

# BROADCASTING TELECASTING

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

100 Annually  
cents weekly

**L**isteners have paid nearly

**\$1,500,000** to see the

## NATIONAL BARN DANCE

**Broadcast from Chicago's 8th Street Theatre!**

In the eighteen years since the NATIONAL BARN DANCE was moved to the 8th Street Theatre (it was a studio broadcast for eight years before that) 2,076,410 loyal WLS listeners have paid nearly a million and a half dollars to see the program broadcast from this one spot alone—an unequalled record in paid admittance for any radio program. And with age, its share of audience increases—in the last reported month alone, according to A. C. Nielsen Company, by 16%.

It is more than just another program. The NATIONAL BARN DANCE is radio's oldest continuous, commercial program. It is a tradition—which has maintained—and increased—WLS leadership in developing loyal listeners—and customers. Its list of sponsors is impressive—even more so is the constancy of their sponsorship. It has proven and will continue to prove that radio is the magic touch that turns people into customers.

WLS can introduce you to new customers in the rich Midwest. Write WLS, or contact your John Blair man today for availabilities and facts on how Radio's magic touch can sell for you.



**CLEAR CHANNEL** Home of the NATIONAL Barn Dance

**CHICAGO 7**

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY



**WHAS**

# QUALITY OF PROGRAMMING

**Makes the difference  
between signal coverage and selling coverage**

## 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.

INDIANA

LOUISVILLE

LEXINGTON

KENTUCKY

## First in ALL KENTUCKIANA

The only station that covers all this rich market.

No other Kentuckiana station can match WHAS in listenership . . . in Louisville, in Lexington, in all Kentuckiana. Because no other station can match the consistent high level of WHAS programming. With power to *reach* 'em and the programming to *sell* 'em . . . it's a combination that can't be beat. Better call Petry.

## Take Lexington for example

WHAS has more quarter-hour "Firsts"\* in Lexington than all other stations combined including 4 local stations!

\*Based on recent diary survey conducted by Department of Radio Arts, University of Kentucky.

*Now in our 30<sup>th</sup> year service...*

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

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



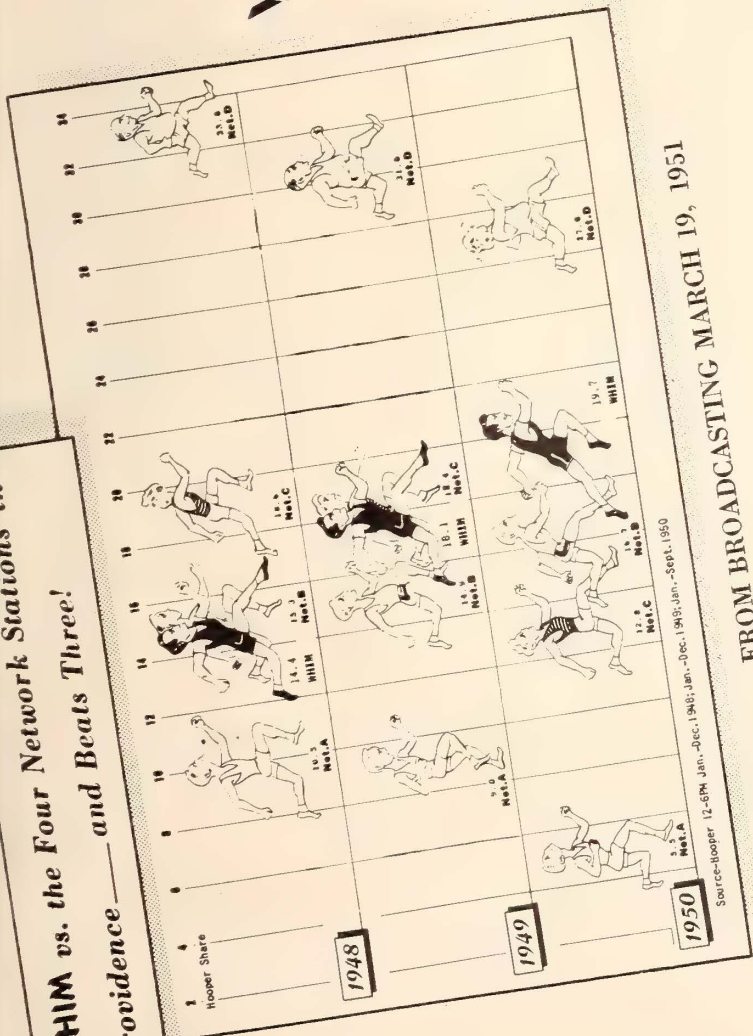
VICTOR A. SHOLIS, Director

• NEIL D. CLINE, Sales Director

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



# WHIM vs. the Four Network Stations in Providence—and Beats Three!



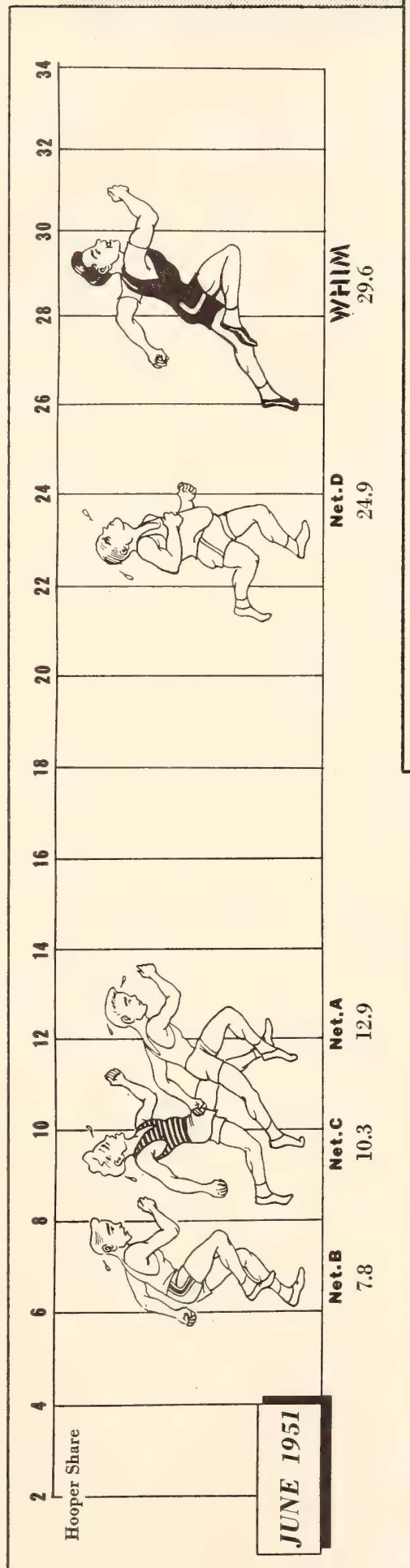
FROM BROADCASTING MARCH 19, 1951

**WHIM, Providence's Scampering Sprinter**

**NOW 1<sup>ST</sup> by Hooper**

**over ALL Providence Stations**

- Morning as well as afternoon
- No Baseball



**1000 WATTS**  
**1110 Kc**  
 Providence, Rhode Island

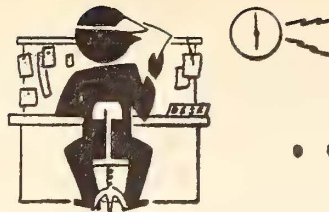
**WHIM**

**National Representatives**  
**Headley-Reed Co.**  
 New York Philadelphia Atlanta  
 Chicago Detroit San Francisco  
 New Orleans Hollywood

Source-Hooper 12-6 PM JUNE 1951



# BROADCASTING TELECASTING



...at deadline

## Closed Circuit

TAKE 'EM OR LEAVE 'EM: (1) Comr. Frieda B. Henneck, upon confirmation for New York Federal judgeship, will be succeeded by Robt. T. Bartley, administrative assistant to his uncle, House Speaker Sam Rayburn; (2) Comr. Robert F. Jones, if he resigns before year is out, may well be succeeded by Fanny Neyman Litvin, veteran examiner and attorney, to satisfy "woman's demand;" (3) Chairman Wayne Coy, if and when he leaves, expected prior to New Year, would probably be succeeded by Neville Miller, former NAB president, now practicing law in Washington; (4) Vice Chairman Paul A. Walker (who has passed retirement age) likely would have as his successor Kenneth Fry, radio and television director of Democratic National Committee, and former program executive of NBC.

CHALK UP another major assist for all advertising to James D. Shouse, chairman of Crosley Broadcasting Corp. board, and vice president of Avco, on proviso in new Defense Production Act which specifies advertising as allowable cost. Legislation reluctantly signed by President Truman last Tuesday because he felt it wasn't strong enough, originally would have all but scuttled advertising as expense item. It now can be told that Mr. Shouse, who first called attention to iniquitous legislation in fighting speech in New York last May, had spent two weeks working with committees of Congress to see that industry and media got fair break (see story, page 25).

GOP raising ned over what it alleges to be misuse of network radio and TV time by President Truman for partisan political purposes. Case in point was July 28 Detroit address of President over all networks on occasion of 250th anniversary of founding of that city, when he attacked Republican rivals and threw bouquet to Democratic Senator Blair Moody. GOP contends such broadcasts are political rather than "state of the nation" and therefore should be made in paid time, or opposition should be given equal time (see page 38).

PROCTER & GAMBLE, Cincinnati (Camay soap), through Pedlar & Ryan, New York, currently preparing fall campaign. Definite decision as to whether budget will go into spot or network will be forthcoming within next ten days.

HOPE FOR October 1 approval of ABC-United Paramount merger apparently goes aglimmering based on FCC staff estimates. Commission was informed last week that at least month would be required simply to review papers and that hearing obviously is indicated. Several Commissioners want to ask questions about many aspects of merger and raise question whether theatres and TV are not predatory business competitors (see page 28).

SEN. WILLIAM BENTON (D-Conn.) to introduce new legislation this week that would create citizens advisory board with eye toward educational import of radio and television. Chief changes: (1) clearing up section on rela-

(Continued on page 94)

## Upcoming

Aug. 20: BMI Clinic, Harrisburg, Pa.  
Aug. 21: BMI Clinic, Columbus, Ohio.  
Aug. 22: BMI Clinic, Roanoke, Va.  
Aug. 23-24: NARTB District 4 Meeting, Hotel Roanoke, Roanoke, Va.  
Aug. 23-25: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

(More Upcomings on page 38)

## Bulletins

PARTIAL "freeze" on commencement of new building construction until Oct. 1 ordered Friday by National Production Authority as interim measure. Ban applies to applications for projects using more than two tons of steel, 200 pounds of copper or any quantity of aluminum. Construction now under way not affected. NPA headquarters still accepting applications for broadcast projects involving more materials, indicating approval (if forthcoming) by Oct. 1. All construction under direct allocations effective that date, assuring sufficient materials simultaneous with building grants.

## \$1.2 MILLION BUSINESS AT DuMONT IN WEEK

TEN NEW SPONSORS and 27 sports events added to DuMont TV Network's fall line-up last week, Chris J. Witting, director, said Friday, with contracts totaling more than \$1,200,000 being turned in by network's newly reorganized sales and sports departments.

New business includes P. Lorillard Co. (Old Golds) sponsoring *Down You Go*, Thursday night quiz show; George H. May Co. (engineering services), wind-ups of All-American and Tam O'Shanter golf tournaments, Aug. 5 and Aug. 12; Pabst Sales Co. (beer), Yonkers Derby, Aug. 16; Admiral Corp. (radios & TV sets), All-Star football game, Aug. 17; Fred Miller Brewing Co. (beer), Chicago Bears-Cleveland Browns professional football game, Sept. 9; Atlantic Refining Co. (gasoline, oil) and Brewing Corp. of America (ale) co-sponsoring 22 Sunday pro football games, starting Sept. 30. The TV network also will telecast National Professional Football League title game in December and has lined up winter series of Saturday night wrestling matches to be cooperatively sponsored. Contracts with WABD (TV) New York, DuMont key station, from S. A. Schonbrunn Co. (coffee) for 260 announcements and from Liebmans Breweries (beer) for 13 five-minute films, were included in \$1,200,000 total.

## REYNOLDS BUYS BIG SHOW

REYNOLDS METALS CO., Louisville, Ky. (aluminum products), to sponsor 6:30-7 p.m. segment of *The Big Show*, Sundays over NBC beginning Sept. 30, and 8-8:30 p.m. period of *The Kate Smith Evening Hour* on alternate Wednesdays, over NBC-TV effective Sept. 26. Agency, Buchanan & Co., N. Y.

## Business Briefly

SUSPENSE RENEWED • Electric Auto-L Co., has renewed sponsorship of both C radio and TV versions of *Suspense* for coming year. Radio program moves to Mondays 8 p.m., while TV series will retain Tuesday 9:30 p.m. Cecil & Presbrey, N. Y., is agency.

BICKERSONS SWITCH • Philip Morris Co., New York (cigarettes), sponsors of *The Bickersons* on CBS, Tuesdays, 9:30-10 p.m. switches program to NBC same evening, 10:11 p.m. effective Sept. 4. Status of its *Philip Morris Playhouse* also on CBS, not yet decided. Biow Co., New York, is agency.

NEW KATE SMITH SPONSORS • The sponsors have been added for Kate Smith program Monday-Friday (4-5 p.m.) program NBC-TV. Knomark Mfg. Co., for Esqui shoe polish, will sponsor Tuesday, 4:30-4:45 p.m. segment through Emil Mogul Co., N. Y. Simonize, through Sullivan, Stauffer, Colwell Bayles, N. Y., will sponsor 4:15-4:30 p.m. period Thursdays, and Jergens Lotion, through Robert W. Orr Assoc., N. Y., 4:15-4:30 p.m. segment, Wednesdays and Fridays.

## AT&T SETS SEPT. 30 FOR COAST-TO-COAST TV

COAST-TO COAST TV simultaneous network broadcasting will be initiated Sept. 30, if present expectations are fulfilled, AT&T said in announcing \$40 million opening of cross-count microwave radio relay facilities for telephone service Aug. 17. Longest microwave channel in world, system has been under construction since 1948. Work on installation and testing of extra special equipment needed to fit relay for TV program transmission has reached stage where Sept. 30 date may safely be anticipated about three months earlier than previous Bell System predictions.

Some TV networks marshalling West Coast origination plans. CBS-TV spokesman said network probably would carry *Burns and Allen* and *Alan Young Show*, and possibly all or some Jack Benny programs from West Coast. NBC-TV probably will air four shows in part from Hollywood, including *Colgate Comedy Hour*, *All Star Revue* and Red Skelton and Bob Hope shows, network representative said. DuMont Director Chris Witting said DuMont had applied for east-west, west-east facilities tv months ago, but no plans had been made. ABC-TV reported no definite plans for change in origination schedule.

## SEEDS CLIENTS BUY SCHEDULE

THREE CLIENTS of Russel M. Seeds, Chicago, buying heavy fall and winter schedules. North Division of Borg-Warner, Chicago, for its full line of appliances, will sponsor transcribed Red Skelton show in nighttime half-hour slots 46 markets from Oct. 1 for 39 weeks. Package is produced and owned by Seeds. Brown & Williamson Tobacco Co., Louisville, for Raleigh cigarettes, begins TV spot campaign in 10 markets this month. Pinex Co., Ft. Wayne, Ind. for cough syrup, will use radio spots in U. S. and Canada. Canada order covers 19 markets and 25 stations, while 40 markets will be used in U. S. between Pittsburgh and Texas.



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Reading, Pa.

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Easton, Pa.

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Harrisburg, Pa.

**TELL AND SELL...**

*Six stations important in your selling. Each is outstanding in the market it serves. Each is a regular habit with its listeners—exerts a powerful influence on their daily living and buying. This strong pulling power sells for you when you tell about your product on these stations. The many national and local advertisers now using them are proof of the responsiveness of their audience—proof of the profits. For availabilities and rates, write direct or contact*

**ROBERT MEEKER Associates**

New York Los Angeles Chicago San Francisco

STEINMAN STATIONS

Clair R. McCollough, Gen. Mgr.







## WTAR Sells ALL The Norfolk Metropolitan Sales Area for You!

WTAR is the profitable way to sell the big, eager and able-to-buy Norfolk Metropolitan Sales Area—Norfolk, Portsmouth, Newport News, Virginia. According to BMB, 95% of the families in this four-county sales area listen to WTAR regularly. Hooper says that most Norfolks listen most of the time to WTAR. Add the fact that WTAR delivers more listeners-per-dollar than any other local station or combination of stations. Easy to see why WTAR reduces sales costs, increases sales and profits.

### MARKET DATA—Norfolk Metropolitan Sales Area

	POPULATION <b>SM</b> ESTIMATES 1/1/51		RETAIL SALES—1950 <b>SM</b> ESTIMATES		EFFECTIVE BUYING INCOME <b>SM</b> 1950 ESTIMATES		
	Total (in Thou- sands)	Families (in Thou- sands)	Dollars (in Thou- sands)	% of U.S.A.	Net Dollars (in Thousands)	Per Capita	Per Family
Norfolk-Portsmouth Metropolitan Area.	419.4	107.2	\$375,623	.2677	\$509,403	\$1,215	\$4,752
Newport News Metropolitan Area.	144.5	38.9	113,954	.0812	182,051	1,260	4,680
TOTAL Norfolk Metropolitan Sales Area.....	563.9	146.1	489,577	.3489	691,454	1,226	4,733



NBC Affiliate  
5,000 Watts Day and Night



Inter-connected NBC, CBS, ABC,  
& DuMont Television Networks

Nationally Represented by EDWARD PETRY & CO., INC.

## BROADCASTING TELECASTING

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### WASHINGTON HEADQUARTERS

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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 4-0775 James Montagnes.

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\* Reg. U. S. Patent Office

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



Helping your doctor  
help you—  
the partnership between

# Meat and Medicine

*Out of the partnership between the meat industry and medicine  
come these (and many other) medicinal preparations*

**Insulin**—only substance known to medical science which can control diabetes.

**ACTH**—treatment of arthritis, severe asthma, and many other conditions.

**Epinephrine**—treatment of many allergic conditions such as asthma, low blood pressure, certain heart affections.

**Liver Extract**—treatment of pernicious anemia.

**Fibrin Foam**—controls bleeding during surgical operations.

**Gastric Mucin**—treatment of many stomach affections, notably peptic ulcer.

**Thyroid Extract**—treatment of depressed functioning of the thyroid gland (myxedema and cretinism).

**Cholesterol**—starting material for the preparation of many hormones.

**Posterior Pituitary Extract**—increases blood pressure during certain conditions of shock.

**Bile Salts**—treatment of gall bladder disturbances and abnormalities in fat digestion.

**Rennet**—aids in milk digestion.

**Sutures**—widely used in surgery because they possess great strength; need not be removed since they are absorbed by the body.

**Estrogenic Hormones**—treatment of certain conditions arising out of the menopause.

**Progesterone**—treatment of threatened and habitual abortion, and in severe dysmenorrhea.

**Dehydrocholic Acid**—treatment of certain gall bladder disorders and abnormalities of bile flow.

**Parathyroid Extract**—treatment of tetany (severe involuntary muscle contraction) which follows removal of these glands.

**Benzoinated Lard**—widely used as a medicinal ointment base.

**Diastase**—aids in promoting starch digestion.

**Lipase**—aids in promoting fat digestion.

**Trypsin**—aids in promoting protein digestion.

**Bone Marrow Concentrates**—treatment of various blood disorders.

**Suprarenal Cortex Extract**—used in the treatment of Addison's Disease.

As you know, meat animals are the source of many vital medicines. Every day these help save lives, restore health, relieve pain and battle disease for millions of people—perhaps even you, or one of your family.

To help make them, the meat packing industry has elaborate facilities for saving important by-products. Great discoveries have come, already, from the research partnership between the meat industry and medicine. The search is on for even *greater* things.

But *only* well established meat packers—the companies whose products you know so well—have the facilities to *save* and make available these by-products.

Price controls, possible rationing, etc., tend to divert meat into illegal channels, where there are no means of saving essential by-products; no facilities for research.

**AMERICAN MEAT INSTITUTE**

Headquarters, Chicago • Members throughout the U. S.



# Penetrate **ALL** of America's

# WFIL-

## *... shopping center*



### **WFIL BLANKETS PHILADELPHIA...**

For blanket coverage in Philadelphia—city of two million—schedule WFIL. WFIL regularly reaches four-fifths of all the city's radio families . . . 451,260 homes where WFIL is a family buying guide. And WFIL is still growing. It's the only Philadelphia network station to show both day and night audience gains in BMB's latest survey . . . 18.5% more families (day) and 16.1% more families (night). You can't pass up Philadelphia, capital of America's 3rd Market . . . you can't pass up WFIL, first on the dial in Philadelphia.

### **...BLANKETS THE WHOLE 14-COUNTY MARKET**

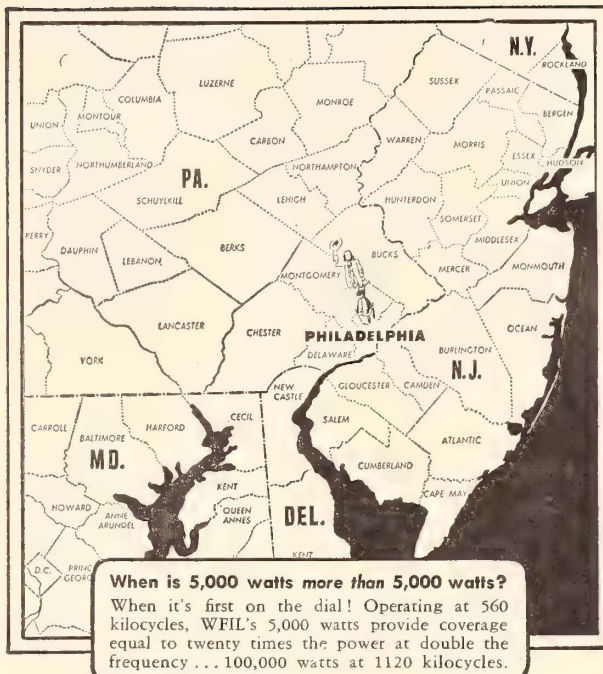
Don't ignore any of the 14-County Philadelphia Retail Trading Area. Here is a zone of more than 4,400,000 people. Here, in more than two-thirds of the radio homes, 769,550 families consistently tune WFIL. In this rich market area WFIL's signal penetration is strongest . . . you reach *all* of the 147 "home markets" outside city limits where a majority of the area's prosperous population lives and buys. And WFIL takes you to a huge bonus area beyond the 14 counties. Total coverage: 6,800,000 people. To reach these customers schedule WFIL.



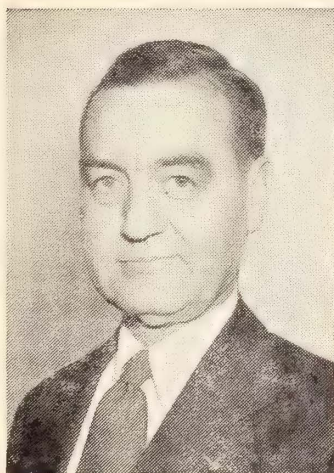
3rd Market

# Philadelphia

for millions!



**ELMER H. WENE**, Vineland poultryman—The head of Wene Chicks and his family typify WFIL-Philadelphia's 32,567 farm households with buying power 98 per cent above average. He is a WFIL fan.



**A. O. SCHAEFER**, Philadelphia steel maker—As Vice-President of The Midvale Company, he helps pay wages and salaries totaling \$1,812,770,000 to workers in WFIL-Philadelphia's 8,566 industrial plants.



**KATHRYN L. BATCHLER**, Glassboro housewife—Like so many of the 2½ million women over 21 in WFIL-Philadelphia, Mrs. Batchler listens long and hard before she buys... and she listens regularly to WFIL.



**SIDNEY THAL**, Chester grocer—4,400,000 people in this hungry 14-County market eat groceries worth more than \$1 billion a year. Mr. Thal's Edgemont Beef Company is one of 460 food stores in Chester.



**RAYMOND R. BEHRMAN**, Phoenixville appliance dealer—Dealers like Behrman and Wiess sell \$198,872,000 worth of household goods a year in WFIL-Philadelphia. He is a regular WFIL listener.



**JAMES WORK**, Doylestown educator—Mr. Work is President of the National Agricultural College, one of 39 colleges and universities in WFIL-Philadelphia. His students are among 65,000 collegians in the area.

