does not appear to be serious. This appears in the form of a somewhat higher increase in local business for stations in non-TV markets compared to those in TV markets having television. The difference is mainly a matter of amount of increase.

Actually, local business is increasing substantially at radio stations in TV markets. In non-TV markets the increase is notable, with over half of stations enjoying 10% or more boost in local business a year.

#### Hold Their Own

Half of the stations in TV markets held their own or increased their national spot business in the May-to-May year. In non-TV markets four out of five stations held their own or boosted their national sales during the 12-month period.

Network business during the 12-month period followed rather close to the trend in national spot.

The BROADCASTING • TELECASTING TRENDS survey is based on a scientifically prepared cross section of the industry. Percentage figures are based on returns showing a slightly heavy ratio of regional stations but this is not believed to affect materially the basic trends shown in the percentage calculations.

In separating stations by size (small, medium and large) it was found that small stations in TV markets were about half up and half down in volume of local time sales during the May-to-May year. Small stations in non-TV markets, on the other hand, almost unanimously recorded good increases in volume of local business.

Small stations in non-TV markets enjoyed much better national

business, with only two of the stations surveyed reporting less national business. In TV markets just half the small stations reported more or the same volume of national business during the 12-month period.

A similar situation was found in the case of medium-sized stations. Two-thirds of large stations in TV markets had better local business but two-thirds had less national business during the year.

Small and medium stations both showed better national business in TV and non-TV markets from April to May. Local business was better and national business was about the

same at large stations in TV markets.

One factor in the generally increased business, but not the controlling element by any means, was the upward adjustment of station rate cards.

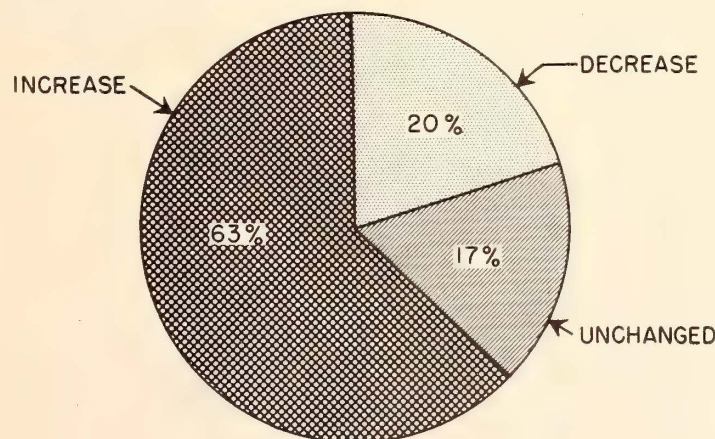
#### Many Increase Rates

One out of four stations increased their rates in at least one time segment during the past year. Nearly twice as many stations increased rates in non-television markets as was the case in markets with TV service.

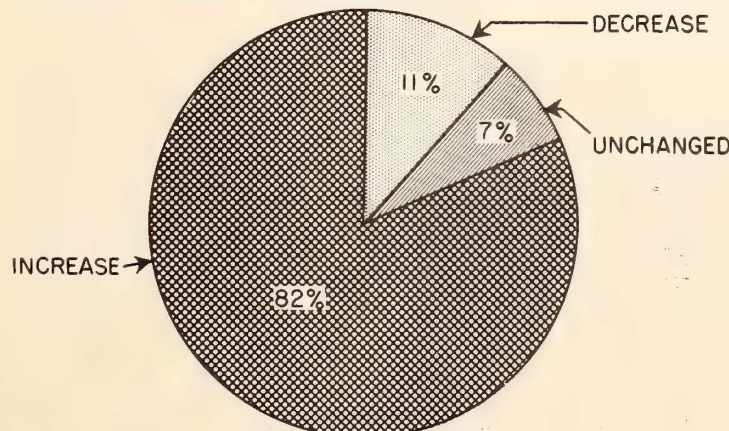
Median average increase in rates, regardless of type of market, ranged between 10% and 22%.

### LOCAL BUSINESS OF STATIONS May 1950 to May 1951

#### TELEVISION MARKETS



#### NON TELEVISION MARKETS



#### RATE CARD TREND (May 1950 to May 1951)

##### RADIO

Ratio of radio stations (all types) increasing and decreasing their rates from May 1950 to May 1951, by TV and non-TV markets (figures show percentage of stations in each category):

% Stations	TV Markets	Non-TV Markets
Increase	17%	31%
Decrease	0%	2%
Unchanged	83%	67%
	100%	100%

\* \* \*

Radio stations fared well in the volume of local business during the May-to-May period. Eight out of 10 stations in TV markets enjoyed increased or unchanged local time sales, not far below stations in non-TV markets where nine out of 10 stations enjoyed increased or unchanged local business (see Tables I and II, page 22).

The ratio in the April-May 1951 period was similar, indicating local business was generally better in May than in the previous month.

Thus TV appeared to have no serious effect on local time sales of radio stations, judging by these figures.

Analyzing local radio business in TV markets by amount of change during the May-to-May period, it was found that increases ranged from less than 5% to more than 20%, with one out of five reporting increases of 20% or more.

In the case of non-TV markets, more radio stations showed increases in local business from 10% upward than occurred in TV markets.

#### Compares Volume

Stations in non-TV markets maintained their volume of national spot sales somewhat better than was the case in TV markets. From May-to-May half of stations in TV areas increased their national spot billings or held them at the same level. In non-TV areas, however, better than four out of five stations increased or maintained their national spot business during the year (see Tables III and IV, page 22).

Two out of three stations in TV markets increased or maintained national spot business from April

(Continued on page 22)



# KEYL TO FT. INDUSTRY

THE FORT INDUSTRY Co. last week acquired its fourth television station—subject to customary FCC approval—with the purchase of KEYL (TV) San Antonio, Tex., for a figure of \$1,050,000. The transaction was closed by George B. Storer, Fort Industry president, with a committee representing the some two dozen KEYL stockholders.

Operating on Channel 5, KEYL took the air in February 1950. It is affiliated with ABC, CBS and DuMont networks and is represented nationally by Blair TV.

Fort Industry acquired all of the 5,000 shares of San Antonio Television Co. stock at \$210 per share. Principal stockholders are H. H. Coffield, Rockdale, Tex.; W. L. Pickens, Dallas, and R. L. Wheelock, of Dallas, each holding 1,098⅓ shares. W. D. (Dub) Rogers Jr., vice president and general manager of the station and a member of the NARTB-TV board, holds 418 shares and W. R. Nichols, of

Dallas, 582 shares. These stockholders account for more than 4,000 of the 5,000 outstanding shares, with the balance being held in small lots by individuals in Texas and Minnesota.

## Fort Industry Stations

The Fort Industry Co. operates three other TV stations: WSPD-TV Toledo; WJBK-TV Detroit and WAGA-TV Atlanta. Applications are pending for stations in Wheel-

ing, Miami and Minneapolis.

Fort Industry Co. also operates seven AM stations (WSPD, WJBK, WAGA, WWVA Wheeling, WMMN Fairmont, W. Va., WGBS Miami and WSAI Cincinnati).

## AM Outlet

Whether Fort Industry will seek to acquire an AM companion station for KEYL could not be ascertained last week. If a sister AM station is purchased it will necessitate the sale of a Fort Industry-owned AM station because of the FCC rule-of-thumb limiting AM ownership to the current maximum of seven.

## F&P CHANGES

Morrison Heads S.F. Of

APPOINTMENT of William Morrison as radio manager, Free & Peters' San Francisco office was announced last week. H. Preston Peters, president of station representative firm. Morrison, formerly with Sidney Garfield & Assoc. advertising agency as vice president and managing director, replaces A. Leo Brown.

Promotion of Hal Hoag to position of Western manager also announced. Mr. Hoag has been manager of the Hollywood office. Mr. Morrison will report to him in his new position. Mr. Peters, Mr. Morrison had handled "some of the largest West Coast radio campaigns" in his work with Sidney Garfield.

# CBS REALIGNMENT

## Naming Dept. Head

## FOOTBALL PACTS

### Teams Set Radio Schedules

WITH a torrid pennant race in baseball still raging in the American League, professional and college football teams already are preparing broadcasting schedules for the upcoming 1951 grid season.

WCAU Philadelphia will air all 12 Philadelphia Eagles' games, plus four of its pre-season contests. Miller Brewing Co., Milwaukee, will sponsor the broadcasts. Details of the Miller agreement with WCAU and the Eagles cover the 1952 season and provide for additional option years.

Broadcasts will start Aug. 12 using WILK Wilkes-Barre and WCMB Harrisburg, to round out a three-station network. Bill Sears, WCAU sportscaster, will handle the broadcasts again this year.

The following week, Admiral Corp. will sponsor the 18th annual All-Star football game between the College All-Stars and the Cleveland Browns, National Professional Football League champions, over MBS, Friday, Aug. 17, beginning at 9:30 p.m. Game will be broadcast exclusively by Mutual from Chicago's Soldier Field.

### KSL Coverage

The games of Brigham Young U. will be carried exclusively by KSL Salt Lake City, which will also handle the school's basketball contests during the coming season.

WCKY Cincinnati will air the U. of Kentucky games. A sports roundup will precede the games, and scores and highlights from around the country will follow. Don Hill, well-known sportscaster, will handle play-by-play chores.

For the fourth consecutive year Standard Oil of Indiana will sponsor the U. of Nebraska games over KFAB Omaha. Lyell Bremser, program director, will handle coverage.

THE PROCESS of splitting the CBS radio and television operations continued last week as Radio Division President Howard S. Meighan and TV Division President J. L. Van Volkenburg picked their respective department chiefs and these heads in turn proceeded to designate their own assistants.

Mr. Van Volkenburg's Television Division lineup, reportedly nearer completion than the radio list, was said unofficially to include the following nominees for these key posts:

Hubbell Robinson Jr., in charge of programs; David V. Sutton, sales; William Golden and John P. Cowden, sales promotion and advertising; Merle Jones, Columbia-owned stations; Oscar Katz, research; Frank B. Falknor, operations; I. S. Becker, business affairs; Michael Foster, press information.

In the Radio Division, expected to be announced this week, chief

speculation centered on Lester Gottlieb as program head; John J. Karol, sales; Louis Hausman, sales promotion and advertising; Kelly Smith, Columbia-owned stations; Harper Carraine, research; James M. Seward, business affairs, and George Crandall, press information.

Parts of the radio lineup were made known by CBS President Frank Stanton in a letter reassuring the network's radio affiliates that CBS still considers radio "America's No. 1 mass medium" and will continue to promote it aggressively (see story page 34).

Asserting that the divorcement of radio and television operations will permit the Radio Division "to concentrate all of its energies on a single medium," Mr. Stanton pointed out that Mr. Meighan had been named president of the radio unit and added:

"Working with him—exclusively

in the interest of radio—will be Kelly Smith, Louis Hausman, James Seward, John Karol, Lester Gottlieb, Ed Chester, and other experienced radio operating executives."

Mr. Chester is CBS news director and presumably will hold a comparable position in the Radio Division. Mr. Smith has been president in charge of station administration; Mr. Hausman, president in charge of sales promotion and advertising; Mr. Seward, vice president in charge of business affairs, network programs; Mr. Karol, radio network sales manager; Mr. Gottlieb, program manager.

Of the others on whom Radio Division speculation centered, Harper Carraine has been assistant director of research, and Mr. Crandall has been director of press information.

## TV Lineup

In the expected TV Division lineup, Mr. Robinson has been named president in charge of network programs (AM and TV); Mr. Sutton, TV sales manager; Mr. Golden, associate director of the sales promotion and advertising department; and Mr. Cowden, general manager of the department; Mr. Jones, manager of KNX and KTSL (TV) Los Angeles and the Columbia Pacific Network; Mr. Katz, research director; Mr. Falknor, vice president in charge of program operations; Mr. Becker, director of business affairs, network programs; and Mr. Foster, assistant director of press information.

Separate departments for legal and accounting also are being set up, but the stations relations department and the general service units, such as treasurer's office, engineering, auditing and tax units, will continue to serve both Radio and TV Divisions.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"... and speaking of Communist influence on the FCC, don't forget that this agency sanctioned the Red Network for many years!"



# FLOOD COVERAGE

## Radio Writes—And Lives—A New Saga

RADIO AND TV service swelled with rising flood waters that inundated a section of the nation last week.

Broadcasters who escaped being gulphed in the billion-dollar three-state catastrophe marshalled their fullest resources to serve Red Cross, civil defense and other services and relay information to listeners and viewers. Those who were forced off the air could only wait for their blessings—physical and material, while the torrent subsided from the streets of Topeka and other key cities.

The value of radio and TV as a sentinel in the fight against flood and fire inroads could not be measured in the monetary figures placed on the damage alone—damage that left thousands homeless, wreaked havoc on countless railroad terminals, factories and defense plants, and otherwise devastated Capitol Hill and government authorities to unprecedented action.

Congress pressed through a \$250 million flood relief bill with great acrimony. The Office of Defense Mobilization, concerned with the extent of disaster in terms of materials and facilities, ordered an immediate survey of the area. And President Truman flew over his native Missouri to obtain an eyewitness account of the nature-inflicted tragedy.

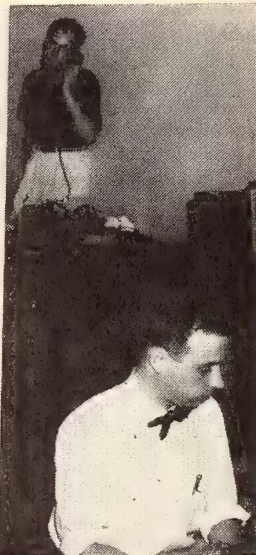
Radio staffs worked around the clock as mounting flood waters battered eastern Kansas—Salina, Topeka, Manhattan, Kansas City, Mo., and Kansas City, Mo. Reports piled up of sleepless nights, endless toil and unbelievable misery as broadcasters rallied to combat the flood in two-fold roles of private citizens and public-service sentinels.

### Emergency Equipment Used

KSAL Salina was forced off the air in a city which found itself at least three-quarters under water. Two other outlets—WIBW and KTOP were flooded out in Topeka, heavily industrialized city. When transmitters were submerged, the stations rigged emergency equipment to carry on. A similar situation prevailed in Manhattan where WMAN, along with the entire business district, was inundated.

In instances where station operation was not affected, broadcasters operated around the clock, maintaining a steady flow of announcements on water and power supply, traffic, volunteer requests and other vital information. All stations abandoned commercial schedules and went all out on news reporting and public service, sometimes with hastily-improvised setups.

Transmitters in Kansas City, Mo., situated on high ground, kept in operation, compiling a saga of tick-to-it-ivness seldom surpassed. WDAF remained on the air, 24



**RAMPAGING** waters of the midwestern flood found KCMO Kansas City, Mo., right in the middle of moving from old quarters to its new Radio Center, with plenty of toil for everyone. Actual move took three days but KCMO's news staff, working around the clock, provided complete coverage of the flood from all vantage points. T. L. Evans (l), president of KCMO Broadcasting Co., brings in five gallons of boiled water to the newsroom after supply is cut off. Assisting with flash reports of the disaster are (l to r): E. K. Hartenbower, KCMO general manager; Sid Tremble, program director; Ken Heady, production director, talking with Bruce Davies (behind post), assistant agricultural director; F. C. Strawn (with phone), promotion and publicity chief, and Larry Whyte, KCMO newsman.

hours daily, for three days. KCMO broadcast messages from members of separated families. WDAF-TV stripped its mobile equipment, transporting it by elevator to the roof where it brought in views of raging fires in closeup. Station

telecast almost 12 hours of flood and fire scenes.

Topeka was doubtless the hardest hit in the rampaging flood. The waters that temporarily immobilized WIBW and KTOP pending emergency setups also knocked out

WREN, but the latter also returned to the air, with pickups from KLWN Lawrence. KJAY was unaffected. KLWN, one of the nation's newer outlets, went full time. St. Louis stations co-operated on a mutual-exchange plan as the flood crest slushed under farmlands and moved toward the city.

Transit radio played a vital role in Kansas City, once again attesting to its value as an emergency medium for allaying panic.

Radio and television networks devoted many man and program-hours to coverage of the disaster.

In addition to its regular newscasts, NBC carried a number of spot cut-ins from WDAF Kansas City, while NBC-TV provided even more detailed coverage with numerous spot films ranging from one minute up.

### CBS, ABC Pickups

CBS carried special pickups from WIBW Topeka featuring WIBW's Art Holbrook, and from KMBC Kansas City. CBS-TV scheduled special pictures of the flood and viewers of Ed Sullivan's *Toast of the Town* on July 15 heard a two-way telephone conversation between Jim Barnes in Kansas City and Bill Downs reporting on flood and fire conditions.

ABC utilized the facilities of WREN Topeka for on-scene report by WREN's Max Falkenstein, gave special reports on its *Headline Edition* and *This Week Around the*

(Continued on page 28)

## RADIO WINS IN EUGENE

### Outpulls Papers

RADIO overwhelmingly outpulled newspapers in producing traffic and purchases for four stores in Eugene, Ore., a city of 35,000, according to results of studies conducted by Advertising Research Bureau Inc.

More than three times as many persons were attracted to the stores by radio (KORE), in comparison to the newspaper drawing power, the four studies reveal. A slightly smaller percentage of radio traffic made purchases, but the dollar value of purchases by radio customers was 2½ times that of newspaper customers.

### Media Expenditures Equal

As in the case of past studies by ARBI, equal sums were spent for radio time and newspaper space. ARBI research specialists stationed at the four stores contacted customers, making detailed reports on each. ARBI has been conducting traffic-purchasing tests in many parts of the nation [BROADCASTING • TELECASTING, July 2, May 7].

The Eugene study shows what happens when one station conducts an ARBI survey in a four-station-one-newspaper city. The newspaper is the third largest in the state. Lee Bishop, manager of KORE, pointed out that many of the ARBI surveys have been conducted in larger cities.

### Radio Increases Traffic

Brought out once more in the Eugene studies was the ability of radio to increase its traffic during the three or four-day period of an ARBI test, contrasted to the fast falling-off newspaper-induced traffic after the first day.

Also revealed again was the fact that an important segment of the public is not reached by newspapers. Furthermore, the studies reaffirmed the finding that consistent repetition of a commercial over a period of days—a radio device of long standing—should be used by retailers.

Stores have complete freedom in selection of items to be advertised.

It was shown that traffic brought into stores by the combined radio and newspaper advertising had a high rate of conversion into purchasers.

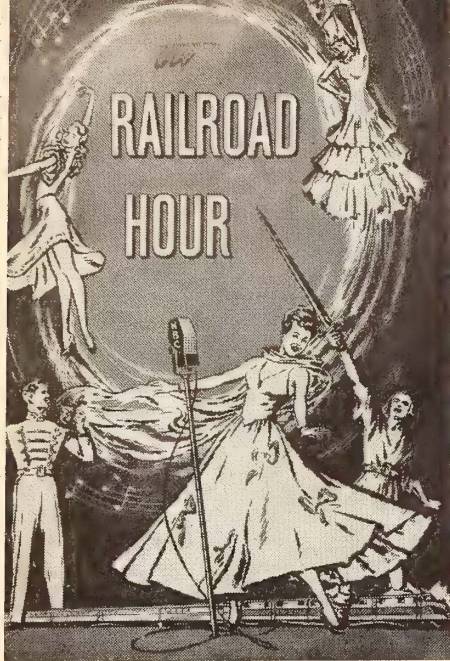
The detailed studies follow:

FOUR STUDIES COMBINED					
	News-KORE paper Both Other Total				
Traffic	219	67	53	39	378
% Traffic	57.9	17.7	14.0	10.4	100.0
No. Purchasing					
Merchandise*	90	32	31	15	168
% Purchasing					
Merchandise*	41.1	47.8	58.5	38.5	44.4
% Dollar Value of Purchases*	55.2	20.3	13.2	11.3	100.0
Per Cent of Traffic by Medium, by Day					
	News-KORE paper Both Other Total				
% First Day	57.0	20.8	12.1	10.1	100.0
% Second Day	58.5	16.9	16.2	8.4	100.0
% Third Day	58.6	14.1	14.1	13.2	100.0
Per Cent of Traffic by Medium, by Residence					
	News-KORE paper Both Other Total				
% In City	63.9	64.2	60.4	51.3	62.7
% Outside City	36.1	35.8	39.6	48.7	37.3
% Total	100.0	100.0	100.0	100.0	100.0

\* These figures include all purchases made in the departments in which the surveys were made by customers showing an interest in the test merchandise.

(Continued on page 30)





## Lessons in Radio's Impact . . .

# 'The Railroad Hour'

By J. FRANK BEATTY

**O**NE blustery weekend last February an entire economy trembled as a crippling, crushing railroad strike threatened its very lifeblood.

The pyramiding paralysis of a tieup in the world's largest and most efficient transportation system was dramatizing once again the basic role of the iron horse in American civilization.

Many things—important things—were done during those dark days of negotiating and conferring. From the White House down there was action aplenty.

In that gloomy moment, as union leaders flaunted an agreement signed just before Christmas, the harried leader of the nation's rail carriers took time out to accept the weekly hospitality of 10 million friends.

Their leader—William T. Faricy, president of the Assn. of American Railroads—spent 2½ minutes talking into the nation's living rooms via 170 NBC radio stations.

In that brief period he was able to discuss this major crisis over the only available facility that reaches instantaneously into over 95% of the nation's homes. And in that interval he was able to tell clearly, concisely and effectively the railroads' side of the story to a receptive audience.

Added to the potency of the spoken word was the flexibility of the 30-year-old radio medium. Up to the last minutes before air time of the *Railroad Hour* (Mon., Feb. 5, 8 p.m.) events were happening rapidly. Through this chain of developments Mr. Faricy and his aides were able to keep the message current and the final revision was completed just before NBC's familiar chimes signaled the arrival of one of America's favorite

**DURING** its three-year contact with the American public through radio's low-cost facilities the Assn. of American Railroads has developed scientific means of finding out some of the effects its *Railroad Hour* is having on America's 41 million radio families. For the third time AAR's research staff has analyzed its audience. The results tell an effective story of radio's ability to reach the largest segment of the public at the lowest cost. More significant, however, is the answer given those who contend that television is reducing radio to a withered facility with a thin trickle of listeners.

musical programs.

In tune with the motif of the program, Mr. Faricy presented a calm story. He made no attempt to punch over a selling message, for the *Railroad Hour* is designed to build friendships—millions of them.

These 30-minute visits in millions of America's homes are nearing the end of their third year. Tonight's broadcast will be the 147th in the series. Again some 8 to 10 million persons will gather around their radios in living room, auto and vacation resort to hear Gordon MacRae and Dorothy Warenskjold in "Roaring Camp," a musical version of Bret Harte's rugged tale of gold-rush days.

### Forceful Lessons In Friendships

As the third year comes to a close there emerges a series of lessons in how to make friendships by the million and how to influence all types of people in all sorts of places.

**LESSON No. 1**—Radio's impact hasn't been hurt appreciably by television, at least so far as the *Railroad Hour* is concerned, and here's why:

- The 1949-'50 Nielsen rating averaged 9.2.

- The 1950-'51 Nielsen rating averaged 9.0.

- A substantial increase in share-of-audience has occurred from 1949-'50 to 1950-'51.

- Average audience, too, has increased.

**LESSON No. 2** (and here's a piece of advertising news that will reverberate up and down Radio City and Madison Ave., and then out across the country)—The *Railroad Hour* has shown radio's power by drawing one of the greatest responses to an educational offer in the history of NBC:

- One full commercial and three billboards on four programs brought 120,437 requests for a souvenir program booklet.

- Within two days of the first announcement (April 16) 28,213 mailed requests had come to AAR headquarters.

- By program time the next Monday AAR had received over 78,000 requests.

- Of writers, 98.8% gave the exact address in every detail (Railroad Hour, Transportation Bldg., Washington 6, D. C.), a demonstration of radio's effectiveness that startled postal officials.

**LESSON No. 3**—Radio combines low cost with its far-reaching impact:

- Each listener contact costs about one-fifth of a cent or about 468 contacts per dollar spent on radio.

**LESSON No. 4**—Radio's audience is best built and retained by year-round scheduling:

- AAR's *Railroad Hour* is on the air 52 weeks a year.

- AAR will start its four fall-winter-spring series when the present summer series of original musical dramas is completed.

**LESSON No. 5**—The brief, clear announcements or billboards are highly effective:

- AAR devoted one full commercial and three subsequent billboards to the offer of a souvenir booklet. Response to the billboard was highly effective, as shown in an exhaustive AAR analysis.