## WFIL

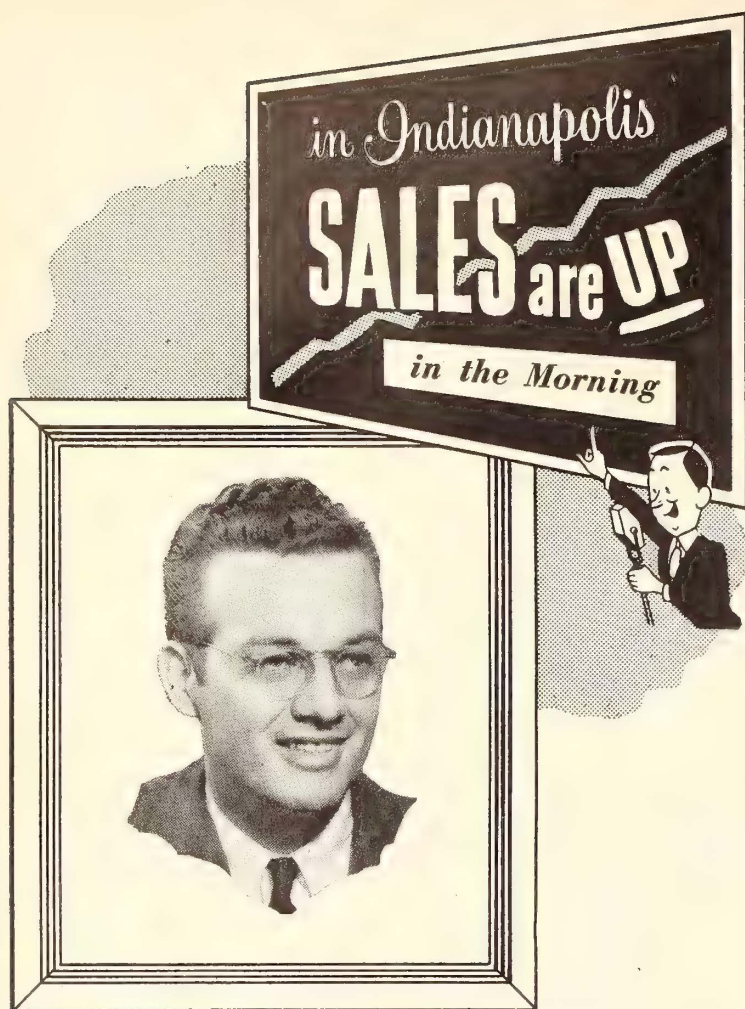
560 kc.

The Philadelphia  
Inquirer Station

An ABC Affiliate  
First on the Dial  
In America's Third Market

Represented by THE KATZ AGENCY





## Gene Allison and "The NEWS"

For a long time "Hoosiers" have received their morning news from Gene Allison. His early morning up-to-the-minute reports have made him their favorite morning newscaster for Indianapolis and Central Indiana. Gene Allison newscasts have an enviable record with commercial sponsors. Any advertiser who wants to do a big job with a small budget will do well to check Gene Allison and the Morning News.

*"The Station that never out-promises  
BUT ALWAYS OUT-PERFORMS"*

**WISH**  
INDIANAPOLIS  
1310 K.C.

WHOT — South Bend  
WANE — Fort Wayne  
WHBU — Anderson

Owned and Operated by  
UNIVERSAL BROADCASTING CO., Inc.

Represented Nationally by The BOLLING COMPANY

## new business



### Spot . . .

**C**HAMPALE Inc., N. Y., through Hilton & Riggio, N. Y., planning increase of radio spots in major markets throughout country. Firm which directs large proportion of its advertising to negro market, is also, in process of negotiation for network radio program either on ABC or NBC.

**ARMOUR & Co.**, Chicago, for its new product, Dial Deodorant Shampoo, is using eight-second radio spots in Chicago, Peoria, Milwaukee and Madison and tags on NBC *Dial Dave Garroway* show preparatory to national expansion on market-by-market basis. Product was introduced in New Orleans test with radio and TV spots and Garroway cut-ins. Agency: John W. Shaw, also Chicago. Agency: Foote, Cone & Belding, same city. Edwin J. Hughes is account executive.

**KRAFT FOODS Ltd.**, Montreal (Parkay margarine) starts five days weekly cooking program on CFRB Toronto. Agency: Needham, Louis & Brorby, Chicago.

**F. W. FITCH Co. Ltd.**, Toronto (shampoo), starts spot announcements on number of major market Canadian stations and newscasts on selected stations. Agency: Vickers & Benson Ltd., Toronto.

### Network . . .

**WILDROOT Co.**, Buffalo (Wildroot Cream Oil Hair Tonic), sponsoring five-minute summary of major league baseball games following two regularly scheduled Sunday broadcasts of *Game of the Day* on MBS, effective July 29. Agency: BBDO, N. Y.

**GLIDDEN Co.**, paint products, Cleveland, to sponsor quarter-hour of *Kate Smith Show* on NBC-TV for 13 weeks from Sept. 14. The 15-minute 4:30 to 4:45 p.m. segment will be sponsored on more than 50 station each Friday for new "Spred Satin" rubber latex emulsion paint and other Glidden items. Agency: Meldrum & Fewsmith, Cleveland.

**CURTIS PUBLISHING Co.**, Phila. used three spot announcements July 27, 30 and Aug. 1 for *Ladies Home Journal* on *The Mary Margaret McBride Program* over ABC. Agency: BBDO, N. Y.

**GROVE LABS.**, St. Louis (Bromo Quinine cold tablets), to sponsor *Cecil Brown, News Commentator* on 45 Don Lee stations, Tues., Thurs., 8-8:15 a.m. (PDST) for 26 weeks starting Sept. 18. Agency: Gardner Adv., St. Louis.

**LA MAUR PRODUCTS**, New York (Modart cream shampoo), starting Sept. 9, Sun., 10:15-10:30 p.m. (PST), will sponsor *George Fisher, Hollywood News* on 28 CBS Pacific and Mountain stations for 52 weeks. Agency: Hilton & Riggio Inc., N. Y.

**ARDEN FARMS Co.**, L. A. (dairy products), July 15 only, Wed., 8:15 to conclusion, sponsors 7th annual *L. A. Times* charity football game between Los Angeles Rams and Washington Redskins on 7 ABC Southern California stations. Agency: Walter McCreery Inc., Beverly Hills, Calif.

**MORTON SALT Co.**, Chicago (table salt), to sponsor transcribed musical program Tues., 7:30-8 p.m. (PST) on 19 CBS Pacific and Mountain stations for 26 weeks, starting Sept. 11. Agency: Klau-Van Pietersom-Dunlap Assoc., Chicago.

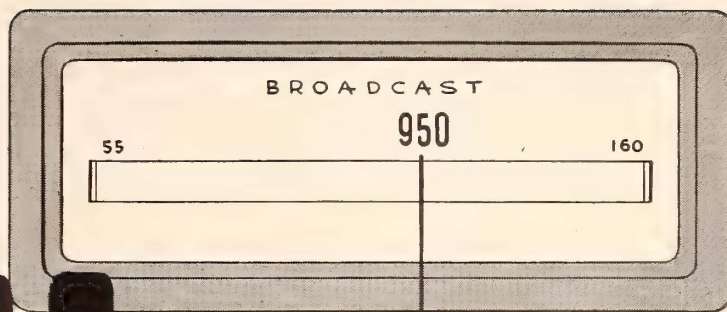
**GENERAL TIRE & RUBBER Co.**, Akron, starts next Wednesday, 8-8:30 p.m. (PDST) for 13 weeks, sponsoring *What's the Name of That Song?* on 45 Don Lee Pacific stations under the network's new "Lanca" plan of paying percentage of established network rate and talent costs. Retailers located in 49 strategic broadcasting cities will underwrite remainder of costs by paying their pro-rate talent share plus percentage of local rate of individual Don Lee outlets. Agency: D'Arcy Co., Cleveland.

**GENERAL FOODS Corp.**, New York (Calumet Baking Powder), to sponsor participation *Jack Kirkwood Show* on 45 Don Lee stations, on

(Continued on page 15)

BROADCASTING • Telecasting

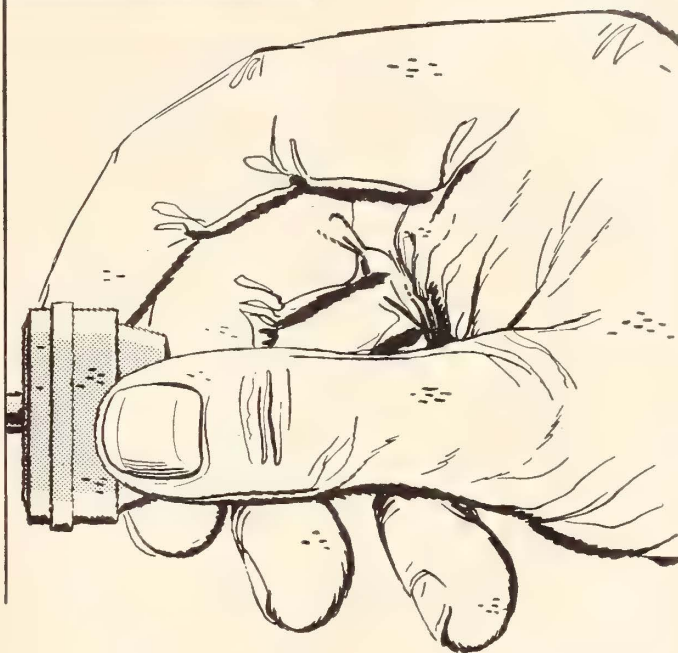




# KPRC

## FIRST AGAIN

in the Big  
Houston  
Market!



### ***February-May Hooper Report:***

14 of the *FIRST* 15 Daytime Shows

14 of the *FIRST* 25 Nighttime Shows

5 of the *FIRST* 7 News Broadcasts

Are Heard on KPRC

***KPRC leads by 31% over the second station***  
in Total Rated Time Periods



A-3-51

5000 WATTS

NBC and TQN on the Gulf Coast

JACK HARRIS, General Manager

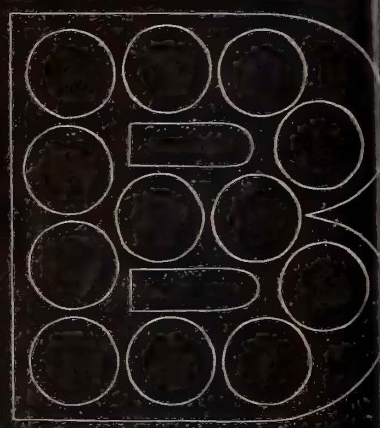
Represented Nationally by

EDWARD PETRY & CO.





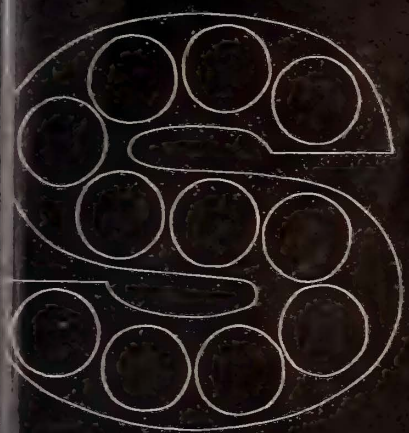
# KC



**This week we pull the big switch...**







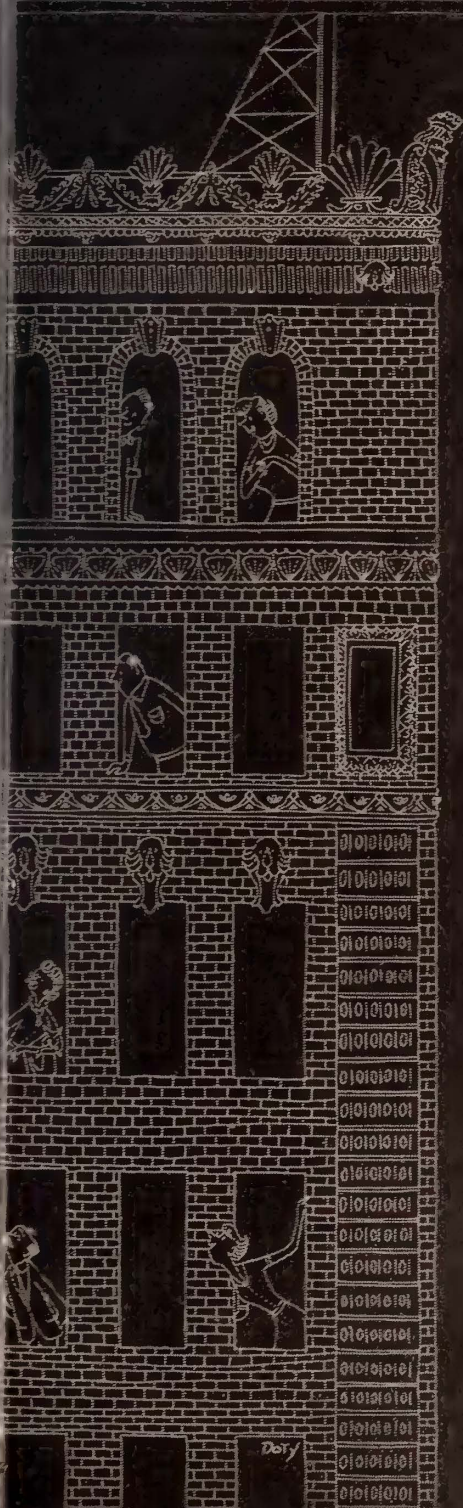
This week KCBS increases its power to 50,000 watts. Already the most listened-to station in the San Francisco area,\* KCBS becomes *ten times more powerful!* Now, with 50,000 watts beaming from a new transmitter at a strategic new location, KCBS will carry its top-favorite local shows and the big-star network shows of CBS throughout nearly *all* of Northern California. Will deliver a clear and powerful signal to 9 out of every 10 Northern Californians. Will make thousands of new friends...deliver many thousands of new customers for you. Remember, *this week* we pull the big switch...and boost our power

**...to 50,000 watts!**

Ask us or Radio Sales to give you a preview of how 50,000-watt KCBS can help you make your product a leader throughout *half of California.*

\* Pulse of San Francisco

**KCBS: this week ten times more powerful!**





# Oklahoma City's Only 50,000 Watt Station

KOMA

## GOD BLESS YOU UNCLE FRANK

When little Vicky Phillip's mother wrote her blessing to KOMA, it meant that your advertising on KOMA is heard by FRIENDS, not just listeners.

Vicky had received a birthday gift from Uncle Frank's Birthday Club, and her prayers of petition are now prayers of thanks, to Uncle Frank and KOMA.

Her mother wrote to offer her blessing for making her little girl so happy and we've many more similar letters from equally appreciative parents.

Investigate the attractive rate and time of this excellent children's program, with its countless merchandising angles. See your nearest Avery-Knodel man or contact

J. J. Bernard  
VP and General Manager

# KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY *Avery-Knodel* INC.



# agency

**D**ON BLAUHUT, assistant radio and television director Peck Advertising Agency, N. Y., named director of department. Prior to his present affiliation he was with H. B. Humphrey Co., N. Y.

**GEORGE H. POLAND**, manager Montreal office Young & Rubicam Ltd. Toronto, appointed vice president. He has been with agency since 1940.

**ABNER J. RUBIEN**, vice president and co-director of package goods division Dorland Inc., N. Y., appointed vice president Hilton & Riggie, N. Y.

**MIKE PARENT**, account executive, Foote, Cone & Belding, S. F., to Benton & Bowles, N. Y.

**MARK PARNALL**, advertising and sales promotion manager General Electric Supply Corp. S. F., to Brisacher, Wheeler & Staff, S. F., in creative department.

**CARL SEIFFER** appointed assistant account executive Robert Otto & Co. Inc., N. Y. He was managing editor of Hudson Valley Newspapers, Milton, N. Y.

**JULES HACK**, radio-TV commercial writing staff Young & Rubicam Inc. Chicago, to Erwin, Wasey & Co., L. A., in similar capacity.

**JERRY KINGSLEY**, McCann-Erickson, S. F., to Guild, Bascom & Bonfigli, S. F.

**MARSHALL J. MURPHY**, account executive Young & Rubicam, N. Y., to St. George & Keyes, as account executive for Richard Borden Inc. and Vikon Tile Div. and Vikon Cream Wax. Latter firm considering use of television in fall.



## on all accounts

**I**N describing his Army career, John Lawton, account executive, St. George & Keyes, New York advertising agency, says "I majored in public relations and privated in the infantry."

Entering the Army as a GI in 1940, Mr. Lawton served with the 29th Division in Europe, winning a silver and bronze star and finally completing the color scheme the hard way with a Purple Heart.

Upon release from the hospital as a major, he was assigned to public relations work, his first real experience in that field.

Returning to civilian status in 1945 he joined St. George & Keyes in the publicity department. His affinity for the agency business was such that he had soon established himself in production, eventually progressing to account work. Within six years he had progressed to his present position as account executive for Revere Copper & Brass (Revere

Ware), Benjamin Moore Paint Co. and the Kuffel & Esser (instruments) accounts.

Mr. Lawton's pre-war commercial experience had included jobs with the First Trust Bank in Albany, N. Y., the surveying firm of Edward J. Bottele, Delmar, N. Y., and the Young & Selden Co., printer and lithographer.

Among his present accounts, Revere Ware currently is sponsoring *Meet The Press* on NBC-TV and the Benjamin Moore Co. is a seasonal radio advertiser with a current 13-week run of *Your Home Beautiful* on MBS.

Mr. Lawton has been married to the former Martha Stringer since 1941. They have two children, Ruth Dunn, 5, and John Crawford, 2½.

The family lives in an apartment in Rye, N. Y.

Mr. Lawton's hobbies are tennis and golf. He is a member of the University Club, Baltimore, and the Touchdown Club, New York.



Mr. LAWTON



# beat



**LLIAM J. BREEN**, Sherman & Marquette, N. Y., to McCann-Erickson, Y., in executive capacity.

**BAUMGARTNER**, art director H. M. Gross Co., Chicago, named vice sident.

**DERSON, SMITH & CAIRNS**, subsidiary of Anderson & Cairns, Y., has moved its Montreal offices to new and larger quarters at 1510 ammond St.

**HN MATHER LUPTON Co.**, N. Y., has leased additional space at 420 ington Ave., N. Y.

**LLIAM MANDEL**, account executive Dorland Inc., N. Y., to Hilton Riggio Inc., N. Y., in same capacity.

**MES T. CHIRURG**, president James Thomas Chirurg Co., N. Y., med to serve on committee on advertising of U. S. Chamber of mmerce.

**CHARD L. DEXTER**, copywriter The Potts-Turnbull Co., Kansas ty, Mo., called to active duty at Lt. Comdr. in Navy, as 12th District io-TV officer.

**RANT Adv. Inc.** has moved its New York offices to 655 Madison re. New telephone is TEmpelton 8-9393.

**ALTER GRAUMAN**, TV packager, to radio-TV department, Jaffe gency, L. A.

**ARK PARNALL**, advertising and sales promotion manager General lectric Supply Corp., S. F., to creative department Brisacher, Wheeler Staff, S. F.

**LARENCE L. JORDON**, executive vice president N. W. Ayers & Son c., Phila., appointed chairman of second annual United Fund Cam- aign.

**GEORGE D. ERBEN**, executive art director Platt-Forbes, N. Y., and **OBERT C. REED**, assistant art director, Goold & Tierney, N. Y., named t directors for Fletcher-Richards, N. Y.

**EAUMONT & HOHMAN Inc.**, Chicago, appointed by WOW-AM-TV maha to handle advertising.

## New Business

(Continued from page 10)

rice weekly rotating basis, 1-1:30 p.m. (PDST), for 18 weeks starting ept. 3. Agency: Foote, Cone & Belding, N. Y.

**AMERICAN BAKERIES Co.**, Atlanta, renews sponsorship of *The Lone anger* on 36 ABC stations, effective Sept. 10 for 52 weeks, and TV ersion effective early in July for similar period. Agency: Tucker Wayne Co., Atlanta.

## Agency Appointments . . .

**WESTERN UNION SERVICES Inc.**, subsidiary of Western Union Tele- graph Co., appoints United Advertising Agency, Newark, to handle ad- ertising. Television will be used.

**ED TOP BREWING Co.**, Cincinnati, names Cecil & Presbrey Inc., to andle its advertising effective Sept. 1. Firm uses spot radio.

**CAMPBELL SOUP Co.**, Camden, N. J., appoints Compton Adv., N. Y., o handle advertising for its pork and beans and tomato juice, effective Oct. 1.

**AIKMAN BREAD Co.**, Port Huron, Mich., appoints Ruse & Urban Inc., etroit, to handle advertising. Ruse & Urban will prepare all ma- terial for radio sales promotion of new product Lax-A-Bran Bread.

**LAUREL RACE COURSE**, Laurel, Md., **SALTZ F STREET** (men's wear), Washington, and **FALGY ENGINEERING Corp.**, Bethesda, Md., ap- points Emanuel Levine Adv., Washington, to handle advertising.

**SECOND ARMY** re-appoints VanSant, Dugdale & Co., Baltimore, to handle advertising. Radio will be used.

**BROADCASTING • Telecasting**

# Obviously OUTSTANDING



## Largest brewery in Illinois . . . one of the ten largest in the world—PABST in PEORIA!

Completely new since 1934 and with an expansion program com- pleted in 1950, the Pabst plant in Peoria has what is widely con- sidered the finest and most beautiful brewhouse in the world. Capacity of this famous Peoria brewery is astounding—2½million units (bottles, cans and barrels) DAILY! Covering 7½ acres, this OBVIOUSLY OUTSTANDING brewery employs 1300 persons . . . receives and dispatches 100 railroad cars and a like number of trucks daily.

## WMBD Dominates the Rich Peoriarea Market



**JACK QUINN** . . . veteran WMBD sportscaster, is recog- nized as Peoriarea's outstand- ing. His voice is welcomed by thousands of sports fans as he vividly describes the sports events of the season.

OBVIOUSLY OUTSTAND- ING, also, is WMBD's con- tinuing dominance of the prosperous Peoriarea market. The latest Hooper Index shows WMBD increasing its already dominant lead and selling more products to more people at less cost than any other station in the market.

**WMBD—THE NO. 1 BUY IN THE MIDWEST'S NO. 1 TEST MARKET**

**CHARLES C. CALEY**, Vice President and General Manager  
**DON D. KYNASTON**, Director of Sales

See Free & Peters . . .



**PEORIA**  
CBS Affiliate  
5000 Watts



# Like A Blanket!



WRC covers the entire Washington area at lowest cost per thousand listeners. We can prove it with up-to-date figures on spots, breaks and programs.

WRC outpulled all newspapers in four department store studies. That's proof of selling coverage.

To sell Washington you need WRC's blanket coverage.



## feature of the week

DECLARING that "the air belongs to the people and the use to which it is put for radio and TV is a public trust," William Fay, vice president of Stromberg-Carlson Co., has announced formation of a citizen's Advisory Council for the company's WHAM - AM-TV Rochester.



Mr. Fay

T. Carl Nixon, prominent local attorney, has accepted temporary chairmanship of the group, pending an organizational meeting and election of officers. Council will consist of 25 members for the 23-county coverage area of the stations, according to Mr. Fay.

He also stated that the group will organize and function independent of station influence, members serving without compensation on a one-two-and three-year rotating basis. Plan is for a nucleus of new members to be added each year.

"The purpose of the Advisory

Council will be to advise with us regularly on ways in which WHAM and WHAM-TV can constantly improve their service to listeners," Mr. Fay said. The Stromberg-Carlson executive expressed the desire that the stations' audience have a closer working partnership with WHAM and WHAM-TV. He further stated:

Under the American system of broadcasting, broadcast stations are privately owned and operated under a license from the federal government to operate "in the public interest, convenience and necessity." In other words, operation of a public enterprise is a public trust.

Now that WHAM is engaged in both radio and television, its responsibility for the wise use of the great power in these facilities is greater than ever before. We believe that both the stations and the communities they serve have much to gain from an advisory group such as the new council.

Our goal is the fostering of finer radio and television in the Rochester area. But we do believe also that, in working towards this goal locally, we can stimulate similar efforts throughout the broadcasting industry.