**LESSON No. 6**—Radio commercials have a persisting effect:

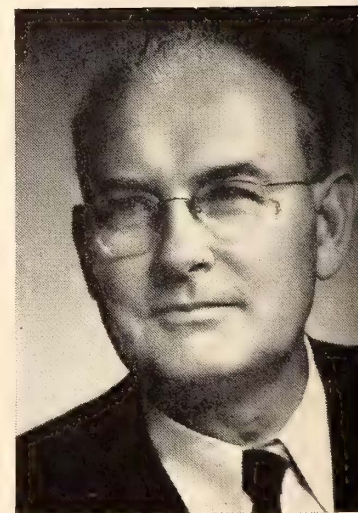
- Ten days after the final commercial 332 requests were received.

- Eighteen days afterward 100 requests were received. At that point the rate had slowed down to a trickle and tabulating ended.

**LESSON No. 7**—The radio audience represents all sections of the population, with an impressive ratio of professional and business people, judging by an analysis

(Continued on page 42)

\* \* \*



Mr. FARICY



# SENATORS HEAR COY

INDUSTRY goes along, the television freeze can be lifted in late September, FCC Chairman Wayne Coy told Senators last Wednesday.

This electrifying prediction, which created a flurry in radio-TV stock transactions on the New York exchange, was given during Chairman Coy's testimony before the Senate Interstate Commerce Committee.

Measuring up to advance notices, the committee cut a wide path of inquiry covering key broadcast issues including the television freeze, educational reservations, the so-called Richards case and the WMIE Miami case.

The hearing was held at the request of committee members who had a few questions to ask the chairman and who wanted to discuss the issues with him [BROADCASTING • TELECASTING, July 16].

## Highlights of Hearing

In brief, here are the highlights:

- Chairman Coy said FCC believed the National Production Authority would permit necessary lifting once the freeze was lifted.

- The freeze could be lifted in September if a city-by-city allocation hearing can be by-passed with final decision rendered on written evidence submitted (for other freeze news see page 64 and AT HEADLINE, page 4).

- Allocation grants will be handled on a priority basis with areas now without TV service being considered first, those areas with one station next, etc.

- If lawyers of interested parties fail to agree in the pre-hearing conference (scheduled for next Friday) he could not say how long it would take to clear up the allocation question.

- Those who are "caught" in the freeze and are without television in their area can only blame their unwillingness to pioneer in the field or to share expectant losses in early station operation.

- There should be about 1,500 TV stations in the next five years, 500 within 10 years of the approximate 3,000 stations permitted by the plan.

- The chairman objected to a suggestion by Sen. William Benton (D-Conn.) that non-commercial institutions be permitted to sell time to help finance stations.

- He also criticized educators who complain that radio-TV stations are "misused" since they (the educators) "ignore the general improvement of understanding" given by such programs as news and discussion.

- Sens. Benton and Ed C. Johnson (D-Col.), chairman of the commerce group, joined hands in support of Sen. Johnson's proposal that would require commercial TV stations to give a specific percentage of their time to educational

programming rather than reserving entire channels.

- Chairman Coy refused to discuss the "merits" of the Richards case, but told the committee the FCC would re-open its WMIE Miami case to gather new or additional evidence providing it is offered by testimony for the record.

The prediction by Chairman Coy on the freeze end brought comment by J. L. Van Volkenburg, president of the CBS Television Div., who said: "We eagerly look forward to any move by the FCC which will bring television to the remaining 40% of the nation."

Chairman Coy's appearance before the committee had full coverage from the Capitol Hill news echelon. CBS tape recorded portions of the testimony.

Sen. James P. Kem (R-Mo.) took the lead in questioning about the freeze. His approach was direct. The Senator asked if "unfairness" had not been created "by the freeze and the long time which it has continued in effect?" He referred specifically to places like St. Louis and Kansas City which have only one TV station on the air.

Chairman Coy answered that the "inference of unfairness you are talking about . . . goes to the people in St. Louis . . . to the

## Restate TV Goals

people in Kansas City who now want to get it [TV] and at that time [prior to Sept. 30, 1948, date of the freeze beginning] did not want it because they thought it was a big, losing business."

Describing the NARTB TV and Commission adopted proposal that FCC should hold no further hearings on city-by-city allocations and start the granting of channels on the basis of written comments, Chairman Coy said: "I hope we may have a final order by the latter part of September."

## Disagrees With Jones' Plan

Questioned further on unanimity of the Commission on the FCC's TV allocation plan, Chairman Coy said Comr. Robert F. Jones was the only dissenter. The latter believes FCC ought to proceed to just treat each application as it is filed without regard to any plan for the use of it, Chairman Coy said. If such a proposal were followed it would mean FCC would have to issue public notice abandoning the present procedure and start "other proceedings of a different type," he declared.

On the proposal that FCC adopt engineering and technical standards applying to the rules and regulations and then proceed on the

basis of those standards adopted, Chairman Coy said it would mean that every big city in the country "would hog the television frequencies and every small and medium sized city would be left outside."

Chairman Coy said FCC now has on hand 400 applications covering 100 cities, which, according to Census Bureau interpretation, would be classified as metropolitan areas. He said another 400 or 500 applications can be expected to be filed as soon as the freeze ends.

FCC probably will take the position with the National Production Authority that television is a "new and dynamic service" and should be extended to the nation's people "without further delay than we have already imposed upon them."

NPA now requires that a permit be given through it for construction of any new station.

The steel situation will not be a deterrent because the industry can find it advantageous to put all antennas on one location, permitting orientation of home receiver antennas on one specific place and thus avoiding multiplicity of antennas located in various sections of the community. This would save considerable steel and save people money, Chairman Coy noted. An example of such planning is the antenna array atop the Empire State Bldg., he said.

Some TV applicants already have acquired transmitters and built  
(Continued on page 88)

# KOB COURT RULE

THE FCC was directed last week by the U. S. Court of Appeals to reach a solution of the 10-year-old question as to the conflict in assignments between WJZ New York and KOB Albuquerque.

Since Oct. 14, 1941, KOB has been operating under a succession of special service authorizations with 50 kw daytime and 25 kw nighttime on 770 kc, the same frequency on which WJZ is licensed. Last week's decision by the U. S. Court of Appeals in the District of Columbia was, in the court's words, a "remedy against inaction" on the part of FCC.

The court reversed an FCC order of Dec. 14, 1949, continuing the KOB special service authorization and a further order of Feb. 23, 1950, extending the SSA pending outcome of an appeal which ABC, owner of WJZ, had taken to the Court of Appeals against the Dec. 14, 1949, order.

The court also remanded the cases to the FCC "for action not inconsistent with this opinion."

Pointing out it was not within that court's power to determine what ultimate disposition should be made of the question, the Court of Appeals said, however, that "we can provide a remedy against inaction; we can direct the Commission to exercise its discretion in accordance with law."

The case dates back to May,

1940, when the FCC granted KOB a permit increasing its power to 50 kw and designating it a Class I station on 1180 kc. This frequency, however, was deleted from U. S. assignments the next year when the first NARBA was ratified, and the Commission was obliged to find a home for the station elsewhere.

In September, 1940, before NARBA was ratified but after its assignments had been arranged, the FCC proposed to assign KOB to 1030 kc, with 50 kw as a Class II station. WBZ Boston opposed this because it was operating on the same frequency as a Class I-A station and would have had to accept a change to Class I-B if the KOB assignment were made.

The next February the FCC proposed assigning KOB to 1030 at 10 kw and further providing an increase in power to 50 kw after construction of a directional antenna. Both KOB and WBZ objected, but withdrew their objections when the FCC asserted the assignment was temporary. In March, 1941, KOB was licensed to that frequency with those provisions, and in June, 1941, the Commission issued a special service authorization, on application of KOB, for operation on 1030 kc at 50 kw daytime and 25 kw nighttime.

Meanwhile, FCC field tests showed that KOB would have a wider area of interference-free operation

on 770 kc (WJZ's frequency) than on 1030, and on its own motion, the FCC on Oct. 14, 1941, modified the special service authorization to put KOB on 770. WJZ objected but did not pursue its protest because of the assurance that the situation was temporary.

In 1944 KOB requested a CP and license for 770 kc unlimited time, an application opposed by WJZ. The case went to hearing which closed Jan. 12, 1945, but before it decided the case, the FCC began its clear channel hearing, and the whole matter of KOB-WJZ was put in the file pending conclusion of the clear channel proceedings.

As the appellate court put it last week, the clear channel proceedings have not been completed and indeed their status is "quite uncertain."

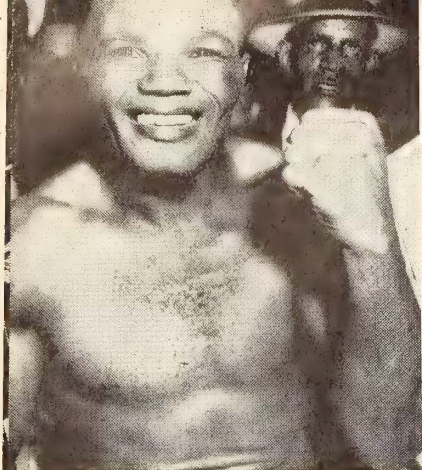
"Equally unclear," in the words of the court, is the future status of the KOB application for permanent licensing on 770 kc.

"There comes a point," said the court, "when what has been designated a 'temporary measure' lasts for so long, and shows so little sign of being terminated in the foreseeable future, that to continue to categorize it as 'temporary' is to ignore the realities of the situation . . ."

"We cannot agree that the Com-

(Continued on page 28)





# IN REVIEW...

Program: Charles-Walcott championship fight, DuMont TV Network, July 18.  
Sponsors: Admiral, Crosley, DuMont, Motorola, Philco, RCA, Sylvania, Westinghouse.  
Program cost: Approx. \$100,000.  
Director: Harry Coyle.  
Assistant Director: Harry Munson.  
Technical Director: Phil Tonillo.  
Fight Announcer: Bill Corum.  
Color Commentator: Bill Stern.

**B**EING the passive type that prefers to observe a brawl rather than participate in it, this reviewer was delighted to watch the Charles-Walcott fight in his living room, a less hazardous site than the theater where, in the company of a thousand or so excited fight fans, he saw the Louis-Savold bout several weeks ago. (The wounds suffered in that encounter are healing nicely.)

On the whole the program was capably handled, except for some unnecessary, and at least one point, inaccurate commentary by Bill Corum. Mr. Corum, who presided at the microphone during the rounds, seemed inclined to favor the defending champion when describing exchanges of punches. One ineffective left hook that Mr. Charles aimed at Mr. Walcott's midriff was described by Mr. Corum as a hard blow. It barely reached the challenger, as any except the hopelessly myopic in the television audience could plainly see.

## Keep Talk Down

Even veteran ring announcers like Mr. Corum must constantly remember that the TV audience can see the fight as well as they, a circumstance that recommends the keeping of commentary to a minimum of explanation and certainly requires a high degree of objectivity from the man calling the punches.

Though heavens knows it is safer than a theatre, the living room can have shortcomings as an arena. At the beginning of the seventh round, this reviewer left the room to minister to a wakeful child. In his absence, Mr. Walcott abruptly put Mr. Charles to sleep, which was

more than could be said of this reviewer's efforts to soothe his restless offspring.

\* \* \*

## FIRST HORSE RACE COLOR-CAST

made July 14 by CBS-Color-TV, did not encourage this viewer to sell his binoculars and tear up his club house pass in favor of home color viewing. Closeups of the horses in the paddock and of the celebrities interviewed at a luncheon table on the Monmouth Park Jockey Club grandstand terrace were beautiful and clear, with the watermelon the lunchers ate coming through in a luscious red that set the spectators in CBS Studio 3 to drooling. But the races themselves were disappointing.

The longshots of the fast moving horses across the course did a far from adequate reporting job; the jockeys' silks, so distinctly recognizable in the closeups, lost their

Program: Horse races at Monmouth Park Jockey Club, N. J. on CBS-TV color, July 14.  
Director: Judson Bailey.  
Production Supervisors: Jerry Danzig, John Martin.  
Commentators: John Derr, Jim McKay, Horace Wade.

individuality in the distance and the numbers on the saddles were also indistinguishable; without the skilled announcing of Horace Wade, public relations director of the park, the actual running of the race would have had little meaning to the colorcast audience.

Adrian Murphy, newly appointed president of the CBS Laboratories Division, who spent much of the afternoon leaping from his front row seat to bring the receiver back into color synchronization with the pickup cameras, apologized for the quality of the reception, which he described as "too soft." He said that John Derr, CBS associate director of sports, who emceed and coordinated the telecast from the grandstand roof, reported sharp pictures on the monitor there, so apparently the show was softened up somewhere between the transmitter and receiver. The Zoomar lens, used during the telecast, also has a softening effect, Mr. Murphy noted.

As the first remote pickup of a

regular color telecast, the racing pickup probably should not be judged too harshly. This viewer's companion, who had not previously seen CBS color, was entranced by the beauty of it all and has joined that large segment of the American public who is asking when color-sets will be available for home use.

\* \* \*

**FUN FACTORY** aimed at the 4 to 10 year old audience, avoids the error, too often made by programs intended for these ages, of talking

Program: Fun Factory, ABC, Mon.-Fri., 5:30-6 p.m.  
Producer & Director: Bob Woolson.  
Writers: Dorothy Wendel, Bob Eckland.  
Cast: Peter Lucas, Russ Wilt.

down below the goo-goo level.

It is an imaginative use of radio to take the tots on tours of the "game" and "news" rooms, through books and records and, finally, to the good deed department which runs the risk of sending the 4-year olds into guiltless sleep and the 10-year-olds to the nearest sandlot. Pete Lucas, "foreman" of the factory, uses an idiom which seems slightly above the cut of the kiddies' capacities. He talks a language which is perhaps comprehensible to teen-agers if to anyone. "Uncle" Russ Wilt plays a "talking piano." The terminology of the show may be somewhat precious to adults, but the program is not for them anyway.

The feature record on the program reviewed was a Cinderella story album with Prokofieff's music. Moppets should find it a welcome change from the Lone Ranger.

## Fleischmann Approved

PRESIDENT Truman's nomination of Manly Fleischmann to serve as chairman of the Defense Production Administration, in addition to his duties as administrator of the National Production Authority, was approved last week by the Senate Banking & Currency Committee without opposition. The nomination was favorably reported to the Senate floor where it awaited Senate confirmation.

## NBC CENTER

### Burbank Council To Vote

AN ORDINANCE, clearing the way for NBC to purchase acres of city-owned land for projected \$25 million Radio-Television Center, is scheduled to be given final vote by the Burbank Calif., City Council tomorrow (Tuesday).

It would order sale of two parcels of land fronting on Alameda Ave. between Warner Bros. Studio and St. Joseph Hospital for \$26,287.50, price previously agreed upon by the council and NBC. Sale must be completed by August 31 [BROADCASTING • TELECASTING June 25].

City council in mid-June, resolution, eliminated the formality of the land being sold at public auction. NBC many weeks ago submitted a \$10,500 check signing its intent to acquire the land.

NBC also is purchasing from Warner Bros. 30 acres adjoining the city-owned property. Deal reportedly includes a rental arrangement of sound stages and other studio facilities for television.

Charles J. Dunn, New York real estate broker, is granted a \$1,037.50 commission on the transaction by the Burbank ordinance, was said.

With the influx of top TV shows from New York starting in the fall, NBC has been frantically searching the Hollywood area for space and facilities to accommodate them. Present NBC-TV Hollywood accommodations are said to be wholly inadequate to take care of the eight comedy and other shows shifting from New York with the advent of the relay-cable hook now tentatively set for sometime in November.

Conversion to TV of the El Capitan Theatre on Vine St. near Hollywood Blvd., and Studio D in NBC Western Division headquarters both now being rushed to completion, will help ease the situation. Cost of remodeling the El Capitan is said to be around \$500,000 and Studio D in excess of \$200,000.

Delegation of NBC New York television executives were in Hollywood in mid-July primarily for coordinating talks on shifting shows and to look at possible available facilities.

Besides Fred Wile, assistant to Sylvester L. (Pat) Weaver, NBC TV vice president, who remains on the West Coast for at least another week, in Hollywood for sessions were General Lyman Munson in charge of TV facilities operations; Sam Fuller, executive producer, *Colgate Comedy Hour*; Peppermint Friselle, executive producer, *Star Revue*. Last two programs are among those to shift origin to Hollywood in the fall. Participating in meetings also were John K. West, NBC Western Division vice president, and Norma Blackburn, Western Division director of TV network programs operations.



# 52 CONVENTIONS

## Coverage Is Studied

OTTY problems involving radio-TV sponsorship rights to coverage of direct proceedings of the Republican and Democratic political conventions are tabbed for thorough airing at national committee level in the next few weeks. This was indicated last week following reports that *Time*, *Life* and *Fortune*, of the Henry Luce publishing triumvirate, had negotiated network telecast rights to both conventions [BROADCASTING • TELECASTING, July 16].

It seemed likely that the Democratic and GOP national headquarters would set a joint parley to discuss these problems, looking toward negotiation of a uniform policy on sponsorship. It was understood that some decision probably would be reached by September, as to whether proceedings would be offered for sponsorship or as a public service.

The sponsorship issue is easily one of the thorniest on the agenda of the Democratic National Committee. Other points to be resolved are those involving the selection of an advertising agency and the choice of a convention site in Chicago to house what promises to be an unprecedented demand for radio and other working facilities.

### Parties Receive Inquiries

National headquarters for both parties acknowledge they have received inquiries relating to radio-TV sponsorship. Most of the discussions, however, have been largely informal and have emanated from networks, agencies, and other interested groups.

The question of sponsorship of direct convention proceedings was brought last week to the attention of William Boyle Jr., Democratic National Committee chairman, and temporarily shelved pending further discussion with Ken Fry, radio-TV director, and the GOP committee headed by Guy Gabrielson. It was understood that the two committees would meet within the next fortnight.

### Luce Conference Postponed

Meanwhile, a conference scheduled for last Thursday between Mr. Luce, editor-in-chief of *Time*, *Life* and *Fortune*, and local Chicago committeemen was postponed.

These are some of the questions which the national committees must resolve before adopting a

sponsorship policy:

(1) The disposition of funds in the event rights are sold. Political parties are legally prohibited from accepting the money derived.

(2) Conditions for radio-TV sponsorship, including type of sponsor, extent of physical network coverage of proceedings, exclusivity of sponsor rights, the scope of coverage in point of stations to be utilized, and selection of a site which would provide adequate facilities for coverage.

The Democratic National Committee is known to favor adherence to at least two basic principles: The widest possible coverage of direct proceedings, and an arrangement with networks which would assure the best programming and technical techniques.

Throughout these early preliminary

nary discussions, television has pre-empted attention of politicians. The 1948 telecasts were not directly sponsored. Additionally, the emergence of TV has minimized the need for large space for political delegations and stressed, in turn, the necessity for larger working quarters for all media.

## WAGE-PRICE LAW

### Amendments Studied

AUTHORITIES last week were studying the implications of a proposed amendment to the nation's wage-price law, involving the exemption of wages and salaries charged for certain professional services.

In floor debate on the Defense Production Act, the House adopted a proposal which would bracket "wages, salaries and other compensation" with rates or fees now exempted from the law.

The action developed as the Wage Stabilization Board continued to study the recommendations of an advisory panel dealing with the question of price exempt industries and as the House voted to freeze wages and prices for four months [BROADCASTING • TELECASTING, July 16].

Initial feeling is that, under the new amendment adopted by the House but not yet finalized on Capitol Hill, wages or salaries which may be received by news commentators, actors, musicians, package producers for radio and TV and others who normally charge fees or rates for professional services may be exempt.

This interpretation for wages could parallel that for fees and rates now exempt from price control. Authorities indicated, however, that the interpretation was being studied by lawyers in the Office of Price Stabilization and the Wage Stabilization Board. They stressed that the forthcoming decision by the WSB on industries to be exempt from wage control would have a bearing on the situation.

## DUMAS ELECTED

### AT&T Exec. Vice President

HAL S. DUMAS, president of Southern Bell Telephone & Telegraph Co., was elected executive vice president of AT&T last Wednesday to assist President Cleo F. Craig in the overall operation of the business. Mr. Dumas also was elected to the AT&T board.

Other AT&T executive changes: Charles E. Wampler an assistant vice president in the operations and engineering department, was named vice president in charge of revenue requirements studies; William C. Bolenius, vice president in charge of personnel relations, was placed in charge of accounts and finance, and Clifton W. Phalen, vice president in charge of revenue requirements studies, was put in charge of personnel relations.

## PROFITS TAX

### Senate Gets Measure To Aid TV

A BILL to lighten excess profits tax burdens for the telecaster was dropped in the Senate hopper last week.

It was introduced by Sen. J. Allen Frear (D-Del.). It is designed to remove inequities, which telecasters believe exist in the present Excess Profits Tax Act. These inequities concern the current calculation of excess profits on a base period (1946-49) during which TV was an infant.

At the same time, NARTB revealed that the TV Broadcasters Tax Committee has obtained a hearing for this Friday on the excess profits tax question. John B. Poole, tax lawyer and consultant to Fort Industry Co., will appear.

NARTB, meanwhile will appear Aug. 2 in opposition to the administration's request for a 15% increase in excise taxes on radio and TV sets at the manufacturing level. The revenue bill (HR 4475) is now before the Senate Finance Committee. Ralph W. Hardy, government relations director, will testify for NARTB.

Also scheduled are L. G. Horney, Bendix Radio Div.; J. M. Marks, Fada Radio & Electric Co., and F. Cleveland Hedrick Jr., Radio-Television Mfrs. Assn., all Aug. 2. Mort Farr, National Appliance & Radio Dealers Assn., is slated for Aug. 1.

### Frear Bill

The Frear bill (S 1861), referred to the Senate Finance Committee, follows in full text:

To amend the Excess Profits Tax Act of 1950 with respect to income derived from television broadcasting.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 444 of the Excess Profits Tax Act of 1950 be amended by adding a new subsection (h) as follows:

"(h) TELEVISION BROADCASTING.—A taxpayer under this subsection which, during the month of December 1950, derived 30 per centum or more of its gross income from television broad-

casting and related television services, shall be entitled for any taxable year under this subchapter, notwithstanding the foregoing provisions of this section, to compute its average base period net income by multiplying the taxpayer's total assets as of Dec. 31, 1949, as defined in section 435 (e) (3), by, (1) the ratio which the taxpayer's excess profits net income for its last taxable year ending on or before Dec. 31, 1946, bears to its total assets on the last day of such taxable year, or (2) the taxpayer's industry rate of return for the year 1946 as proclaimed by the Secretary under section 447, whichever is greater.

"(1) For purposes of this subsection 'gross income' is the amount received or accrued, reduced only by applicable discount, rebates, and allowances, and not by any commissions or other cost of operation.

"(2) For purposes of this subsection, if the last taxable year of any taxpayer ending on or before December 31, 1946, is a period of less than twelve months, the excess profits net income of said taxable year shall be placed on an annual basis in the same manner as provided in section 433 (a) (2) (A)."

Sec. 2. That section 445 of said Act be amended by adding a new subsection (i) as follows:

"(i) TELEVISION BROADCASTING.—A taxpayer under this section which, during the month of Dec. 1950, derives 30 per centum or more of its gross income as defined in section 444 (h) (1), from television broadcasting and related television services, shall be entitled for any taxable year under this subchapter, to compute its average base period net income by multiplying the taxpayer's total assets as of Dec. 31, 1949, as defined in section 435 (e) (3), by the taxpayer's industry rate of return for the year 1946 as proclaimed by the secretary under section 447."

## BASEBALL SUIT

### \$300,000 Asked By WNOP

A \$300,000 damage suit was filed last week by WNOP Newport, Ky., against 20 assorted corporate and individual defendants, including Liberty Broadcasting System. The suit charged the defendants with "conspiring" to prevent WNOP from broadcasting the LBS *Home of the Day*.

Defendants were LBS; Ford Mack, National League president; Bill Harridge, American League president; A. B. Chandler, baseball commissioner who resigned last week, and each of the 16 major league baseball clubs.

WNOP claimed it had signed a contract with LBS last October which allowed it to broadcast the *Home of the Day* whenever the Cincinnati Reds were not playing home. The station claimed LBS now "refusing to perform its contract" and accused the Cincinnati ball club of "illegally controlling and monopolizing" the broadcasting of all major league games within a 50-mile radius of home park. The suit alleged violation of anti-trust laws by the defendants and asked for an injunction to prevent LBS from "refusing to perform its contract."



## Radio Business Up

(Continued from page 15)

to May of this year. In non-TV areas nine out of 10 stations increased national spot or at least held the same level.

Breaking down national spot business in the May-to-May year it was found that more increases in TV markets occurred in the 0-5% and 20% or more brackets than in the 5-10% and 10-20% brackets.

On the other hand, the heaviest increases in national spot business in non-TV markets was found in the 20% or more bracket.

Over half (55%) of radio stations in TV markets held their own or increased their network business during the May-to-May year. In non-TV markets three-fourths of stations held their own or increased the volume of network period in the year (see Table V).

\* \* \*

TABLE I

### LOCAL RADIO BUSINESS IN TV AND NON-TV MARKETS (May 1950 to May 1951)

% Change	% of Stations in TV Markets		% of Stations in Non-TV Markets	
	Up	Down	Up	Down
0-5% .....	15%	9%	11%	6%
5-10% .....	12%	4%	15%	2%
10-20% .....	17%	4%	33%	4%
20% or More .....	19%	2%	23%	...
Same 18%			Same 6%	

TABLE II

### LOCAL RADIO BUSINESS IN TV AND NON-TV MARKETS (April 1951 to May 1951)

% Change	% of Stations in TV Markets		% of Stations in Non-TV Markets	
	Up	Down	Up	Down
0-5% .....	15%	13%	5%	12%
5-10% .....	19%	7%	41%	5%
10-20% .....	26%	...	19%	...
20% or More .....	7%	...	12%	...
Same 13%			Same 6%	

TABLE III

### NATIONAL SPOT RADIO BUSINESS IN TV AND NON-TV MARKETS (April 1951 to May 1951)

% Change	% of Stations in TV Markets		% of Stations in Non-TV Markets	
	Up	Down	Up	Down
0-5% .....	11%	5%	17%	6%
5-10% .....	14%	9%	19%	4%
10-20% .....	...	14%	14%	...
20% or More .....	11%	2%	12%	...
Same 34%			Same 28%	

TABLE IV

### NATIONAL SPOT RADIO BUSINESS IN TV AND NON-TV MARKETS (May 1950 to May 1951)

% Change	% of Stations in TV Markets		% of Stations in Non-TV Markets	
	Up	Down	Up	Down
0-5% .....	15%	5%	12%	6%
5-10% .....	7%	15%	4%	6%
10-20% .....	5%	13%	18%	2%
20% or More .....	13%	17%	27%	4%
Same 10%			Same 21%	

TABLE V

### NETWORK BUSINESS

Ratio of radio stations (network affiliates) showing increase or decrease in network business, by TV and non-TV markets (figures show percentage of affiliates in each type of market):

#### MAY 1950 TO MAY 1951

% Stations	TV Markets	Non-TV Markets
Up .....	31%	49%
Down .....	45%	27%
Same .....	24%	24%
Net. Affiliates .....	100%	100%

#### APRIL 1951 TO MAY 1951

% Stations	TV Markets	Non-TV Markets
Up .....	45%	27%
Down .....	24%	21%
Same .....	31%	52%
Net. Affiliates .....	100%	100%



EMERSON SMITH (r), program director of KDYL Salt Lake City, accepts a scroll and medal from S. S. Stone, commander, Utah Dept. of Amvets, for the station's "outstanding public service." The award was made for the weekly, quarter-hour documentary program, *Your Enemy From Within*, which details Communist operations in the U. S.

## SELLING WEST

### Columbia Pacific Starts Drive

CONTINUING the trend to sell the West to the East, Columbia Pacific is now showing to eastern advertisers, agencies and CBS sales executives a new 55-page presentation, "The Fourth Man," an accumulation of facts and figures that attempt to prove radio's dominance as an advertising medium on the Pacific Coast.

Making the presentation is Edwin W. Buckalew, Columbia Pacific general sales manager who visits Chicago, New York and Detroit during a four-week trip.

The result of nine months planning and six months research by the CP sales promotion department headed by Sherril Taylor, the three-sectioned "Fourth Man" offers a comprehensive picture of the growth of the three Pacific Coast states, California, Oregon and Washington, during the last decade. Presentation gets its title from the fact that every fourth resident in the area has lived in the West less than 10 years.

Among facts outlined in the study are a comparison of the coverage and growth of competing advertising media in the areas, showing that CP delivers 110% more homes than the leading newspaper supplement; growth of radio homes in the area from 2,733,446 out of 3,313,170 total homes in 1940 to 98% out of 4,732,600 total in 1950.

Southern California Broadcasters Assn. also is currently engaged in an all-out radio promotional campaign that will hit key eastern cities as well as those in the Southern California area [BROADCASTING • TELECASTING, July 16].

Kevin Sweeney, sales manager, KFI Los Angeles, member of the special SCBA promotion committee directing the drive, meets today (Monday) with Mr. Buckalew, acting also on behalf of SCBA, and

## CHURCH PRAISE

### Council Lauds Radio's Po

RADIO'S contribution to religion is greater than at any time in the past, according to the National Council of Churches of Christ.

In a publication titled "Is Radio Dying," the council discloses that every 38 seconds around the clock seven days a week, someone is listening to one of the networks carrying the council's broadcasts. In a five-month period, Jan. 1-May 1951, listeners sent 341,913 letters asking the council for broadcast scripts or requesting advice.

This mail volume is four times greater than a year ago and sometimes as great as in 1941, according to the council. Describing radio's impact, the council reports:

"Constantly, we seek to improve our programs . . . make them more appealing . . . make the Word of God a more vital part of American life. Radio brings our message to people's homes! And people listen and respond! Radio is a growing moving force. We are planning better, bigger things for radio."

Harold E. Fellows, NARTB president, in acknowledging a letter from Ronald Bridges, executive director of the council's broadcasting and film commission, wrote in response:

"Let me congratulate you on your brochure, 'Is Radio Dying?' It is certainly refreshing to find a powerful and worthy national organization such as yours which not only recognizes the impact and moving force of radio, but which seeks to reduce its accomplishments to intelligibility and 'tell the world' what American radio means."

Council broadcasts are heard on NBC, ABC and MBS networks.

## LBS-WOL SHIFTS

### News Bureau Reorganizes

LBS, and its affiliate WOL-FM Washington, last week announced a reorganization of LBS news bureau. George Campbell, former bureau director, will become WOL's program director. Dick Roll succeeds him as bureau director and will continue newscasts and current event features.

Recent additions to the WOL news bureau include William Bates, Washington newsman, who has moved into Mr. Roll's position as night editor, and Eugene Gerger, formerly of the WOL announcing staff, who will help in the development of new special event and current affairs broadcasts.

a committee of station representatives at the Hotel St. Regis, New York. Group will formulate plans for a series of presentations in Southern California radio stations in key eastern cities during September. Presentations in New York, Chicago will be made at that time by Robert J. McAndrews, managing director of the association.



# SIGNAL CONTROL

ARRINGS on the military's electromagnetic radiations control bill before the House's top communications committee appeared a virtual certainty last week, despite the elimination of certain controverted issues.

The upper chamber late Thursday (5/23) reported by the Senate Interstate Commerce Committee Tuesday in the form of a proposed amendment to the Communications Act.

But there were clear indications of the legislation, when finally reported by the Senate, would run a careful study by the deliberative House Interstate & Foreign Commerce Committee.

## Bill a Compromise

The amended bill represents a compromise on the part of broadcasters and manufacturers alike, as proposed by the FCC, NARTB, Radio-Television Mfrs. Assn. and the Defense Dept., which engineered it. It would provide for control over certain non-broadcast frequencies not now included with radio-TV stations under the structure of Sec. 606 (c) of the Act. BROADCASTING • TELECASTING, May 23, 1951, p. 161.

Under the guiding hand of Commerce Chairman Edwin C. Johnson (Col.), whose committee held hearings on the measure last February, the radiations control proposal was reported to the Senate and placed on the calendar. A calendar call (usually reserved for controversial legislation) was tentatively set for today (Monday). Little or no opposition is expected.

As originally conceived, the Defense Dept. draft requested a new agency calling for authority over broadcasting stations (now in the Communications Act) and other devices capable of serving as navigational or homing aids to enemy aircraft. Its original drafts were

## USADE FOR FREEDOM

### Plans 3 More Stations

USADE for Freedom hopes to add two more European stations to its one in Asia (see separate story) on the air this year, it was reported at a membership and fund-raising meeting in Chicago last week. State chairmen and campaign leaders from 37 states laid out plans for the year and heard reports from officials of Radio Free Europe, maintained by the crusade. The group will attempt to enlist one million members and \$3½ million for RFE in a campaign starting Sept. 3. Last year it received \$17,000 and enlisted signatures of 16 million Americans. C. D. Jackson, RFE president, reported activities of the 135,000 station in Munich which is on the air 12 hours daily for a Czechoslovak audience. The other station is in Frankfurt, which broadcasts to Iron Curtain countries. The two proposed European outlets would point toward Poland and Hungary.

## Hearings Expected

no clear indication as to when hearings might begin or whether, indeed, the proposal may be taken up at all. Communications' legislation—notably the celebrated McFarland Bill, and others—generally has been accepted in the past with a cautious eye and a noticeable lack of enthusiasm.

In its report last Tuesday, Sen. Johnson's faster-moving communication group emphasized that its approval of the bill "in no way indicates approval of a general policy of government control or ownership of communications facilities or electromagnetic radiations devices . . . within the purview of the bill. . . ."

The committee made plain that the legislation is "necessary, however, to enable the President in particular instances immediately to control and use certain . . . devices when emergency needs demand such immediate action." It also would spell out the Presi-

dent's authority to include the contingency "if he deems it necessary in the interest of national security or defense." The group felt that this would "allay possible fears (by industry) that the powers . . . might be utilized in some improper manner."

The report said the committee was "impressed" by the testimony of industry, which generally protested dangerous ambiguities in the military draft and suggested a limitation be placed on the devices to be covered. It settled on those devices which radiate in excess of five miles, as recommended by RTMA and the Defense Dept. Without that limitation, it was feared, television receivers would have fallen under the Communications Act.

Another change involves the addition of subsection h to Sec. 606 of the Communications Act, dealing with penalties. Individual violators could be fined not more than \$1,000 or imprisoned for not more than one year, or both; corporations, \$5,000.

submitted to the Senate and House Armed Services committees.

In view of the proposed amendment to the Communications Act and action already completed by the Senate communications body, it was generally conceded that Senate clearance of the measure would pave the way for consideration by the House Commerce group.

Committee authorities were quick to promise hearings on the bill before it can be reported to the floor. They pointed out that the committee's membership is new (it changed with the advent of the 82d Congress) and would be reluctant to approve the measure before being fully apprised of its nature and scope.

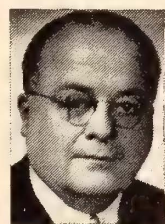
However, since the Senate has not yet passed and referred it formally to the committee, there was

## RADIO FREE ASIA

### Elwood Named Director

JOHN W. ELWOOD, former general manager of KNBC San Francisco, was named last week as director of Radio Free Asia, a private agency dedicated to fight Communism in Asia.

Radio Free Asia will be the principal propaganda instrument of the



Mr. Elwood

recently organized Committee for a Free Asia Inc. and will carry on work similar to that now being conducted in Europe by Radio Free Europe.

The committee, which depends for its financial support mainly on allotments from the Crusade of Freedom, has been granted a half-million dollars by the crusade for its first year of operation and other funds are being raised among private contributors.

Main role of Radio Free Asia, as outlined by Committee Chairman Brayton Wilbur, is to "tell the people of the towns and villages of Asia in plain language just how great their danger is and just what Communist domination would mean in their own daily lives."

The committee and its radio station, as its European counterpart, has no connection with the U. S. government or with the Voice of America.

In naming Mr. Elwood to direct the radio operation, Mr. Wilbur paid high tribute to Mr. Elwood's experience and capabilities, citing him as an eminently qualified man for the job.

Mr. Elwood, who since his retirement from KNBC last year has been retained by NBC as a special consultant, has spent 31 years in

the radio and communications field. His first contact with the international aspects of radio came in 1920 when, as secretary of the nascent Radio Corp. of America, he negotiated for an exchange of patents between RCA and the British Marconi Co. and later arranged with Poland, Germany and Great Britain for an exchange of radio programs to promote international understanding.

### Joins NBC in '27

In 1927 he joined NBC as assistant to the president, became network program manager in 1928 and vice president in charge of public affairs and educational programs in 1930. In 1934 he left NBC to engage in private public relations activities but returned in 1939 to head the network's International Broadcasting Division. The IBD was established to fight the powerful Nazi propaganda machine and beamed broadcasts in six languages throughout the world. In 1942 Mr. Elwood went to San Francisco as general manager of KNBC.

Despite his wide background, Mr. Elwood, on hearing of his appointment said: "This looks like one of the toughest and most challenging assignments of my career." But he said he welcomed the opportunity of helping in "the task to keep alive the spirit of freedom in those parts of Asia either occupied or threatened by Communist imperialism."

## KURLAN SUIT

### Court Decision Reversed

CALIFORNIA State District Court of Appeals, in an unprecedented decision, has unanimously reversed a Superior Court decision in the \$150,000 plagiarism suit brought by Arthur Kurlan, program packager, against CBS, Board Chairman William Paley, Guy della Chioppa, Cy Howard, Ernest Martin, Young & Rubicam Inc., Lever Bros. and others, over the radio program *My Friend Irma*.

Superior Court Judge Allen W. Ashburn in January 1948 had sustained the defendant's demurrer without leave to amend when Mr. Kurlan, who held radio rights to the book and play "My Sister Eileen," upon which *My Friend Irma* is allegedly based, sued for plagiarism.

Appealing that decision through Harold A. Fendler of the law firm of Fendler, Weber & Lerner, Beverly Hills, Mr. Kurlan obtained a sustainer of his rights to trial and an order for the defendants to answer.

Mr. Kurlan alleges that he had submitted to the defendants in New York in June 1946 an audition transcription of "My Sister Eileen" as a radio program with Lucille Ball, film actress, to portray the leading role and act as narrator. Defendants then used his format for *My Friend Irma*, he charges. Mr. Kurlan said he had expended \$10,000 in preparation of the radio program.

With reversal of the decision, amount being asked in damages will be increased to \$1,500,000, according to Mr. Fendler. He pointed out that when the suit was originally filed on June 17, 1947, the program was on a sustaining basis. Since then its popularity has grown and as result value of the property also has increased.



# WARL SOLD

Price About \$115,000

CONTRACT was signed Thursday for sale of WARL-AM-FM Arlington, Va., suburban Washington daytimer, by Co-owners Frank Fletcher and R. Kilbourne Castell to Lou Poller, owner of WPAW Chester, Pa., and his associates [CLOSED CIRCUIT, July 16].

Consideration is about \$115,000. Transfer papers for FCC approval were to be filed Friday.

Mr. Fletcher, Washington broadcast attorney, plans to resign from the board of NARTB upon approval of the transfer. He has served two terms as director representing FM stations and was chairman of the by-laws committee which worked out the consolidation of TV and radio interests under the reorganized NARTB. He recently was named chairman of the Legal and Legislative Advisory Committee.

Mr. Poller will acquire 51% interest in Northern Virginia Broadcasters Inc., WARL licensee, while his brother-in-law, Cy Blumenthal, former Miami food broker, will acquire 39% interest. A 10% holding will be obtained by William Beatty, presently in sales and programming at WPAW. Both Messrs. Blumenthal and Beatty will become active in WARL operation.

Mr. Poller announced plans to retain Ray Baker as WARL manager and to elect Mr. Baker a vice president of the licensee corporation. Other plans include expansion of WARL programming.

Assigned 1 kw day on 780 kc, WARL was one of the several new suburban stations to make its debut in the Washington area shortly after World War II.

## WWDC RULING

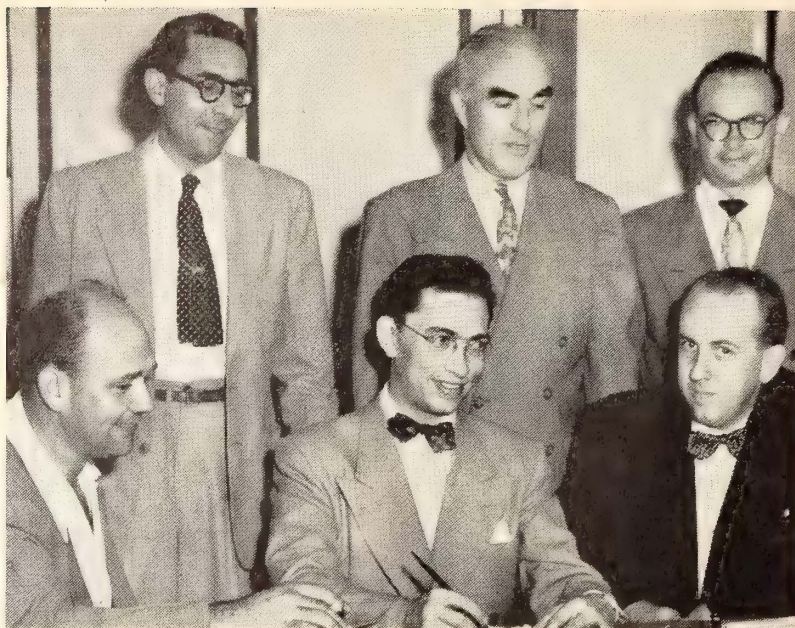
Court Restrains WEAM

WEAM Arlington, Va., Washington suburb, was ordered Thursday by a Federal court not to broadcast social security numbers until at least an hour after their announcement on WWDC Washington.

Judge Albert V. Bryan, of the U. S. District Court in Alexandria, Va., ruled that WEAM must identify WWDC as broadcaster of the numbers. For some months WEAM has been repeating WWDC's numbers, carried daily. Using the Lucky Social Security Numbers format of Azrael Adv. Agency, Baltimore, WWDC broadcasts social security card numbers or driver's permit numbers, giving \$100 prizes.

Judge Bryan gave WEAM 60 days to get together with WWDC on amount of damages suffered by the latter. If they cannot agree, a mastery in chancery will make the decision.

Suit against WEAM was filed by WWDC last March. The suit charged that WEAM failed to inform the public that WWDC had selected the announced numbers and was awarding the prizes.



Putting pen to contract for purchase of WARL-AM-FM, Mr. Poller (seated, center) spends \$115,000 under watchful view of Messrs. Castell and Fletcher (seated, l to r), sellers, and (standing, l to r) Mr. Blumenthal, prospective part owner; James Blackburn, partner in Blackburn-Hamilton Co., station broker handling sale, and Philip Baker, Washington attorney for Mr. Poller.

## HOOPER PLAN

### Compatible Radio-TV Service Set

PLAN to provide advertisers, agencies and broadcasters with "fast, frequent audience ratings, comparable with each other and compatible, radio with television, being based on random home calls in all TV markets [at DEADLINE, July 16], was announced Thursday by C. E. Hooper at a morning meeting of advertisers and agency subscribers to the Hooperating Services, held at the Hotel Biltmore, New York.

Proposal calls for monthly "TV Home Hooperatings" for New York, Los Angeles and Detroit; bi-monthly reports for other multi-TV station cities and three or more reports a year for single-TV station cities. Data will be obtained by a combination of "straight coincidental" telephone interviews, covering looking and listening at the time of the call, and "duplex coincidentals," covering the preceding quarter-hour.

#### Doubles Sample

The "duplex" calls, Mr. Hooper explained, have the effect of doubling the size of the sample to cover 960 random home calls for an evening one-hour program, 480 for a half-hour evening program, 1,200 for a five-a-week halfhour daytime show and 600 for a 15-minute Monday-to-Friday daytimer.

Calls are distributed over a four-week period (first 28 days of the month), insuring coverage of programs which alternate week-to-week in the same time period, a system much more common in television than it ever was in radio.

Service is priced on a dual basis: A service fee based on the volume of network radio and television programs placed by the agency or sponsored by the advertiser, and a flat charge of \$15 a month for each multi-station city reported on. A subscriber with one network ac-

count would pay \$200 for "radio Hooper rating" alone, \$100 plus \$345 or \$445 for the "TV-Home Hooperatings" alone, or \$300 plus \$345 or \$645 for the full package of radio plus TV Hooperatings. A subscriber with 16 or more network programs would pay \$666.67 for the radio reports, \$1,245 for the TV reports, and \$1,245 for the full combined service.

Mr. Hooper said that if a total of 30 advertiser and agency subscriptions are received, the multi-station TV city reports for all 23 such markets will start in October. He noted parenthetically that a total of 39 agencies and advertisers are already paying service fees for the Radio Hooperatings or expanded Hooperatings services. For each such subscription received over the base 30, one single-TV-station-market will be added without any additional cost to any subscriber, these additions to be made on the basis of TV circulations, single-station cities with the most TV sets being added first.

#### To Start in October

A total of 50 advertiser-agency subscriptions will start the service in October covering that many cities, Mr. Hooper stated. Nine more subscribers would bring nine more cities into the reports starting in February on a minimum schedule of two reports annually.

"The fall of 1951," Mr. Hooper concluded in his presentation, "should see the industry settling

## FM HOURS

WTMV Waiver Bid De

"FM BROADCASTING reached a stage where it is desirable that FM stations maintain operations at least during the hours specified in Section 3.261" of the Commission's

This opinion was expressed by the Commission last week in denial of a request by WTMV-FM, Evansville, Ind., for waiver of the rule governing minimum operating time for FM stations. The Commission's decision noted that combined operations of WTMV-AM-FM were not "unprofitable" during the last two years.

#### Requested Waiver

WTMV-FM had requested waiver of Sec. 3.261 (which requires FM station to operate at least three hours between 6 a.m. and 10 p.m. and three hours between 10 p.m. and midnight) to permit station to operate its required hours at any time between 6 a.m. and midnight on "such days as station is broadcasting playoff descriptions of the baseball games played by the St. Louis Cardinals."

In denying the request, FCC revised WTMV-FM as follows:

The Commission is of the opinion that FM broadcasting has reached a stage where it is desirable that stations should maintain operation at least during the hours specified in Section 3.261 wherever possible. In the past, where for financial reasons licensees have found it difficult to operate during the required hours, the Commission has granted waivers of the rule in deserving cases, so as to permit a shift in the distribution of the required six hours of daily operation to permit minor deviations from the six hour minimum.

However, it is noted from your 1950 and 1950 annual financial reports that the combined operation of your station and FM broadcast stations has not been unprofitable. According to the Commission's opinion the waiver of the requirements of the Commission's rules regarding minimum hours of operation by FM broadcast stations is not warranted in this instance and for that reason your request is denied.

At the same time, the Commission granted a waiver of the rule for WLYN-FM Lynn, Mass., which had requested special temporary authority for period ending Sept. 1 to permit the station to operate the same hours as WLYN-AM.

on one system of local radio and TV ratings. It can thus terminate the present ratings chaos and confusion." He urged the adoption of his system as providing results comparable with industry results of "past and future" and "compatible radio with TV." He claimed adoption of these reports as an industry standard would give subscribers "substantial savings on the sums they now spend on other similar research services" as well as provide them with information.



# WBAL ANSWER

## Plea To Re-hear Case Is Challenged

WBAL Baltimore last week petitioned FCC to deny the Public Service Radio Corp. request for rehearing of the Commission's final decision grant regular license renewal to the Hearst outlet. WBAL charged Public Service petition "fails to demonstrate any error of law in Commission's final decision"

"fails to demonstrate any abuse of the Commission's discretion."

Public Service, headed by Colonists Drew Pearson and Robert Allen, had sought a new station Baltimore on the WBAL Class assignment, 1090 kc with 50 directional night.

The Commission majority preferred to renew WBAL's license as operating station, rather than since the proposals of a new firm, WBAL's programming was found to have been improved. FCC cleared WBAL's programming

## KOWL UPHELD

### Russell Suit Dismissed

DAMAGE suit of \$100,000 brought against KOWL Santa Monica, Calif., by Rev. Clayton D. Russell charges that his reputation was injured by intimation he was favorable to communism [BROADCASTING • TELECASTING, May 14], has been dismissed by the U. S. District Court in Los Angeles.

Dismissal was granted on grounds that the complaint (1) did not clearly state a claim against KOWL upon which relief could be granted; (2) did not state sufficient grounds to give the court jurisdiction of the cause of action.

Rev. Russell, pastor of People's Independent Church of Christ, Los Angeles, in a complaint filed May charged his sermons and church services broadcast over KOWL weekly until Oct. 24, 1950 were cancelled suddenly. In explanation, the station released a statement which said his name had appeared on lists of persons "supposed to be friendly to Communist front organizations," the pastor argued.

KOWL added, however, "We have watched his sermons closely and has never uttered a word that could be objected to and we do not think he is a Communist. But we don't want to take any chances." In his complaint, Rev. Russell, in addition to damages, asked the court to compel KOWL to restore his broadcasts.

## WBBC Signs Spike Jones

ANDLEY MURRAY JONES Jr., known also as "Spike," signed an exclusive television contract with WBBC last week for the 1951-52 season. The network said Mr. Jones and his "City Slickers Band" will make their first appearance under the new contract on the *Colgate Comedy Hour* on Sunday, Sept. 16 (8 p.m.). Frederic W. Wile Jr., WBBC vice president and director of television production, negotiated the Spike Jones contract for the network.