## strictly business

JOHN STEBBINS' confidence in the continuing profit-making ability of radio is physical as well as intellectual. The Chicago manager of The Bolling Co., station representative firm, proves this with a blood pressure of only 104. A muscular 220-pounder, Mr. Stebbins has been in radio 11 years, and manager of Bolling's Chicago office since the firm bought Universal Radio Sales. He also was midwest manager of that representative firm after getting his broadcast indoctrination at such scenic sites as Jamestown, N. D., and Albuquerque, N. M.

Born in Sioux Falls, S. D., Mr. Stebbins lived most of his youthful years in Jamestown, returning there between terms at St. John's Military Academy in Delafield, Wis., and the New Mexico Military Institute at Roswell. Military training was incidental, however, as he concentrated on commercial courses. Even while attending prep school he had decided to go into radio some day, because it was a "young man's field," but opportunities to crack it were sparse at that time.

After graduation from the military institute, Mr. Stebbins bypassed his radio ambitions temporarily and went into the freight



Mr. STEBBINS

car refrigeration business with his brother. Sons of a railroad man, the boys headquartered in Los Angeles and sold fruit and vegetable growers and suppliers on the idea of using a device, which cooled railroad refrigerator cars faster and more cheaply with air instead of ice. The system enabled a car to be cooled for shipment of perishable food in four hours rather than 16, and gained for shippers a

(Continued on page 90)

IF YOU'RE INTERESTED IN PROFIT...

You'll PROFIT From WISN's Better Programming and More Loyal Listeners Who "Lis'n to WISN" for Good Radio All Year Long.

Let Your KATZ Man Show You Just How You Can PROFIT From WISN—Milwaukee's Most Productive Station.

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO

WISN CBS 5000 WATTS Represented by KATZ Agency



# LOWEST COST PER THOUSAND

*KFRE delivers more listeners  
per dollar than any other  
Central California station...*

You are using the biggest and  
the best when you choose KFRE  
to cover Central California.

You get the highest ratings...  
complete coverage...and the  
lowest cost per thousand, too.

Ask Avery-Knodel.

PAUL BARTLETT, *President*

# KFRE

940 KC ★ CBS ★ 50,000 WATTS ★ FRESNO



# NOW

*your radio dollar goes much farther  
in Pennsylvania's top quality market*

Leading the state in effective buying income per family as well as in per capita buying power, the vast new WHP service area offers you the most promising opportunities for stepping up sales or expanding distribution.

Find out how effectively WHP can work for you and how little it really costs. Ask the Bolling Company for particulars.

The CBS station serving the greater South Central Pennsylvania area day and night, including such markets as Harrisburg, York, Lancaster, Lebanon, etc.

For WHP, the dominant voice of Harrisburg for a quarter century, is now welcomed into tens of thousands of additional homes in Pennsylvania's rich South Central belt. It is the CBS station serving such markets as Harrisburg, Lancaster, York, Lebanon, etc.



# WHP

*the key station of the keystone  
state . . . Harrisburg, Penna.*

## In The Public Interest



### Safe Driving Contest

"TRENTON'S Safest Summer" contest backed by WBUD Morrisville, *The Trentonian* and American Automobile Assn. of central New Jersey, has swung into high gear, trying to encourage safer driving in the state. Merchants from all over central New Jersey are offering prizes for the "Most Courteous Driver" selected each week. It all started when an editorial appeared in *The Trentonian*. WBUD immediately followed it up with a call to the paper suggesting a drive be launched in cooperation with a national safety organization. Thus AAA came into the picture and agreed to the plan to locate Trenton's most courteous and safest driver.

### Red Cross Citation

KNBC San Francisco broadcasts on behalf of 1951 Red Cross Fund Campaign have brought the station formal resolution of gratitude from the executive committee of the San Francisco Red Cross chapter. Station is cited for its "public spirited support (and) significant contribution in acquainting the public with activities and financial needs of our chapter." In an accompanying letter with the resolution, 1951 Fun Campaign Chairman Alan Lowrey wrote Lloyd Yoder, KNBC general manager: "I add my warmest personal thanks . . . without the kind of backing you gave (our quota) could hardly have been achieved."

### Aids Arrest

A WJHP Jacksonville, Fla., broadcast description of a hit-and-run automobile involved in a fatal accident led to the arrest of its driver, the station reports. A listener heard the broadcast, recognized the car, and phoned police. The driver has been charged with manslaughter. WJHP Disc Jockey Chaz Harris aired the description on his *Rise and Shine* program.

### Defense Booklet

WPIN St. Petersburg, Fla., is distributing a copy of the official government publication, *Survival Under Atomic Attack*, prepared by the Federal Civil Defense Administration. Circulation of the booklet is being made as a public service and free of charge to listeners upon request.

### Fire Prevention

WTAG-AM-FM Worcester, Mass., has received plaudits of Massachusetts officials for its series against forest fire carelessness. E. H. Gagnon, conductor of the sta-

tion's series, *Keep Massachusetts Green*, said in a letter to WTAG that "all the officials of the State Conservation Dept. are in agreement that WTAG is perhaps doing more for the prevention of forest fires than any radio station in the East." In addition to the series, WTAG airs a "burning index" in daily weather reports indicating potential fire danger for that day.

### Lost and Found Dept.

W W D C - A M - F M Washington through a transit radio broadcast was responsible for reuniting lost three-year-old girl and her father. Police found the child wandering the streets of the Nation's Capital. The tot couldn't tell where she lived. Newspapers carried stories and photographs but it was not until a neighbor of the little girl heard her description on a transcast that the case was solved.

### Coast Guard Appreciation

U. S. COAST GUARD has expressed its appreciation to WLOW Norfolk for the Virginia station's "generosity and efficiency of the public service rendered." On July 1, the aid of WLOW was sought by the Coast Guard to locate a missing boating party. WLOW aired the appeal. Within a few minutes, the listening audience had supplied the information that the party had reached shore safely "thereby releasing air and surface craft from further search of the sea."

### Fire Damage

WHEN fire destroyed the home of a local family, WGIG Brunswick, Ga., went on the air with appeal. Every break in a baseball game was used to ask for clothing and furniture for the family. By the end of the game, sufficient gifts had poured in for the family to make a new start, the station reports.

### Sound Retreat

BILL SAMPSON, Negro night disc m.c. of KWKW Pasadena, has changed (by request) the phone number he gives listeners desiring to call in requests. Seems the number was just one digit removed from that of Sierra Madre Passionist Retreat House and too many Sampson fans in the early morning hours weren't quite careful enough in their dialing.



MAY-JUNE 1950

MAY-JUNE 1951

**KYW**

NETWORK STATION B

INDEPENDENT A

INDEPENDENT B

NETWORK STATION C

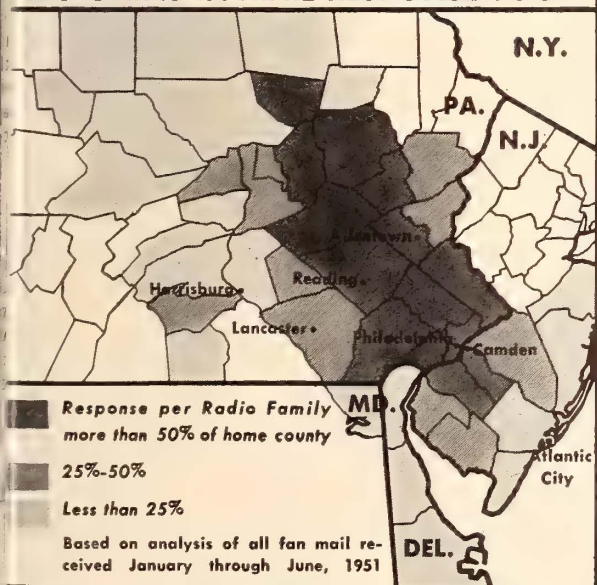
NETWORK STATION D

+8%  
+7%  
+6%  
+5%  
+4%  
+3%  
+2%  
+1%  
0  
-1%  
-2%  
-3%  
-4%  
-5%  
-6%  
-7%  
-8%

**KYW**

scores terrific gain in "popularity poll" of Philadelphia stations!

## BIG GAINS IN MAIL RESPONSE TOO



Your advertising dollar has *always* bought full measure on KYW. Now it gets an even better buy! According to Pulse figures for all programs from 6 AM to midnight, Monday through Friday, KYW's share-of-audience for the May-June period has jumped 5 percent in one year.. in spite of increased activity on the part of other media. This record far surpasses that of any other Philadelphia radio station, network or independent!

Mail response, too, proves that KYW gets action from all over the rich Middle Atlantic market. For availabilities, check KYW or Free & Peters.

**KYW**

**PHILADELPHIA**  
50,000 WATTS  
NBC AFFILIATE



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

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

**RADIO — America's Great Advertising Medium**



IN ORLANDO, FLORIDA, WLOF's

## "BOB KEITH SHOW"

DAILY 3½ HOUR DISC JOCKEY PROGRAM

HAS HIGHER HOOPER RATING (\*)  
THAN NBC AND ABC STATIONS HERE  
ALL AFTERNOONS 2:00 TILL 5:30 PM;  
AND OUTRANKS CBS STATION 5 TO  
5:30 PM, MON. THRU SAT.

### BOB KEITH'S SHARE OF AUDIENCE

2:00 TILL 3:00 PM	—	20.2
3:00 TILL 4:00 PM	—	25.0
4:00 TILL 5:00 PM	—	27.9
5:00 TILL 5:30 PM	—	38.5

FOR SPOT AVAILABILITIES CONTACT:

PAUL H. RAYMER COMPANY, INC.

# WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

(\*) HOOPER STUDY  
DECEMBER, 1950 THRU  
FEBRUARY, 1951.

**J. ALLEN BROWN**  
VICE-PRESIDENT & GENERAL MANAGER

## open mike



### Applause Dep't.

EDITOR:

Congratulations on your story on *The Railroad Hour* [July 23]. It is very well written . . . and very well documented.

*J. Gorman Walsh*  
Station Manager  
WDEL-AM-FM-TV  
Wilmington, Del.

\* \* \*

EDITOR:

. . . I now have a far better conception of your vast coverage since tear pages of the feature [STRICTLY BUSINESS, July 9] arrived from all over the country. . . .

*D. C. Rogers, Mgr.*  
Adv. & Sales Promotion  
Mid-Continent Petroleum  
Tulsa

\* \* \*

### Hon. 'Yearbook'

EDITOR:

. . . Since the Library of Congress reference room in the New House Office Bldg. does not have a copy of the 1951 BROADCASTING • TELECASTING YEARBOOK I am giving them [a] copy . . . so that all the members will have access to the information contained therein . . .

*Sterling Cole*  
Member of Congress  
(R-N.Y.)  
Washington, D. C.

\* \* \*

### Intruding Digit

EDITOR:

We just read the WPAT rate increase article on page 48 of this week's BROADCASTING • TELECASTING [July 30], and we wish to convey our thanks for the story. Unfortunately, however, we noticed a rather serious error . . .

The conclusion of the next to last paragraph reads: ". . . and lost rank in but 41." Our promotion piece reads, instead: ". . . and lost rank in but 4."

Losing position in 37 more quarter hour periods than we actually did puts us in a slightly precarious position. . . .

*Frank Tuoti*  
Promotion Manager  
WPAT Paterson, N. J.

[EDITOR'S NOTE: To say nothing of the position it puts an unsteady typographer in.]

\* \* \*

### Heat's on Heatter

EDITOR:

. . . We would like to point out a misstatement in the last sentence of the Heatter item wherein you say: "Agencies, Ruthrauff & Ryan Chicago, for Beltone and Oli Adv., Chicago, for American School."

While it is true that Ruthrauff & Ryan handles some of Beltone advertising, our agency handles a good part of it also, as well as a of their radio and television commitments, including the Heatter broadcasts . . .

*M. R. Douglass*  
Oli Adv. Co.  
Chicago

[EDITOR'S NOTE: Story in question July 16, said Gabriel Heatter on ME would be sponsored on alternate Mondays by Beltone and American School.]

\* \* \*

### Ups and Downs of CBS

EDITOR:

Wish you would keep this in mind in future write-ups about CBS Television Division—and, similarly, CBS Radio Division.

We would very much appreciate your capitalizing "CBS Television Division." . . . Also, when you refer to owned radio or television stations, we would prefer your saying "CBS-owned television stations." I might interest you to know that it is the Hytron Radio & Electronic Co.—not "Corp." as you have it in the July 30 edition.

Incidentally, when CBS Television Division and/or CBS Radio Division make an announcement about changes in their personnel we would appreciate your crediting such announcements to the divisions rather than to "the network." It is rarely that "the network" makes such personnel announcements.

We realize that we are making an unusual number of shifts here and we beg your indulgence to get them all straightened out. . . .

*Michael J. Foster*  
Director, Press Information  
CBS tel. (oops) Television  
Division  
New York

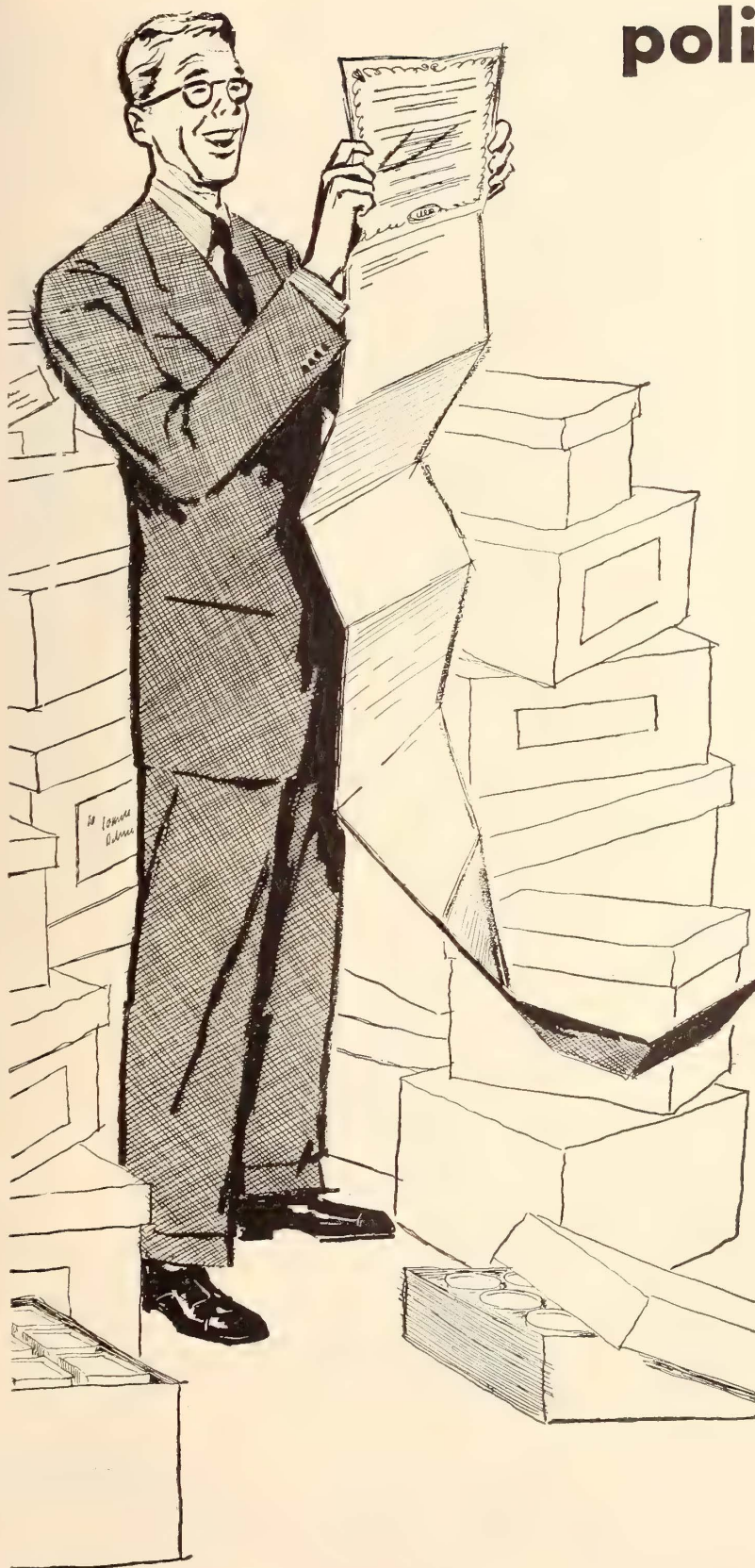
[EDITOR'S NOTE: BROADCASTING • TELECASTING staffers and printers are advised to:

Observe the cases,  
Lower and upper.  
Else you stand at the mantle  
To eat your supper.  
What's up or down  
In the CBS roster?  
Seek the resident pundit;  
Ask Mr. Foster.]

\* \* \*



# Did you get your big free insurance policy this week?



You did — if you received shipments of well-known brands of merchandise!

You got the protection and guarantee of all the advertising done each year, that promises top quality and value — and makes good on its promises.

More than that, you automatically benefit from a vast pre-selling job that has reached your own customers and convinced them *before* they enter your store.

That's why you make your business stronger when you keep the force of *famous brand names* behind your selling. Let your customers know they can get from *you* the brands they know and want. Why be content — or expect them to be content — with anything less?

The consumers of America are in favor of known brands — prefer them 8 to 1 by actual survey. Darn good evidence that your turnover will be faster, your year-end profits higher — and that you'll collect handsomely on that free insurance!

**Give your customers what they ask for  
— it's bad business to substitute.**

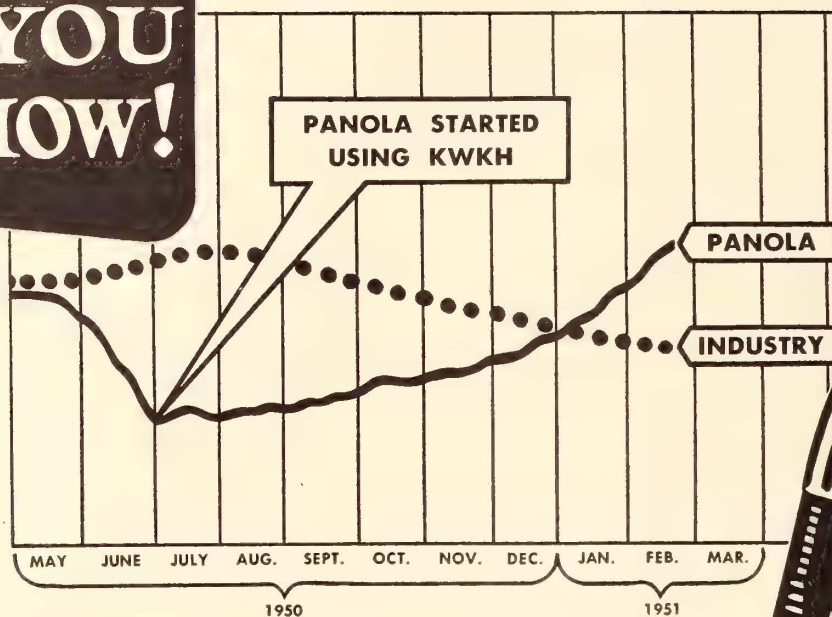
*Brand Names  
Foundation*  
INCORPORATED

*A non-profit educational foundation*  
37 WEST 57 STREET, NEW YORK 19, N. Y.



# KWKH HELPS SOFT DRINKS MAKE AMAZING COMEBACK

**IT'S EASY,  
WHEN YOU  
KNOW HOW!**



The chart above shows what three quarter-hour programs a week on KWKH have done for Panola, a soft drink bottled by the 7 UP Bottling Company of Shreveport.

The 7 UP Bottling Company started using KWKH in July, 1950, when sales of Panola were at a low ebb — down 40% from the corresponding period of 1949. KWKH helped check the slump immediately, and by March 1 of this year, Panola's sales were actually 14% above the corresponding two-month period of 1949 — a "real" gain of perhaps 34%, since industry sales declined 15% to 20% during the period!

Panola's schedule on KWKH consists of a 15-minute segment of a late afternoon disc-jockey program. This has been, and still is, Panola's complete advertising campaign!

What can we "Panolate" for you?

# KWKH

**50,000 Watts • CBS •**

**SHREVEPORT**

The Branham Company  
Representatives

**Texas**

**LOUISIANA**

**Arkansas**

Henry Clay, General Manager



# BROADCASTING

## TELECASTING

L. 41, No. 6

WASHINGTON, D. C., AUGUST 6, 1951

\$7.00 A YEAR—25c A COPY

## FORD CREATES WORKSHOP

*Backed by \$1.2 Million Fund*

THE FORD FOUNDATION, rich philanthropic organization in the U. S., last week created a Television-Radio Workshop, financed by a \$1.2 million grant, to create programs combining "cultural, public service, and entertainment facilities" to be broadcast over commercial facilities.

Although the nature of its programs will be educational, the workshop was established on a financial plan which provides for perpetuation through the sale of programs to advertisers.

The \$1.2 million, which the foundation officially described as being immediately available, was recorded as set up to provide the working capital of the workshop. Assuming the workshop is successful in attracting sponsors, there could seem to be no financial limitation to the volume of productions it undertakes.

According to the foundation announcement, workshop programs will be offered free to commercial broadcasters and will be made available for sponsorship. If the programs are sold to advertisers, broadcasters will be paid for their time and the workshop will recover production expenses.

### Radio Show Already Planned

Already in production, the workshop plans to present its first show—a radio program—in November over CBS. The nature of the program was not revealed.

Creation of the workshop was announced by the foundation in a statement for release today (Monday). Its purpose, the announcement said, is to add "a new dimension to TV and radio programs."

The workshop will be operated by the Fund For Adult Education and will be under the general supervision of James Webb Young, consultant on mass communications to the Ford Foundation. Mr. Young is a veteran advertising man and senior consultant at J. Walter Thompson Co. The Fund For Adult Education was set up by the foundation to assist "in that part of educational process which begins when formal schooling is finished."

The workshop's functions will encompass both radio and television but major emphasis will be on television, even though the pre-



Mr. YOUNG

\* \* \*

miere program is for radio.

"This workshop will be staffed

by the best professional talent we can employ," Mr. Young said. "It will use its funds to produce shows with the maximum of available skills, techniques and facilities."

Already, he reported, several national advertisers and agencies have approached foundation authorities about prospective sponsorship of workshop programs, and top-flight talent have bid for jobs.

Filmed shows will form the bulk of the workshop's TV output. In addition to general flexibility, it was pointed out, films will permit second- and third-run use by "such educational stations as may come into existence," as well as by other outlets.

Referring to both radio and TV programs of the workshop, Mr. Young asserted:

"These shows will be offered without charge to commercial broadcasters who have already in-

dicated a desire to cooperate in this venture by providing time to put them on the air. They will then be offered for sale to appropriate commercial sponsors, either national or local. If sold, the stations will get their time revenue and the workshop its production costs."

An "independent Hollywood producing unit" will probably be utilized for making the TV films.

Mr. Young, who told broadcasters several weeks ago that a substantial sum could be made available if a practical plan were devised for cooperation with commercial radio and TV interests, found evidence of hearty cooperation.

He said the workshop plan "has been warmly received by leading networks, by the directors of the NARTB, and by all individual station operators to whom we have

*(Continued on page 38)*

## NBC CHIME SALE PLAN

**NARTSR Discord**

A PLAN to sell spots on NBC's network chime-breaks [CLOSED CIRCUIT, July 30] was still getting active consideration by NBC officials last week. The potential gross of \$6 million a year in chime business stands as a lure against the certain outbursts of station representative firms, the likelihood of squawks from affiliates, and the difficulties of devising a satisfactory plan.

Though still in the indefinite stage, the plan drew immediate fire from the National Assn. of Radio & Television Station Representatives. NARTSR Managing Director Murray Grabhorn blasted it as "simply additional evidence of the networks' creeping encroachment into the spot field, compounding the station's problems forced by the recent network rate cuts."

A network spokesman said Thursday that at least three agencies were standing in line to negotiate for the spots, but that NBC officials were still undecided on whether the time is for sale. They do not know whether they want to inaugurate chime-break spots in the first place, he said, and if they decide they do they still do not know how they would handle such

points as compensating the affiliates.

He emphasized, however, that if NBC sells the time the affiliates will be paid—a point which presumably would calm many of the station protests that would be expected otherwise.