★ earlier had been "unbalanced."

Public Service, in its bid for rehearing, charged this decision was "unjust and unwarranted, and therefore unlawful," based on past Commission policy [BROADCASTING • TELECASTING, July 16, June 25].

WBAL charged Public Service's conclusion the Hearst station has made no commitments to FCC on programming "is developed . . . by a weird process of twisted record citations and confused reasoning." WBAL asserted responsible officials of the station testified firmly on programming and that FCC by its findings and conclusions recognizes that the directors and officers of WBAL "are legally constituted officials competent to speak for a corporation and not mere employees as Public Service Radio Corp. repeatedly but inaccurately asserts."

Public Service had charged in its brief that FCC incorrectly compared the employees of WBAL with the officers of its firm.

Addressing itself to the Public Service argument that WBAL may not continue its improved programming, WBAL detailed alleged weaknesses in the financial structure of the competing applicant to

## FAIR TRADE PACTS

### McGrath Will Prosecute

PROMPT and vigorous action looking toward the prosecution of manufacturers, distributors and retailers who attempt to fix or maintain resale prices in restraint of trade was promised by the Justice Dept. last Wednesday.

Citing the Supreme Court decision dealing with so-called "fair trade" contracts, Atty. Gen. J. Howard McGrath said the department has received reports charging attempts to prevent price competition by non-signers of such contracts. The reports involved "concerted efforts" by manufacturers and distributors "to suppress and eliminate competition in wholesale and retail sale" of some commodities.

Atty. Gen. McGrath warned that criminal prosecution would be initiated under anti-trust laws in cases involving agreements (1) among competing retailers to maintain minimum prices; (2) to coerce wholesalers or manufacturers, through threat of boycott, to refrain from selling to price-cutting retailers or enter into "fair trade" pacts, and (3) to coerce retailers to sign such contracts.

The court held that attempts to force persons not entering into such contracts to maintain minimum resale prices are not exempt from the Sherman Anti-Trust Act [BROADCASTING • TELECASTING, May 28].

prove contentions Public Service would not be able to carry out the program promises it put before the Commission.

WBAL also upheld the view that the Commission's policy of seeking wide diversification of the control of the media of mass communication is not an overriding factor in comparative proceedings. Newspaper affiliation is only one factor of comparison, it was stated.

## WLOU SALE

### R. W. Rounsaville Buys

SALE of WLOU Louisville, Ky., by Mrs. John Messervy to southern broadcaster R. W. Rounsaville was announced last week by Blackburn-Hamilton Co., radio station broker. Consideration is understood to aggregate about \$75,000 although exact price was not finalized.

Mr. Rounsaville is operator of WQXI Atlanta, WBAC Cleveland, Tenn., and WBEJ Elizabethton, Tenn. WLOU, established in 1948, is assigned 1 kw daytime on 1350 kc. Application for FCC approval of the sale is in preparation. WLOU licensee is Louisville Broadcasting Co., of which Mrs. Messervy is president.

## FRAUD CASE

### Govt. Files Particulars

BILL of particulars, citing various fraudulent acts allegedly committed by Harold Cowan and Ralph Whitmore, partners in a Hollywood advertising and mail order agency, in their pre-Christmas tree ornament "pitch" deal made on radio, television and in newspapers, was filed in U. S. District Court, Los Angeles, last week by the government.

Accused of misrepresenting quality of Christmas tree ornaments advertised, Messrs. Cowan and Whitmore were indicted on 17 counts of mail fraud by a federal grand jury last March [BROADCASTING • TELECASTING, March 5]. This followed extensive investigation by postal authorities and U.S. Atty. Ernest A. Tolin's office. Both are now free on \$2,500 bail.

Federal Judge Leon R. Yankwich in late May [BROADCASTING • TELECASTING, May 28] denied motion to dismiss charges against them. With filing of bill of particulars a trial date is expected to be set soon.

## WNBC Defense Tests

WNBC New York was granted special experimental authorization last week to employ sub-audible amplitude modulation periodically during regular operation for alert signalling system tests. Authority was granted for period beginning July 19 until end of regular license period in November 1952. FCC specified the sub-audible amplitude modulation shall not be in excess of 40 cycles per second with maximum percentage of modulation not to exceed 10%.

# CHRISTAL QUIT

## But Keeps Petry Stock

RESIGNATION of Henry I. Christal, as secretary and treasurer of Edwards Petry & Co., with which he had been associated since 1933, was announced Wednesday by Mr. Petry, president of the company. At the same time, Mr. Christal terminated his employment with the station representative firm. He retains his 44% stock interest, however.



Mr. Christal

Mr. Petry refused to discuss Mr. Christal's departure from the firm after nearly 20 years beyond confirming the news, which had been reported to stations represented by the Petry organization in a one-sentence letter. Mr. Petry said, however, that a new secretary-treasurer would be elected shortly.

Asked if he expected any stations on the Petry list to change to other representation following the Christal resignation, Mr. Petry said: "We'll keep our stations just as long as we deserve to keep them."

"Station operators are interested in business," he said. "As long as we continue to do a job for them, they'll continue to let us do it."

Mr. Christal was not immediately available for comment. It is generally believed that he is not withdrawing from the broadcasting sales field, however, and that he will soon announce a new affiliation, possibly as head of his own station representative organization. Whether this would be a completely new venture or an association, probably through purchase of at least a majority stock interest, with an existing firm was a matter of speculation Thursday.

About one year ago the New York State Court of Appeals had decided that as majority stockholder in the organization Mr. Petry had the right to increase the number of the company's directors, despite a provision in the by-laws limiting the number of directors to four [BROADCASTING • TELECASTING, May 2, 1950].

Organized in 1932, the Petry firm has long been a leader among station representatives. Its current station list of 35 radio and 13 television stations, plus two regional networks—Yankee and Texas Quality—includes many of the oldest broadcasting stations in the country.

COMMUNITY CHESTS of America is currently distributing its audio-visual aid kit to the 1,500 Community Chest branches throughout the country for use in conjunction with local radio stations in its October Red Feather campaign. A separate TV supplement will be sent to Chests located in TV cities.



# WOODS' CONTRACT

**Gets \$100,000 From ABC**

TERMINATION of the unexpired contract of Mark Woods as vice chairman of the board of ABC [BROADCASTING • TELECASTING, June 2] was based on an agreement that ABC pay him \$100,000 and that he not be employed at any rival radio or TV network.

Mr. Woods' contract, at \$75,000 a year, would have extended to the end of 1953. Under the settlement, terms of which were filed with Securities Exchange Commission, he will receive \$100,000 in installments to November, 1957. During this period he is prohibited from serving any other national radio or TV network.

The prohibition does not preclude service as a consultant or other capacity if his chief work is not for a rival network. When he resigned he said he "tentatively" plans to enter the advertising agency or radio-TV consulting and brokerage field when he returns in September from a vacation.

## WOND CITED

**At Senate Crime Probe**

DETAILS of alleged operations at WOND Pleasantville, N. J., were subjected to questioning Thursday during hearings of the Senate Crime Investigating Committee. Lester Burdick, who described himself as a salesman at the station, was questioned about secret testimony given by Harry Kaplan, an Atlantic City cigar store salesman.

Committee testimony, taken in secret, purported to show that 95% of bookies get their news from the station. Mr. Kaplan's testimony, it was pointed out in questioning, was to the effect that the cigar store paid \$10 a week to the salesman "to keep the station going." Mr. Burdick declined to answer some of the committee questions about the station's operation.

## MEXICAN STATIONS

**Changes Announced**

CHANGES in assignments and new stations in Mexico have been reported by FCC following notification from Mexico under provisions of the 1941 North American Regional Broadcasting Agreement. New 1950 NARBA, to which Mexico is not a party, is awaiting Senate confirmation. Changes reported by Mexico (probable commencement date in parentheses) are:

XEAY Ciudad Delicias, Chihuahua, new Class II station, 500 w day on 660 kc (Nov. 1).

XEFH Cordoba, Veracruz, changing from 680 kc to 820 kc with 1 kw day. (Sept. 15).

XEBN Ciudad Delicias, Chihuahua, new Class IV station, 250 w fulltime on 1240 kc (Nov. 1).

XECX Poza Rica, Veracruz, new Class IV station, 250 w fulltime on 1240 kc (Nov. 1).



WALTER LOWEN (l), employment counselor, gives his speech on job opportunities in advertising a last go over before presenting it at Gamma Alpha Chi's annual job forum at the New York Advertising Club, July 17. Making suggestions are (l to r): Polly Gade, home economics director, Charles W. Hoyt Agency; Grace Johnsen, director of continuity acceptance, ABC; Nadine Miller, director of press and public relations for C. E. Hooper Inc., and John Ryder, founder-manager of the Club's regular job forum.

## OUT-OF-HOME LISTENING

**Akron Students Survey Business Radio Habits**

A SUBSTANTIAL out-of-home radio audience is reported by five U. of Akron seniors who have completed a marketing research project on the listening habits of patrons and employees of five types of Akron business establishments.

The project, a semester assignment, was made under the supervision of Stewart M. McKinnon, assistant professor of commerce.

Listening habits from noon to 6 p.m. were recorded in barber shops, taverns, beauty parlors, drug stores and garages, all in greater Akron.

Aggregate total of all these establishments in the area was 1,265. Of these, 318, or 25%, were sampled.

Of the 318 units sampled, 213, or 66.9% have radios. Of the 213

having radios, 89, or 41.8% had their radios turned on.

In all, there was a total of 415 persons (employees and patrons) in the establishments when sampled—322 men, 93 women.

Results clearly showed that news and music, in that order, were preferred to other types of programs.

Television inquiries were made of tavern owners only. Of 320 taverns, 80 were sampled. Of these, 73.2, or 91.5%, had television sets, although many turned on the sets only occasionally.

## CHILDREN'S MEET

**To Weigh Radio-TV Impact**

THE IMPACT upon children of radio and television among other entertainment media will be considered at the seventh annual Children's Theatre Convention being sponsored by U. of California, Los Angeles, July 25-July 28. The four-day meet, consisting mainly of workshops, will be held under the auspices of the Children's Theatre Conference of the American Educational Theater Assn.

Partaking in the Radio Section July 26 are:

Dorothy Schwartz, U. of Birmingham, as leader; Lillian Voorhees, Fisk U., Nashville, as recorder; and, as group leaders, Gloria Chandler, Chandler Recordings, New York; Eleanor Chase, Michigan State College; John C. Crabbe, president, Assn. for Education by Radio & Television, Chicago; Mildred Collins, Assn. of Junior Leagues; Thomas Faunce, Santa Barbara Children's Theatre; Betty Gerling, KUOM Minneapolis; Dorothy Hamilton, Ruth Swanson, of UCLA acts as consultant.

Television section includes: Dorothy Allen, Seattle television producer as leader; Dorothy McFadden, Junior Programs Inc., Newark, co-leader; Martha Van Kleeck, Wisconsin Idea Theatre, recorder; and, group leaders, Hal Roach Jr., Los Angeles TV producer; Mrs. Helen Kimball, Seattle Junior Programs; Bette Meacham, Children's World Theatre; Mrs. Charles Runyon, Regional Director, AJLA, Washington, D. C.; Gilbert Seldes, author, Richard Goggin, UCLA, is consultant.

Other sections being held at the conference include motion pictures, and theatre.

# UN COVENANT

**Would Restrict Freedom**

THE DRAFTED Covenant on Human Rights, as revised by United Nations Commission on Human Rights, would deny rights of freedom of speech and the press protected in the Bill of Rights, Senate was informed last week.

Sen. John W. Bricker (R-Ohio) led the battle against Senate ratification of the covenant as a treaty. He introduced a resolution (S 177) that would make it the sense of the Senate that the President advise the UN that the covenant not acceptable to the U. S. and instruct the U. S. delegates at UN to withdraw from further negotiations. The resolution indicated that the proposed covenant which must be considered by UN, was unconstitutional.

Sen. Bricker, who was supported by Oregon's Wayne Morse, G. Senator, challenged that section of the proposed covenant which dealt with the imparting of "information and ideas."

The Senator struck at those who would treat the press as a growth monopoly in the U. S. and thus subject to regulation. "With the development of radio and television the growth of news periodicals, a wider distribution of newspapers, there is more competition today the dissemination of information than at any previous period in nation's history," he declared.

The article [Article 14 (3)] which Sen. Bricker took exception reads:

The right to seek, receive, and impart information and ideas cannot be subject to special duties and responsibilities and may therefore be subject to certain penalties, liabilities and restrictions, but these shall be only as are provided by law and necessary for the protection of national security, public order, safety, health or morals, or of the rights, freedoms or reputations of others.

Both Sens. Bricker and Morse referred to the First Amendment of the Constitution which says Congress shall make no law "abridging the freedom of speech or of the press . . ."

## Ham Licenses

AMATEURS who file for renewal of their station licenses before expiration date may continue to operate until they receive word from the Commission as to action taken on their renewal applications. This reminder was issued last week by FCC to insure amateurs' "continued participation in civil defense drills, field day and other activities, while the Commission processes pending applications." However, the notice pointed out "persons who file applications for renewal after expiration of license but during the grace period provided by Sec. 12.27 are governed by that rule and may operate pending action on the renewal application."



# No. 4

IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

## Public Service

**IN IOWA, WHO IS THE  
PREFERRED PUBLIC SERVICE STATION**

Ever since the birth of radio, the industry's wisest leaders have recognized radio's potentialities and responsibilities in the public welfare. They have understood that sound Public Service, far from being a mere restraint or "tax" on the industry, is its best justification for existence, *its best "life-insurance" for building and holding the esteem and confidence of the nation.*

Station WHO has always put Public Service at the top of its programming activities. Not second or third or tenth. *First.* WHO is the spark plug for dozens of public-service projects which *regularly* enlist the hearts, minds, pocket-books and *work* of millions of citizens in Iowa Plus.

*For instance:* Our European Relief Project, carried almost daily on our station for several years, has sent many tons of food and clothing (over 54,000 parcels, by very conservative estimate) to needy Europeans. One typical listener recently reported shipments of over 500 lbs.—forwarded us such grateful European responses as: "With all our hearts we thank you again and again for your true friendship and we pray the Great God might always beware you from all what is terrible"—etc., etc.

*Another for instance:* Our Annual Corn Belt Plowing Match and Soil Conservation Day has drawn up to 100,000 farmers per year, to witness newest agricultural developments. Of one such recent Day, the Chief of the U. S. Soil Conservation Service said "this is perhaps the most important thing

*that has taken place on American farm lands for 350 years" . . . .*

*More for instances:* Every day of the week, WHO carries at least one hour of Public Service programs, including "The Billboard" (a highly popular and effective program exclusively devoted to special appeals) — "Veterans' Forum" (in which veterans' problems are discussed and solved) — "Flight Lines" (in which the Director of the Iowa Aeronautics Commission speaks) — "Iowa Roundtable" (forums and panels conducted by civic leaders) — "Governor Beardsley Hour" (our State's First Executive) — "Country Home" (a program for farm women) — "Highways to Safety", "National Guard Show", "News and Views About Religion", and hosts of others, including many church services. All of these are sponsored . . . by WHO only!

**WHO**  
**+ for Iowa PLUS +**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



**FREE & PETERS, INC.**  
National Representatives

This is Point Four 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.



## Flood Coverage

(Continued from page 17)

World, and made special pickups from KCMO Kansas City including an account by KCMO's Jim Monroe, in addition to regular newscasts, bulletins, and commentaries. *Flood—A Special Report* was carried on the ABC radio network from KCMO last Thursday night, 10:05-10:30 p.m.

Mutual carried pickups from the flood areas on its daily *Mutual Newsreel*, along with bulletins and regular newscast coverage.

DuMont TV Network carried films and slides to keep its audience abreast of developments.

Ted Mack and the Old Gold *Original Amateur Hour* on ABC initiated an appeal for help for Topeka on the July 12 broadcast, kicking off the campaign with a \$1,000 contribution.

Crosley Division of Avco Mfg. Corp. offered emergency repair service and parts on a cost basis to owners of flood-damaged Crosley appliances in the stricken area, while Avco's Bendix Home Appliances Div. launched "Operation Clean Clothes" by sending automatic home laundry equipment into the flood region to aid the Red Cross in protecting the health of refugees.

### Engineers Marooned

WREN Topeka transmitter engineers Everett James and Ralph Dicker were marooned at the transmitter building six miles from Topeka when the Kansas River levees broke. With telephone circuits out, the engineers switched in their transmitter microphones to call for help. Listeners heard their pleas—and later heard them describe the dropping of a rubber life raft from an amphibious plane.

Altogether WREN was out of service for 71 hours due to interruptions but resumed operations on an emergency basis with telephone circuits extending to the transmitter across the river.

Elsewhere in Topeka, WIBW continually aired bulletins from the police and mayor's office, and utilized its remote direct to the weather bureau. Evacuation orders from the city officials increased as the Kaw River rose. Volunteers answered radio appeals for rescue workers. When its transmitter house was flooded, four engineers evacuated and set up an emergency transmitter. WIBW also participated in a police-military shortwave network.

In Kansas City, Civil Defense Director Ray Moulton credited radio with forestalling an even greater tragedy. KMBC, KFRM, KCMO-AM-FM, WHB, WDAF-AM-TV and KCKN all went on emergency schedules.

KMBC remained on the air continuously, appealing for workers for the flood zone and cooperating with all agencies. Entire staff, including Vice President George Higgins, stayed at their posts

## June Box Score

STATUS of broadcast station authorizations and applications at FCC as of June 30 follows:

	AM	FM	TV
Total authorized	2385	659	109
Total on the air	2281	649	107
Licensed (All on air)	2248	534	81
Construction permits	137	124	28
Conditional grants		1*	
Total applications pending	1000	171	474
Total applications in hearing	260	7	179
Requests for new stations	270	10	415
New station requests in hearing	115	3	171
Requests to change existing facilities	235	37	30
Deletion of licensed stations in June	0	2	
Deletion of construction permits	2	1	

\* On the air

throughout the crisis. Members of the talent staff also aided. Additionally, KMBC fed news to other stations and kept a line open for newscasts to Cedar Rapids, Iowa.

KCMO's talent arranged a benefit for flood victims, cooperating with announcers to present a five-hour show for the Red Cross. KCMO's news staff worked around the clock to report flood warnings and river stages. Phone calls from newsmen at various points were put directly on the air through use of a station's telephone beep-recorder. Oddly enough, the flood coincided with KCMO's move to its new Radio Center.

When an order came through restricting traffic in a 300-block downtown area, KCMO-FM's Transit Radio operation worked hand in hand with local civil defense. Flood bulletins and evacuation news were aired periodically to passengers, and dispatchers were able to communicate directly with vehicle operators on routes.

KCKN reported in mid-week that the flood had reached its peak and that it escaped without serious damage. Like other Kansas City stations, it kept a continuous broadcast vigil with timely announcements, bulletins and warnings.

### On the Air Continuously

WHB talked continuously about the flood for over 90 consecutive hours, embracing three nights and four days, July 13-16. Station brought listeners word picture of the flood, fire and water shortage, and aired newscasts, interviews, on-scene reports, and instructions. Station also fed MBS three programs. Over 550 messages from employers also were used, telling employees when to report for work. Another slant was WHB's plug for future flood control by John Thornberry. Station received hundreds of requests for script.

WDAF-AM-TV kept listeners and viewers fully apprised of flood developments, putting aside all regularly scheduled programs. Radio outlet stayed on 24 hours each day, airing bulletins to workers and instructions from police, fire, and civil defense agencies. Industrial plants called station for special announcements. WDAF-TV, telecast-

ing its first major disaster, carried newscasts with stories, still pictures, and film. Its personnel flew over flood areas for eye-witness views. Effects were shown nightly to televiewers.

In St. Louis, where the flood was expected to reach its peak Sunday, KSD-AM-TV worked together, with planes carrying TV newsreelman and photographer as radio newsmen. TV films were used by NBC Chicago. Included in coverage from a *Post-Dispatch* plane was Mr. Truman's flight over the stricken area.

### Airs Evacuation Routes

KXOK cooperated with all agencies, broadcasting timely information on highway conditions and passing out warnings which enabled people to evacuate ahead of crest. It stationed observers along the flood route.

KMOX also aired announcements in aiding Red Cross, engineers, and state highway patrol. Station issued special warnings regarding evacuation of livestock and residents along The Meremac River at Valley Park, Mo. Appeals for volunteer workers and trucks also were broadcast.

KWK said the flood had no serious effect on station operation as of last Tuesday—before the flood waters had neared St. Louis. WIL reported some water near its transmitter at Dupon, Ill., but very little potential danger to either that equipment or studios. Station sent out flood warnings, however, and cooperated with the Red Cross, aside from carrying news highlights.

### Radio Lone Contact

KJCK Junction City aired a stream of bulletins, while KSAC, the parttime Kansas State College station at Manhattan, operated on full schedule as the city's lone contact with the outside world after telephones failed and roads were blocked. In Manhattan KMAN re-broadcast news from a national guard shortwave unit at the College Student Union Bldg.

WOW Omaha came to the aid of the submerged WREN, loaning it a broadcast relay transmitter. A civil air patrol plane made a Sunday trip to Omaha to pick up the equipment.

## KOB Court Rule

(Continued from page 19)

mission can maintain the status quo indefinitely and in effect serve permanently by offering the argument that the ultimate determination of KOB's status must depend upon the outcome of the clear channel proceedings. . . . The Commission has made no showing of even a reasonable possibility that clear channel proceedings will be completed shortly.

"And apparently it has concluded no further tests to determine where KOB should be located. We has thus been required to bear large part of the loss resulting from the original NARBA treaty arrangement eliminating frequency 1180. Interference caused by operation of KOB causes the loss of approximately 23,000,000 possible listeners to WJZ. The Commission has in effect permitted a substantial loss to occur and continue."

## KFKA ON SCENE

### Oakley Reports Crash

PLANE crash calls for initiative and speedy radio reporting, such as provided by KFKA Greeley, Colo. when a United Air Line 1 cracked up near Crystal Mt., kill 50 persons aboard.

It was a big story and KFKA reports it was on the scene shortly after Bob Oakley, special event man, called the station to say wreckage had been sighted.

Station made special arrangements with Modern Air Service Inc. at Greeley airport to provide a four-place Piper Cruiser, piloted by Emmett Turner, former airline pilot. Chief Engineer Hal Brewer installed shortwave receiving equipment and Mr. Oakley, fly to the scene through treacherous mountain peaks and canyons, made two broadcasts from the crash site.

KFKA claims it broadcast news of the wreckage sighting some minutes before other outlets made the only direct broadcast from the scene a short time after the sighting. Mr. Oakley says commendation "is in order for Hal Green, owner of KFKA, for having the foresight in approving the tire operation."

### Mr. 'Homemaker'

MALE voice that is "Leila" on KIRX Kirksville, Mo.'s *Homemaker* show belongs to Lee Jones, station's program and farm director. Quarter-hour morning program, starting today, is sponsored by Gooch Mill & Elevator Co. Lincoln, Neb., and has been placed Mon.-Fri. for 52 weeks through Ayers & Assoc. Inc. Gooch agency. Mr. "Homemaker" gives the man's viewpoint to bills and other household items, and features the outstanding woman of the week for Northern Missouri.



# Another WBAL Success Story—

THAT PROVES IT PAYS OFF  
WHEN YOU BUY RADIO WISELY

The sponsor said it for us; "A wonderful job well done". How WBAL's Kitchen Carnival meets the tough test of salesmanship is well summed up in the words of leading food broker, Cassell Commission Company, writing in behalf of Gorton Pew Fisheries.

## Baltimore's Foremost Food Salesman

"We sincerely believe Kitchen Carnival is the biggest \$\$\$ worth of advertising anyone can buy today."

## Results Measured and Documented

"Our organization came out on top of all the food brokers in the country."

## All-Out Merchandising

"Credit for this increase goes to Brent Gunts, Joe Croghan, Don Redding and Bill Mason for acquainting your listening and participating audience with Gorton's quality products."

## New Products Introduced

"This program was instrumental in establishing a new item, Gorton's Salt Codfish, Already Cooked. Grocers are having requests for this new item due to Kitchen Carnival."

## Sponsor Completely Happy

"Refer to us anytime as a satisfied customer. We'll be back with you in the fall."

This success story didn't "just happen." It was built of these ingredients:

—Baltimore's big radio station, 50,000-watt WBAL, where half a million families in more than 35,000 square miles make a habit of tuning for the best in radio.

—A food program—Kitchen Carnival—presented from 12:30 to 1 P.M. Monday thru Friday—to tickle the palates of housewives all over Maryland.

—A weekly broadcast-luncheon with more than 1,000 women seeing, hearing, sampling and talking about our sponsors' products.