In their exploration of the proposal, NBC authorities said they approached four 50 kw stations, explained the plan, and got "enthusiastic" reactions.

NARTSR's Mr. Grabhorn was enthusiastically opposed.

"When we first learned of the possibility that advertisers might buy a six-second network announcement within the area now occupied by the NBC identification chimes (or anywhere else)," he said, "it was incredible that NBC—or any other network—would even consider such an encroachment upon their affiliates' spot revenues, let alone pressure the stations to take it."

### Calls Plan 'Bad'

Aside from what he called "the networks' creeping encroachment into the spot field," he said, "there are many other reasons" why the plan is "bad."

"Consider the fact that last year the networks billed about \$12 mil-

lion, of which approximately 30% went into the cash registers of their affiliated stations," Mr. Grabhorn said. "The same year spot advertisers spent \$120 million, of which roughly 70% was retained by the individual stations. It is obvious, therefore, that if enough stations accept enough spot advertising from any network they will eventually destroy the legitimate spot business as it is known today."

Network officials insist the plan is not their idea, but was brought to them by "a major agency" on behalf of a client who wanted to buy the chime-breaks for a saturation spot campaign. When word leaked out, a second and then a third agency approached on behalf of advertisers, officials reported.

The chime-break spots, if the plan goes through, would be about six seconds long, according to present thinking. Instead of "This is NBC, the National Broadcasting Co.," the network identification would be shortened and the spot announcement inserted. For example, it might be "This is NBC—Buy Soap Pads," followed by the NBC trademarked chimes.

Though it would mark a departure in commercial practice, it

*(Continued on page 40)*

**See Editorial Page 24**



# GRID SCHEDULES

## Additional Signings Set

MORE football broadcast schedules for the fall are coming off the gridiron's griddle. Among the additional reports to BROADCASTING • TELECASTING are:

Admiral Corp. has signed for sponsorship of the annual All-Star football game on Aug. 17 over the DuMont Television Network. The game will be played at Soldiers Field, Chicago, with the College All-Stars opposing the 1950 National Pro Football League champion, Cleveland Browns. Officials said the game will be carried by 35 DuMont stations in 34 cities. Admiral agency is Erwin, Wasey & Co.

Standard Oil of Indiana has completed its broadcast schedule over WJR Detroit of eight U. of Michigan games. WJR Vice President and General Manager Worth Kramer says this makes it the sixth straight year of Standard Oil sponsorship.

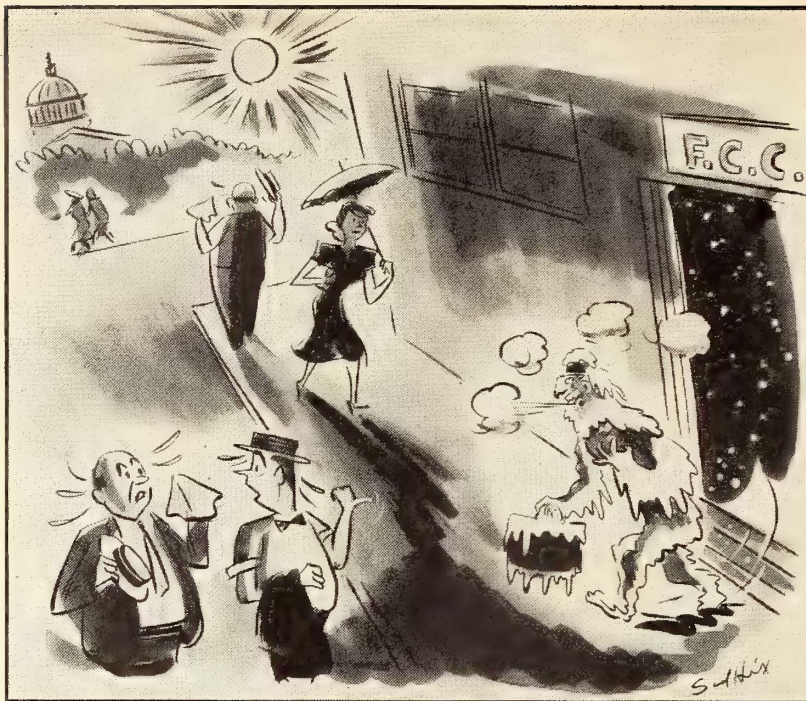
Departure from the straight schedule is the dropping of Michigan vs. Cornell and substitution of Michigan State vs. Notre Dame. An addition is the U. of Detroit vs. Notre Dame game Oct. 5. Van Patrick, station's sports director, again handles play-by-play. Charley Park will cover color and side-lights.

Ohio Oil Co., through its agency, Stocton-West-Burkhart Inc., Cincinnati, has arranged to air over WHRV Ann Arbor all U. of Michigan games except that with Cornell U.

A 21 station regional network, entitled "Westvair," will carry The Ashland Oil & Refining Co., Ashland, Ky., sponsorship of the complete schedule of West Virginia

## Reynolds Buys Race

REYNOLDS metals Co. has signed to sponsor the Hambletonian Stakes, harness racing feature, from Good Time Track at Goshen, N. Y., Wednesday, 5:30-5:45 p.m., over CBS Radio. Agency is Buchanan & Co., New York.



Drawn for BROADCASTING • TELECASTING by Sid Hix  
"He's a television applicant!"

U. games. Six of the games, which are home contests, will originate at WAJR Morgantown.

Hookup will require a total of 2,875 intercity mile circuits, WAJR General Manager Ford Billings, who completed arrangements, said. Local dealers in all 21 cities will participate in sponsorship. Play-by-play will be given by Jack Fleming, with Bos Johnson, WAJR program director, broadcasting color.

KCNA Tucson has the exclusive on broadcasts of the U. of Arizona Wildcats' 11 game schedule. Included is the Dec. 21 tilt planned at Hawaii.

## General Foods Expands

GENERAL FOODS, New York (Jell-O Division), effective Oct. 1 will expand from thrice weekly sponsorship of *Breakfast Club* (Mon.-Fri.) on ABC, to five times weekly for the first quarter-hour segment of the 9-10 a.m. show. Young & Rubicam, New York, is the agency.

## WHITE SOX GAMES LBS, WJJD and WCFL Bidding

LIBERTY Broadcasting System and WJJD and WCFL, 50 kw Chicago independents, continued their bidding last week for exclusive broadcast rights for the next three years to the Chicago White Sox American League baseball games. Price reportedly is \$375,000, which would give the buyer rights to live broadcasts of all home and out-of-town games for 1952-3-4.

Frank Lane, Sox general manager, was quoted as saying the decision will be made "some time this year." It is believed, however, the choice will be made before the end of the current baseball season in September. WJJD, the Marshall Field station, has a two-year contract which will be concluded this season. It has aired the games exclusively for several years.

No discussion as to sale of exclusive television rights has taken place so far, a Sox spokesman said. WGN-TV Chicago has carried the home game schedule for the past three summers.

# AFFILIATIONS

## WDSU and WSMB Switch

NBC and ABC affiliations in New Orleans will be exchanged Oct. 1 with WSMB moving to ABC and WDSU becoming the NBC outlet [CLOSED CIRCUIT, June 11].

WSMB, now on NBC, is operated by WSMB Inc., which is owned 50% by United Paramount Theatres, currently in process of merger with ABC. WSMB operates with 5 kw fulltime on 1350 kc. N. I. Carter is president and Harold Wheelahan is general manager.

WDSU, now affiliated with ABC is on 1280 kc, also operating with 5 kw fulltime. It is owned by WDSU Broadcasting Corp., which also owns WDSU-TV. Edgar F. Stern Jr. is managing partner and Robert D. Swezey is executive vice president of both the radio and television stations.

Carleton D. Smith, NBC vice president in charge of station relations, said addition of WDSU would increase NBC's circulation by about 43,000 radio homes in daytime and 35,000 at night.

Signing of WSMB as an ABC affiliate was announced by William A. Wylie, director of the ABC radio stations department.

## NEWS SHOWS UP

### 31.4% Over Last Year

AN UPSURGE in the sponsorship of news programs continues, with radio networks last week showing a 31.4% increase as of July 1 compared to July 1 a year ago.

Mutual, with a 61% increase had the greatest rise. MBS picked up six new news sponsors for a total of 12 advertisers carrying hours 30 minutes of news. Last year, Mutual had six sponsors of 2 hours 55 minutes of news.

ABC, heaviest news programming network, had 13 hours 40 minutes this year as compared to 12 hours 35 minutes a week in July 1950. News sponsors on ABC as of July 1951 totaled 11.

NBC has added 1 1/4 hours to the 5 1/4 hours it carried in July 1950 having added five news sponsors.

CBS, which last year had 5 hours 20 minutes of sponsored newscasts per week, reported no increase.

# A Workshop in Your Future . . . . . AN EDITORIAL

THE TRUSTEES of the Ford Foundation showed commendable judgment in appropriating \$1.2 million for a commercial radio and television workshop.

The sum is ample to organize a workshop and produce an adequate sampling of shows. It is not enough, however, to support a productive workshop indefinitely, a limitation that imposes severe responsibilities on the commercial broadcasting system.

The Ford trustees have wisely made a plan that insures the perpetuation of the workshop, providing it receives intelligent and energetic support. The workshop's programs will be available for commercial sponsorship from which revenue can be derived to pay the broad-

casters for their time and replenish the workshop's funds. Assuming that program quality is sound, nobody will have to spend money by this arrangement, except the advertiser who can consider his investment as a legitimate advertising cost.

As we say, the programs will have to be good. They must serve a cultural purpose yet retain the showmanship that guarantees wide appeal. Fortunately, the workshop will be supervised by James Webb Young who not only is a scholar but also a distinguished advertising man.

It is Mr. Young's obligation to produce the very best programs possible. It is the responsibility of broadcasters to schedule them at

desirable times and to promote and sell them with as much vigor as they would use in exploiting Bob Hope or Arthur Godfrey.

A failure of this plan would have appalling consequences. There would be no defense against argument that commercial broadcasting was incapable of doing an educational job.

Successful operation of the workshop, however, will pay vast dividends not only to radio and television but to the public. Here is the chance to reach more people with more information, more instruction, more culture than were ever reached before.

The potentialities are breathtaking. Imaginatively managed, the workshop could very well exert a profound influence on our future.



# ASCAP ATTACK

By BRUCE ROBERTSON

A BOLD move designed to increase radically ASCAP's income from the radio and television broadcasters who already provide the greater part of its revenue, ASCAP Thursday asked the Federal District Court in New York to amend the provisions of the consent decree as to:

(1) Enlarge the basis of per program licenses to cover not only programs containing ASCAP music but adjacent announcements as well, and (2) require all broadcasters who also are licensed by BMI to like out ASCAP blanket licenses whose fees are based on the station's entire revenue from all broadcasts regardless of whether or not ASCAP music is used.

## Asks Hearing

This application for a modification of the terms of the consent decree, which in effect would nullify its major protection for ASCAP's broadcast licensees, asked the court to hold a hearing in New York this Wednesday at 10:30 a.m. In fact, a complete reversal of the traditional ASCAP-broadcaster relationship with ASCAP holding control, the society now is asking for protection against what it alleges is the "unfair competitive advantage"

## COMR. HENNOCK

### Judgeship Opposed Anew

THIRD bar group has expressed opposition to the nomination of CC Comr. Frieda B. Hennock to be a federal judge in New York, in formal statement to the Senate Judiciary Committee, which must approve the nomination for Senate confirmation.

The stand of the New York County Lawyers Assn. was announced last Monday by Jerome S. Less, acting chairman of the bar group's judiciary committee. He said to the committee, acting on a comprehensive subcommittee report, has found that Miss Hennock—from the standpoint of character, learning, professional experience and ability—wholly lacks the qualification requisite for appointment.

Other law groups which oppose the nomination made two months ago [BROADCASTING • TELECASTING, June 18], are American Bar Assn. and New York City Bar Assn.

Holding up subcommittee hearings on Comr. Hennock's nomination is the near-completed FBI investigation, as is customary, into her qualifications as an appointee. [CLOSED CIRCUIT, July 30].

Report that the President had offered Comr. Hennock's post to Eugene H. Merrill, director of the Materials Div., Defense Production Administration, brought a denial from Mr. Merrill. "I know nothing about it," he said.

held by the industry-owned music rights organization, BMI.

At the same time, ASCAP also filed its answer to the petition of 56 TV station operators asking the court to set a "reasonable fee" for the use of ASCAP music in connection with their television programming [BROADCASTING • TELECASTING, July 23]. Answer claims that the fees requested by ASCAP are reasonable and should be so found by the court, although the proposed per program licenses call for a rate of payment more than double that now in effect in the per program agreements ASCAP has with radio broadcasters.

In its plea for a softening of the terms of the consent decree, ASCAP asks that the following sentence be added to Subsection II of the amended final judgment of March 14, 1950 (latest form of the decree):

"(F) 'Programs' include all commercial announcements (whether known as 'spot announcement,' 'station-break announcement,' or other commercial credits) interspersed between such program and the program preceding or following such program."

ASCAP also requests that Sec-

tion VII of the judgment be modified so that prohibitions against basing commercial license fees on income received from programs which include no ASCAP compositions, and against setting sustaining fees which do not vary in proportion to the use made of ASCAP music, will not apply where the "radio or television broadcaster shall have accepted a license from Broadcast Music Inc. or any other organization licensing the right of public performance if such organization is or shall be owned or controlled by broadcasters or telecasters."

## Harbach Affidavit

The petition further requests that the requirement to issue per program licenses should be altered so as not to apply to licensees of BMI or other organizations owned or controlled by broadcasters.

Accompanying the application for modifying the terms of the judgment is an affidavit signed by Otto A. Harbach, president of ASCAP, which traces the history of ASCAP's broadcast licenses.

"Prior to 1941," Mr. Harbach states, "all licenses issued by the society to broadcasters were so-

called 'blanket' licenses. Under a 'blanket' license the user is entitled to perform any composition in the Society's catalog for a fee expressed in terms of a percentage of their total receipts from the sale or use of broadcasting facilities, after certain agreed deductions."

Mr. Harbach notes that "some broadcasters had expressed a desire to change the basis of payment to one where a user might perform any composition in the Society's repertory for a fee that would be a percentage calculated only on receipts from those particular programs that actually used music in the Society's catalog, as distinguished from paying on an over-all or blanket basis."

Such a per-program license provision was incorporated in the consent decree of March 4, 1941, which climaxed a government anti-trust suit against ASCAP. The Society had withdrawn its music from the air in an attempt to force the broadcasters to meet demands that they considered so out of line that they formed an industry-owned music rights organization, BMI, to protect themselves against such abuse of monopolistic power. (This provision is now Section VII of the amended final judgment of March 14, 1950).

"In effect," Mr. Harbach states, "Section VII requires the Society to offer 'per-program' licenses to radio and television broadcasters."

Averring that ASCAP "has no objection to such a formula when fairly used for the purpose for which it was originally designed," he alleges that the television broadcasters who are asking the court to set a fair fee for the use of ASCAP music are actually concerned only with per-program licenses. The blanket license terms had been incidentally agreed upon between the Society and all units in the television broadcasting industry.

## Charges Unfairness

The real reason for the TV broadcasters' insistence on per program licenses from ASCAP, Mr. Harbach charges, is that they "are seeking to use the provisions of the amended final judgment in their present form to give an unfair competitive advantage to BMI, a corporation solely affiliated with them, and to permit that corporation to continue and in fact to augment its present unfair competitive advantage to the prejudice of the individual composers, authors and publishers who do not throw in their lot with BMI. Each of the petitioners [TV station operators] on information and belief, holds a 'blanket' license from BMI. It is significant that the petitioners in their dealings with BMI do not insist on obtaining 'per-program' licenses."

ASCAP members are "handi- (Continued on page 38)

## PRICE FORMULA Advertising, Selling Cost Can Be Applied

A FORMULA designed to enable manufacturers to apply costs for advertising, selling, administration and other purposes to prices of their manufactured products was written into the Defense Production Act signed by the President last week.

The action allayed industry fears that advertising budgets would be pared in many instances because of early price ceilings imposed by OPS. Critics of a previous OPS government regulation (CPR 22) including James D. Shouse, vice president of Avco Mfg. Corp. and board chairman of Crosley Broadcasting Corp., had charged that it posed a serious threat to all media [BROADCASTING • TELECASTING, June 11; May 28].

The new formula, sponsored by Sen. Homer Capehart (R-Ind.), permits increases (or rollbacks) on manufactured products after all costs are added to the base period—the highest price between Jan. 1, 1950 and June 24, 1950.

In effect, this means that manufacturers now can add (or subtract) costs from June 24 to July 26, 1951, the cutoff date. OPS would establish a ceiling taking into consideration the highest price, plus or minus costs computed for the later period.

Costs were described in the control act as those including "materials, indirect and direct labor, factories, selling, advertising, office and other production, distribution, transportation and administration" except those costs which the President may deem to be "unreasonable and excessive."

Mr. Shouse had told the American Marketing Assn. that no pro-

vision was made for inclusion of cost increases in administration, sales, advertising or research. Regulation CPR was described by Mr. Shouse actually as "profit control . . . aimed at minimizing the very profits which supply the tax base for all of our defense effort financing. . . ."

The new provision was regarded as signifying that further wage increases and cost of advertising, research and sales can now be absorbed without recourse to expenditures in the non-allowable items. Cost of materials and factory supervision, as well as maintenance, were included previously within the provision of CPR 22, based on a formula of pre-Korea prices.

A manufacturer now may be able to increase his base period price by computing costs for personnel involved in advertising, sales merchandising, marketing and market research.

The new provisions are spelled out in a newly-added Sec. 402 (d) (3). OPS had indicated earlier that CPR 22 was only an "interim" measure and gave assurance that no regulations would be issued which would "in any way restrict the use of advertising." The section thus supplies the formula on which the agency will base its future ceilings.



# CBS TOP-LEVEL

## Divisions Take Shape

A NEW LIST of officers of CBS—the overall organization—was released last week in the wake of the reorganization of the company into six autonomous units [BROADCASTING • TELECASTING, July 16], along with organization charts for the Radio and Television Divisions and additional appointments and announcements dealing with the makeups of several of the operating units.

Officers of CBS Inc. are as follows:

Board Chairman—William S. Paley.

President—Frank Stanton.

Executive vice president—Joseph H. Ream.

Vice presidents—Bruce A. Coffin, Lloyd H. Coffin, David H. Cogan, James B. Conkling, Earl H. Gammons, William C. Gittinger, Lawrence W. Lowman, Adrian Murphy, Howard S. Meighan, Daniel T. O'Shea, and J. L. Van Volkenburg.

Secretary—Julius F. Brauner.

Treasurer—Samuel R. Dean.

General auditor—Arthur S. Padgett.

Controller—Edward L. Saxe.

Assistant secretary—Edgar Batchelder.

Assistant treasurer—William J. Flynn.

Assistant secretary—Kenneth L. Yourd.

Key executives of the CBS Radio Division under President Howard S. Meighan, and of the CBS

Television Division, under President J. L. Van Volkenburg, are shown on the accompanying charts.

In the CBS Labs Division, President Adrian Murphy announced this unit has been organized into two departments. These are the Engineering Research & Development Dept., under the direction of Labs Vice President Peter C. Goldmark, and the Licensing & Contracts Dept., which will be headed by Richard Mahler as director.

### Mahler to Negotiate

Dr. Goldmark, under whose direction the CBS color television system and the long-playing record were developed, was CBS vice president in charge of engineering research and development before the Labs Division was established. Mr. Mahler has been CBS industrial consultant for the past year. His department will negotiate and administer licenses with manufacturers under CBS patents; negotiate and administer contracts for engineering development with outside agencies, such as the government and universities, and act as liaison on engineering and license matters with manufacturers and other agencies.

At CBS-Columbia Inc., CBS set-manufacturing subsidiary, President D. H. Cogan announced board members and officers as follows:

Board of directors—Bruce A. Coffin, chairman; Mr. Cogan, Lloyd H. Coffin, Adrian Murphy, Frank

Stanton, Sam Dean, and Ralph Colin.

Officers—Mr. Cogan, president; Bruce A. Coffin, executive vice president; J. A. Stobbe, vice president in charge of operations; L. M. Kay, vice president in charge of engineering; M. A. Gardner, vice president in charge of purchases; Allan Strauss, vice president in charge of export; John Ward, controller, assistant secretary and assistant treasurer; and Sam Dean, treasurer and secretary.

In the CBS Television Division, appointment of Merritt Coleman as director of business affairs was announced by I. S. Becker, division vice president in charge of business affairs. With CBS since February 1942, Mr. Coleman has served successively as a member of the Program Operations Dept., member of the Technical Operations Dept., director of operations for television, and, since 1949, as a member of the Business Affairs Dept.

### Promotion Directors

Also in CBS television, selections of Alex Kennedy as director of program promotion of the television network and of David Luhmann as director of promotion for CBS-owned television stations were announced by William Golden, creative director of advertising and sales promotion for the division. Mr. Kennedy joined CBS in 1948 as promotion copy-writer, and Mr.

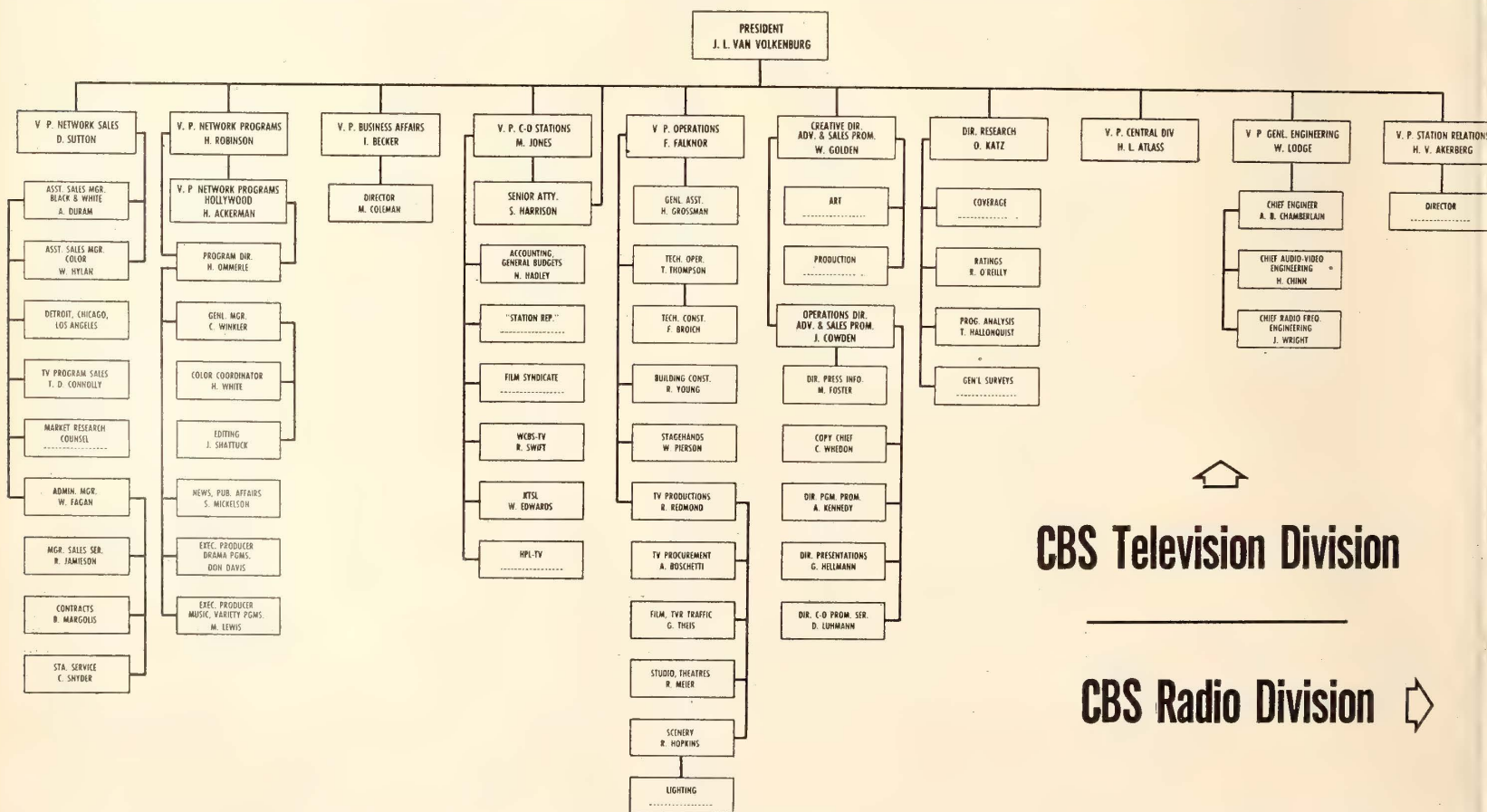
Luhmann in 1949 as copy-writer for CBS-owned stations.