—Merchandising, by an expert staff, that works every day with dealer and store contacts, places point-of-sale displays, gets merchants to push our sponsors' products.

—Constant program promotion, over the air and in Maryland and Virginia newspapers.

—A big "extra"—product display and still more program promotion over WBAL-TV.

If you sell food in Maryland, your strongest, straightest line to customers, your closest link to your dealers, is over Kitchen Carnival on WBAL.

Radio Baltimore  
**WBAL**  
NBC in Maryland

NATIONALLY REPRESENTED BY  
EDWARD PETRY & CO., INC.



## Radio Wins

(Continued from page 17)

### MILLER'S STORE

ITEM: Cashmere Sweaters

	News- KORE paper Both Other Total				
Traffic	39	25	9	9	82
% Traffic	47.5	30.5	11.0	11.0	100.0
No. Purchasing					
Merchandise*	14	9	3	3	29
% Purchasing					
Merchandise*	35.9	36.0	33.3	33.3	35.4
% Dollar Value					
of Purchases*	49.0	28.3	12.3	10.4	100.0
Per Cent of Traffic by Medium, by Day					

	News- KORE paper Both Other Total				
% Thursday	33.3	43.3	10.0	13.4	100.0
% Friday	54.2	20.8	16.7	8.3	100.0
% Saturday	57.1	25.0	7.1	10.8	100.0
Per Cent of Traffic by Medium, by Residence					

	News- KORE paper Both Other Total				
% In City	66.7	76.0	88.9	66.7	72.0
% Outside City	33.3	24.0	11.1	33.3	28.0
% Total	100.0	100.0	100.0	100.0	100.0

\* These figures include all purchases made in the department by customers showing an interest in the test merchandise.

### ROBERTS BROTHERS

ITEM: Boy's Jeans

	News- KORE paper Both Other Total				
Traffic	46	11	18	11	86
% Traffic	53.5	12.8	20.9	12.8	100.0
No. Purchasing					
Merchandise*	26	7	14	6	53
% Purchasing					
Merchandise*	56.5	63.6	77.8	54.5	61.6
% Dollar Value					
of Purchases*	46.3	17.7	21.8	14.2	100.0
Per Cent of Traffic by Medium, by Day					

	News- KORE paper Both Other Total				
% Monday	55.0	20.0	15.0	10.0	100.0
% Tuesday	60.9	13.0	21.7	4.4	100.0
% Wednesday	48.8	9.3	23.3	18.6	100.0
Per Cent of Traffic by Medium, by Residence					

	News- KORE paper Both Other Total				
% In City	58.7	27.3	61.1	36.4	52.3
% Outside City	41.3	72.7	38.9	63.6	47.7
% Total	100.0	100.0	100.0	100.0	100.0

\* These figures include all purchases made in the department by customers showing an interest in the test merchandise.

### SEARS ROEBUCK & CO.

Item: Chenille Spreads

	News- KORE paper Both Other Total				
Traffic	96	18	14	10	138
% Traffic	69.6	13.0	10.1	7.3	100.0
No. Purchasing					
Merchandise*	25	7	6	1	39
% Purchasing					
Merchandise*	26.0	38.9	42.9	10.0	28.3
% Dollar Value					
of Purchases*	69.4	14.9	13.3	2.4	100.0
Per Cent of Traffic by Medium, by Day					

	News- KORE paper Both Other Total				
% Monday	71.9	14.1	7.8	6.2	100.0
% Tuesday	63.0	13.0	15.2	8.8	100.0
% Wednesday	75.0	10.7	7.1	7.2	100.0
Per Cent of Traffic by Medium, by Residence					

	News- KORE paper Both Other Total				
% In City	62.5	50.0	28.6	20.0	54.3
% Outside City	37.5	50.0	71.4	80.0	45.7
% Total	100.0	100.0	100.0	100.0	100.0

\* These figures include all purchases made in the department by customers showing an interest in the test merchandise.

### HART LARSEN'S

Test Item: Men's Slacks

	News- KORE paper Both Other Total				
Traffic	38	13	12	9	72
% Traffic	52.8	18.1	16.7	12.4	100.0
No. Purchasing					
Merchandise*	25	9	8	5	47
% Purchasing					
Merchandise*	65.8	69.2	66.7	55.6	65.3
% Dollar Value					
of Purchases*	54.5	20.0	11.8	13.7	100.0
Per Cent of Traffic by Medium, by Day					

	News- KORE paper Both Other Total				
% Friday	51.4	14.3	20.0	14.3	100.0
% Saturday	54.1	21.6	13.5	10.8	100.0
Per Cent of Traffic by Medium, by Residence					

	News- KORE paper Both Other Total				
% In City	71.1	92.3	91.7	88.9	80.6
% Outside City	28.9	7.7	8.3	11.1	19.4
% Total	100.0	100.0	100.0	100.0	100.0

\* These figures include all purchases made in the store except those in the work clothing section, by customers showing an interest in the test merchandise.

## SUBVERSIVES

### AFRA To Bar 'Reds'

VOTING on a proposed amendment to bar subversives (Communist Party members or those identified as communists) from membership in American Federation of Radio Artists is to be concluded Saturday, officials said last week.

A positive vote will probably result in a long string of revisions at the national convention, August 9-10-11-12, AFRA representatives said.

NASHVILLE, Tenn. has designated Friday, July 27, as "Phil Harris Day" to honor its native NBC comedian and orchestra leader.



**JIMMY CAPPS**, disc jockey at WPTF Raleigh, N. C., was given a basketful of old-time Edison Blue Amber records. The titles intrigued him but where could he find a machine to play them? A friend got him an Edison phonograph from a dealer who had overstocked on them years ago. Now the old records are the most listened-to feature of Mr. Capps' dinner hour program.

## SHOWERMAN NAMED

### As Nominee by REC

NOMINATION of I. E. (Chick) Showerman, national television sales manager of Free & Peters Inc., for president of the Radio Executives Club, New York, was announced last week by Norman Boggs, who has resigned the presidency to undertake his newly acquired duties as vice president in charge of sales for Don Lee Network, Los Angeles.

In a valedictory letter to REC members, Mr. Boggs said the nomination by a steering committee of REC past presidents was necessitated by the waiver request of C. H. Cottingham, vice president, who under REC by-laws automatically would have filled the vacancy. Mr. Cottingham asked to be excused. Closing date for ballots was set for today (Monday).

## OATIS DETENTION

### Protested by Congress

A STORM of protests over detention of AP Correspondent William Oatis in a Communist prison in Czechoslovakia reached Capitol Hill last week as a number of Senators and Congressmen demanded forthright and immediate action by the State Dept. Oatis was convicted on charges of spying after a "trial."

The furore took the form of a number of floor speeches and a series of resolutions angrily demanding that the State Dept. prohibit representatives of the Communist press from gathering in the U. S. Other reprisals were urged. Secretary of State Dean Acheson said the U. S. filed another appeal for Mr. Oatis release.

Temper of some legislators typified by Sen. William Jenner (R-Ind.), who declared that the UN doesn't act in such a grant violation of freedom of press, we should send all the UN members back home or then act without them."

## COPYRIGHT SERIES

### Institute Starts in N.

CREATION of a Copyright Institute which will sponsor a series of copyright lectures in New York this fall was announced last week by Theodore R. Kupferman, a member of NBC's legal department and chairman of the copyright committee of the Federal Bar Association.

Lecturers will include:

Joseph A. McDonald, ABC president and general attorney, "The Law of Broadcasting"; Robert J. Burton, BMI vice president and counsel, on "Business Practices in Copyright Field"; Herman Feinstein, ASCAP general attorney, "Public Performance Rights in Music and Performance Rights Societies"; Samuel L. Tannenbaum, copyright counsel to the amusement industry including broadcasters and motion picture producers, on "Practical Problems in Copyright."

Sydney M. Kaye, of Rosenberg, Goldmark, Colin & Kaye, and Robert J. BMI vice president and general counsel, will conduct a forum discussion in connection with the lectures, which are slated Oct. 15, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, Nov. 19 and 26, and Dec. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31.

## KRVH Featured

FULL FEATURE in Collier's, entitled "Friendly Voice in the Rockies," describes the history and operation of KRVH Salida, Colo., operated by Vir N. James. The page spread is devoted to photographs in color, depicting Mr. and Mrs. James on their studio-ranch, interview of a student track meet, and the staff in action. Stress in the article is on its community service. Article appeared in Collier's June 30 issue.

## ANNOUNCING the formation of

# Radio & Television Sales Inc.

Broadcasting Station Sales Representatives

A. A. McDERMOTT, GENERAL MANAGER

MONTREAL  
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University 6-0936

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PLaza 8944

REPRESENTING

RADIO STATION CKVL, VERDUN - MONTREAL

AND

THE FRENCH RADIO ASSOCIATES GROUP NETWORK





***Ever  
hear of a bank  
that  
gave money away?***

Every day, a bank gives away tens of thousands of dollars in exchange for checks drawn on other banks.

These checks are worthless pieces of paper until they're cleared at a central clearing house. Until that time, the bank has literally given its money away!

It's vital for a bank to keep its books

balanced by clearing these checks in the shortest possible time.

Yet their central clearing houses are hundreds of miles away from many banks!

What do they do?

They make a wise investment! They ship their checks the fastest possible way — by Air Express!

Whether your business is banking or ball-bearings, 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.*

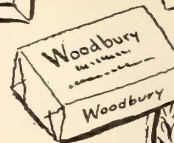
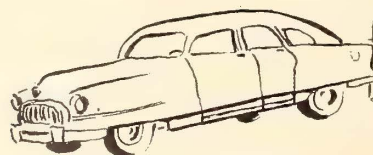
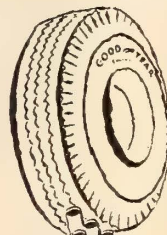
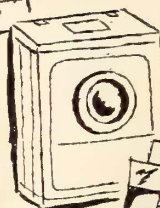
**IT'S PROFITABLE** — Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.





America is  
**SOLD**  
on ABC





Admiral  
Arrow  
Bab-O & Glim  
Bendix  
Camels  
Canada Dry  
Champion Spark Plugs  
Equitable Life  
General Foods  
General Mills  
General Motors  
Gillette

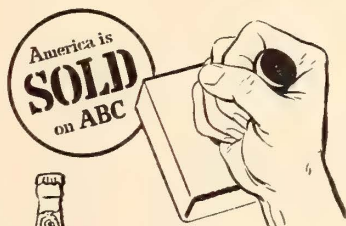
Goodyear  
Green Giant  
Heinz  
Jergens-Woodbury  
Kellogg  
McKesson & Robbins  
Nash-Kelvinator  
Old Gold  
Packard  
Philco  
Philip Morris  
Procter & Gamble  
Ralston Purina  
Sterling Drug  
C. A. Swanson  
Swift  
Texaco  
Warner-Hudnut

## A network is known by the company it keeps

On this page are some of the many advertisers who send their goods to market via ABC Radio and Television. They choose ABC because...

**IN RADIO...** ABC-Radio can reach over *one hundred million* people. But more important, ABC exerts more influence, more pressure than any other advertising medium in one out of every six homes in America.

**IN TELEVISION...** ABC-Television is the only network that owns and operates television stations in 5 of the nation's 7 top retail markets. Also, ABC has gigantic Television Centers in both New York and Hollywood: facilities that no other network can match.



# ABC

RADIO and  
TELEVISION  
American Broadcasting Company





# CBS PUTS RADIO NO. 1

## Affiliates Told

CBS TOLD its affiliates last week that CBS not only considers radio the No. 1 mass medium but has taken the lead in promoting it.

In what might also be a response to a letter sent by the Affiliates Committee asking heads of all radio networks to put their views on radio on the record in the wake of network rate cuts sparked by CBS [BROADCASTING • TELECASTING, May 21], CBS President Frank Stanton wrote:

"... We were able to stave off a rate reduction as long as it was humanly possible. Without the exceptional network values that CBS radio held out to advertisers, the great pressure for rate adjustments would have come much sooner.

"The apparent paradox—that we did reduce rates at a time when recent CBS radio network billings had never been better—is evidence of two things. One, that you can't live today on yesterday's actions. And two, that emotion still plays a great role in the decisions of advertisers.

"On the point of combating these emotional considerations, I can only say that it is idle to speculate about what might have happened if other networks had devoted an equal amount of time, energy and money to the support of radio. But I cannot help feel that greater efforts by our competitors would actually have meant better business for us all."

At the outset of his nine-page letter President Stanton made clear that CBS believes "radio is—and in the foreseeable future will continue to be—America's No. 1 mass medium."

"We also intend that CBS shall keep and extend its present leadership in programming, advertising values, and aggressive selling," he declared.

"The most significant demonstration of our attitude," Mr. Stanton said, may be found in the following table summarizing "all the networks' advertising expenditures promoting radio for the past nine months":

Type of Publication	CBS	Net B	Net C	Net D
Radio				
Advertising	\$38,200	\$23,158	\$7,450	\$25,850
General Business	79,685	21,328	350	7,122
Total	\$117,885	\$44,486	\$7,800	\$32,972

### Speaks 'To Trade'

Mr. Stanton said that "to speak directly to 'the trade,' CBS has spent 48% more than any other network," and that "to speak to general business management, which makes basic advertising decisions, CBS radio has spent nearly three times as much as all networks combined."

He said "the basic story is a simple one"—"radio (particularly CBS) reaches more people, at lower cost, with greater impact, than any other nation-wide me-

dium. Today, as in the past."

No other network, Mr. Stanton said, has told so "forceably or frequently" as CBS the story of number of people reached per dollar spent in various media—591 by CBS, 387 by magazines, 249 by newspapers.

Citing examples, the CBS executive also asserted that "no other network has made the concerted effort to explain the real impact value of radio," and "no other network has sought so many different ways to dramatize radio's values."

He continued:

"We're not satisfied. We never are.

"However, as many trade papers and the managements of competing networks have generously testified, thus far it is CBS that has taken the most aggressive stand for radio.

"We have done substantially what independent broadcasters are now asking the whole industry to do. And we join wholeheartedly in the hope that other networks will accelerate their own support for radio."

### Cites Progress

Mr. Stanton said Columbia's "progress over the past five years is actually the result of a steady interaction between expanding network leadership and alert promotion that capitalized on each forward step." He cited CBS's development of new programs and acquisition of others, with the result, he said, that during the past season "CBS has averaged 15 out of the top 20 [ratings] at night and 10 of the top 10 in the daytime."

"I think you'll agree that this record, right up to 1951, is not the record of a network that is selling radio short," the letter asserted.

In addition to program development, it continued: "We (and you)

have steadily expanded Columbia's facilities—adding stations, improving frequencies, and increasing power. . . . And the end result has been that, by every significant yardstick, CBS has become a decisive leader in network radio."

Total network radio billings on CBS last year (\$70.7 million) represented "the greatest sum ever invested by advertisers in any network in any year," and "for the first five months of 1951, CBS billings were 9% ahead of last year—and 31% ahead of the second network," Mr. Stanton said. Further, he said, "most of our stations have increased their volume of business," with "many of them . . . operating at the highest levels they have ever attained."

Despite radio's "absolute values," he continued, "it is nonetheless extremely difficult to sell on a declining trend." But by "the most liberal possible projections," he said, radio's net audience-loss to TV will not exceed 8.5%—a figure well within Columbia's 10-15% radio rate reduction, with the result that "radio's present value-advantage over other media will not decline" but "will, in all likelihood, actually increase."

"Network radio next year promises to give even better media values than it has this past winter," Mr. Stanton asserted. "There is ammunition here, as you can see, for much collateral promotion."

CBS, he said, is seeking new ways to "define, describe, and exploit: (1) out-of-home listening; (2) listening to secondary sets; (3) radio's sheer size—its great audience advantage over other media; (4) radio's forgotten impact advantages over other media."

The letter continued:

"Radio, for all its worth, is perhaps the least tangible of all advertising media.

"The advertiser sees no picture, he gets no proofs to hang on his

wall, he can smell no ink, feel paper, check no print-order.

"We are seeking new ways make radio's great intangibles real and concrete as we possibly can.

"New York, where most network radio buying is done, is surely the least-representative city in America.

"We are seeking new ways impress upon client and agent people—tactfully and forcefully—the greater role that network radio plays in more representative areas that many of them know little about.

### New Programs

"Finally, we are exploring new kinds of programming, in a steady search for programs that will satisfy our new dual requirement: (1) Winning big audiences in new TV areas and (2) standing up effectively in areas of television competition.

"All of these endeavors take time, work, patience, and faith.

"We at CBS have used all forces in the past—for the common good of our stations, our network, and our industry. We have all forces elements in abundance today.

"We have, above all, a conviction that network radio will continue as America's No. 1 mass medium.

"It remains a great medium of information, inspiration, and entertainment.

"It is a great instrument of commerce."

As an example of Columbia's faith in radio's future, Mr. Stanton cited the creation of a separate Radio Division and divorcement of radio and TV activities. He firmly believes the new organizational structure will better serve you, our listeners and our advertisers because it will make it possible for the division to concentrate all of its energies on a single medium," he declared.

## POLITICAL ADS

### Ala. Bill Would Fix Rates

ALABAMA House of Representatives in Montgomery last Tuesday voted, 61 to 11, to reconsider a bill it had passed to regulate political advertising rates of radio stations and newspapers.

One representative served notice he would move for indefinite postponement of the measure, which the House approved, 39-36, on July 1.

Radio station owners and newspaper publishers have protested that the legislature has no more right to tell them what to charge than it has to fix doctor or lawyer fees.

## ASCAP Income Up

ASCAP second quarter distribution to members approximated \$2,750,000, slightly ahead of the first quarter, which a society spokesman said was unusual. Increase over expectations was credited largely to an unforeseen spurt in revenue from TV performances.

## HILL CAMPAIGN

### Publishers Object To 'Discrimination'

NEWSPAPER publishers are quietly campaigning on Capitol Hill to have the Communications Act amended so as to restrict FCC from arbitrarily selecting a non-newspaper applicant over the newspaper applicant for a radio or TV license.

Evidence which points to such a Hill drive has been made known to BROADCASTING • TELECASTING.

Hill sources disclose that inquiries have been made of House Interstate Commerce Committee staff members, who are engaged in study of the Senate-passed McFarland Bill (S 658) which would streamline FCC procedures.

The inquiries, it is understood, have been coming from members of the House committee. They ask if it is possible to write into the McFarland Bill a provision that would bar the Commission from "discriminating" against newspaper applicants.

There is no definite answer to this question, it was said, since it has been bandied about for years on Capitol Hill. Staff members are answering the members by presenting full history of the situation.

On the surface, these inquiries have not stirred any problems for the staff, who have been telling Congressmen that such a move would run into a bottleneck. However, it is pointed out that if Congressmen persist and ask for a hearing, the McFarland Bill might as well rest in its House nook in a non-activated state.



# How to tax ourselves into a gasoline shortage



1. If this country continues to grow in the next 10 years as it has since 1940, the American people are going to require 6 gallons of petroleum products in 1960 for every 5 gallons they use today.

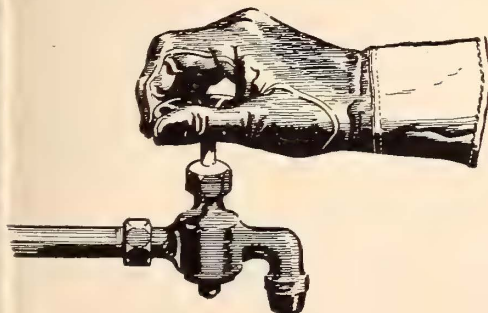
+ 23%			
Gasoline	40%	46%	Gasoline
Stove oil	14%	15%	Stove oil
Diesel			Diesel
Fuel oil	34%	26%	Fuel oil
Asphalts	12%	13%	Asphalts
Lube oils, etc.			Lube oils, etc.
1950		1960	

WEST COAST PETROLEUM PRODUCTS REQUIREMENTS

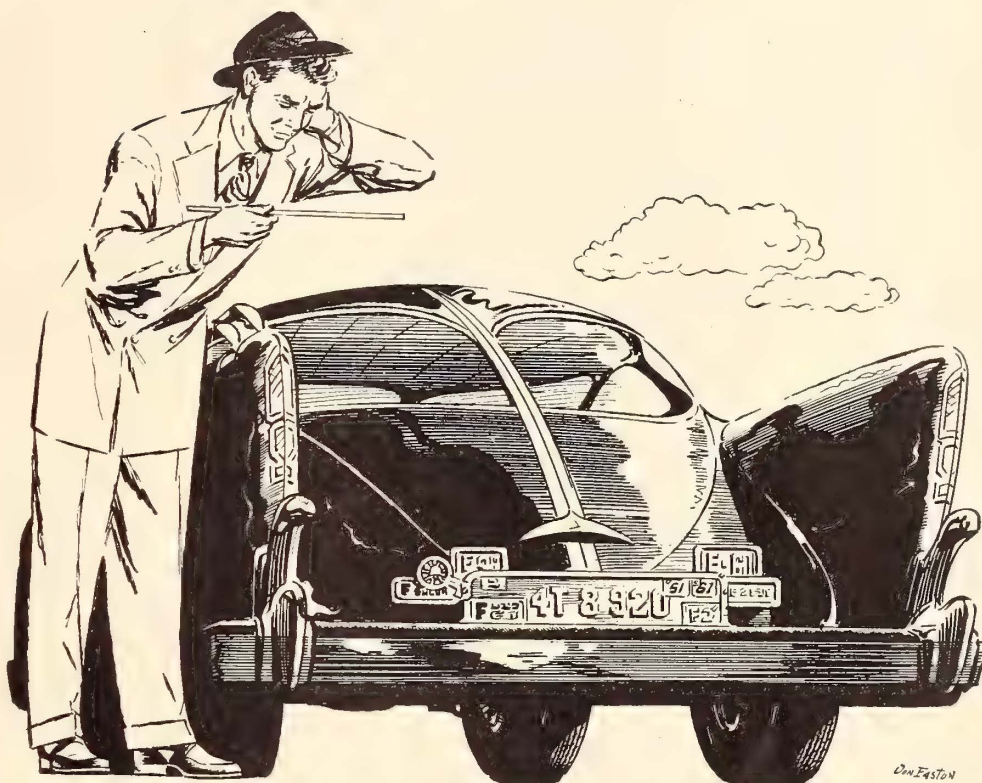
2. In addition to this 23% increase in the amount of petroleum products, the people in Union Oil's marketing territory will need a different proportion of petroleum products in 1960 — principally less fuel oil and more gasoline. That means Union Oil is going to have to build additional refining facilities.



3. With our present facilities, we can't get a 46% yield of gasoline from each barrel of crude we process (see chart). If we were forced to process enough crude today to meet the public's 1960 need for gasoline, we'd have a tremendous surplus of fuel oil.



4. The reason for this is that you can't turn the products of a refinery on and off with a spigot. For every barrel of gasoline you make with a given set of facilities, you get a certain amount of fuel oil and other products along with it.



5. Consequently, we have laid out a \$60,000,000 refinery improvement program that will increase our yield of gasoline to a point where it will meet your 1960 requirements. Construction on the first stage began in March. Hopefully, we'll have the new facilities completed by 1955. But whether we can or not depends on how much money we can retain after paying taxes.



6. Traditionally, about 80% of our American oil companies' expansion has been financed out of profits. As long as corporation taxes don't get completely confiscatory this expansion can continue. But if we tax away substantially all profits it will have to stop. That's why we say it is literally possible for this country to tax itself into a gasoline shortage.

## 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.

Manufacturers of Royal Triton, the amazing purple motor oil.





## On the dotted line...

**CLEVELAND** Indians' baseball stars Al Rosen and Bob Lemon sign as disc jockeys for WJW Cleveland Mon.-Fri. show, *Pitchin' Platters*, 5:30-6 p.m. L to r: Standing, Lenny Axelband, Axelband & Brown & Gardner, agency; Bill Pagel, sls. mgr., Tecca Distributing Co., Raytheon TV outlet, sponsor; seated, Bill Lemmon, WJW v.p. and gen. mgr.; Mr. Rosen; Mike Tecca, pres., Tecca Distributing, and Mr. Lemon.

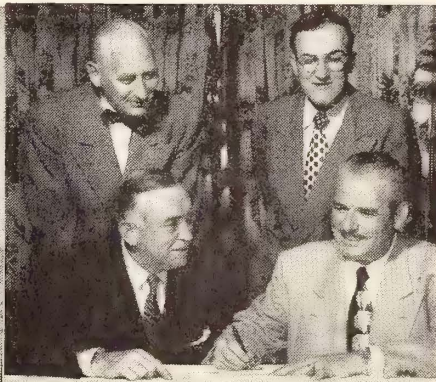


**DISCUSSING** contract details of Juice Industries Div. of Clinton Foods Inc.'s commercials to be used on WRVA Richmond's *Housewives Protective League* are (l to r): Richard L. Brown, L. W. Ramsey Adv. Agency, Chicago; Mark Evans, HPL announcer, and H. P. McMullin, H. C. Kersten Co., Richmond, brokers for Clinton Foods' Tou-Cans Orange Juice. Firm signed for 13 weeks.