In the CBS Radio Division, Administrative Vice President Louis Hausman announced appointment of George Bristol, who has been director of sales presentations for CBS radio and television, as Radio Division director of sales promotion and advertising. Mr. Bristol has been with CBS since 1946.

The appointment of James Simons as manager of CBS Radio Network Operations also was announced. This division will function for CBS Radio except for the announcing staff, which will serve both CBS Radio and CBS Television. Mr. Simons joined CBS in 1942 as a supervisor in the Program Production Dept., two years later being made a supervisor in CBS Network Operations.

## USAF Names Hodgson

RICHARD HODGSON, president Chromatic Television Labs, and director of TV development for Paramount Pictures Corp., has been named a consultant to Gen. Hoyt S. Vandenberg, Chief of Staff, U. S. Air Forces, on research and development. He will work with Lt. Gen. James H. Doolittle, special assistant to the chief of staff, and Dr. Louis N. Ridenour, chief scientist for the Air Forces. During World War II, Mr. Hodgson was with the Radiation Laboratory at Massachusetts Institute of Technology and acted as technical adviser to Gen. Vandenberg on radar operations by the Ninth Air Force.





REGULATIONS requiring New York State AM stations to reduce power to about 250 w in event of proclaimed imminence of enemy attack, and compelling TV and FM stations to go off the air completely in such cases, were issued last week by the state's Civil Defense Commission.

The rules, prepared under the authority of the New York State Defense Emergency Act of 1951, were announced Thursday by Col. Lawrence Wilkinson, chairman and rector of the commission.

They may be used as a pattern for other sections of the country or perhaps for the federal government's CD radio-TV plan. New York officials pointed out that they were drawn up in the absence of such guidance on a national basis after "leaders of the radio industry" expressed anxiety because of the lack of a concrete emergency procedure."

### Joint Development

The announcement said they were "developed jointly by the commission and the members of the up-state and down-state CD committees, representing 139 radio and 12 television stations in New York State," with the "approval and cooperation of leaders of the radio industry." It was emphasized they may be amended at any future time to achieve conformity with any specific federal regulations which may be issued by FCC or the Defense Dept.

In Washington, FCC engineering authorities disclaimed previous knowledge of the plan's specifics. They felt that it is a "step in the right direction" but a "second-order step" which may not resolve many of the problems incurred in

enemy homing tactics involving high-power transmitters.

Similar plans have been suggested by state civil defense groups, they explained. In any event, they added, information revealed in the New York plan will be de-restricted on the federal level, especially as pertains to the role of FM and TV stations. Silencing of certain FM and TV operations had been a restricted provision under FCC's broadcast operational plan.

Generally, FCC officials limited

their official reaction to the comment that the regulation would not "conflict" with FCC's critique for broadcasters.

Officials of the Federal Civil Defense Administration were momentarily unable to say whether the plan had received prior FCDA approval. They said, however, that customarily state blueprints for communications networks are submitted to FCDA for approval.

Officials pointed out, however, that in view of a close working

agreement among FCC, FCDA and the Defense Dept., the new regulation eventually would conform to FCC Rules & Regulations, as indicated by the New York State Civil Defense Commission. It was noted that FCC holds jurisdiction over commercial broadcast stations and other services, including amateur radio operation.

FCC jurisdiction takes precedence over laws passed by a number of state legislatures with re-

(Continued on page 91)

## PRATT NAMED HST Telecommunications Adviser

IMPLEMENTING the recommendations of his Temporary Communications Policy Board, President Truman last week named Haraden Pratt, 60-year old vice president of American Cable & Radio Corp., as top-level telecommunications adviser, vesting him with the responsibility of formulating national policy on national and international frequency allocations.

Mr. Pratt's appointment was regarded as a harbinger of hope in industry quarters, looking toward the restoration of precious spectrum space to radio-TV broadcasters and other non-government users.

Selection of Mr. Pratt was adjudged to be the forerunner of possibly a new era—one in which the President would delegate authority vested in him to a key White House adviser and one in which more prudent deliberations would be forthcoming as to allocation of frequencies between government and civilian applicants.

The announcement of a telecom-



Mr. PRATT

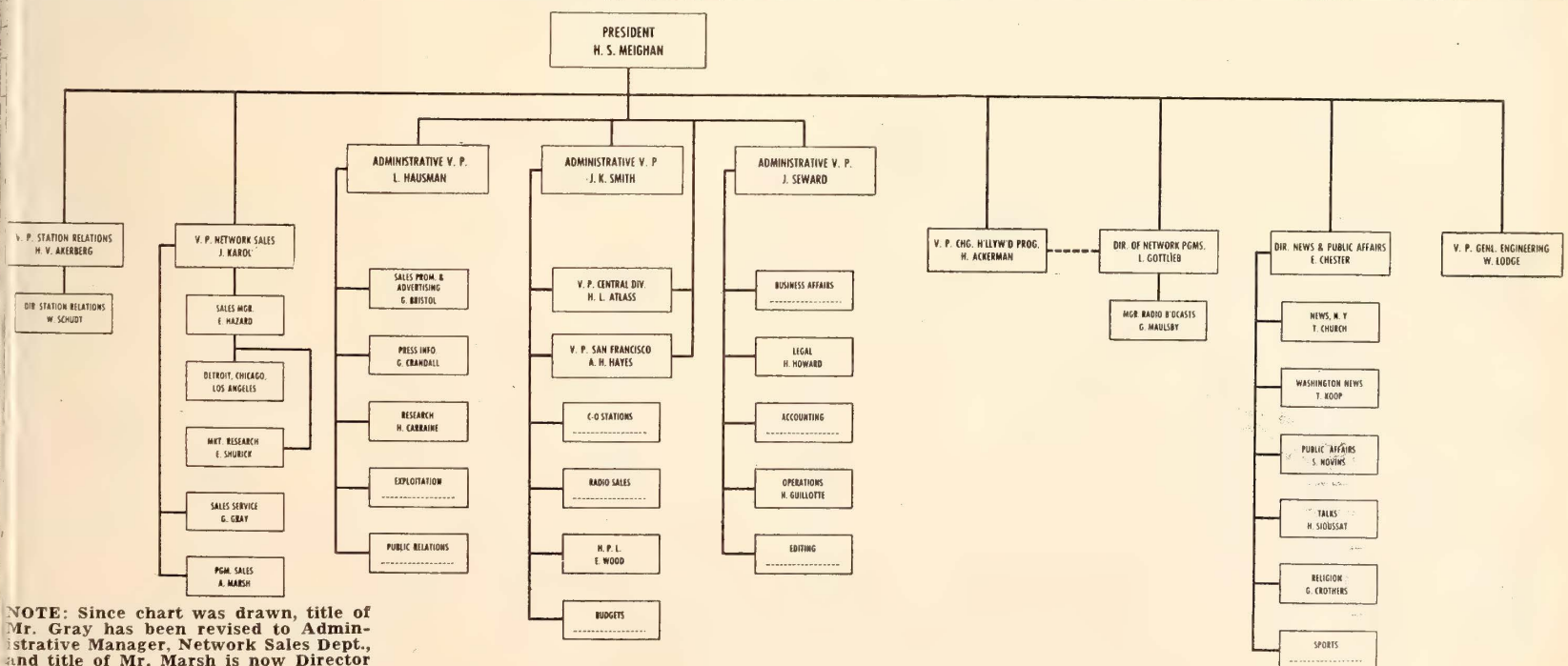
munications adviser to the Chief Executive is without precedent in the history of the nation. In effect, it would vest responsibility in Mr. Pratt heretofore relegated

to lower stratas of the White House and allegedly dominated by the chief spectrum spokesman for government, the Interdepartment Radio Advisory Committee.

Although White House spokesmen denied that the ACRC executive would be cloaked with powers similar to those enjoyed by Presidential Assistant John Steelman, it appeared that, as sole adviser, Mr. Pratt will firm up suggestions on telecommunications matters tantamount to executive approval.

Broadly speaking, the new telecommunications adviser will devote his duties to three working levels: (1) allocation of frequencies among government agencies, and as between government (principally the military) and private users; (2) international agreements on frequencies in which the U. S. participates from time to time; and (3) practical application of wartime responsibilities inherited by the Chief Executive under provisions

(Continued on page 34)





# CBS SETS \$8 MILLION

For Promotion

PLANS for an \$8 million fall radio campaign, described as the largest investment of its kind in history, were outlined by CBS Radio Division officials last week to representatives of 110 stations attending the radio network's two-day fall program promotion clinic in New York.

Advertiser and agency representatives also were informed of the plans and appeared much impressed, authorities reported.

"We feel the swing is back to radio," one CBS Radio official declared confidently.

Louis Hausman, administrative vice president of the CBS Radio Division, said the \$8 million expenditure will include \$7 million in network and local radio and \$1 million in newspaper and magazine advertising. The total, he estimated, is approximately 30% more than any previous expenditure for a similar campaign.

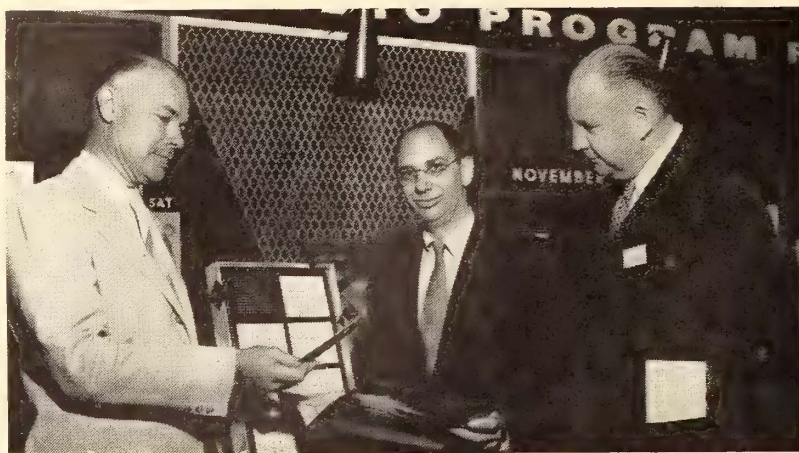
## To Add 'Exploitation' Experts

Linked with its overall advertising and promotion campaign—designed to maintain and increase what its officials describe as CBS Radio leadership in programming, in average audience, and in cost-per-thousand values—is an increased awareness of "making news about radio." One manifestation of this involves plans to add "exploitation" experts to the radio network's press relations staff.

"We have come to the determination that we must make news (about radio) for page 3 or 4 as well as for the radio pages of newspapers," as one official described it.

An estimated \$500,000 magazine campaign is set to break in October, with seven four-color ads slated for *Look* and *Colliers*. Theme of this series is the concept of the public as the "royal family" and radio as the royal jester supplying news, entertainment and information. Seven internationally noted artists are supplying their versions of radio's offerings, using this theme. The ads will present these pictures, with sample CBS Radio network schedules alongside to

\* \* \*



Discussing program presentation material at the CBS Radio promotion clinic are (l to r) L. Waters Milbourne, president and manager of WCAO Baltimore; Mr. Hausman, and Robert M. Richmond, assistant manager of WCAO.

\* \* \*

demonstrate the diversity of radio fare.

The purpose, it was explained, is to renew the public's consciousness that only radio, with some 3,000 stations operating 12 to 24 hours a day, provides such a volume and variety of news, information, music, drama, etc.

Special on-the-air promotion will be keyed to the return of fall shows, beginning in September, and will be handled on a continuing basis. Promotion kits covering approximately 80 programs have been prepared for stations and clients, and

will be supplemented as new shows are added.

From the program standpoint, officials said, CBS Radio plans to retain its major shows "and exploit them to the hilt," while developing new ones.

The reorganization of CBS, resulting in the creation of a separate Radio Division, was discussed by CBS President Frank Stanton, who welcomed the station group to the clinic, held Monday and Tuesday.

Howard S. Meighan, president of the Radio Division, also voiced optimism in outlining the division's

promotion plans for the year.

He noted that the new station break identification—"This is the CBS Radio Network," which has replaced "This Is CBS, the Columbia Broadcasting System"—has resulted in the word "radio" being heard an additional 1.3 billion times a week. This figure represents the number of cue announcement times average CBS Radio network listening audiences. The new identification was adopted July 26.

Officials pointed out that attendance at the clinic broke all previous records. A similar showing of campaign plans is slated for today (Monday) at KCBS San Francisco for representatives of 25 CBS West Coast stations.

## Those Who Spoke

Speakers at the New York meetings, in addition to Messrs. Stanton, Meighan, and Hausman, included George Bristol, director of the Radio Division's sales promotion and advertising; Charles Monroe, head of the program writing division; Charles Oppenheim, director of Radio Division's program and trade promotion; Lester Gottlieb, director of programs for the Radio Division; Edward Shurick, the division's market research counsel, network sales; Eldon Hazard, the division's sales manager, and Roland Welch, director of merchandising McCann-Erickson.

Participants in a panel discussion were Bob Covington, WBT Charlotte; Hendrick Soule, WFBL Syracuse; Bob Pryor, WCAU Philadelphia, and Don Shoemaker, KFAB Omaha.

# ABC-UPT OPPOSITION

## Objections Filed

OPPOSITIONS to merger of ABC and United Paramount Theatres Inc. are beginning to come into the FCC. Commissioners discussed the proposed consolidation at an Aug. 1 session, but came to no decision as to issues or hearing date.

Unofficially, it is understood that the FCC staff has told Commissioners it would take at least 30 days for it to prepare for hearing. That would obviate, it is believed, any chance of an FCC decision on the matter by Oct. 1—the date requested by applicants.

First formal objection to the proposed merger was filed with FCC last week by Fanchon & Marco Inc., theatre owners and booking agents. Company recently filed a TV application for St. Louis.

In addition, it was learned last week that Rep. Emanuel Celler (D-N. Y.) had written FCC Chairman Wayne Coy July 9 vigorously objecting to the proposed combination.

And, Zenith Radio Corp., Chicago radio-TV manufacturer, last week injected the question of its rights to Chicago's Channel 2 in a request to FCC for ruling on the matter (see separate story). Zenith is an applicant for Channel 2 in that city.

Already in the growing file are objections from long-time network foe Gordon P. Brown, WSAY Rochester, N. Y. [BROADCASTING • TELECASTING, July 30] and from Ed. Wimmer, vice president of the National Federation of Independent Business.

Interest also has been evinced, through requests for information on issues and hearing date, by Abram Myers, chairman and general counsel of the Allied States Assn. of Motion Picture Exhibitors, an organization of 19 regional groups of independent theatre owners; Herbert Moute Levy, staff counsel, American Civil Liberties Union; Jerome Y. Sturm, National Assn. of Broadcast Engineers & Technicians (CIO).

## Says Theatres Would Suffer

Fanchon & Marco claims the merger of ABC and UPT "will naturally and inevitably result, especially in the light of the past history of United Paramount Theatres, in the exclusion from the radio and TV service furnished by the combination of all theatres except those of the combination wherever it shall have theatres, and in the transfer to radio and TV of un-

lawful and unfair methods of competition, discriminations, restraints and exclusions like those heretofore habitually practiced in the motion picture business by United Paramount and its predecessors and associates, and the practice thereof against the theatres of the petitioners."

Fanchon & Marco is half-owner, with United Paramount, of the first-run Paramount Hollywood Theatre in the movie capital, also is the sole owner of a string of St. Louis first-run and neighborhood movie houses. It also owns theatres in Long Beach, Calif., and Granite City, Ill.

Petition to intervene alleges it operates the Paramount Hollywood Theatre and has to use Paramount pictures, paying "excessive and discriminatory rentals" for them.

In a pending suit in the U. S. District Court in New York, Fanchon & Marco is trying to collect treble damages from Paramount Pictures Inc. for alleged violation of the anti-trust laws. It claims Paramount and UPT have tried to force it out of the motion picture business through such devices as cancelling pictures, eviction no-

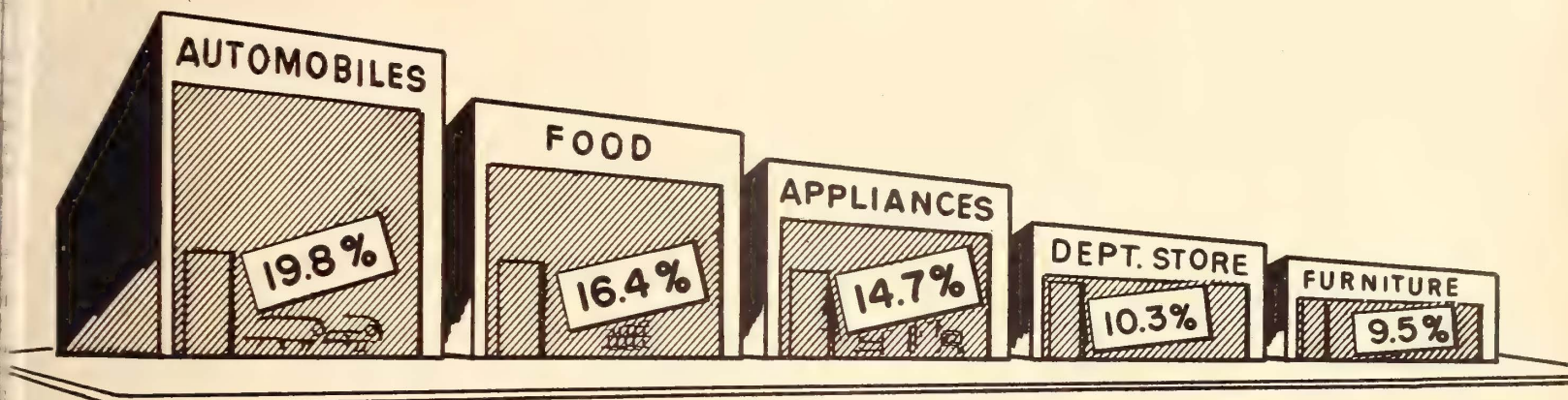
(Continued on page 40)



Dr. Stanton (l) listens attentively as Mr. Meighan addresses the CBS Radio promotion clinic.



# WHO BUYS LOCAL RADIO?



**AUTOMOBILE** and automobile accessory dealers are buying more local time on radio stations than any other product group, according to a TRENDS survey just completed. **BROADCASTING • TELECASTING.** Other classifications, in order, which compose the "Big Five" for local revenue, are: Food & Food Products, Appliances, Department Stores and Furniture.

Findings are based on a scientifically prepared cross section survey of radio stations and represent a unit in this publication's continuing study of the medium.

The importance of local revenue to broadcasters is emphasized by the fact that all classes of stations in both radio and TV markets have shown increases in local sponsorships this year over the same period a year ago. Analysis indicates that 22% of stations in non-television markets have shown such an increase, while 63% of stations in TV markets have more local business this May than they had in May 1950 [BROADCASTING • TELECASTING, July 23].

Local spot sales showed the biggest increase of all time segments for the period—up 69.7% on all stations for an average increase of 4.1% on all stations in all types of markets [BROADCASTING • TELECASTING, July 30].

While figures are not available in the dollar value of the local business received from the five

leading product groups, 19.8% of all stations in all types of markets gave Automobile & Auto Accessories first place, 16.4% Food & Food Products, 14.7% Appliances, 10.3% Department Stores and 9.5% Furniture.

Percentage of votes for second and third place is shown in Table I.

The surprisingly strong vote for Furniture is indicated by the second and third place percentages. A number of stations indicated that some revenue classified under the Appliance product group, came from furniture stores and others indicated that Department Store advertising often featured furniture.

Other product classifications in the top 10 as local revenue producers are: Dry Goods & Clothing, Beer & Soft Drinks, Banks, Agricultural Equipment & Supplies, and Religious Programs.

## Leading National Spot Users

Best source of national spot revenue for the average station is the Soaps, Cleansers & Polishes classification. Food & Food Products is next in line with Drugs & Remedies, Beer, Wine & Liquor and Automobile & Auto Accessories following in that order.

The survey showed 33.7% of all stations giving first place to Soaps, Cleansers & Polishes; 25% to Food & Food Products; 16.3% to Beer,

Wine & Liquor; 16.3% to Drugs & Remedies, and 7.7% to Automobile & Auto Accessories. Percentages indicate more unanimity of opinion on national than local business with fewer categories contending for the top revenue bracket. Percentages of votes for second and third places are shown in Table II.

Other classifications mentioned by some stations as contenders for top national spot revenue producers included: Tobacco, Religious Programs, Soft Drinks and Appliances.

While this mid-year TRENDS survey bore out in general the findings of the much more exhaustive analysis of top revenue producers conducted the first of the year, there were some changes.

Most notable was the leadership in national spot of the Soaps classification in the recent study as compared to the first place held by Food & Food Products earlier. The Food classification represented 16.5% of total revenue for 1950 with a dollar value of \$19,849,841. In 1949 the national spot radio revenue from Foods was \$23,632,000 or 21.1% of the total.

These figures seem to indicate a continuing decrease in the national spot revenue from the Foods classification.

On the other hand the national spot revenue from Soaps seems to be on the increase. Total spot ra-

dio revenue from this classification in 1949 was 8.5% of the national totals for all spot radio, or \$9,520,000. In 1950 this revenue increased to \$10,956,125, representing 9.1% of total business in national spot.

The current mid-year TRENDS, while it does not indicate the total money received from the Soaps classification, does show the increasing importance in which it is being held by the average radio station manager.

## Other Comparisons

Comparative revenue figures for 1949 and 1950 on the remaining three classifications which ranked among the first five in the current survey follow: Drugs & Remedies: 1949—\$12,096,000 or 10.8% of the total; 1950—\$11,557,052 or 9.6% of the total. Beer, Wine & Liquor: 1949—\$3,696,000 or 3.3% of the total; 1950—\$6,013,901 or 5.1% of the total. Automobile & Auto Accessories: 1949—\$7,392,000 or 6.6%; 1950—\$8,292,789 or 6.9%.

National spot radio for May 1951 as compared with May 1950 gives a brighter picture than has been predicted in many quarters. Television market stations in two out of three cases reported they maintained or increased national spot business. In non-TV markets 9 out of 10 stations increased national spot or held it on the same level [BROADCASTING • TELECASTING, July 23].

TABLE I

Product Classifications which produced most local revenue for all types of radio stations in all types of markets.

	1st Place	2d Place	3rd Place
Automobile & Auto Accessories	19.8%	12.3%	16.8%
Food & Food Products	16.4%	11.4%	12.9%
Appliances	14.7%	13.1%	5.0%
Department Stores	10.3%	14.9%	5.0%
Furniture	9.5%	6.1%	13.9%

TABLE II

Product Classifications which produced most national spot revenue for all types of radio stations in all types of markets.

	1st Place	2d Place	3rd Place
Soaps, Cleansers & Polishes	33.7%	15.8%	10.9%
Food & Food Products	25.0%	23.2%	19.6%
Drugs & Remedies	16.3%	23.2%	15.2%
Beer, Wines & Liquors	16.3%	12.6%	13.0%
Automobile & Auto Accessories	7.7%	13.7%	18.5%



# LEISURE TIME

## Radio-TV Are No. 1—Roper

RADIO LISTENING and video viewing make up the number one leisure time activity of some 62 million Americans, "who more often than not after the evening meal will settle down to an evening's entertainment over the air waves," Elmo Roper reported July 29 in his weekly *Where the People Stand* broadcast on CBS.

Recounting "the way people in a nationwide survey told us they usually spend their leisure time," Mr. Roper said that one million say they had no free time. "These are the harried souls amongst us," those with small children or invalids to look after, those who don't organize their work well enough to ever get it done and "a very few [who] are too important to have any free time."

### Five Million Sleep

Three million persons report spending their off-hours participating in some paid form of amusement—"the Bingo players, dance hall patrons, those who drink beer, go rollerskating and the likes." Four million watch movies or go to sports events and other pay-for-admission spectacles. And another five million just "lie down and go to sleep" when they get a spare hour or two.

Some six million women devote much of their leisure time to handiwork—knitting, crocheting and sewing. And seven million "handy-types around the house" spend their off-hours on odd jobs at home. Self-created free entertainment—playing cards, fishing, swimming or visiting with friends—accounts for the leisure hours of 14 million more people.

The "oldest-fashioned of all" leisure time activity claims the third largest group—about 15 million people "who as often as not will just sit around with the family and talk." More than twice that number, roughly 32 million, say they can usually be found reading—newspapers, magazines, books—"after the supper dishes are washed."

Top of the list, however, is re-

served for a group almost as large as all the rest put together—62 million people "who regularly listen to the radio or look at their television set."

"The range of what people will listen to or see on radio and television covers as wide if not wider range than what people might read," Mr. Roper commented. "Drama, comedy, music, sports, news and special events. The highbrow to the lowbrow, the deeply stirring to the frivolous, the fascinating to the boring, all according to their own tastes. Somehow, either because it is relatively effortless for us to sit and listen or view, or because the breadth and range of radio and television is so wide, or for whatever other reason, we are indeed a nation of listeners and watchers in our leisure time."

He continued:

During the past few years, the pattern of this radio and television viewing has undergone considerable change. The number of people who are most likely to be watching a program on television has continued to rise, with some drop among the number of radio listeners. However, there are still many more regular radio listeners than there are television viewers.

As a matter of fact, these studies

of people's leisure time activities reveal that it is likely both television and radio will continue to absorb the major share of our free time and are not entirely in competition with each other. Radio appeals to those who want to hear music, news, and discussion programs, while television takes more to drama and eye-catching presentations, although here again, there is and will continue to be a certain amount of overlapping.

Another interesting and revealing fact is that only a small part of our recreational endeavors are things of our own creation. The vast majority of 78% of us regularly seek ready-made forms of spare-time occupation. Chief among these, of course, are radio and television, but this is equally true of books, newspapers, and magazines, movies, and sports events. While we select those forms of ready-made recreation which most suit our tastes, we definitely prefer them to our own creations.

How significant this trend is, and what it reveals about our civilization is hard to say. On the one hand, some would say that we are becoming a nation of watchers and not a people of doers. These people would say that we are losing our creative sense, if indeed we ever had one in our spare-time life.

On the other hand, defenders of what might be called the observer way of life say that we are absorbing more knowledge, more information,



**SMILING** brightly over his new badge is Jim Borman (r), director of news and public affairs at WCCO Minneapolis, as Minneapolis Fire Chief Reynolds C. Malmquist appoints Mr. Borman and the WCCO news staff honorary members of the Fire Dept.

more understanding of ourselves and the life around us. We are brought into contact with a world most of us otherwise would never know about if it weren't for reading, listening, and viewing facilities.

## RECRUITING

### Radio-TV Get \$735,000

ADVERTISING budget of the Army and Air Force recruiting service for radio and television for 1952 totals \$735,000—the top slice—it was disclosed last week with release of testimony of military officials before a House subcommittee on the Defense Dept. appropriations bill. This is 35% of the total budget, it was indicated.

Highest advertising identification was scored by radio and TV in a survey of soldiers.

Maj. Gen. T. J. Hanley, Office of the Adjutant General, Chief, Military Personnel Procurement Service, who testified before the House group, stated the Defense Dept. sought \$10 million for its recruiting service, of which a total \$3.1 million is slated for advertising. In addition to the radio-TV budget, \$525,000 (25%) would be spent in in newspapers and supplements, national magazines, \$420,000 (20%) and \$84,000 for films.

Gen. Hanley indicated an Army and Air Force personnel survey disclosed high identification of radio and television advertising over that of competing media.

The survey, conducted by the Attitude Research Branch of the Armed Forces Information and Education Division, showed 74% of the Army personnel interviewed said they recalled recruiting announcements on radio or TV, he told the subcommittee. The survey said 53% recalled the advertising in magazines, 46% in newspapers and 65% in either newspapers or magazines.

Of Air Force personnel surveyed, Gen. Hanley stated, 76% said they recalled recruiting announcements or programs on the air via radio or television while 64% recalled advertising in magazines, 52% newspapers and 76% either newspapers or magazines. Will C. Grant Inc., Chicago, is the agency.

## VOD TALKS

PLANS for the fifth annual Voice of Democracy contest, including selection of the panel of judges who will name four winners from the nation's high school youth, will be initiated today by NARTB, in conjunction with Radio-Television Mfrs. Assn. and the U. S. Junior Chamber

Headlining this year's panel will be FCC Chairman Wayne Coy, aided and abetted by at least two U. S. Senators, with the Hon. Tom C. Clark, Supreme Court Justice, again serving as honorary national chairman.

The contest gets underway officially at the community level Aug. 15 with meetings of broadcasters, local committees, local CofC officials, educators and radio-TV dealers throughout the nation. Local plans will be announced publicly at this time.

NARTB will distribute five-minute transcriptions to the nation's broadcasters on Oct. 1, to be played on stations during the week Oct. 28-Nov. 3—National Radio and Television Week. Members of the three sponsoring groups will select local winners for state eliminations. A national screening committee, facing up to the job of selecting 12 finalists, will receive entries the last of November.

The national judging panel will pick the four finalists, who will be taken to Washington, D. C., Feb. 17-23 for a celebrated tour to see their government in action.

Other members of the national panel, aside from Chairman Coy, are:

Sens. J. W. Fulbright (D-Ark.) and Margaret Chase Smith (R-Me.); Sey-

### Local Contests Set For Aug. 15 Start

mour N. Siegel, president of the National Assn. of Educational Broadcasters; Gen. Hoyt S. Vandenberg, Chief of Staff, U. S. Air Force; Philip Murray, president of the CIO; Miss Jan Geister, winner of the 1947 VOD contest; the Right Rev. Angus Dun, Bishop, Episcopal Diocese of Washington; Mrs. Hiram Cole, president, General Federation of Women's Clubs; Joseph B. Chaplin, president, National Assn. of Secondary School Principals.

The competition will involve high school students in the 10th, 11th and 12th grades, who will be asked to write and voice five-minute scripts on the subject: "I Speak for Democracy." Contest manuals have been distributed by NARTB, RTMA and the U. S. Junior Chamber of Commerce under the imprimatur of the national Voice of Democracy Committee.

Comprising the committee are: Robert K. Richards and Oscar Elder, NARTB; James Secrest and W. B. McGill, RTMA; Max E. Tyler and Robert D. Ladd, U. S. Junior Chamber of Commerce; Dr. Kerry Smith, U. S. Office of Education.

The contest manual contains testimonials and details of the competition, together with rules. Four national winners will be announced Feb. 1, 1952.

## LEONARD KAMINS

### Dies of Heart Attack

LEONARD A. KAMINS, 39, sales manager of WXYZ-TV Detroit, died of a heart attack last Thursday while attending an executive conference at WXYZ offices. He had been sales manager of the ABC-owned television outlet since its inception in 1948.

Mr. Kamins formerly had been an account executive with Brooke, Smith, French & Dorrance, Detroit, and prior to that he was with a number of eastern stations. He was graduated from the U. of Michigan in 1933.

He is survived by his wife, Lenore, and two daughters, Lynne and Jill.



# MOBILIZATION SPURRED

## New Controls Seen

NOUS reports of Soviet troop movements, coupled with a temporary stalemate in Korean cease-fire negotiations, spurred defense mobilization officials to greater alertness last week as the nation took an initial look at new economic controls.

The vast mobilization program in a fresh "alert" aspect amid level warnings that Soviet moves in Europe would bring the United States into full-scale conflict with the USSR and thus broaden and manufacturers into a blown economy.

A policy of caution was laid down by Defense Secretary George Marshall, Army Secretary Frank Pace and President Truman. The Chief Executive "reluctantly" signed a defense production bill which claimed had weakened the anti-inflation program.

In view of indications that the nation was passing through the light zone of "gray" mobilization, these highlights emerged:

• Mr. Truman appointed Hara Pratt, American Cable & Radio Co. executive, as his telecommunications advisor with responsibility for formulating overall policy for government and civilian frequency allocations (see separate page).

• The National Security Resources Board acknowledged that it was dusting off plans for imposition of censorship—"within a matter of hours" if necessary.

### President Dissatisfied

While the President indicated his satisfaction with the new controls measure, he served notice he would press for a tightening up of certain provisions, notably those dealing with the wage and price structure of the nation.

The Chief Executive did not rule out relaxation of credit controls, but it is generally known that he looked with disfavor on Congressional action easing installment buying of radio-TV receivers, phonographs and other appliances. The Federal Reserve Board formally amended Regulation W requiring a down payment of 15% (rather than 25%) on appliances and setting a maturity payment of 18 months in place of the 24 months originally on the books and trade-ins can now be used against down payments.

Elsewhere, there were no indications that the government would implement war warnings with concrete action—at least for the present. The mood seemed to be: "Let's wait and see."

The National Production Authority announced the issuance of new permits for building construction involving radio-TV broadcasts. The government moved ahead with plans to allocate steel, copper and aluminum to consumer goods manufacturers during the fourth quarter. An additional 5% cut in

TV set production, bringing the level 35% below pre-Korean marks, was ordered by Manly Fleischmann, Defense Production Administrator. All consumer goods now are under the Controlled Materials Plan.

At the same time DPA named Lewis Allen Weiss, director of NPA's Office of Civilian Requirements, to head up a subcommittee on civilian needs. Mr. Weiss, former board chairman of MBS and president of the Don Lee Broadcasting System, also was appointed to represent OCR on DPA's Requirements Committee. He also works with members of the government's Electronics Production Board.

### Censorship Question

Meanwhile, NPA is continuing to grant bids from broadcasters for building construction or alteration in cases involving hardship or use of small quantities of material. Procedure is being modified, however, to bring construction requests under the government's controlled Materials Plan for direct allocation. In effect, this policy will assure successful applicants of adequate materials to commence construction or alterations, whereas previously they competed in the "open market."

The question of censorship arose during hearings before a House Appropriations subcommittee, which heard Jack Gorrie, acting chairman of the virtually moribund National Security Resources Board within the Executive Office of the President.

Plans could be effected "within

a matter of hours" if war should come, Mr. Gorrie testified. "We are keeping in a state of readiness certain other plans, such as censorship of wartime communications, which are not required in the current emergency."

Mr. Gorrie, who replaced W. Stuart Symington as NSRB director, thus pinpointed NSRB's current "ghost" role as the censorship planner, even though it had lost its other mobilization activities to the Office of Defense Mobilization. Mr. Gorrie continued:

"On censorship, in the event we were attacked you have to have it in force in a matter of hours. The quicker the better, because it prevents the enemy from knowing the destruction he may cause . . .

"The person who maintains it keeps in touch with the military and sees that the personnel work is done. The military handles the bulk of it, but we have to know the current status in order to advise the President."

There have been recurring reports of a revival of an Office of Censorship and an Office of War Information. One man—Col. Gilbert C. Jacobus—has been handling censorship plans for NSRB in recent months, Mr. Gorrie added.

Elsewhere, FCC is continuing study of its operational broadcast alert plan, in conjunction with the Air Force, the Federal Civil Defense Administration and individual broadcasters who had signified willingness to participate.

FCDA is preparing a technical manual outlining the role of radio and other communications as a

supplement to the Chief Executive's master plan. The agency currently is awaiting action by the FCC prescribing rules and regulations for amateur radio operators.

How set sales advertising and other media would be affected by the Commission's move to crack the long-standing TV freeze (see separate story) was still undetermined. Whether relaxation of Regulation W would serve to move bulging inventories also was conjectural, depending on future buyer action and abundant use of advertising media, as well as FCC progress on lifting the freeze.

Increase in durable-goods backlogs during June and July has averaged close to \$1 billion, compared with an average of \$3.5 billion for January-April.

It was generally conceded that these and other developments would hinge on the international situation, though the prospect for high employment seemed assured.

Meanwhile, NPA notified manufacturers using steel and iron they may vary their production among different items—radio receivers, TV sets and phonographs. NPA had advised Radio-Television Mfrs. Assn. earlier this year of the ruling, specifically affecting electronics firms. Manly Fleischmann, Defense Production Administrator, said all consumer goods would be placed under the Controlled Materials Plan. Manufacturers already have filed for fourth-quarter allotments on this basis.

With respect to slumping TV sales, Glen McDaniel, president of Radio-Television Mfrs. Assn., told the Electric League of Los Angeles July 29 that "the difference between television and other consumer durable goods is wholly ac-

(Continued on page 40)

# EXCISE TAX HARM

## Cited By Hardy, Sprague

A HIKE in excise taxes from 10% to 25% on radio-TV receivers at the manufacturing level would impose additional hardship on the industry, for both broadcasters and manufacturers.

This was the argument presented the Senate Finance Committee last Thursday by Ralph W. Hardy, NARTB's government relations director, and Robert C. Sprague, Radio-Television Mfrs. Assn.'s chairman of the board.

Also testifying was L. G. Horney, assistant to the general manager, Bendix Radio Div., Bendix Aviation Corp. Mort Farr of the National Appliance & Radio Dealers Assn., appeared Wednesday in opposition to any increase in excises on appliances and telecasts.

The administration request had been knocked out of the revenue bill (HR 4473) as passed by the House, when the Ways & Means Committee voted to drop the proposal.

However, when the bill came to the Senate, Secretary of the Treasury John Snyder asked that

Congress reconsider.

Mr. Hardy said broadcasters were concerned over increased sales resistance that had been brought on by the present tax. The radio excise tax of 10% is not a new levy; however, the 10% excise rate on telecasts was imposed last fall.

When sales resistance is stiffened, Mr. Hardy reminded the committee, the condition reduces broadcasting's service potential. This service, he explained, is pointed up by nationwide surveys which show the public relies upon broadcasting as its major source of news and general information.

### Sets Not Luxuries

Mr. Hardy said he was bringing up this fact because it is not uncommon to hear it said that radio and TV sets are luxuries, "and they belong in the class of goods properly marked for excise taxes." On the contrary, Mr. Hardy said, owners and prospective buyers of sets do not agree but base opinions "upon their own appraisal of the functional purpose of these modern

instruments of communication."

He said it "is obviously inconsistent to exempt the facilities necessary for the gathering and dissemination of news and at the same time to tax the facilities indispensable for its reception by the public. The relationship between dissemination and reception is so close that a burden upon one is in fact a burden on the other."

Mr. Hardy posed the question of what would happen if the government placed a 25% excise tax on the subscription price of a newspaper.

Citing the effect of such a tax on set sales, Mr. Hardy said: "In the final analysis, all a broadcaster has to offer to those who use his facilities, be they sponsors, public servants, artists, or whatever, is AUDIENCE."

Mr. Sprague, in his testimony, also struck at industry sales problems, presenting figures of piled up inventories, particularly following the November federal tax increase on telecasts. Number of employees engaged in making TV sets

(Continued on page 36)



# PROGRAM PROBLEMS

Aired at BMI  
Clinic

HOW to brighten up programming, to integrate a station into the community and at the same time increase revenue, was the triple theme of the BMI clinic last Tuesday in the Hollywood Roosevelt Hotel, Hollywood.

Co-sponsored by Southern California Broadcasters Assn. with James I. Cox, BMI West Coast field representative, as chairman, the all-day clinic was attended by 131 broadcasters.

The group was urged not to sell radio short, by Herbert Olsen, program director, KXIC Iowa City. Talking on local programming and how it pays off, he advised management to "spend a little money to make more money" in their programming.

"Analyze your schedules and find the weak spots," he suggested. "Then make a production of those weak spots. Make them intensely local."

Robert R. Tichner, vice-president and general manager, WNAX Yankton, S. D., backing up statements of Mr. Olsen, told broadcasters to be "continually hypersensitive to your programming." He said programming begins in the front office.

Means of developing station "personality" through programming was discussed by Ted Cott, general manager of NBC's WNBC-AM-FM and WNBT(TV) New York. He

## LAVERY SUIT

### May Ask Less Damages

ONE MILLION dollar libel suit of Emmett Lavery, playwright and screen writer, against Mrs. Lela Rogers, ABC, Town Hall Inc. and five other defendants [BROADCASTING • TELECASTING, July 16], now being tried before a jury in Los Angeles Superior Court, may become an action for only \$200,000 damages as the result of ruling last Tuesday by Judge Arnold Praeger.

Following six hours of argument in his chambers, Judge Praeger upheld objections of attorneys for the defendants to the playwright's demand for retraction of Mrs. Rogers' speech made during ABC's *Town Hall* program debate on Sept. 2, 1947.

Judge Praeger held that it was not proper to include the entire speech in the demand for retraction, but that there should have been specific notification of which words, phrases or sentences which destroyed Mr. Lavery's reputation and peace of mind as alleged.

Mr. Lavery claims Mrs. Rogers labelled him disloyal and a Communist Party liner and that his play "Gentleman From Athens" suffered a \$200,000 loss because it was attacked during the debate.

Attorneys for both sides agreed that the effect of the ruling is to remove the entire first cause of action, the plea for general damages, amounting to some \$800,000.

Ruling, it was pointed out, would restrict Mr. Lavery to sue only for special damages (approximately \$200,000) for loss of income.

called for a fresh approach and the application of new ideas in building more listenable programs.

Dorothy Johnson, program director, KSON San Diego, told how, with very limited money to spend on programming, ingenuity and initiative can be substituted to build a successful station.

Pitfalls in copyright law as applied to music and programs were briefly touched upon by Robert J. Burton, vice president in charge of publisher relations of BMI.

### Neill Speaks

D. Malcolm Neill, general manager, CFNB Fredericton, N. B., and president, Canadian Assn. of Broadcasters, explained how Radio Press Limited, cooperative news gathering service, operates in relation to news coverage.

Sports and special events got a brief going over by John Fulton, general manager WGST Atlanta.

Carl Haverlin, BMI president, as luncheon speaker, told of the serious music contest for high school and college students and children's book review projects being fostered by that organization. Projects were unanimously and enthusiastically approved by broadcasters attending the Hollywood clinic.

Glenn Dolberg, director, station relations, BMI, spoke on "Your Music Library." Day-long meeting was opened by Robert J. McAndrews, managing director, SCBA.

## KSNI (FM) SALE

### To Crosby Group Reported

SALE of KSNI (FM) Salinas, Calif., to Bing Crosby, Kenyon Brown and George Coleman, subject to FCC approval, was reported last week. It also was understood that the three planned to apply for a TV station in Salinas after acquiring the FM outlet. KSNI is the FM adjunct of KDON Santa Cruz, Calif.

Mr. Crosby has TV applications pending for Spokane, Tacoma and Yakima, Wash. Mr. Brown is president of KWFT Wichita Falls, Tex., and Mr. Coleman is a resident of Miami, Okla.

## Loose Elected

NORMAN LOOSE, manager of KAVE Carlsbad, N. M., has been elected chairman of the New Mexico Associated Press Broadcasters. R. B. McCallister, KICA Clovis, and Ivan R. Head, KVSA Santa Fe, received tie votes for vice chairman, and Virgie Abeyta, KGGM Albuquerque, was named treasurer.



FORMER Louisiana Gov. James A. Noe (r), owner of WNOE New Orleans and KNOE Monroe, La., is awarded the George P. Blaise Memorial Trophy for landing a six-foot-six-inch, 124½-lb. tarpon at the Grand Isle Rodeo. More than 1,700 anglers competed. The governor also was awarded a new 1951 Plymouth sedan. Man making the presentation is unidentified.

## KFBB HEARING

### On Proposed Anaconda Sale

PROPOSED acquisition of KFBB Great Falls, Mont., by Anaconda Copper Mining, Butte, Mont., through a subsidiary firm [BROADCASTING • TELECASTING, Feb. 5], was designated for hearing by FCC last week. Inquiry was scheduled Sept. 24 at Great Falls.

Comrs. E. M. Webster and George E. Sterling dissented from the Commission action calling for the transfer hearing.

FCC did not announce the issues of the hearing last week, indicating they were being "revised" and will be issued "in a few days."

KFBB, established in 1922, is assigned 5 kw fulltime on 1310 kc, directional night, and is a CBS affiliate.

The transfer application pending before the Commission seeks consent to transfer of control of Buttrety Broadcasting Inc., licensee, from Fred Birch, president, to The Fairmont Corp., owned by Anaconda Copper Mining Co. Fairmont would acquire a 51% interest for consideration of \$157,000. Mr. Birch would retain a minority interest, FCC was told. The transfer application had been filed in late January.

## RTMA Amateur Unit

REVIVAL of an Amateur Radio Activities Section within Radio-Television Mfrs. Assn., to be headed by Albert Kahn, president of Electro-Voice Inc., Buchanan, Mich., has been announced by R. G. Zender, chairman of the RTMA Parts Division, under which the new section will function. Purpose of the section is to advance the interests of radio amateurs through procurement of equipment and parts. A similar group was organized within RTMA in 1945, terminating the following year.

# NBC GETS BOWL

Bids \$1½ Million for Rights

HIGH BID of \$1½ million won NBC exclusive radio-television rights to Pasadena, Calif., Rose Bowl football games for the next three years.

KTTV Hollywood was second highest with a \$1 million bid, followed by CBS with \$840,000. ABC United Paramount withdrew from bidding when Pacific Coast Conference let it be known close circuit theatre exhibition would not be considered.

Sealed bids opened in Berkeley, Calif., last Wednesday by a four-man committee headed by Brutus Hamilton, UC athletic director. The NBC bid was accepted by faculty representatives of PCC. Lewis S. Frost, NBC Western Div. director of operations, negotiated for the network.

KTTV, owned and operated by the *Los Angeles Times* would have telecast games to a hookup of 4 newspaper-owned stations and other open markets, if its bid had been accepted. Radio rights would have been sold outright to one of the networks, it was said.

Breakdown of NBC's bid, based on the mounting volume of TV receivers over a three-year period will have the network paying \$400,000 for first year; \$500,000 the second year; \$600,000 the third year.

Although CBS lost out in its bid for the game, it will telecast the Pasadena Tournament of Roses parade New Year's Day, probably the first major outdoor event in color to come from the West Coast. CBS also will telecast the Orange Bowl game in Miami.

## WKRG INCREASE

### FCC Grants 500 W Night

APPLICATION of WKRG Mobile Ala., for increase in night power to 500 w was severed from comparative hearing with KURV Edinburg, Tex., and granted in a final decision announced last week by FCC. WKRG currently is assigned 1 kw day, 250 w night directional on 710 kc.

KURV has sought to change from 250 w daytime to 1 kw fulltime directional night, on 710 kc.

FCC found no mutual interference problems are involved between the two stations.

## WINS INQUIRY

### FCC Postpones for Study

FCC's inquiry into the long-time efforts of WINS New York to complete installation of its 50 kw plan on 1010 kc has been postponed to study new data showing that WINS has achieved satisfactory suppression of re-radiation from WGM New York. The hearing, scheduled July 30, was postponed to Oct. 30.

WINS, presently operating on 1010 kc with 50 kw directional daytime, 10 kw night, holds construction permit for increase in power to 50 kw fulltime, directional.



# No. 5

IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

## Educational Programs

### IN IOWA, WHO IS THE PREFERRED EDUCATIONAL PROGRAM STATION

One of the twentieth century's most dramatic developments is the sudden emergence of the *modern farmer* and the *modern farm family*. Freed from impassable roads and stifling isolation, the average Iowa farm household is now more progressive and more prosperous than the average *American* household.

Radio has played an enormous part in this transformation. It has helped teach and "sell" our people new ideas of every sort — economic, cultural, social. In 1950, Iowa listeners were asked to appraise the jobs being done by *radio* and by *schools*. The following chart (from the 1950 Iowa Radio Audience Survey) tells the story:

ADULT APPRAISAL OF SCHOOLS AND RADIO (An Iowa Radio Audience Survey Study)				
Figures are weighted percentages of all questioned in radio-equipped homes*				
In this area they are doing:	WOMEN		MEN	
	Schools	Radio	Schools	Radio
An excellent job.....	11.4%	13.2%	10.7%	12.2%
A good job.....	59.5	69.2	60.1	70.9
Only a fair job.....	12.3	13.2	15.0	13.0
A poor job.....	1.2	1.0	1.3	1.5
Don't know.....	15.6	3.4	12.9	2.4
	100.0	100.0	100.0	100.0

\*Figures have been weighted to give correct influence to women and to men in urban, village and farm homes.