**THIRD** straight year assured for Citizens Federal Savings & Loan Assn., Dayton's sponsorship of MBS' Fulton Lewis jr. on WONE-WTWO (FM) Dayton, as firm's V. P. Robert Almoney pens contract. Flanking him are Louis S. Froelich (l), asst. to stations pres., and Herman Hutzler, head, Hutzler Adv. Agency.

**FIVE-YEAR** agreement is set for Ziv's *Cisco Kid* on WQAM Miami, Fla., 5:30-6 p.m., sponsored by Seven-Up Bottling Co., Miami. L to r: Standing, Nat Gilson, mgr. of bottling firm; Larry Stewart, Frederic W. Ziv Co.; Harry Camp, asst. gen. mgr., WQAM, and "Buz" Avrutis, Chambre Adv. Agency. Sherman Tobin (seated), owner of bottling company, signs.



**CHIROPODIST** signs for sponsorship of two newscasts daily on KGER Long Beach, Calif. L to r: Seated, Oliver Gramling, asst. gen. mgr. of radio, Associated Press; Dr. C. C. Harrod; standing, Hub Keavy, Los Angeles rep. of AP, and Dick Walsh, KGER salesman.



# open mike



**[EDITOR'S NOTE:** Not since the FCC moved FM from its former place in the spectrum to its present residence at 88-108 mc has such a fuss over FM been provoked as that touched off by two editorials (June 11, July 9) in **BROADCASTING • TELECASTING**. (We are publishing a third this week, possibly a suicidal decision.) A dozen letters accusing us of everything from accepting bribes to committing matricide have appeared in **OPEN MIKE** in the past five issues. Here are a dozen more, and in printing them we declare the forum closed. Far more space has been devoted to the readers' comments than to our own.]

## EDITOR:

... True, a good many FM stations are in the red. So are some AM stations, and so have been all TV stations until very recently. Would you take the channels away from all broadcast media that don't show a profit? ...

Anyway, the extra TV channels that you are seeking at FM's expense would be most in demand in metropolitan centers, the very places that today have crowded FM dials. Like Washington, where 12 FM outlets are using all available Class B assignments and all but two Class A assignments. ... Maybe they're not using all of the FM channels available in Cripple Creek, but don't think they're likely to use any extra TV channels either.

As an authoritative industry voice, **BROADCASTING** would be in better stead to tell the independent FM broadcasters to get on the ball and produce programming interesting enough to make people want to buy FM sets. That was how AM did it in the '20s—that's how TV is doing it in the '50s—and that's how FM must do it from here on out.

M. Robert Rogers  
Vice President-General Mgr.  
WGMS-AM-FM Washington

\*\*\*

## EDITOR:

... I am very sorry to find you leading this movement to cripple radio for television.

Walter C. Bridges  
General Manager  
WEBC-AM-FM Duluth,  
Minn.

\*\*\*

## EDITOR:

... If television is to become a truly competitive nationwide service, intensive development of the UHF spectrum available to and assigned for TV use must be undertaken at once. Adding two or three additional VHF channels will not noticeably help the overall picture. ...

There are now approximately 8 million FM sets in the hands of the public. The question of the public's investment in FM is one which can-

not now be lightly tossed aside.

In Washington alone your proposal could not be accepted without the forced shutdown of FM stations that are now on the air. ...

Everett L. Dillard  
General Manager  
WASH (FM) Washington

\*\*\*

## EDITOR:

... Why doesn't someone in your department and the FCC wake up? There is a simple answer as to how to fill up those "several thousand" FM channels. Instead of further crowding the AM band, how about the FCC telling all new AM applicants "FM or nothing"? ...

As pointed out in a previous letter to you, except for GE and Zenith, FM has not been promoted. Why? I can give you the answer to that one. Simple. FM was invented by an individual instead of by a large corporation. ...

L. Edwin Rybak  
Chief Engineer  
WGPA-AM-FM Bethlehem,  
Pa.

\*\*\*

## EDITOR:

... It is a truth, a provable truth that FM is a better system than the antiquated AM system which we labored so many years to establish. ...

Chet Petersen  
Hollywood Assoc. Producer  
Hollywood

\*\*\*

## EDITOR:

... Let us see who is the bigger ether hog. Certainly not FM with its 20 mc but TV which requires 72 mc for its 12 channels. In addition TV has a nice new [proposed] assignment ... of 70 channels or 420 mc in the 500 to 900 region. ... By now the answer to the dilemma should be apparent. Move all TV stations into the new spectrum. Turn the frequencies now low 88 mc over to the public safety services. Turn those between 160 mc and 216 mc over to commercial carrier and to the aircraft services who depend upon radio for safety of life and who also need many channels. ...

And don't tell me that VHF is no good. Just read page 58 **BROADCASTING** for July 9 for answer to that one.

Robert E. Brooking  
Chief Engineer  
KFMV (FM) Los Angeles

\*\*\*

## EDITOR:

... Your recent editorial (July 9) concerning FM was deplorable. ... Perhaps the FM band is great.

(Continued on page 38)





# NEWS AND VIEWS OF COAL

A MONTHLY REPORT TO EDITORS

## **PROGRESS KEYNOTE OF 1951 COAL SHOW.**

The 1951 Coal Show of the American Mining Congress recently held in Cleveland clearly demonstrated that America's coal industry is alive with new ideas. Six million dollars' worth of the latest mining equipment was on display—everything from a tiny roller bearing to a gigantic fifty-ton haulage unit. There were continuous mining machines and conveyor systems—equipment for sale ranging from a three-cent bit tooth to a million-and-a-quarter-dollar power shovel. Those who saw the show couldn't fail to be impressed with the coal industry's vigor and progressiveness.

## **GOVERNMENT ORDER EMPHASIZES DEPENDABILITY OF COAL.**

A recent OPS order increasing the ceiling price of residual fuel oils will further step up the demand for coal—especially along the Atlantic Seaboard. The price increase was made purposely to conserve the uncertain supply of oil by encouraging the burning of coal—a direct recognition of coal's dependability and abundance. Because America has such immense reserves of coal—nearly half of the world's known supply—coal has become the favored fuel of most industries in their planning for the future.

## **COAL'S FUTURE BRIGHTER THAN EVER!**

It is taking more and more coal to supply the heat, light and power America needs—300 million more tons of coal each year than were used 50 years ago. Through industrial expansion and the growth of the electrical industry, coal's markets are steadily increasing—and the coal industry is modernizing its plant to meet these growing needs. The new mines opened or placed in development in America during the past five years have a productive capacity of more than one-half as much as all the mines of Soviet Russia.

## **MECHANIZED MINES CAN EXPAND PRODUCTION RAPIDLY.**

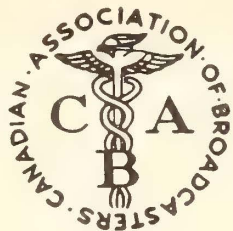
By using the same facilities that are now producing coal at the rate of 530 million tons a year, America's mines can expand their production at will by more than 100 million tons. This is possible because of the high degree of mechanization throughout the coal industry. 98% of America's coal is now mined by machine—raising the productivity of the American miner to the highest level in history—30% higher than it was just 10 years ago. Keen competition among America's 6,000 independent mine operators has resulted in one of the greatest efficiency gains made by any American industry.

## **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.*





## President Madison Slipped Here

If the War of 1812 proved anything, it is that it's difficult to get Americans and their Canadian neighbors shooting-mad at one another. Of course, President Madison's hunch that the British colony in Ontario might someday be worth having was a sound one. No doubt his Chiefs of Staff thought so too. But it was cold fighting.

And setting fire to York (now Toronto, which is an Indian word meaning "How-to-make-a-fast-buck") didn't warm things up for long. Finally, President Madison gave up the venture and concentrated on driving the foreigners out of Florida.

Of course, President Madison never dreamed that one day the Province of Ontario would be Canada's wealthiest, fastest-growing marketing area. And having backed off from the smoldering ruins of York, even a General with vision could not visualize present-day Toronto, Ontario's capital city, and the pivotal point of Canadian industry and commerce.

Modern business Chiefs of Staff, bent on invading the booming Ontario market, would now be able to pass on the following intelligence to their sales generals:

1. \$3,513,653,600—that's Ontario's retail sales figure, as estimated by the Dominion Bureau of Statistics!
2. Radio is still the best way to reach Ontario consumers.
3. There are 1,132,900 radio homes in Ontario. That's only the most recent available figure—it's increasing daily, because Ontario's population is growing rapidly, and radio is Ontario's favorite medium.
4. If you're selling in Canada, Ontario is your richest market. And radio is your medium. In Canada, you sell 'em when you tell 'em!

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

### CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.,  
Ottawa.

37 Bloor St. West,  
Toronto.

## Open Mike

(Continued from page 36)

in size than it ought to be—now. But why not look to the future? The AM band was once too small, and 10 more channels had to be added to it. The situation may some day be the same with FM. . . .

Then again, perhaps the FM broadcasters shouldn't place too much of their blame on their AM brothers. The FM broadcasters must get off their rumps and promote—sell sets, advertisers and their stations. . . .

George W. Hamilton  
FM Promotion  
Maplewood, N. J.

\* \* \*

EDITOR:

. . . Your editorials contained two glaring misstatements of fact. The July 9 editorial contained the following: "Simply stated, the FCC is pondering what it should do about the vast expanse of spectrum space assigned to but not being used by FM." That has now been denied by the chairman of the Commission as reported in your last issue. . . .

The second misstatement (June 11) was that "substantial engineering opinion supports the view that the fewer than 700 FM stations might well be allocated into 2 mc or 10 channels." . . .

Edwin H. Armstrong  
Columbia U.  
New York

\* \* \*

EDITOR:

. . . It would seem to me that enough has been done to handicap FM without sharing its present allocation with TV. Surveys indicate that 35% of the homes in this area are now equipped with FM, and we feel that definite progress is being made in increasing this ratio. . . .

Zora E. Guenard  
Program Director  
WEAU-FM Eau Claire,  
Wis.

\* \* \*

EDITOR:

. . . Be informed that allocation of any radio service is determined by the needs of the large cities, and in such the FM band is being very well used. Should you desire to rearrange the allocations, suggest you first move the frequency hogs (TV channels) out of the 30 to 80 mc range and make way for police and fire, etc., who need channels badly.

Ray Torian  
Acting Manager  
KNOB (FM) Long Beach,  
Calif.

\* \* \*

EDITOR:

. . . I would like to propose, if you allow me the space, that all interested broadcasters contact me at their earliest convenience for the purpose of arranging a meeting of the "true FMer's" at an early

date. . . . Despite the damage I have willfully injected into the industry, I feel that it will come a good end as it has aroused ire of many and made it clear we need an organization to protect us from such unscrupulous attacks. . . .

Robert E. Williams  
Station Manager  
WFML (FM) Washington  
Ind.

\* \* \*

EDITOR:

. . . Isn't it incumbent on us to apologize to FM operators for getting them into an unnecessary dither? . . .

Sol Chain  
General Manager  
WBIB (FM) New Haven  
Conn.

[EDITOR'S NOTE: Uncle.]

\* \* \*

## Night and Day

EDITOR:

I have just read your editorial "Prudence and the Freeze," in the June 25 issue.

It is most ridiculous that you suggest that no more AM or FM stations be granted and suggest a moratorium until the critical material situation ameliorates. Why not let TV leave the Commission alone and let them make a clear cut decision of the "freezing" of clear channels. I cannot stand for the life of hundreds of other broadcasters, with daytime stations, why millions of dollars worth of fine broadcast equipment should be lying idle from sundown to sunrise. . . . Let's give those "white areas" nighttime service.

Nathan Frank  
Manager  
WHNC Henderson, N. C.

[EDITOR'S NOTE: Giving the "white areas" nighttime service was exactly the point we made. Our suggestion of a moratorium would pertain only to those communities where FM and TV service is now satisfactory.]

\* \* \*

EDITOR:

In spite of fearsome-looking competition, this station is operating nicely in the black. . . . The formula [is] simple: . . . (1) Program local events, local news. (2) Get your sales force out on the street and sell.

Kenneth Leslie  
Sales Manager  
WCTC New Brunswick, N. J.

## The Provinces

EDITOR:

Thanks so much for such a nice article in this week's BROADCASTING [ON ALL ACCOUNTS, July 16].

First thing this morning I received a wire from an old Michigan State classmate who spotted the story clear up in Albany. We have coverage that BROADCASTING has.

Richard H. Hurley  
Compton Adv. Inc.  
New York

[EDITOR'S NOTE: Gad, next time we'll be read as far west as Buffalo.]



# BMI CLINIC

## Hollywood Meeting July 31

Eastern and western radio executives are scheduled to meet at the all-day clinic being held by Broadcast Music Inc. on July 31 at the Hollywood-Roosevelt Hotel. Southern California Broadcasters Assn. will act as host for the session, fifth in a series of nine clinics being set up by BMI for broadcasting groups in various areas throughout the country.

Eastern speakers at the Hollywood meeting will be Hubbell Robinson Jr., CBS vice president in charge of network programs; Paul Kennedy, vice president and general manager, WTIC Hartford; George Cott, manager, WNBC New York; Robert J. Burton, vice president in charge of publisher relations, BMI New York. An additional eastern speaker will be named later.

Representing the West will be J. J. Frech, program director, KRE Fresno, whose subject will be "Let's Make the Most of What We Have," and Dorothy Johnson, secretary and program director, KRON San Diego. Carl Haverlin, president, BMI, will make the chief address at the luncheon meeting, presided over by A. E. Joscelyn, in charge of CBS Hollywood operations and president, SCBA.

Similar clinics will be held today (July 23) in Seattle in cooperation with the Washington Broadcasters Assn.; July 24, Portland, with Oregon State Broadcasters Assn.; July 25, San Francisco, California Broadcasters Assn.; Aug. 20, Harrisburg, Pennsylvania Assn. of Broadcasters; Aug. 21, Columbus, Ohio Broadcasters Assn.; Aug. 22, Roanoke, Virginia State Assn.; Aug. 24, White Sulphur Springs, West Virginia Broadcasters Assn. First session was held July 2 in Atlanta before the Georgia Assn. of Broadcasters.

## WIST INAUGURAL

### Eyes October Opening

INSTRUCTION of towers and transmitters for WIST Charlotte, N.C., to be the AM affiliate of WIST-FM, is now in full swing. The Broadcasting Co. of the South is priming for October operation, according to Ray A. Furr, managing director.

A "progress report" on the new WIST station is contained in advertisement in local Charlotte newspapers. Telephone lines will carry WIST programs direct from studios in the Liberty Life Bldg. to the transmitter. Station will operate on 930 kc with 1 kw night and 5 kw day.

Mr. Furr added that the owners look forward to bringing [the community] WIST-TV, a permit which our company has been applicant several years now. WIST-FM has been on the air since 1948. B. Calhoun Hipp is president of the licensee firm.



**THIS TRIO, (l to r) Chief Engineer Joe Gamble, an unidentified tower crew member, and George Theeringer, special events announcer at the microphone, needed no wings in a 500 ft. above ground 30-minute flight. Mr. Theeringer broadcast to WRBL Columbus listeners from the top of the FM tower where the men were perched on a swing connected to a steel cable that was controlled by a truck winch. Theme was description of city.**

## ABA MEET

### Little Rock Host Aug. 5

WILLIAM B. RYAN, BAB president, will be among featured speakers at the Arkansas Broadcasters Assn. sales clinic to be held Aug. 5 in Hot Springs at the Jack Tar Courts.

Stated purpose of the clinic is to "provide sales managers and salesmen with an outstanding opportunity to measure their own planning against authoritative leadership and to help them project into their own enterprise the thinking and experience of others."

There is a registration fee of \$2.50 which includes luncheon. The program follows:

#### Morning Session:

9:00, Clinic called to order by Fred Stevenson, ABA president, manager, KGRH Fayetteville; 9:05, Clinic Chairman, Julian F. Haas, commercial manager, KARK Little Rock; 9:10, "Servicing Local Accounts," Ed Gideon, commercial manager, KGRH Fayetteville;

9:30, "Aids to Getting National Sales," Dave Crockett, manager, KAMD Camden; 9:45, "Merchandising—Promotion," James Walker, manager, KFPW Ft. Smith; 9:50, "Your News—and Its Revenue Potential," Oliver Gramling, assistant general manager, Associated Press, New York; 10:30, "Selling Locally," Ed Appler, KTHS Hot Springs; 10:45, "Selling on an Independent Station," Ted Rand, manager, KDRS Paragould; 11:00, Open Forum.

#### Afternoon Session:

12:00, Smorgasbord luncheon; 1:00, "What a Timebuyer Expects From a Station," Aubrey Williams, director, radio department, Fitzgerald Adv. Agency, New Orleans; 1:30, "Four Sides To It," Dale C. Rogers, advertising and sales promotion manager, Mid-Continent Petroleum Corp., Tulsa; 2:00, "What Stations Can Do To Help Their Representative," Wythe Walker, president, The Walker Representation Co., New York; 2:30, "The Challenge to Radio and How To Meet It," Mr. Ryan; 3:00, Open Forum.

# W H H M

## MEMPHIS

**"independent—but not aloof"**

*is*

*pleased to announce  
the appointment of*

# FOR JOE & COMPANY

*as*

*exclusive national representatives*

**EFFECTIVE  
IMMEDIATELY**



# JAPANESE RADIO

## Advertising To Be Introduced

ADVERTISING will be introduced into Japanese radio the first of next year, when some 16 stations which have been experimentally licensed for commercial operation will join the more than 120 stations comprising Japan's two-network national radio system. For the past 26 years the system has functioned as a sponsorless, tax supported operation.

The impending impingement of sponsored radio in the American manner on what has been traditionally a BBC type of broadcast system was revealed Monday by Tetsuro Furukaki, president of the Broadcasting Corp. of Japan, in an interview with BROADCASTING • TELECASTING.

Mr. Furukaki, accompanied by Sukezo Tochizawa, chief of BCJ's general affairs division, and Yoshikazu Kasuga, head of the BCJ program department, had just completed a two-week visit to the United States, mainly New York and Washington with brief stopovers in San Francisco and Chicago, to take a look at American radio and television. Immediately after the interview the group left for London at the invitation of the BBC. They plan to visit a number of European capitals before returning to Japan.

BCJ, Mr. Furukaki explained, was established in 1924 as a public utility company operating under the control of the Minister of Communications, a set-up very similar to that of the BBC which

is also a non-Governmental corporation operating under close governmental supervision. Also like the BBC, BCJ is supported by taxes paid by listeners, each of the 10 million set-owning Japanese families paying a monthly fee of 50 yen (about 15 cents), raised in April from the former fee of 35 yen a month. With these fees, BCJ has a staff of some 8,000 persons who operate the two-network system, providing dual program service to the Japanese people from 5:30 a.m. to 11 p.m.

### News Is Tops

Indicating that human nature and taste in radio fare are pretty much the same the world around, Mr. Furukaki said that news programs are as a class the most popular type of program with the Japanese public, who, he said, have learned that they can depend on what they hear on the air. Most popular program, he reported, is *20 Questions*, closely followed by *Sunday Serenade*, a variety show, and by a Sunday noon amateur hour whose successful contestants win no money or merchandise prizes but are assured of employ-

ment in theatres throughout the country.

Baseball broadcasts are very popular with male listeners, Mr. Furukaki said. He noted, however, that in accordance with its quasi-governmental set-up, BCJ's programming devotes most of its time (52%) to news and cultural programs, only 48% to programs of pure entertainment.

Reporting that BCJ was doing some experimental research work on television, Mr. Furukaki said that after seeing the colorcasts of both CBS and RCA, which he called "amazingly fine," he hoped that his country might begin its TV programming on a color basis. This is a far-fetched wish, he added, as Japan is a poor country and will be hard put to support a black-and-white TV system, let alone one in color, for many years to come.

Japan has been out of the international broadcasting field since the end of the war, Mr. Furukaki said, but it may soon resume this activity. Both the Diet and the American military authorities have approved the reinstatement of international broadcasting, he reported, and the matter is now before the proper international body in charge of assigning shortwave channels for international use.

### Erwin Resignation

STANDING Committee on Correspondents on Capitol Hill has given notice that Robert A. Erwin's resignation has been "solicited and accepted." Mr. Erwin, a member of the congressional press galleries as president of Erwin News Service, denied his resignation was requested, saying he had resigned to devote his time to the Krock-Erwin Assoc. Inc. firm of which the committee noted Mr. Erwin was executive vice president. Firm was described as "public relations counselors and Washington business representatives." The committee also listed its rules that require a member of the galleries to obtain principal income from news correspondence and not engage in "any lobbying activity, publicity or promotion work."

# MAGAZINE RATES

## ANA Studies Increase

WHETHER the ANA Magazine Committee should do anything about the numerous rate increases announced by leading national magazines to become effective the first of the year was discussed briefly at the committee meeting in New York on Tuesday but decision was reached.

Henry Schachte, national advertising manager of the Borden Co. chairman of the committee, told BROADCASTING • TELECASTING following the meeting that the committee could not enter into discussions of magazine rates, but that, if it so decided, it might render a report on magazine advertising values to the ANA membership. Such a report would be akin to the reports on radio value issued by the ANA radio committee in August 1950 and March this year, documents which have been largely credited with a major part in effecting the subsequent reductions in network time rates.

His committee is working again a deadline on a presentation of magazine research to be given at the ANA fall meeting, Mr. Schachte said, and most of the meeting time devoted to that project. The matter of magazine values will presumably come up again at the next meeting of the committee, in about three weeks, depending on the progress of the preparation of material for the presentation, he said. The ANA fall meeting will be held Sept. 24-26 at the Waldorf-Astoria Hotel, New York.

### WOR Gets RFE Contract

RADIO FREE EUROPE has named WOR Recording Studios to handle the bulk of tape-recording programs in Albanian, Bulgarian, Czechoslovakian, Hungarian, Polish and Rumanian for broadcast by RFE transmitters in Germany to listeners behind the Iron Curtain. WOR contract is estimated at \$150,000 annually.

KFYR, with the nation's largest area coverage, located in the heart of the rich, mid-west farm belt—opens the door to responsive listenership that pays quick dividends. Ask any John Blair man for the complete KFYR facts and figures.

# KEYFR

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

BISMARCK, N. DAK.

NEWS—from BINGHAMTON, N.Y.

ABC

# WENE

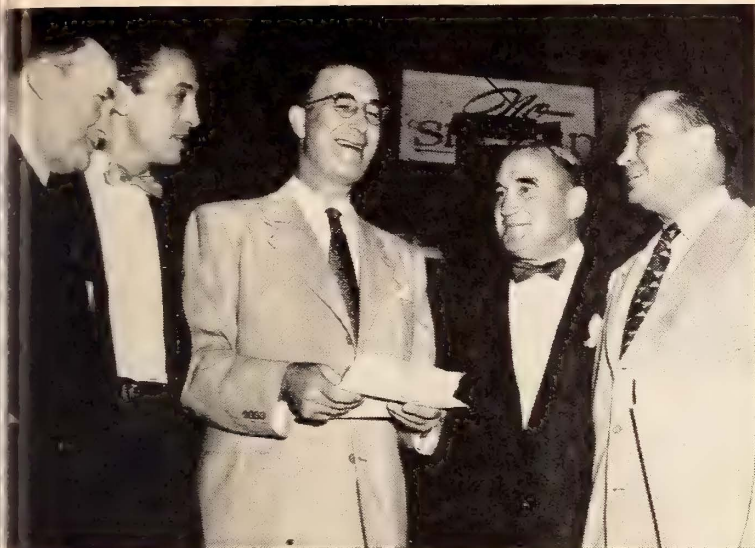
BINGHAMTON, N.Y. MARKET

NOW 5000  
WATTS

CALL RADIO REPRESENTATIVES, INC.

BROADCASTING • Telecasting





**ALUTE** to the new \$5 million plant of Plough Inc. (parent company of PS Memphis, Tenn.) was the occasion for this gathering of Senatorial, and newspaper representatives in Memphis last month. To salute the plant, Goldsmith's, local department store, arranged for special original of ABC Town Meeting of the Air from Memphis. Indulging in pre-dcast discussion are (l to r): Sen. George W. Malone (R-Nev.); Harold relstein, WMPS vice president and general manager; Sen. Estes Kefauver (enn.), member and former chairman, Senate Crime Investigating Com-tee; Frank Ahlgren, editor, *Memphis Commercial Appeal*; and Edmund II, board member of the Atlantic Union, a political organization. Sens. one and Kefauver and Messrs. Ahlgren and Orgill debated "What is pe's Best Defense Against Communism?" with George V. Denny Jr. ing as moderator. Special Town Meeting radio promotion was handled by Matty Brescia, Matty Brescia Enterprises.

## ABC BUILDS

### Starts S. F. Expansion

C last week announced a mil-dollar expansion program in Francisco that will more than ble facilities and space of its O-AM-TV.

First step in the program was chase of the four-story Eagles g. and an adjacent lot on Gold-Gate Ave. near San Francisco's ic Center. Purchase price of building was not disclosed but was known to amount to several adred thousand dollars. Gayle bb, KGO-AM-TV general man-er, announced that an additional i of nearly \$1 million will be nt remodeling and equipping property for radio and tele-on.

The building will house most of production facilities for both O and KGO-TV (KGO now ses radio production space from C at the latter's Radio City erty). KGO-TV will retain ransmitter site at ABC Tele-on Center at Sutro Mansion Mt. Sutro. Executive offices, v located in a building on ntgomery St. in San Francisco's ncial district, will be moved to new building.

entative plans call for one main r studio 70 by 100 feet with a foot ceiling and accomodations a studio audience up to 750 sons. This studio will be per-nently equipped to handle a imum of four cameras with visions for additional cameras en needed.

On another floor will be three aller television studios, approxi-

mately 30 by 40 feet and with facilities for two or three camera productions. These studios will also be equipped for radio produc-tion. Each studio will have inde-pendent control room facilities for either radio, television or simulcast production. In addition there will be three other small studios equip-ped for radio production exclusive-ly.

There will be a master control and a microwave system to feed television originations to the KGO-TV transmitter at the Mt. Sutro property.

Purchase of an unoccupied lot adjacent to the building will provide space for a huge freight elevator for moving sets and scenery to various studios and to the base-ment, where the station's art de-partment and set building and storage facilities will be located.

Pereira & Lackman, Hollywood architects who have specialized in radio and television studio design in Southern California, are direct-ing remodeling of the new KGO building.

### Wham Bam, Suh!

THE CIVIL WAR (or the War Between the States if you're from the South), was partially relived by WNOR Norfolk, Va.'s listeners when the station broadcast directly from the scene of a second "battle of the ironclads"—a re-enactment of the historic sea battle between the *Moni-tor* and *Merrimac*, scheduled as part of the 61st and final reunion of the United Con-federate Veterans.

## To a Time-Buyer's Secretary with Vacation on Her Mind



**I**T'LL be rough without you for two weeks. Especially when The Man has to scratch around in the files. Tell him, when he needs some examples of radio's pulling power, to look under *Iowa*—WMT. Take the case of the Bowman Cattle Company. They considered cancelling their noon hour sale announcement on WMT. "Looky," said WMT. "Next time you have a sale, ask your buyers how many of them heard about it on WMT." Bowman did. 90% had. Bowman reconsidered. Remind him about Tait Cummin's WMT Sports Contest last March to guess the championship team and score of the title game in the boys' state basketball tournament. Prizes were 3 one-week all-expense vacations to Mid-West resorts. Results: 49,363 entries in ten days. Tell him, when he needs some examples of radio coverage, to check BMB's Study No. 2 for WMT, where total weekly radio family listening is 338,480 (in 87 counties) daytime, 303,880 (in 71 counties) nights. Incidentally, where are you going on your vacation? Iowa's Okobojis and Clear Lake and Spirit Lake are great spots for relaxing; Iowa's young men are real stem-winders—tall, sun-bronzed and . . . interesting. The air is clear—the only pall on the horizon is a bit of smoke from traditional burning ceremonies for the few remaining mortgages, just paid off. Have a nice time, honey. Everything will be okay. Just leave several blank schedules behind—with WMT filled in in the strategic places.



5000 WATTS

600 KC

Day & Night

**BASIC COLUMBIA NETWORK**

REPRESENTED NATIONALLY BY THE KATZ AGENCY



(Continued from page 18)

● 86.4% of identifiable requests represent students and teachers, from primary grades through college.

Those, in summary form, are the principal points demonstrated by the third annual offer of the AAR. The total of 120,437 individual requests almost equals response from the first two *Railroad Hour* years combined, despite the fact that the 1951 offer was made at a period of seasonally declining audience.

The 131 member railroads (system lines) of the AAR have some very definite goals as they devote

Those who would contend in a thoughtless moment that television has plugged the ears of radio might well spend some time studying AAR's detailed analysis of its mailed requests and their source. They would discover that in television's home base, New York State, the *Railroad Hour* offer pulled 13.97% of its mail in 1950-'51 compared to 14.76% in 1949-'50.

## TV Does Not Lower Show's Rating

Flanked by their advertising agency, Benton & Bowles, the AAR officials who direct this continuing contact with the public have a number of serious problems to discuss with their listener friends.

Emphasis is placed on the essentiality of railroads to the na-



**HONORING** his 20th year in radio, Jack Beauvais (r), chief continuity editor at WEEI Boston, receives the traditional gold watch from Harvey J. Struthers, WEEI general manager. Mr. Beauvais started as a singer at WEEI in 1931, and several years later switched to writing. He becomes the 14th member of WEEI's 20-year contingent.

They're proud of the fact that they have a million small stockholders and 1¼ million employees. They're eager to let listeners know that a \$1¼ billion expansion program is under way this year including 10,000 new freight cars a month to keep America's mobilization moving along at full speed.

Results from this institutional type of promotion aren't measured like sales of \$5.95 fitted nylon slips at Macy's. But railroad officials point out that there is a better public understanding and a more friendly public attitude in contrast to the hostility that prevailed 15 or 20 years ago.

Right now the railroads are working hard to move war goods as well as civilian freight. A substantial increase in traffic has come with the Korean crisis and the rearmament program, but rising cost of materials and wage boosts are making it difficult for carriers to meet expenses, pay a dividend to stockholders who own the facilities and finance improvements.

While most of the *Railroad Hour* messages deal on an institutional basis with problems of this sort, the AAR inches into the sales field during the summer months by urging the public to take vacational trips by rail.

One of the important factors in putting over the radio program is the promotion put behind it. Benton & Bowles handles much of the basic promotion. NBC is putting a lot of promotional effort behind the series. Finally, the carrier members of AAR utilize their employe magazines, bulletin

A new element has appeared in the latest mail offer by AAR. There is an increased proportion of women who wrote for the free book. The 1951 mail pull consisted of 63.3% women, 22.9% men, 12.6% children and 1.2% unidentified. In 1950, on the other hand, the ratio was 61.40% men, 32.33% women, 5.86% children and .41% unidentified.

AAR does not see in this ratio a change in the composition of the audience. It recognizes that the souvenir booklet, with program and talent material, might have special appeal to women. Anyhow, AAR is glad to know its advertising is appealing to women, supporting its other public advertising messages. Thus a new avenue to the feminine audience has appeared.

There's another angle to the AAR mailbag that encourages those who are telling the railroad story to the public. That's the trouble listeners go to as they volunteer comment on the program. No effort whatever is made by AAR to solicit comments, yet 29,384 or one out of four requests, included commentaries. Last year 18% commented with 15% volunteering opinions the year before.

Of the 29,384 comments, or seven were "unfavorable" with another 32 "mixed."

Perhaps the most startling discovery of all the facts turned in AAR's analysis was the small number of requests sent incorrect to radio stations. The combination of requests sent to radio stations and those received by telephone was only 706.

AAR is watching closely its current summer experiment in which original adaptations of favorite tales are narrated with music background, a departure from the operetta-musical comedy format of the fall-winter-spring season. Should the idea click, similar programs may be dovetailed into the nine-month series opening in September.

In any case, AAR can be depended on to stick to its highly successful format based on the appealing tales and tuneful scores of light operas and lighter music shows. For two successive years the *Railroad Hour* has started NBC's Monday evening music schedule and now the third NE season is about to start.

If precedent has any value, 11 railroads with \$30 billion in equipment and property will continue to create better understanding of the problems as they meet each Monday evening, in the homes of four million friendly families.

MACK D. MORTON, Atlanta, Ga., has been named "Stockholder of the Year" by Motorola Inc., Chicago.

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



**"Chief's local business sure is booming,  
Let Cleveland merchants tell you why:  
Their spot campaigns send sales a-zooming;  
Chief Station's shows sure make folks BUY!"**

**Take your tip from local sponsors. They know Cleveland —they demand results. Since February, local business has tripled on WJW —Cleveland's only network station with net-calibre daytime local programming.**

## CLEVELAND'S *Chief* STATION

**WJW**  
5000 W.  
WJW BUILDING

**W**  
BASIC ABC  
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.



## C Greets NBC

HANDS ACROSS the sea were raised in anniversary greeting to NBC by Sir William J. Haley, director-general of the British Broadcasting Corp., fortnight ago. Joseph H. McConnell, NBC president, received a radio-gram from the BBC head reading: "Most cordial greetings from the BBC for NBC's Jubilee. Your colleagues in Great Britain wish you continued success in the service of broadcasting."

## PRA WORKSHOP

### 'Sell America' Is Theme

LLING American public relations on an international scale through use of radio, films, pamphlets and other media keyed to one-day summer workshop session of the American Public Relations Assn., held at the Willard Hotel in Washington last Monday.

A panel of media experts supplemented an official Dept. of State presentation of Voice recordings and newsreels with a critique and evaluation of the U. S. information campaign abroad. Industry views were given by Ralph Hardy, RTB government relations director, in a discussion period which included Joseph C. Harsch, *Christian Science Monitor*, and Dr. Al Douglass, president, American U.

Media views followed radio and samples of State Dept. information output showing Soviet propaganda technique and what the voice of America and other U. S. voices are doing in the Campaign for Truth. New series, *Voices of America*, evolved in cooperation with MBS, which solicits letters from Americans for overseas listeners, and recorded by the VOA was described. Examples of Russian jamming also were played. Presentation was directed by Charles Hulten, outgoing general manager of the State Dept.'s information and educational program.

## BARNARD NAMED

### Gets Hulten's Voice Post

APPOINTMENT of Thurman L. Barnard, former advertising agency executive, as acting general manager of the International Information & Educational Exchange program, succeeding Charles M. Hulten, was announced by the Dept. of State last Monday.

Mr. Hulten, who has administered the Voice of America and other U. S. activities since Jan. 4, 1950, was named chief European representative for the information and educational program. Headquarters in Paris, he will concentrate on the initiation of new operations in Europe.

Mr. Barnard formerly was executive vice president of Compton Advertising Inc., New York, and also director of the agency's plans board and a member of its board of directors. Since March 19, he has been serving as special projects deputy to Edward W. Barrett, Assistant Secretary of State for Public Affairs.

Both Messrs. Barnard and Hulten held directors posts in the Office of War Information during World War II. Mr. Barnard was executive director of OWI's overseas branch, while Mr. Hulten held the post of assistant director. Later Mr. Hulten served as both assistant and deputy director of the State Dept.'s Office of International Information.

Mr. Barnard joined N. W. Ayer & Son in 1920, remaining with the agency until 1943 as vice president and manager of its Detroit office. Mr. Hulten began his government career in 1942 after service on western newspapers and teaching journalism at Oregon and Stanford universities.

## PULSE RATINGS

### Benny Leads Top 25 Shows

JACK BENNY, with an average rating of 13.9, led the top 25 network radio programs in the January-June multi-market radio Pulse survey released last week.

Following are the Pulse ratings for the 25 programs during the 6-month period:

	Av. Rating
Jack Benny	13.9
Lux Radio Theatre	12.1
Amos 'n' Andy	11.2
Edgar Bergen	11.2
Walter Winchell	10.6
My Friend Irma	10.0
Bob Hope	9.6
Arthur Godfrey (M-F)	9.4
Fibber McGee & Molly	9.3
Godfrey's Talent Scouts	9.3
You Bet Your Life	9.3
Mr. District Attorney	9.2
Suspense	8.6
Big Town	8.4
FBI in Peace and War	8.4
Hallmark Playhouse	8.4
Red Skelton	8.4
Life with Luigi	8.3
Bing Crosby	8.2
Mr. and Mrs. North	8.2
Mystery Theatre	8.2
Big Story	8.1
Dr. Christian	8.0
Mr. Keen	8.0
Life of Riley	7.6
Mr. Chameleon	7.6

## National Nielsen Ratings\*

### Top Radio Programs

all U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

EXTRA-WEEK—June 10-16, 1951

EVENING, ONCE-A-WEEK

Program	Current Rating	Homes %
Lux Radio Theatre (CBS)	13.3	
My Friend Irma (CBS)	10.0	
Walter Winchell (ABC)	9.0	
Bob Hawk (CBS)	8.9	
Life with Luigi (CBS)	8.8	
Big Story (NBC)	8.7	
You Bet Your Life (NBC)	8.5	
Godfrey's Talent Scouts (CBS)	8.5	
Suspense (CBS)	8.3	
Dragnet (NBC)	8.0	

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,000—the 1951 estimate of Total United States Radio Homes.

\*) Homes reached during all or any part of the program, except for homes listening 1 to 5 minutes.

Copyright 1951 by A. C. NIELSEN COMPANY

# RCA TUBES

*The standard of comparison*



**A full line of mercury-vapor rectifiers\* from one dependable source**

RCA Tube Distributors are conveniently located in all principal cities of the U.S. . . . and are the *top distributors* in their territories. Look to your local RCA Tube Distributors for efficient service on your broadcast tube requirements.

\*RCA types 857-B, 869-B, 575-A, 673, 872-A, 8008, 866-A, and 816, mercury-vapor rectifiers are built for continuous-duty service. Low-cost operation and long trouble-free service are basic features of all RCA mercury-vapor rectifiers.



**RADIO CORPORATION of AMERICA**  
**ELECTRON TUBES HARRISON, N. J.**



# front office



**G. F. ALBRIGHT**, part owner and general manager WKBV Richmond, Ind., appointed general manager WNAO Raleigh, N. C. Mr. Albright was with WKBV for seven years, and prior to that with WIRE for eight years.



Mr. Albright

**LIONEL F. BAXTER**, manager of operations and program director Voice of Alabama Inc. (WAPI, WAFM (FM) and WAFM(TV) Birmingham), appointed director of sales, programming and operations for WAPI and WAFM(FM). **C. P. PERSONS Jr.**, sales manager for the three stations, to handle sales for WAFM(TV). Changes were announced by **THAD HOLT**, president, treasurer and general manager of Voice of Alabama.

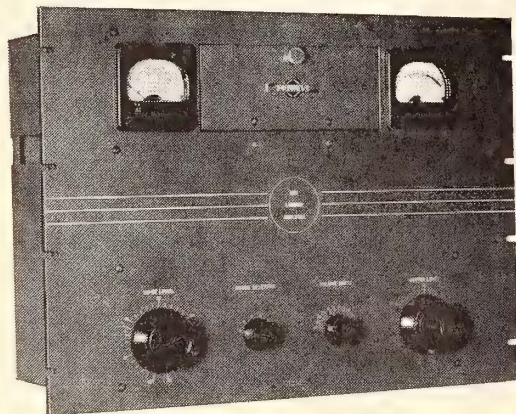
**HERBERT SCOTT**, commercial manager WARD Johnstown, Pa., to WPAZ Pottstown, Pa., as co-owner and general manager.

**DOUGLAS FLEMING**, merchandising manager WOAI-AM-TV San Antonio, transferred to radio sales department. **PAUL ADAMS Jr.**, sales service staff, succeeds Mr. Fleming as merchandising manager.

**HIL F. BEST**, Detroit, appointed national representative for WVCB Coral Gables, Fla.

**ROBERT C. HITCHINS**, public relations director National Industrial Advertisers Assn., to network radio advertising and promotion dept. NBC as sales presentation writer. He was with WNAO Raleigh, N. C., and WEEK Peoria, Ill.

**J. DAVID RUTLEDGE**, Lannan & Sanders, Dallas advertising agency, to Dallas sales staff Katz Agency, station representative firm.



Collins 26W-1  
Limiting  
Amplifier

In AM transmitter applications the 26W-1 limiting amplifier limits loud audio passages, thus preventing overmodulation and the accompanying distortion and adjacent channel interference. This limiting action permits a higher average modulation level, and consequently a stronger transmitted signal.

In FM applications the 26W-1 prevents excessive transmitter swing, which produces distortion at the receiver due to the inability of the average discriminator to handle frequency swings greater than 150 kc. In FM systems, wide range audio makes such distortion extremely noticeable.

Write your nearest Collins office for further information.

FOR BROADCAST QUALITY, IT'S . . .

**COLLINS RADIO COMPANY**  
Cedar Rapids, Iowa



11 W. 42nd St.  
NEW YORK 18

2700 W. Olive Ave.  
BURBANK

1937 Irving Blvd.  
DALLAS 2

Dogwood Road  
Fountain City  
KNOXVILLE

**JOHN C. COOPER Jr.**, commercial manager WTBC Tuscaloosa, Ala., named general manager Opelika-Auburn Broadcast Co. (WJHO Opelika, Ala.).



Mr. Cooper

**HENRY J. OPPERMAN**, assistant advertising manager Falstaff Brewing Corp., St. Louis, to ABC network sales department, as account executive.

**H. NEEDHAM SMITH**, account executive WC Cincinnati, appointed account executive WBNS Columbus.

**TRACY MOORE & ASSOC.**, Hollywood, appointed representatives for KBIS Bakersfield, Calif.

**ROWLAND WESCOTT**, production department NBC Hollywood, KNBH(TV) Hollywood, as account executive. He replaces **ROBERT HUMPHREY**, now with Foote, Cone & Belding, L. A.

**ADAM J. YOUNG**, N. Y., appointed as representative for KTRM Beaumont, Tex., effective July 15.

**HAL HOLMAN Co.**, Chicago, named national representative for WJOL Joliet, Ill.

## Personals . . .

**PAUL W. MORENCY**, vice president and general manager WTIC Hartford, appointed to State Civil Defense Advisory Council. . . **RICHARD K. BLACKBURN**, assistant manager and technical engineer WTIC Hartford, Conn., appointed to Civil Defense Aviation Advisory Council. . . **TOM COMPERE**, attorney NBC Chicago, is on active duty for six weeks with U. S. Army Reserve at Camp McCoy, Wis. A lieutenant colonel, Mr. Compere commands 337th infantry regiment of 85th division and is in charge of all recruit training. . .

**ERNEST FELIX**, acting general manager ABC Western Division, elected to board of directors Hollywood Chamber of Commerce. Also on board are: **JEAN HERSHOLT**, radio-screen star; **SIDNEY N. STROTZ**, former NBC Western Division vice president; **FRANK SAMUELS**, former ABC Western Division vice president and now West Coast radio-TV director, William Morris Agency; **RAYMOND R. MORGAN**, president Raymond R. Morgan Co.; **JOHN K. WEST**, NBC Western Division vice president; **ROBERT J. McANDREWS**, managing director, Southern California Broadcasters Assn., and president, Hollywood Ad Club, is an ex-official director. . . **HOWARD L. EMICH**, commercial manager WMAM Milwaukee, Wis., father of boy, June 21.

**FRANK MARTINO**, account executive WMTR Morristown, N. J., father of boy. . . **LLOYD E. YODER**, general manager KNBC San Francisco, named member of San Francisco Citizens' Committee for annual meeting of American Public Health Assn. to be held in San Francisco October. . .

**THAD SANDSTROM**, general manager KSEK Pittsburg, Kan., elected to board of directors Chamber of Commerce. . . **MAX M. SAVI**, vice president WCCC Hartford, father of boy, David Harrison. . . **LLOYD E. LENARD**, radio sales manager KNOE Monroe, La., elected president Monroe-West Monroe Junior Chamber of Commerce. . . **LOUIS SIGMON**, vice president and assistant general manager KMPC Hollywood, awarded honorary degree by Milwaukee School of Engineering. Mr. Sigmon addressed the commencement ceremonies.

## House Coverage

RADIO-TV coverage of House debates is urged in a new request (H Res 326) introduced in the lower chamber July 13 by Rep. John Jarman (D-Okla.). His House resolution would permit broadcasts and telecasts of proceedings by amending a House rule. It would also set up a special gallery in the House to accommodate radio-TV reporters engaged in this coverage. A standing committee "of Television and Radio Reports," directed and controlled by the House Speaker would supervise the gallery.

**GREENVILLE**  
SOUTH CAROLINA'S LARGEST  
METROPOLITAN AREA

In EMPLOYMENT

GREENVILLE	45,96
Columbia	26,63
Charleston	23,21

S. C. Emp. Sec. Com., 1950

MAKE IT YOURS WITH  
**WFBC** 5000 WAT  
The News-Piedmont Station Greenville

**NBC** For the Greenville-Anderson  
Spartanburg Markets  
Represented by Avery-Knodel



# CITE WOMEN BROADCASTERS

'McCall's' Announces Public Service Awards

BLIC SERVICE achievements women in American broadcasting radio and television—will be ognized by a new series of annual awards announced last week *McCall's* magazine.

Seven awards will be presented h year: Three to women broad- casters, who are defined as women ho appear before camera and erophone"; three to women cutives, "who concieve, prepare l are instrumental in presenting lic service programs or pro- ts," and one special award for standing public service of any ture which may be won by either broadcaster or executive.

*McCall's* also will present cita- ms to the stations or networks esented by the winners of the cutives' awards for making the

work of these women executives possible.

"All awards," *McCall's* stated, "will be made on the basis of pub- lic service by a woman to her com- munity or nation, regardless of station or community size." The awards will be made on the worth of the woman's idea and its value to her community, not on the calibre of performance or technical perfec- tion.

Awards to women appearing on the air will be made for outstand- ing public service to a community based on a subject of general com- munity importance; for outstand- ing public service to women and for outstanding public service to children. Three similar awards will be made to women broadcasting executives. The seventh award for the best public service job of any category may be presented to either a broadcaster or an execu- tive.

Awards will be based on evi- dence of performance submitted by or on behalf of the women enter- ing the contest. Original awards covering programs or projects broadcast between Sept. 1, 1950, and Aug. 31, 1951, will be an- nounced in *McCall's* and presented at the 1952 AWART convention. Contest information and entry blanks may be obtained from Frank Hogan, charge of media relations, *McCall's* 230 Park Ave., New York 17, N. Y.

## On All Accounts

(Continued from page 10)

lsaw. A specialist in catalog- ing, he later "classified everything the Navy" as a lieutenant in the oply corps.

He served two years, and after return to the agency in 1946 rked in the new business depart- nt, sheperded *Encyclopaedia Bri- tannica* and *Britannica* Films and nehaw wangled the task of put- g the company's pension plan o effect.

### His Accounts

He now supervises Manor House fee and Stopette, both large ers of broadcast media. Stopette ys *What's My Line?* on CBS-TV d Manor House has *Stud's Place*, ABC co-op, on WENR-TV Chi- go and *Who Said That?*, an NBC op, in five markets.

The McKinneys (she is the for- er Katherine Hughes of Oak rk, Ill.) and their youngsters, ne Margaret, 9, and William ontgomery, 1½, live in suburban innetka. Mr. McKinney, who is airman of the Community Chest ive there, has just finished build- g an office in his basement, and concentrating now on hand- stalling a bluestone terrace.

## Avco Arranges V-Loan

AVCO Mfg. Co. completed arrange- ments with a group of banks last week for a V-loan credit of \$50 million and an additional unse- cured credit line in the amount of \$20 million, to be used to finance defense contracts for production of a wide range of electronic equip- ment, tank and aircraft engines, and airframe components. Federal Reserve bank officials said it was the largest V-loan credit yet pro- cessed through the New York Fed- eral Reserve Bank and the second largest authorized in any Reserve district.



Advertisement

From where I sit  
by Joe Marsh

## A Big Boost For Smitty!

*Stepped into Smith's Department Store the other noon and saw the strangest thing. "Sis" Davis was com- ing up the stairs from the basement with a bundle of wash.*

"Is Smitty taking in washing these days?" I asked. "Not quite," she says. "He's just put in a new automatic washing machine, so the girls who work here can get their laundry done while they're eating lunch. Means more time to relax at night and on weekends."

*I thought what a swell boss Smitty must be. Human relations between the boss and employees have certainly taken a big step forward during my lifetime.*

From where I sit, people seem to be doing a better job of seeing our neigh- bor's viewpoint these days. Though his ideas and tastes may not be ours, we can understand his preference for a certain breakfast cereal, a favorite movie star, or for a temperate glass of beer or ale. That's the way it should be in a free country.

Joe Marsh

## IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

**WIBW** The Voice of Kansas  
in TOPEKA



From Border to Border and Coast to Coast.