#### STATIONS BROADCASTING "BEST EDUCATIONAL PROGRAMS"

STATION	WOMEN LISTENERS	MEN LISTENERS
WHO	41.7%	50.5%
"A"	13.1	9.3
"B"	6.1	4.9
"C"	5.4	2.9

(Source: 1947 Iowa Radio Audience Survey)

Year in, year out, Station WHO devotes a very sizable part of all its programming to *Educational Programs*. In 1946, WHO conceived and pioneered the Plowing Matches and Soil Conservation Days which have swept the nation ever since, and have taught millions of farmers "how to do" the kind of terracing, draining, plowing, etc. that improves farm lands, produces record crops.

In 1941 WHO inaugurated the annual Master Swine Producer Project which has helped ever since to make Iowa the nation's top hog-producing state (20% of the U. S. total).

In 1946, '47, '48 and '49, WHO won National Safety Council Awards for promoting Farm Safety. In recent years we have won two Distinguished Service Awards from the National Board of Fire Underwriters for our spectacular promotion of Fire Safety. In 1940, we inaugurated the Annual National Radio Corn Festival, which has unquestionably contributed to the nation's vastly-increased corn production. *All these and many other Public Education projects are sponsored . . . by WHO alone!*

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

# WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.  
National Representatives



## Pratt Named

(Continued from page 27)

of the Communications Act, specifically Sec. 606.

Elaborating on the announcement, White House authorities noted that the question of allocations as between government and civilian users "is perhaps the most pressing." Additionally, they cited international conferences in which the U. S. apparently had defaulted American-backed proposals for lack of adequate leadership.

Mr. Pratt's selection was the answer to a report submitted to the President by his Temporary Communications Policy Board on telecommunications. As an alternative to a three-man Telecommunications Advisory Board or "super-FCC", the group recognized "the possibility of appointing one man, a telecommunications advisor, to exercise the functions of the proposed board." Those functions include the exercise of powers under Secs. 305 and 606 of the Communications Act. [BROADCASTING • TELECASTING, April, 2, March 12].

A vital factor in the report was the board's acknowledgment that "the vast growth in public demand for television has made acute the problem of deciding how to allocate space in the higher frequency bands between government and non-government users. . . . The investment in time, money and development resources is (proportionately) important to the television industry. . . ."

### Pratt's Headquarters

Mr. Pratt will headquarter in the virtually-moribund National Security Resources Board, a "ghost" agency vested behind the scenes with censorship and wartime emergency duty planning, including responsibility for implementing Secs. 305 and 606 of the Communications Act.

Partly, this was determined because NSRB is within the Executive Office of the President and partly it was so dictated for reasons of "housekeeping" and convenience. More importantly, however, Mr. Pratt will thus be enabled to work regularly with that agency on problems involving Sec. 305—empowering the Chief Executive to assign radio frequencies to government stations without regard to FCC's licensing regulations—and Sec. 606—authorizing him to take over civilian telecommunications facilities, both radio and wire, for emergency and war purposes.

Implicit in the appointment is the expectancy that Mr. Pratt will confer periodically with the FCC on civilian frequency needs and with IRAC on government requirements. Briefly, he will ride herd on all domestic, as well as international, spectrum problems.

There was no immediate reaction from Capitol Hill on Mr. Truman's appointment of the communications executive. Sen. Ernest W. McFarland (D-Ariz.), chairman of the Senate Commerce communications subcommittee, declined comment pending further study of

implications. The Senate Majority Leader heads a group which antedated the President's Temporary Communications Policy Board in an inquiry of domestic and international frequency facets.

Sen. McFarland had suggested the appointment of an "Assistant Secretary of State for Communications." He has indicated constantly his belief that there should be closer cooperation between government and FCC levels, and that needs for civilian users should be reviewed periodically.

### Non-independent Decisions

In announcing the appointment, the White House stressed that Mr. Pratt will neither make decisions nor act independently in any other way. Authorities generally regarded this as a surface concession to the vociferous spectrum demands of government, particularly the military as represented through IRAC. It was speculated that Mr. Pratt might, in instances, be induced to reverse his recommendations upon request of the Secretary of Defense.

Normally, requests channeled through IRAC materialize theoretically in the form of executive orders which, in effect, authorize interim assignments. IRAC "advises" and recommends directly to the President. The last executive order issued, however, was in 1944. Generally the appeals have not gone directly to the Chief Executive, and IRAC has retained *carte blanche* authority for the assignments.

The report of the five-man board, headed by Irvin Stewart, former FCC commissioner, felt that IRAC should remain as a "technical body" and that an agency or advisor "is needed for the future to solve the problems that will arise from congestion of the radio spectrum." Moreover, IRAC has a *de facto* of unanimity on frequency assignments that is peculiar to government users, it added.

One member of IRAC last week

summed up Mr. Pratt's appointment with this comment: "It will establish the final authority at the White House level." He added that doubtless Mr. Pratt will sit in on IRAC telecommunications sessions.

Mr. Pratt has been under consideration for the appointment for at least a month. He is expected to report around Sept. 1, upon completion of an interrupted vacation in Europe brought about by his appointment. Mr. Pratt will receive an annual compensation of \$15,000 for a top-level post which the Stewart report urged as "permanent." NSRB will supply him with a working staff. Appointment is not subject to Senate confirmation.

### Represents Alternate Choice

Mr. Pratt represents an alternate choice to the three-man board advocated by the Stewart committee. As laid before the President, this would have called for a permanent policy group comprising possibly FCC Chairman Wayne Coy and two other members, one from the Defense Dept. It also envisioned an absorption of the continuing powers of the Chief Executive to allocate government frequencies (under IRAC) as well as those to commandeer facilities, vested during World War II in the Board of War Communications.

Mr. Pratt is now in Europe. He attended the recent sixth plenary session of the International Radio Consultative Committee in Geneva as a member of the U. S. delegation (see separate story). Doubtless this background will stand him in good stead in a field in which the Stewart report imputes "weaknesses . . . and lack of high national policy and direction . . ."

Mr. Pratt has an outstanding background of engineering and scientific experience, and has held numerous offices with the Institute of Radio Engineers. He has been a board member since 1935, and served as president in 1938, treas-

## Sylvania Buys Radio

RADIO can sell anything—and to prove it one television set manufacturer has ordered sponsorship of two radio network programs to promote its receivers. Sylvania Electric Products Inc. is sponsoring two network programs—Grantland Rice's football forecasts on CBS and the *Sammy Kaye Sunday Serenade* on ABC—to plug its golden jubilee line of TV sets. Sylvania marked its 50th anniversary last week (July 31), announcing simultaneously that it will spend \$14 million on new plants and equipment during its golden anniversary year.

urer in 1941 and 1942 and secretary from 1943 to the present. He received the institute's medal of honor for outstanding "radio contributions" in 1944. He became a member in IRE in 1914.

Since 1926 he has attended a majority of international radio and telegraph conferences, either as a technician or industry adviser. From 1939 to 1942 he served as director of the American Standard Assn., and from 1945 to 1948 as chairman of the Radio Technical Planning Board. Later he was named a member of the Joint Technical Advisory Committee.

Mr. Pratt was born in San Francisco on July 18, 1891. He started his career as a radio amateur in 1906 and was a wireless telegraph operator for United Wireless Telegraph Co. from 1910 to 1914 when he received a BS degree in electrical engineering from the U. of California. Upon graduation he became an operation and construction engineer for Marconi Wireless.

In 1915 Mr. Pratt went on duty with the Navy, devoting himself to maintenance of high-power radio stations for five years. In 1920 he established the public service radio-telegraph system for Federal Telegraph Co. on the West Coast. Five years later he built and operated a similar system for Western Air Express. He worked on radio aids for air navigation for the Commerce Dept.'s Bureau of Standards in 1927.

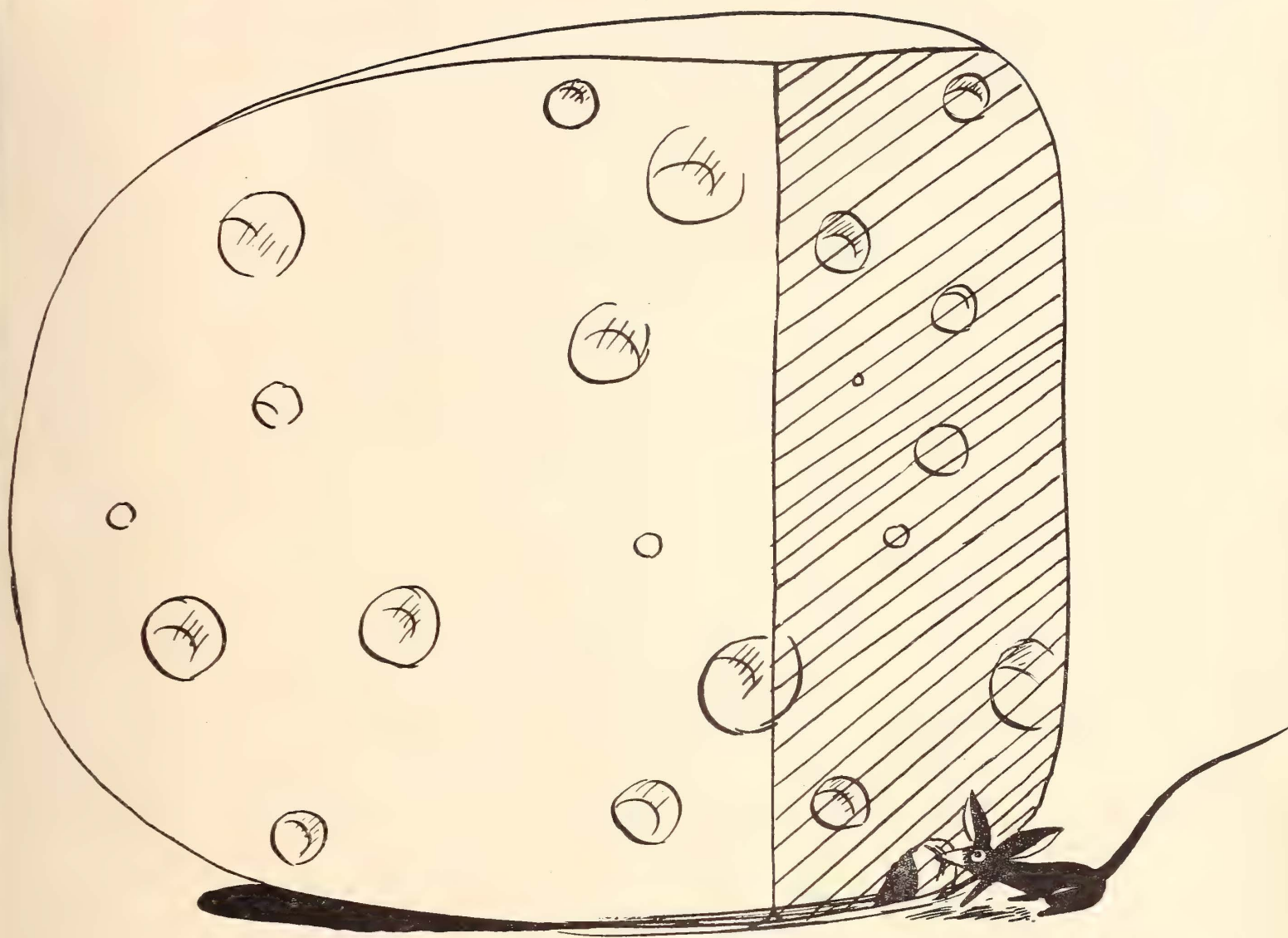
A year later Mr. Pratt was named chief engineer and, later, vice president of Mackay Radio & Telegraph Co., constructing its worldwide communications plant. He came to American Cable & Radio Corp. after service with Commercial Cable Co., All America Cables & Radio and Federal Telecommunications Labs. during the period 1945-48.

International Telephone & Telegraph, parent organization of ACRC and other subsidiaries, formerly owned WKAQ San Juan, P. R., licensed to Radio Corp. of Puerto Rico. Broadcast property (as distinguished from the telegraph phase), was sold in 1949 to Angel Ramos, publisher of *El Mundo*.



VIEWING with pride *Collier's* July 28 article on WSM Nashville's *Grand Ole Opry* are (l to r): Jack Stapp, WSM program director; Jack DeWitt, president; William R. McDaniel, director of public relations, and M. A. McKinney, district supervisor for Crowell-Collier Publishing Co., who presented the station first copies of the *Collier's* edition containing the article.





**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**





## Excise Tax Harm

(Continued from page 31)

declined 40% from June 1950 levels by the same month this year, he declared.

"This depressed condition," he said, "... was brought about by a number of factors ... conspicuous among them is the 10% excise tax."

An increase in the excise tax would aggravate an "already distressing situation," Mr. Sprague said. "Any increase in the tax would undoubtedly cause a further reduction in sales resulting in a decrease in the profits of manufacturers, dealers, and distributors, and earnings of their employees and the income taxes paid by all of them. Thus an increase in excise taxes would not necessarily result in greater revenue to the government."

Other points by Mr. Sprague: Instead of increasing the tax, Congress should consider removing it; if an excise on radio-TV sets is unavoidable then RTMA proposes an "emergency excise tax on a broad base" to include all household durable goods.

Mr. Horney's testimony dealt with tax exemption of sales to the U. S. of certain radio receiving equipment and component parts. He said that since the term, radio receiving set, is not defined, the Bendix firm believes the exemption should be broadened to include all of the devices and component parts which are exempt when sold to the U. S., "so that the exemption applies when such devices and component parts thereof are sold to commercial and other non-governmental enterprises."

In the excess profits tax phase of the Senate hearings, the broadcaster's view was presented by John B. Poole, a director of the Fort Industry Co., speaking for the NARTB-organized TV Broadcasters' Tax Committee. Mr. Poole appeared July 27 [BROADCASTING • TELECASTING, July 30].

### Amendment Suggested

Mr. Poole suggested an amendment to the Excess Profits Tax Act, as contained in the Senate bill (S 1861), introduced by Sen. J. Allen Frear (D-Del.). Full text of the bill was printed in the July 23 issue of BROADCASTING • TELECASTING.

Essentially, he told the Senators, the amendment would permit broadcasters to use their 1946 rate of return as representing normal profits experience in radio operation, and permit this rate for television operations. He estimated the change would cost the Treasury between \$3-5 million in 1951.

He labeled the excess profits credit that is based on the alternate "invested capital" as inadequate because the TV industry has such factors as employment of talent and creative writers. Other firms do not have these problems, Mr. Poole emphasized.

Mr. Poole stressed the industry now must use a depressed period

in computing its excess profits tax credit. The profit column was not entered by TV broadcasters until late 1950, he reminded the Senators.

Before 1950—the period, 1946-49 the best three years of which are taken as the credit base—normal profits of the industry were depressed because of pioneering in TV. Net effect, he said, was to lower the rate of return.

### Senate Bill Explained

Here is Mr. Poole's explanation of S 1861, which he said would put the broadcaster on a more equitable basis with manufacturers, as delivered before the Senate committee:

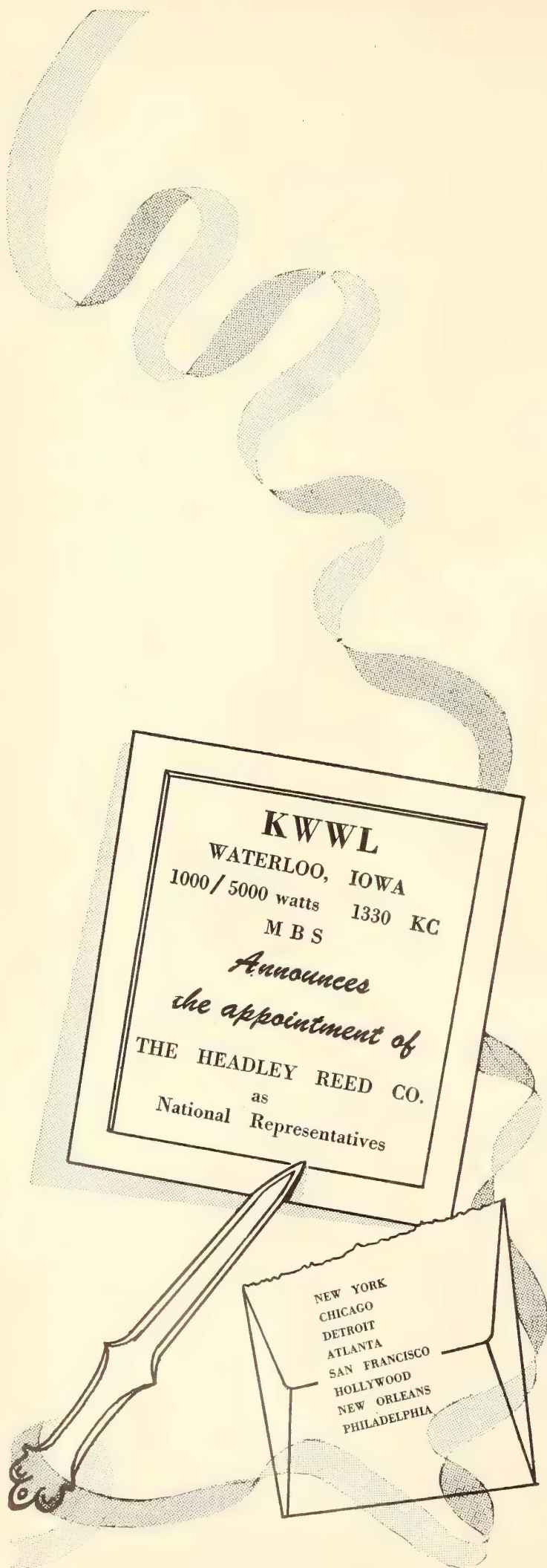
... it is proposed that Section 444 of the Act be amended by adding a new Subsection (h) which will permit any taxpayer, which derived during the month of December, 1950, 30% or more of its gross income from television broadcasting and related television services, to compute its average base period net income by multiplying the taxpayer's total assets as of Dec. 31, 1949, 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.

This accomplishes two things. It permits the radio-television broadcaster to use the rate of return which it realized in 1946 as being representative of normal profit experience in radio operations. By substituting the 1946 year in lieu of the best three years in the 1946-1949 period as a norm, the impact of television losses is thus essentially eliminated. Secondly, it permits the taxpayer to relate the 1946 ratio or rate of return to assets on hand at Dec. 31, 1949, (which, of course, includes all assets then used in television).

The resulting dollar figure after multiplication, is the telecaster's average base period net income under the Act. The applicable per cent of this figure, as finally determined, in the current bill, will be the excess profits tax credit. For those corporations which had no radio experience and have engaged exclusively in television operations, the proposed amendments permit use of the radio industry rate of return of 24.9% proclaimed by the Secretary for the 1946 year.

In other words, the amendments serve to put the radio broadcaster back to his 1946 rate of return upon capital as being representative of his normal earning experience in radio during base period years. In addition, it permits him to relate this rate of return forward to television operations.

It is further proposed that Section 445 be amended by adding a new Subsection (i), in respect of new corporations organized after Jan. 1, 1946, to permit use of the industry rate of return of 24.9%, proclaimed by the Secretary for the 1946 year. We feel that these proposals are entirely reasonable and approximate as close as may be, the base period experience which would have been realized by the radio broadcasting industry, had it not undertaken television operations. In addition, it relates this experience to the new television industry.





# WNAC-TV

BOSTON

*announces the appointment*

*of*

**H-R REPRESENTATIVES, INC.**

**as its**

**representative**

**in**

**The National Spot Field**

**Effective August 1, 1951**



## THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

**CBS — ABC — Dumont**



## ASCAP Attack

(Continued from page 25)

capped" by having to issue per-program licenses to stations with "interests in the ownership or contract of BMI," Mr. Harbach alleges, stating that "broadcasters have an interest in preferring the use of BMI music on particular programs instead of music composed by the Society's members, irrespective of the merits of the music or its appropriateness for the program."

Mr. Harbach further charges that this gives the broadcasters a chance to urge sponsors to substitute BMI music for ASCAP tunes, stating "it has been represented to advertisers that because music in the Society's repertory is on a 'per-program' basis an extra charge will be imposed on the program, whereas there will be no extra charge when BMI compositions are used."

He also asserts that BMI has "urged broadcasting companies to obtain 'per-program' licenses from the Society rather than 'blanket' licenses, despite the fact that BMI licenses are on a 'blanket' basis."

Both these charges will be supported by evidence at the hearing, he states.

Regarding payment for spot announcements adjacent to programs containing ASCAP music, Mr. Harbach sets forth the ASCAP position that "the use of music in such programs contributes to the presence of an audience and so adds

value to the 'spot announcements' and therefore the amount received from adjacent 'spot announcements' should be deemed part of 'the sum paid by the sponsor of such program.'"

ASCAP's answer disagrees with the petition of the TV broadcasters on several minor points, such as the statement in the petition that "the petitioners made written applications to ASCAP for licenses." ASCAP's answer denies this except to admit that "certain petitioners" had made such applications. Again, where the broadcasters' petition stated that "petitioner Allen B. DuMont Labs Inc. made an application for network licenses," the ASCAP answer affirms that "Allen B. DuMont Labs Inc. applied for and obtained a network license."

ASCAP's answer joins the broadcasters' petition in requesting that the court fix an interim fee for the TV stations' use of ASCAP music pending final determination of the petition and in asking for "such other and further relief as to the court may seem just and proper." But where the TV station operators asked the court for a "determination of a reasonable fee for the proposed licenses," ASCAP asks it to "determine that the fees requested by the society in the per-program licenses are reasonable."

The answer was filed by Robert P. Patterson, former Secretary of War, as attorney for ASCAP.

## Ford Workshop

(Continued from page 23)

had an opportunity to present it. It has also brought us numerous applications from top producing, writing and acting talent with a desire to participate in this venture. Requests have been received from a number of national advertisers and agencies for an opportunity to consider programs for sponsorship."

Programs for both children and adults are being considered as part of the TV project, Mr. Young reported.

Announcement of the workshop plan followed a meeting of foundation trustees last week at which the project was approved.

Workshop programs in general will be designed to "serve the purposes of the foundation set forth in the trustees report of September 1950," the announcement said.

## KREI Hearing

PETITION of KREI Farmington, Mo., for grant without hearing of its bid for change from 1350 kc to 800 kc, operating 1 kw day only, was denied by FCC last week and hearing was scheduled Sept. 14. The Commission order stated KREI's field measurements of KXIC Iowa City, allegedly showing no interference would occur, had not been made according to FCC standards in certain respects.

## WTTT EXTENSION

'Illegal' Says Rosenson

TEMPORARY three-month extension of license of reportedly bankrupt WTTT Coral Gables, Fla., "apparently" on FCC's own motion, was attacked as illegal last week by Alan Henry Rosenson, applicant for WTTT's facilities of 250 w full-time on 1490 kc. Mr. Rosenson is president and chief engineer of WLRD (FM) Miami Beach.

Mr. Rosenson charged WTTT failed to file a proper application for license renewal or to request a temporary extension of the license, which was to expire Aug. 1. He also charged WTTT failed to respond to Commission letters and alleged the station has been operating with an improper temporary antenna system. The regular antenna was destroyed in a hurricane, it was noted.

The WLRD official contended his request for WTTT's assignment should be given independent consideration. He charged the application of the trustee in bankruptcy, E. H. Spach, for transfer of the WTTT license pending sale of the station [BROADCASTING • TELECASTING, June 25], "can in no sense be construed to be an application for renewal of license so as to constitute a legal basis for the Commission's authority to permit Atlantic Shores Broadcasting Inc. to continue the operation of WTTT."

## HST BROADCAST

Assailed As Partisan

REPERCUSSIONS on Capitol Hill were expected last week as a result of what Republicans regarded as a political remark made by the President in his assertedly non-partisan speech, broadcast by radio and television, in Detroit July 28.

The issue was brought into the open in the syndicated newspaper column of David Lawrence who charged that President Truman took advantage of the occasion to assail "those who disagree with him" and to review the record of the Democratic party "with boastfulness about its achievements that was unmistakably partisan."

Mr. Lawrence said that broadcasters were "controlled in a sense by the party in power, because they are beholden to the FCC, whose members are appointed by the President."