# WORLD ST

## BUILDING AND LOAN ASSOCIATIONS

- FORWARD AMERICA — Home Builders & Loan Assoc. & Globe Homestead, New Orleans, La. **WDSU**
- LYN MURRAY SHOW — Hazleton Savings & Loan Company, Hazleton, Pa. **WAZL**
- RAY BLOCH SHOW — Zanesville Federal Savings & Loan, Zanesville, Ohio. **WHIZ**
- FORWARD AMERICA — Bartlett Mortgage Co., St. Joseph, Mo. **KFEQ**
- ... and hundreds more!

## AUTOMOBILE DEALERS

- STEAMBOAT JAMBOREE — Trevelyan Buick Company, St. Louis, Mo. **KSD**
- FORWARD AMERICA — Keystone Motor Company, Wilkes Barre, Pa. **WBRE**
- FREEDOM IS OUR BUSINESS — Earl Hayes Chevrolet Co., Dallas, Texas. **KIXL**
- EDDY HOWARD SHOW — Dinsmore Chevrolet Sales, Havre de Grace, Md. **WASA**
- ... and hundreds more!

## SHOE STORES

- DAVID ROSE SHOW — Esmonds Shoes, Connersville, Ind. **WCNB**
- HOMEMAKER HARMONIES — Bakers Shoe Stores, Ontario, Oregon. **KSRY**
- RAY BLOCH PRESENTS — Johnson Shoe Mfg. Co., Manchester, N. H. **WMUR**
- LYN MURRAY SHOW — Ritchies Shoe Store, Regina, Sask., Canada. **CKCK**
- WEATHER JINGLES — Weatherbird Shoe Dealer, Cedar City, Utah. **KSUB**
- ... and hundreds more!

## FARM EQUIPMENT and PRODUCTS

- DICK HAYMES SHOW — Interstates Harvester Co., Lawrence, Mass. **WV**
- STEAMBOAT JAMBOREE — Dixon Co. Evans, Ltd., Wonalimo, B.C., Can. **WV**
- FARM PROGRAM SIGNATURE — Pioneer Farm Equipment, Statesville, N. C. **WV**
- FORWARD AMERICA — North Dakota Elevator Co., Grand Fork, N. D. **KV**
- ... and hundreds more!

## DRUG STORES

- GIFT OCCASION CAMPAIGN — O'Conner Drug Co., North Platte, Nebr. **KODY**
- STEAMBOAT JAMBOREE — Henry Levinger Rexall Drug Store, Baker, Oregon. **KBKR**
- THREE SUNS — Badgers Drug Store, Sarasota, Fla. **WSPB**
- CHAPEL BY THE SIDE OF THE ROAD — Richard's Drug Company, Pampa, Texas. **KPDN**
- ... and hundreds more!

## APPAREL STORES

- FATHER'S DAY CAMPAIGN — Deane Clothing Co., Chattanooga, Tenn. **WDC**
- SONGS OF OUR TIMES — Morse's Apparel Shop, Eugene, Oregon. **KORE**
- STEAMBOAT JAMBOREE — Harvard Clothing Shop, Waterbury, Vermont. **WDEV**
- MEN'S CLOTHING — Stanley's Clothing, Ramona, Calif. **KCRA**
- ... and hundreds more!

# Sell Every

## DEPARTMENT STORES

- DICK HAYMES SHOW — Bear's Dept. Store, York, Pa. **WBA**
- FREEDOM IS OUR BUSINESS — Collins Bros. Dept. Store, Marion, Va. **WMEV**
- FORWARD AMERICA — Lane-Bryant Dept. Store, Pittsburgh, Pa. **KQV**
- HOMEMAKER HARMONIES — Sears Roebuck & Co., New Brunswick, N. J. **WTC**
- GIFT OCCASION JINGLES — Millers Dept. Store, Olympia, Washington. **KGY**
- ... and hundreds more!

## APPLIANCE DEALERS

- HOME IMPROVEMENT CAMPAIGN — Reid Hardware & Electric Co., Arkadelphia, Ark. **KVRC**
- HOMEMAKER HARMONIES — Wineland Appliance Store, Meadville, Pa. **WMGW**
- FORWARD AMERICA — Belk-Jones Co., Texarkana, Texas. **KTFB**
- ... and hundreds more!

## FURNITURE STORES

- HOMEMAKER HARMONIES — Shaw Furniture Co., Storm Lake, Iowa. **KV**
- FREEDOM IS OUR BUSINESS — Collins Bros., Albany, N. Y. **WROW**
- FURNITURE JINGLES — Wray Furniture Co., Lincoln, Nebraska. **KOLN**
- LEAN BACK & LISTEN — Wray Furniture Co., Sarasota, Fla. **WSPB**
- ... and hundreds more!

## BANKS

- FORWARD AMERICA — Citizen's State Bank, Houston, Texas. **KEOH**
- FREEDOM IS OUR BUSINESS — Ulster-County Savings Institution, Kingston, N. Y. **WKNT**
- WEATHER JINGLES — American Bank & Trust Co., Monroe, N. C. **WMAF**
- TIME SIGNAL JINGLES — Tradesmen's Bank & Trust Co., Vineland, N. J. **WWBZ**
- ... and hundreds more!

## FLORISTS

- FLORIST JINGLES — LaBarge Flower Store, Burlington, Vt. **WCAX**
- MUSIC IN THE MORGAN MANNER — Florist Association, Binghamton, N. Y. **WKOP**
- GIFT OCCASION CAMPAIGN — Frank W. Page, Inc., Florists, Springfield, Mass. **WTLX**
- STEAMBOAT JAMBOREE — Kimmertling Bros., Roanoke, Va. **WDBJ**
- FORWARD AMERICA — Statesboro Floral Shop, Statesboro, Ga. **WWNS**
- ... and hundreds more!

## ORGANIZATIONS and INDUSTRIES

- FREEDOM IS OUR BUSINESS — Orange City Union of Plumbers, Okla. City. **KTOK**
- FORWARD AMERICA — American Independent Medical & Health Association, Diego, Calif. **KESD**
- STEAMBOAT JAMBOREE — Jackson Co., Jackson, Miss. **WSLI**
- HOME IMPROVEMENT CAMPAIGN — Glass & Palat Co., Fargo, N. D. **KVOX**
- ... and hundreds more!



# ations

## PUBLIC UTILITIES

- **HOMEMAKER HARMONIES** — Canadian Utilities, Ltd., Grande Prairie, Alberta, Canada, **CFGP**
- **FORWARD AMERICA** — Florida Power Corp., St. Petersburg, Florida, **WTSP**
- **FORWARD AMERICA** — Columbus Southern Ohio Electric Co., Columbus, Ohio, **WCOL**
- **FREEDOM IS OUR BUSINESS** — Gulf States Utilities Co., Baton Rouge, La. **WJBO**
- ... and hundreds more!

## JEWELERS

- **STEAMBOAT JAMBOREE** — James Allen & Company, Charleston, S. C. **WCSE**
- **FREEDOM IS OUR BUSINESS** — R. E. Gero Jewelry Co., Macon, Ga., **WBML**
- **MUSICAL TIME JINGLES** — Grant Jewelers, Owensboro, Ky., **WVJS**
- **JEWELRY JINGLES** — J. Daynes Jewelry, Provo, Utah, **KOVO**
- ... and hundreds more!

## DAIRIES

- **DICK HAYMES SHOW** — Borden's, Baton Rouge, La. **WJBO**
- **HOMEMAKER HARMONIES** — Borden's, Modesto, Calif., **KMOD**
- **FORWARD AMERICA** — Best Ever Dairy New Castle, Indiana, **WCTW**
- **MUSICAL WEATHER JINGLES** — Beebe's Dairy, Norwich, Conn., **WICH**
- **STEAMBOAT JAMBOREE** — Calgary Milk Foundation, Calgary, Alberta, Can. **CFAC**
- ... and hundreds more!

## FURRIERS

- **FUR JINGLES** — L. Chiasson Furs, Edmondston, New Brunswick, Canada, **CJEM**
- **DICK HAYMES SHOW** — Bicha Furs, La Crosse, Wisconsin, **WKBH**
- **FUR STORAGE CAMPAIGN** — Poinsette Furs & Greenblatt's Furs, Fort Wayne, Ind., **WKJG**
- **LYN MURRAY SHOW** — Wermuth Furs, Sioux Falls, S. D. **KIMO**
- ... and hundreds more!

# body!

## BEVERAGE DISTRIBUTORS

- **DICK HAYMES SHOW** — Coca Cola Bottling Co., Rocky Mount, N. C. **WEED**
- **DICK HAYMES SHOW** — George Wiedemann Brewing Co., Vincennes, Ind. **WAQV**
- **VARIETY HOUR** — Falstaff Brewing Co., New Orleans, La. **WWL**
- **MUSIC IN THE MORGAN MANNER** — Atlantic Beer, Columbia, S. C. **WCOS**
- **MUSICAL TIME SIGNALS** — Tea Coffee & Tea, Inc., Waco, Texas, **KWTX**
- **BASEBALL PROGRAM SIGNATURE** — Miller's High Life Beer, Bradford, Pa. **WESB**
- ... and hundreds more!

## INSURANCE

- **FORWARD AMERICA** — Warden's Accident Insurance Co., Kansas City, Mo. **KMBK**
- **DAVID ROSE SHOW** — O. H. P. McCord & Son Inc., Baker, Oregon, **KBKR**
- **STEAMBOAT JAMBOREE** — W. G. Barmore, Bakersfield, Calif., **KERN**
- **CHAPEL BY THE SIDE OF THE ROAD** — Bartor & Cox Inc., Covington, Va. **WKEY**
- **FREEDOM IS OUR BUSINESS** — Local Credit & Protection Co., Glens Falls, N. Y. **WWSC**
- ... and hundreds more!

## Time-Buyers!

### Account Executives!

Your **WORLD-Affiliate** station is your best for top quality shows locally. Check your **WORLD** station for the new Robert Montgomery show, "FREEDOM IS OUR BUSINESS," Steamboat Jamboree," the "Dick Haymes Show," "Forward America" and the "Lyn Murray Show." **WORLD** Commercial Jingles, another **WBS** special feature, include time and weather attention-getters and all manner of arresting sponsor-identification for jewelers, furriers, automobile dealers, furniture stores, apparel shops and many more.

**World Stations Have the Shows, the Ratings, the Know-How!**

Week After Week  
World-Affiliates  
Report Long-Term  
Money-Making  
Contracts With  
**WORLD's**

Ever-Growing  
Features and  
Over 42 Special  
Campaigns...  
Backed by Powerful  
World-Planned  
Sales Helps!

# WORLD

## PROGRAM SERVICE

**WORLD BROADCASTING SYSTEM, INC.**  
488 Madison Avenue, New York 22, New York





## Levelling on Local

A BROADCASTING Trends reported in this issue, shows that local advertisers are increasing their spending on radio stations of all sizes in markets with and without TV.

We think that is the healthiest sign we've recently seen in radio. If anybody knows the sales-producing value of a medium, it is the local retailer who can count the customers that his advertising brings to his door.

In view of the increased spending in radio by local businessmen, it is hard to understand why, according to our survey, some national advertisers seem to be cautious about investing in radio, particularly in TV cities.

Their caution is even harder to explain when one of them, the Assn. of American Railroads, reports that it is having more measurable success with its network radio program this year than it did when the TV audience was less than half its present size. A full report of this success is also in this issue.

Maybe the national advertisers who are hanging back, waiting for radio to go away, haven't been in touch with the local merchants who sell their products. The local merchants don't seem to think it has gone away, or if it has, it must be delivering all those customers by some sort of spiritualism.

## Port in the FM Storm

THE AVERAGE reader of this journal is aware of the storm of violent intensity brewing over the future of FM. We do not claim that we provoked this intentionally when we ran two editorials expounding on unused spectrum space allotted to FM.

The widespread reaction gives encouragement that the old FM enthusiasm, quiescent in recent months, has reasserted itself. For more than a month, our OPEN MIKE department has rung with the opposition of FM zealots. In this issue we have a story summarizing still other comments in this vein.

Chairman Coy was even called upon. He made an announcement "by direction of the Commission" denying that it was considering the diversion of any part of the FM band to TV or any other services. This statement is quite correct as far as formal Commission consideration is concerned, but it was silent on the matter of informal discussions among Commissioners and staff.

Whatever the motivation, this revival of interest should not be permitted to peter out. FM partisans express lively hopes for the future. The mere expression of hope is not enough. Something has to be added: In this case, exploitation, action and selling. Some FM broadcasters contend there are not enough sets being manufactured. The manufacturers argue there's a surplus in the warehouses. Manufacturers aren't disposed to ignore a ready market, if they know it exists. It's up to the FM'ers to help create it.

If they served no other purpose, our editorials put a lot of FM operators into a fighting mood. Exactly that mood is needed to kick off an invigorated campaign. But there must be a plan. There must be scope and direction.

Most FM broadcasters are weary of special committees and organizations. They have had several, which just faded away because of lack of interest and financial support.

We suggest that the all-out FM broadcasters channel their energies in the direction of the reorganized NARTB, which within the last month used its good offices in the direction of coping with the FM set situation. To get a result, however, enough FM operators must back their enthusiasm with deed and some modicum of money. The organization is there—to serve all the broadcast media.

If the determination and aggressiveness evidenced in those letters to the editor were fused into a movement to get the NARTB really rolling in FM, we think a positive program for FM development could be created and carried to fruition.

## Public Service Saga

BROADCASTERS along the routes of the churning Missouri, Kaw and Mississippi rivers were busy last week. They were too busy to tell the story of their role in combatting one of the most devastating floods in Midwest history. They were busy working around the clock with relief authorities and in keeping transmitters on the air to instruct the public and workers alike in giving aid to the homeless, in saving lives and salvaging property.

Later, when the flood-waters have subsided, the story of radio's newest saga of public service will be told. It will be a story reminiscent of the Spring of 1937 when radio came to the rescue in the Ohio-Mississippi flood areas. It will be a story of radio better equipped for the task, with auxiliary power supplies and mobile units, with transit radio and television. There will be stories of heroism, danger and personal privation. Some as reported in this issue already are filtering through.

Radio knew its role. The Civil Defense planning of recent months did not envisage the Missouri-Kaw-Mississippi flood. Something even more sinister motivates that planning. But the lessons learned were useful. Civil Defense Director Ray Moulton of Kansas City is authority for the statement that radio alone is responsible for forestalling an even greater tragedy.

In those 30 years that have elapsed since radio's birth it has established one great tradition above all others. That is its magnificent performance in time of human need.

## DuMont: Matchmaker

IT MADE a lot of sense for eight TV set manufacturers to split the tab for the DuMont telecast of the Charles-Walcott fight last Wednesday.

Certainly no element of the telecasting industry has a bigger stake in restoring big-time boxing to broadcast television than the people who make the sets which the public has been buying in the expectation of seeing popular sports in its homes.

Obviously the eight manufacturers were persuaded to cooperate in sponsoring this event because theatrical TV was beginning to show signs of wishing to monopolize big events. We believe that the price of a receiving set ought to be the total admission charge to all televised sports, and we commend the manufacturers for outbidding the theatres in this instance.

It's the kind of thing that ought to extend into all types of TV programming. For it is programming that sells television sets, just as it is good programming that builds audiences for advertisers. The opportunity for close cooperation between manufacturers and telecasters must not be ignored. After all, they're in the same business.



VERL DeCHRISTA BRATTON

**A**UTHOR, musician, vocalist and broadcaster, that's Verl Bratton, executive vice president and general manager of WKTY La Crosse, Wis., who this month is celebrating his 25th year in radio.

At 44, Mr. Bratton is one of the youngest members of the Radio Pioneers.

In addition to the above attributes, Mr. Bratton can make the unusual claim of being one of the few men in radio management who is a former union official.

This occurred shortly after he was made general manager of WREN, then in Lawrence, now in Topeka, Kan. Mr. Bratton was approached by opposing factions of Local 512, American Federation of Musicians, with the unanimous request that he accept the presidency of the local.

Such an arrangement, they said, would "provide the only unbiased leadership" agreeable to the otherwise dispute-laden membership. Mr. Bratton, while a former practicing musician, had not taken part in union activities for years, but he accepted the presidency, and was re-elected to the post five times.

Most of Mr. Bratton's life has been spent in Kansas, his native state. He was born April 18, 1907, in Lawrence, and attended grammar and high schools there. He has a middle name, DeChrista, but he hasn't used it, or a middle initial, for a quarter of a century.

He and his brother, Karl, sang professionally even while in junior high school. Later they appeared on stages throughout the southwest, touring in a Model T. Verl handled the guitar-playing half of the team. Karl is now director of the U. of New Hampshire's School of Music.

Studying liberal arts at the U. of Kansas, Mr. Bratton also managed to continue his singing over WREN. In 1929, radio took him to Hollywood. There, on the music staff of KFWB Los Angeles, he worked with such entertainers as the Boswell Sisters and Tom Breneman.

While singing over the radio, he became more and more interested in the management side of broadcasting. He finally decided to make it his business career, and in 1932 he returned to WREN as an announcer, determined to learn broadcasting thoroughly.

He filled such posts as news editor, chief announcer, program director, salesman and sales manager, all of which resulted in his appointment as the station's general manager in April 1932. In 1933, he was graduated from the U. of Kansas, with a B.M.E. degree.

Joining the Lee Syndicate for radio stations

(Continued on page 50)





## WHILE THEY WORK

*The habit of listening is a natural outlet for the women of the Southwest. More than a million of them tune in Gloria Swanson, Julie Benell and Mary Margaret McBride before making out their shopping lists!*

A sales message on foods, cleaning products or toiletries falls on an attentive ear if heard while the listener is doing her housework or giving herself a facial!

When the top-three homemaking commentators in radio *tell it they sell it on WFAA!*



**WFAA 570** 5,000 WATTS •

ABC • TQN

RADIO SERVICE OF THE DALLAS MORNING NEWS • MARTIN B. CAMPBELL, GENERAL MANAGER • EDWARD PETRY & CO., REPRESENTATIVES



## Respects

(Continued from page 48)

and newspapers in 1949, Mr. Bratton was elected vice president and general manager of WKTY at the time of its purchase by the *La Crosse Tribune* two years ago.

During the two years the station has been under his management, Mr. Bratton has eliminated much of the overwhelming hill-billy flavor which once characterized its program structure.

A firm exponent of block or "patterned" programming and detailed promotional and merchandising services to advertisers, Mr. Bratton substantiates his beliefs by pointing to the 205% audience gain for his station in less than two years.

### Stresses Local Service

"We've gone in heavily for community service, too," Mr. Bratton says. "Not just in La Crosse, but in towns and villages throughout our basic coverage area. And on 580 kc (with 1 kw), a station has lots of basic coverage."

WKTY special events crews scour the area with portable tape equipment to make pickups flavored for a community appeal.

"It's community service on this level that brings in new listeners and cements the loyalty of regulars," Mr. Bratton says. "It's no wonder that town and rural authorities throughout our area telephone

our station when winter blizzards close classrooms. We get such emergency information on the air 'right now' and often, and it pays off well in listener loyalty that gives radio real responsibility . . . and something solid to sell."

Although Mr. Bratton is quite happy in the management end of broadcasting, there is still a touch of show business nostalgia in his heart. He is an amateur song writer, and can still draw a passable tune from a piano, guitar, banjo, mandolin, clarinet and vibraharp.

That side now, however, only shows itself socially, and frequently at his home. Mr. Bratton married his hometown sweetheart, the former Esther Kuhn, 17 years ago. With her, he shares an intense interest in home movies.

He is an active Kiwanian, a member of the Elks, Phi Mu Alpha and still finds time to take part in civic affairs.

To self-appointed critics prone to carp at the alleged "lousy" radio programs supposedly occupying the air these days, Mr. Bratton offers this comment: "A 'lousy' program is one that you yourself don't like. It may conceivably bring a bit of added pleasure into the lives of many of its listeners; and if it does, it can't be all bad whether it's a gang of hill-billies or a gang of opera singers!"

"If broadcasting can accomplish no more than to help dispel some of our everyday worries, it would still be worth every bit of effort."

## CRIME PROBES

### Radio-TV Coverage Planned

RADIO-TV probably will be carrying the Senate Crime Investigating Committee hearings periodically until the unit expires Sept. 1, with possibly a windup series of "spectacular" sessions held in New York City soon after Aug. 1, it was indicated in Washington last week.

Radio-TV coverage plans were underway as the committee opened a hearing in Washington Thursday with a shift to Atlantic City scheduled later in the week. The committee was to hold another hearing in the nation's capital today (Monday).

It was said the New York hearings would dig into links between the criminal world and politics again, thus assuring radio-TV audiences, if hearings are carried, a repetition of the fare which made the committee famous and a household topic in the nation last March.

Policy, since the committee has been under the chairmanship of Sen. Herbert R. O'Connor (D-Md.), is to rule out commercial sponsorship of the hearings. There has been no indications of any committee turnabout on this point.

AS result of its recent all-out membership drive, Academy of Television Arts & Sciences, Los Angeles, has announced that 374 new members representing several phases of television industry have joined organization.

## CIVIL DEFENSE ROLE

### FCDA Describes Radio's Function

THE ROLE of broadcasting stations in the operating procedure of civil defense control centers is touched on in a manual prepared by the Federal Civil Defense Administration for the guidance of state authorities.

A model layout suggests that each control center transmitter be supplemented with special receiving equipment to receive subaudible radio attack warnings piped through regular broadcast stations. A second function would be to monitor the transmissions of local stations.

"It is expected that broadcasting stations will be grouped and transmit the same program, so monitoring will be relatively simple," FCDA observed. Simultaneous transmission of the same program, involving a number of stations, is part of the joint FCC-Air Force operational plan outlined to broadcasters earlier this year [BROADCASTING • TELECASTING, April 23, March 26].

Under the proposal drafted by

the Dept. of Defense over recent years, local civil defense personnel would be alerted to imminent attack through coded signals transmitted, without the knowledge of station personnel, over radio facilities.

"Unless rapid, effective communication is maintained within local civil defense organizations and with state and federal authorities, civil defense machinery will not be able to function properly when needed," FCDA warns. Communication already has been described as the "nerve system" of civil defense by the President and other top government officials.

Also included in the interim layout is a diagram of the municipal control center, with mention of a "key radio station" in each area. Under the FCC plan, stations may elect to enter the operational system with modification of equipment.

According to the FCDA control center guide, six small transmitters would be used to communicate with warden command posts, with mobile teams and with other units furnished by the Radio Amateur Civil Emergency Service, for which FCC designated frequencies last January.

FCDA hopes to issue its detailed communications or technical manual, spelling out broadcasting functions, later this summer. The booklet will implement the President's Master Civil Defense plan, disclosed last September.

## FIDELITY SYSTEM

### Expansion Announced

EXPANSION of the Fidelity Broadcasting System has been announced. FBS, which began operation last February, now numbers 30 stations in Florida and Georgia.

The network, a regional system of home-town stations, is under the direction of Executive Vice President Ralph Houston, longtime radio sales executive. Home offices and studios are in the FBS Bldg., Jacksonville, Fla.

President of the corporation is Harlow Barnett Jr., of Florida's Barnett banking family. A continuing study of market areas in Florida, Georgia and Alabama is being made by the Crisp & Harrison Adv. Agency, Jacksonville, with the aim of broadening coverage of the home-town radio network throughout the south.

Programming is on an 18-hour basis. Rate Card No. 1 (revised) lists one hour, one time, as Class A (6-10:30 p.m.), \$1,650; Class B (7 a.m. to 6 p.m.) \$1,500, and Class C (6-7 a.m.) \$1,350. These rates became effective July 1.

Affiliates of FBS are listed (all Florida unless otherwise designated): WRHC and WIVY Jacksonville; WJVB Jacksonville Beach; WWPJ Palatka; WGGG Gainesville; WFOY St. Augustine; WDSR Lake City; WNER Live Oak; WIPC Lake Wales; WROD Daytona; WCNH Quincy; WFWF Key West; WEAR Pensacola; WINZ Miami; WEAT Lake Worth; WTNT Tallahassee; WLOF Orlando; WLBE Leesburg; WALT Tampa; WSPB Sarasota; WLAK Lakeland; WCLE Clearwater; WMMB Melbourne; WIRK W. Palm Beach; WPLA Plant City; WSIR Winter Haven; WPCF Panama City; WJCM Sebring; WAYX Waycross, Ga., and WMOG, Brunswick, Ga.

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## SUMMER SPONSORS

### Radio Retaining 95%

ALMOST 95% of present radio network sponsors and 87% of the TV network advertisers are retaining all or a part of their network time during the summer, the *FACTuary* published by Executives Radio-TV Service, reported last week.

The report showed complete hiatuses by 18 of 135 network TV sponsors and six of 116 network radio sponsors. On basis of programs, 17 out of 31 vacationing TV shows are being replaced by other sponsored shows, while 7 of 45 vacationing radio programs are being replaced with sponsored shows. A total of 124 sponsored TV network shows and 164 sponsored radio network programs are regularly scheduled during the summer, the report said.



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