## Zuzulo Named

FRANCIS X. ZUZULO, assistant director of publicity for Mutual



Mr. Zuzulo

has been named to the newly created post of manager of press information for the network, effective immediately. Mr. Zuzulo will be responsible for operation of the press information department's services to network affiliates and editors, and will continue to serve as coordinator for all press activity between MBS and its clients, reporting directly to Dick Dorrance, MBS director of public relations.

upcoming



## NARTB DISTRICT MEETING SCHEDULE

Dates	Dist.	Hotel	City
Aug. 23-24	4	Roanoke	Roanoke, Va.
Sept. 10-11	2	Syracuse	Syracuse
13-14	8	Book Cadillac	Detroit
17-18	9	Moraine-on-the-Lake	Highland Park, Ill.
20-21	11	Radisson	Minneapolis
24-25	10	Blackstone	Omaha
27-28	12	Broadview	Wichita
Oct. 4-6	14	Utah	Salt Lake City
8-9	17	Davenport	Spokane
11-12	15	Mark Hopkins	San Francisco
15-16	16	Site to be selected	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
Nov. 1-2	5	Soreno	St. Petersburg
5-6	1	Somerset	Boston
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh

Aug. 20: BMI Clinic, Harrisburg, Pa.  
Aug. 20-23: AIEE Pacific General Meeting, Portland, Ore.  
Aug. 21: BMI Clinic, Columbus, Ohio  
Aug. 22: BMI Clinic, Roanoke, Va.

## Surrounded By Good Company

(National Accounts with Joe Cavanaugh)

DOAN'S Pills  
RINSO  
Anvil Brand  
PIPE  
GLASS  
Spray

PIO Wine

Robin Hood  
FLOUR



Super Suds  
ANACIN  
Griffin  
Polish  
SURF  
HADACOL  
CRUSTQUICK

WEEKDAYS 7-9 A.M.

## THE JOE CAVANAUGH SHOW

Johnstown's Only Morning Personality



Represented by Weed and Company



# Mass Spotting ON

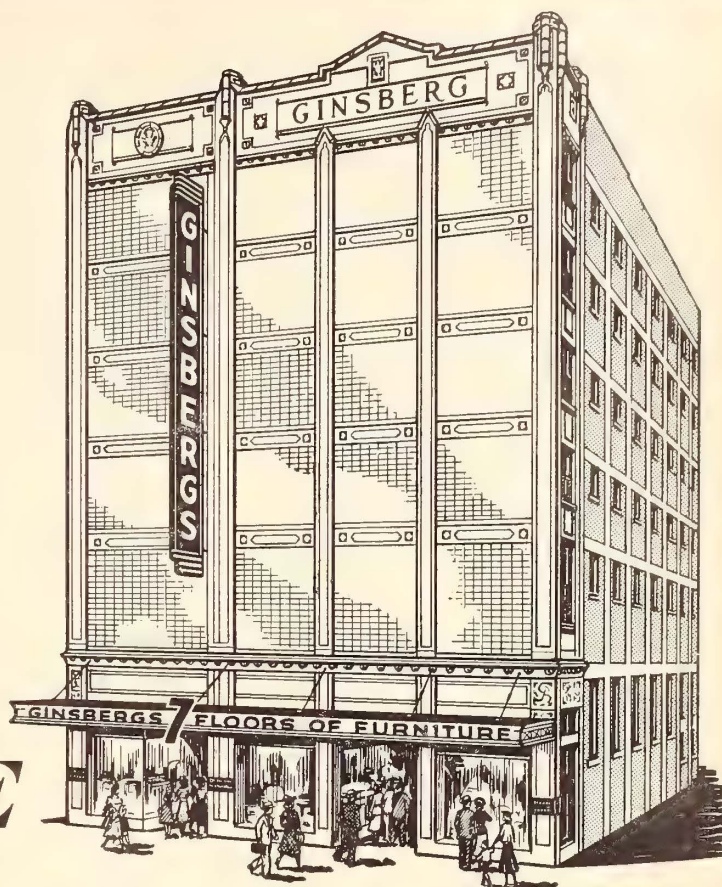
# KSO

**BREAKS THE**

**CONSUMERS STRIKE**

**IN DES MOINES**

OVER **43 SPOTS DAILY** =  
**1580 SPOTS IN 35 DAYS**



**AARON KLEIN**

Ginsberg Advertising Manager

"Ginsberg's definitely feel that this is the only way to really hit the radio audience with effect. We are now planning a fall campaign built around mass spotting. We featured Leonard Refrigerators, Westinghouse Sewing Machines, Arvin Electric Fans, Remington Fans and Crosley Refrigerators."

Campaign prepared by Gus Strauss, Son De Regger Agency

PRODUCED RECORD VOLUME  
OF APPLIANCE SALES.....

YOU CAN DO A SIMILIAR JOB  
IN THIS RICH, RESPONSIVE  
DES MOINES MARKET, MASS  
SPOTTING TODAY PRODUCES  
TOMORROW MORNING SALES...

WRITE, WIRE, PHONE

# KSO

YOUR A B C STATION

1460 ON YOUR DIAL

Kingsley H. Murphy, Pres.

S. H. McGovern, Gen. Mgr.

NATIONAL REPRESENTATIVES, EDWARD PETRY & CO.



## NBC Chime Sales

(Continued from page 23)

would not be the first time NBC has used spots along with the network identification and chimes. It has been done in the past in connection with NBC program promotion.

A network spokesman conceded that "triple spotting" would result on stations carrying their own spots before and after the network identification, but said the network's chime-break spots would not be carried on stations with conflicting spots of their own.

In the meantime, NBC last week was aggressively undertaking to sell programs. Among program availabilities and their respective gross costs per week which NBC officials listed in letters to advertisers and agencies were the following:

*Big Show* \$8,820 (½ hr.); *Bob & Ray* \$2,824 (5¼ hrs.), \$2,565 (½ hr.); *Dangerous Assignment* \$4,117; *Dimension X* \$2,941; *Hollywood Love Story* \$1,823; *Inspector Thorne* \$3,764; *Its Higgins, Sir* \$4,200; *Magnificent Montague* \$5,588; *Man Called X* \$5,294; *Mr. Moto* \$3,529; *My Secret Story* \$1,470; *Nightbeat* \$3,500; *Pete Kelly's Blues* \$5,500; *The Saint* \$3,235; *The \$64 Question* \$4,117; *Short Story* \$2,941; *The Whisperer* \$2,176; *You Can't Take It With You* \$5,300.

## KMMO TRANSFER

### FCC Asks Station Status

KMMO Marshall, Mo., was asked by FCC last week to indicate whether or not it wished to pursue a proposed transfer of the station to M. F. A. Insurance Co. and others, since a hearing on the bid cannot be completed by Aug. 25, deadline for the sales agreement. [BROADCASTING • TELECASTING, June 4].

In a letter to William Courtney Evans, KMMO licensee, FCC indicated the proposed transfer must be set for hearing to determine whether M. F. A. Insurance Co. is qualified to be a broadcast station licensee under the laws of the state.

Mr. Evans has sold KMMO, subject to Commission approval, to KMMO Inc., a new firm in which the insurance firm owns all the preferred stock and 11 persons who are officers of the insurance firm own all the common stock. Consideration is \$65,000.

KMMO is an independent outlet established in 1949 on 1300 kc with 1kw daytime.

## Frank D. Brimm

FRANK D. BRIMM, 57, Dallas manager of The Katz Agency since 1929, died July 29 of cancer. He entered the advertising field at 16 with the Oklahoma Publishing Co., later becoming advertising manager for the Marland Oil Co., Ponca City, Okla.

## Texas Harmony

IN SAN ANTONIO, promotional exuberance has risen above the usual rivalry between radio and television.

KITE, a 1 kw daytime station, has bought a weekly schedule of 20-second and one-minute spots on WOAI-TV and KEYL (TV) to invite listeners to tune in its music and news programs.

And WOAI-TV has bought the sunset sign-off spot on KITE to urge people to turn on their television sets and see WOAI-TV's evening shows.

## Mobilization Alert

(Continued from page 31)

counted for by (its) unnatural susceptibility to Regulation W." He cited the FCC TV freeze which has limited its growth, and other factors such as materials scarcities and color TV.

Every effort is being made to increase the available supply of nickel for the production of radio-TV receivers and other consumer durable goods, according to the National Production Authority.

Representatives of a consumer goods industry group asked the government to give manufacturers sufficient time to plan production schedules by indicating in advance the availability of nickel. They also asked for closer coordination between allotments of nickel and those for steel, copper and aluminum. Progress was reported on conservation programs for critical materials. Nickel is used in magnetic loudspeakers of radio-TV sets.

In the story on construction permits in BROADCASTING • TELECASTING, July 30, it was reported that industry generally had sought a 25-lb. limitation on steel, copper and aluminum used in construction in cases not requiring NPA approval. The figure should have read 25 tons.

## WGAR Changes

JOHN B. GARFIELD, sales manager of WGAR Cleveland, last week announced the appointment of Robert C. Smith as station publicity director. Mr. Smith joined WGAR Aug. 1 (Wednesday) after serving as director of athletic news at the U. of Southern California. He succeeds Manuel H. Eisner, who moved into the sales department after holding the publicity post for eight years. Also announced was the addition to the sales staff of William Humphreys, former Northern Ohio Div. sales manager for Horlick's Corp.

NBC has launched new record program, *Speak for Yourself*, featuring staff announcers as guest masters of ceremonies, Sat., 5-5:30 p.m.

## ABC-UPT

(Continued from page 28)

tices, etc. It claims that the cases cited in the court suit disclose "a long catalogue of unfair and discriminatory methods of competition, deliberately practiced, long continued and widespread in application" by Paramount Pictures and its successor UPT.

"Past history of United Paramount creates the gravest danger to the public interest if the applications made by it shall be granted," the petition declares. Fanchon & Marco also ask that it be permitted to participate in the proceedings on the applications.

Rep. Celler's objections were couched in a most outspoken manner.

"Any television or broadcasting company is in its nature, of course, monopolistic. The spectrum and television channels are physically limited and, therefore, when parcelled out by the FCC become legal monopolies," he wrote Mr. Coy.

"It does not seem mete or proper, therefore, that the American Broadcasting Co., which is, in the above sense, a monopoly, should be permitted, without the most cogent and satisfying reasons, to unite with this company operating these theatres, said company having heretofore been declared guilty of a violation of our anti-trust laws. This must be so, especially as it is my understanding that these theatres will be used for television purposes. The Federal Court has decreed that motion picture producing companies cannot own theatres. Why should a television company be permitted to own theatres?"

The Communications Act, asserted Rep. Celler, proscribes the grant of channels not only to those who have been convicted of radio monopoly but also was meant "to prevent those with monopolistic taints attached from getting any license from your Commission."

He is not opposed to the use of theatres for TV purposes, the New York Congressman made clear.

Chairman Coy's July 25 answer acknowledged that Rep. Celler's letter "raises serious questions of which the Commission is fully aware and concerned with," and advised that the staff was studying the various implications of the merger.

## Della Cioppa Promoted

GUY DELLA CIOPPA, associate director of CBS Hollywood network program department for the past two years, has been promoted to director of network programs Hollywood, effective immediately. Announcement was made Wednesday by Harry S. Ackerman, CBS Radio vice president in charge of network programs, Hollywood. Mr. Della Cioppa has been with CBS since 1937 during which time he has been associated with network radio and TV programs.



If it's ears you're missin'  
The kind that'll listen



When you say your product is good;  
Make sure you get on



The station folks bet on  
In Greater Grand Rapids, it's WOOD!



Want facts on WOOD's scope?  
Call Katz for the dope.

In Greater Grand Rapids... the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' only 5000 watt station



For the best earful in  
Greater Grand Rapids...

**WOOD**

GRAND RAPIDS, MICHIGAN  
5000 WATTS • NBC AFFILIATE

Also WFDF — Flint, Mich., WEOA — Evansville, Ind. WFBM — Indianapolis, Ind.  
National Representatives  
Katz Agency, 488 Madison Ave., New York, N. Y.



STARTING THIS FALL, WINZ WILL BE THE ONLY

# 50,000 Watt INDEPENDENT IN THE SOUTH



## NOW WATCH SALES SOAR IN FLORIDA...

The impact of 50,000 Watts on the expanding Miami-South Florida market (22nd Market in the USA) served by WINZ, will prove a desirable bombshell in sales!

As the largest independent station below the Mason-Dixon and centered in the fastest growing area in America, WINZ today mirrors a new multi-million dollar opportunity walking in your door!

This intensive selling power will double the effect of the smallest advertising budgets. Here then, is a decided sales advantage for those who need: Better Time — or More Time — or More Power — or New Markets — or Greater Markets!

SALES CHART



FLORIDA CANNOT BE BEAT FOR GROWING THINGS

# WINZ

940 K. C.

### Effective Immediately

WE ARE PROUD TO ANNOUNCE  
THE APPOINTMENT OF

## FORJOE & COMPANY

National Representatives

JONAS WEILAND, Pres.

50,000 WATTS DAYTIME • 10,000 WATTS NIGHTTIME  
NOW UNDER CONSTRUCTION

WINZ Miami, with studios in Hollywood Beach Hotel



## Reorganization Stalemated

A STALEMATE developed last week between the White House and Congress on the status of the Hoover plan to reorganize regulatory agencies, such as the FCC, by vesting within the chairman sweeping administrative powers.

At the same time, it was learned that FCC itself disapproves of this particular intent of the Hoover plan and had told a Senate committee in so many words that it likes the current status of the Commission wherein the seven members act as a body on high policy.

The difference of opinion between the executive and legislative branches of government sharpened as the aftermath of an exchange of letters between Sen. John L. McClellan (D-Ark.), chairman of the powerful Executive Expenditures Committee in the Senate, and President Truman. The letters were released by the White House last Tuesday.

Sen. McClellan asked the President for clarification on the Hoover plans and indicated that Congress would like to proceed with reorganization if the Chief Executive could "take into consideration the basic points raised in opposition to the original plans."

President Truman, however, went along with "revision" re-

quested by the Senate committee but added the new plans ought to be "consistent with the recommendations of the Hoover Commission."

At this point, there is a falling out between the President and Congress. Congress believes that over a score of years it has legislated the type of regulatory agencies it wants to carry out national policy.

When the reorganization plans first came up in the 81st Congress, those parts affecting such agencies as FCC were defeated. In this Congress, a new legislative attempt has been made at the request of the Hoover Commission which is working with the White House [BROADCASTING • TELECASTING, April 2, March 26].

## Policy Change

The Hoover Commission says its plans are reorganizational. But key members of the Senate say the plans are far from "reorganizational," and that the realignment features are secondary. On the contrary, they believe the Hoover recommendations would effect a change in policy that in the first place stemmed from Congressional direction.

Sen. McClellan is expected to draw up a new letter and send it to the White House stressing these

very points. It is understood that as things stand now, the Senate can not act.

The Senator's letter to Mr. Truman, written in the name of the expenditures committee, came about following a meeting with top representatives of the Hoover Commission. These spokesmen told the Senator's committee they wanted the views of Congress and the Chief Executive on record.

According to Senate Interstate Commerce Committee files, revealed for the first time, the Hoover plan got a raking-over by the FCC last spring.

This opposition from the Commission coincides with that of Senate Commerce Chairman Ed C. Johnson (D-Col.), who as early as last March expressed dissatisfaction with the bill's apparent intent.

At that time, Sen. Johnson made known that his chief objection to the legislation centered on the breadth and related concentration of powers which the plan would vest in the Chairman in comparison with those of other Commissioners.

The Senator felt that such a change in administrative and executive functions would usurp Congressional authority by placing the FCC more fully under the direction of the executive branch of the government.

The Hoover plan legislation was introduced first in the Senate by Sen. McClellan whose bill (S 1139) was referred to his committee. Sen. Johnson then introduced his own bill, similar in content, explaining his opposition, and reason for writing a new bill, to Sen. McClellan. By introducing his bill, Sen. Johnson's committee in effect bid for jurisdiction over the legislation.

## FCC Objects

Information subsequently filed with the committee reveals that FCC does not favor the provision in the bill that would give the chairman the authority in FCC internal affairs, in its relations with Congress, and in the execution of Commission policies.

Concentration of executive power in policy decisions is the specific effect of the bill that is not liked. Current provisions of Sec. 4 and 5 of the Communications Act provide flexibility to enable FCC to delegate the chairman the necessary authority to "expedite" Commission administrative activities, the Commission holds.

FCC also claims that during a "period of years," it has delegated necessary authority to the Chairman on these activities and also points out the existence of an executive officer. It cites Sec. 5 (a) of S 658 (The McFarland Bill), passed by the Senate and logged in the House Commerce group, as spelling out the designation of the FCC



**WILLIAM F. BROOKS**, vice president in charge of public relations for NBC, thanks **Tetsuro Furukaki**, president of the Broadcasting Corp. of Japan, after having accepted an album depicting the activities of the BCJ. Presentation followed a recent tour of NBC in New York by a Japanese broadcasting delegation [BROADCASTING • TELECASTING, July 23].

Chairman as its chief executive officer.

Broken down, FCC's disapproval of individual proposals contained in the bill amounts to this:

● On giving authority to Chairman on selection of personnel, the current system is entirely satisfactory to the Commission.

● On his authority over information and publications, the Commission doubts what objectivity could be had. FCC believes it should be left under the Commissioners en banc.

● On relations with Congress, FCC thinks it is just as important for Congress to get all the opinions of seven Commissioners on matters of basic legislative policy as for the entire Commission to pass upon matters coming before it for decision. The bill would make the Chairman sole spokesman to Congress. Current system wherein conferences are held regularly before the Chairman goes to the Hill to testify is satisfactory, FCC says, because it gives Congress the benefit of the Chairman's opinion, the majority view and also dissenting or separate opinions.

FCC finds vague the section of the bill that would give the chairman the right to perform the "execution of FCC policies" on behalf of the Commission. It believes that on the surface, it would appear "unnecessary and unwise" since FCC currently has no difficulty in "executing policies" and enforcing its decisions, or rules and regulations. No increase in efficiency would come about by giving the Chairman the say in "execution."

The Commission feels that it would seem "inappropriate" for the Chairman alone to act at any time on behalf of the Commission.

Favored by the Commission are the provisions to (1) permit a Commissioner to continue to serve after his term has expired until a successor is appointed and qualified, and (2) allow the President to remove from office any member of the Commission for "inefficiency, neglect of duty, or malfeasance in office, but for no other cause."

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




## Chief Says:

**"Chief Station puts on heap big show,  
Good medicine for building sales;  
Chief's advertisers sure do know  
It's "network plus" the listener hails"**

## TOWN'S TOP TALENT

**ABC prestige, PLUS net-calibre local talent  
spells listener interest and sales punch for  
the unique W J W programming plan.**

## CLEVELAND'S *Chief* STATION



**5000 W.  
WJW BUILDING**

**BASIC ABC  
CLEVELAND 15, OHIO**

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.



# FCC BUDGET

## Meets Capitol Stymie

FUND-bill log jam on Capitol Hill as welcomed a new visitor to its fold, the Independent Offices Appropriations measure (HR 3880) that includes money for FCC's fiscal 1952 operation.

The appropriations legislation got as far as conference between the two houses and the writing of a conference report. But there was trouble from the first. The House wanted to cut federal jobs according to its own formula, a method differing from the Senate idea. Conferees had their own version, patterned after the Senate's.

Result was the House voted down the report July 25 and sent it back post-haste to the conference committee where it joined another funds measure (Labor-Federal Security) that had been earlier turned away because of the job-cutting formula schism.

According to the progress made at conference, FCC would be allotted \$6,116,650, a figure that is a compromise between the House-approved \$6 million and the Senate-stayed \$6,233,000. The new figure will represent a healthy cut—\$733,350—from the \$6,850,000 requested in the President's budget.

Conferees agreed to the Senate proposal of limiting FCC purchase of passenger autos to 10 as compared to the 20 the House had proposed. Of more importance to the agency, a Senate limitation on funds for personnel services (not

more than \$5,550,300) was stricken. The proposed cut in information services (15%) was left up in the air [BROADCASTING • TELECASTING, June 25].

The money bill's snails' pace in Congress is so marked this year that it can be visualized by two factors: (1) government agencies usually make up the new budget in the fall, meaning FCC will be working on its fiscal 1953 budget estimate this September, and (2) a new extension of 30 days, expiring Aug. 31, was enacted on all government funds as a tide-over. Congress did the same thing earlier this summer when the government swung into July 1, date that fiscal 1952 began.

The Independent Offices Bill contains Title V which would give authority for assessment of fees and charges for regulatory services and activities performed by agencies and commissions. There has been no evidence, as yet, that FCC intends to charge for some of its broadcast services even if given Congressional sanction.

## OHIO PROPOSAL

### New Daytimer on 1250 kc

A NEW daytime station for Washington Court House, Ohio, has been proposed in an initial decision handed down by FCC Hearing Examiner James D. Cunningham. The Court House Broadcasting Co. will operate the station on 1250 kc with 500 w, daytime only. It will be the only station in Washington Court House, if the Commission adopts the initial decision.

Two conflicting applications for the same facilities have been dismissed. That of Central Ohio Broadcasting Co. for a new station at Galion, Ohio, was dismissed July 1, and that of Fayette Broadcasting Co. for one at Washington Court House was dismissed March 16.

The new station will provide service to 167,790 persons over an area of 3,674 square miles, according to the decision. WGL Fort Wayne, Ind., operating on the same frequency, will be slightly affected by the proposed operation, but the decision stated that the interference area "is now served by about 10 standard broadcast stations . . . and there is no evidence to indicate that any of the programs of WGL are designed especially for the residents thereof."

President of the applicant company is L. Morse Weimer, supervisor of communications for the city of Dayton, Ohio. Secretary-Treasurer John W. Horeb is a radio engineer and Vice President Wilbur N. Nungesser is at present engaged in transmitter operations with WLW Cincinnati. Other stockholders are Ray Brandenburg, state director of the National Automobile Dealers Assn.; Thomas H. Craig, department store manager; William L. Foss and John A. Moffet, consulting radio engineers in Washington; John H. Kantrowe, sales engineer; Henry O'Donnel, employee of Dayton's fire department radio section, and Charles H. Hire, lawyer.



## WANNA BUY

### AN OIL WELL?

Most significant towers in all of Canada are the new oil derricks looming up in the Canadian West. . . . And the Western Provinces of Alberta, Saskatchewan and Manitoba are booming, with the discovery of oil, the steady world market for wheat, and famed Western beef.

Wise Americans and Canadians are eager to invest in the West. Those seeking promising new markets for their goods are investing too. Naturally, they want to know how best to spend their advertising dollars. Here's the answer:

If you look at a map of Canada, you'll find the Prairie Provinces of Alberta, Saskatchewan and Manitoba bounded by the Rockies on one side and Northern Ontario's sparsely settled lake country on the other. That makes the Prairie Provinces a *local* market.

Looking again at your map, you'll be impressed by the vastness of the Canadian West. Note, too, that the big cities are few and far between. So, for many Westerners, Radio supplies the bulk of the daily news and entertainment. Folks get up with the Radio and it stays on all day—in farm kitchens and urban living rooms. Radio is the dependable, every-day medium for everyone. Summer and winter, radio gets through!

Canada's West is not only a firm, prosperous market today—it's one of the most promising potential marketing areas anywhere. By establishing your brand name now, you're investing too in the new West, in the new oil, new land and new wealth. Even the most conservative broker would recommend it.

"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.



# AD COUNCIL

PUBLIC SERVICE contributions of radio and television, and of radio and television advertisers and agencies, are given high rank in the Advertising Council's ninth annual report, released last week.

Through the council's Radio Allocation Plan alone, the report said, contributions via network commercial programs amounted to more than 5 billion radio home-impressions—a radio home-impression being one message heard once in one radio home. And "individual stations contributed even greater support to local and national causes."

"Radio aided more campaigns than in any peacetime year," the report asserted.

Though the newly formed Television Allocation Plan was in operation for only part of the year, the report pointed out, it "quickly received the voluntary cooperation of 50 network advertisers and the four TV networks" and during its first four months of operation achieved total circulation estimated at 267,506,000 television home-impressions.

The contribution via radio consisted of major support to 19 top-priority campaigns and additional coverage to 34 others, while the TV plan secured regular support for seven top-priority programs, gave additional coverage for 10 others, and telecast over 200 network messages.

The report noted that 27 leading agencies gave their services to 18

## Reports on Radio-TV Contributions

★ campaigns, bringing the overall number of agency man-hours contributed to the council since its inception to over 350,000. During the past nine years, it was pointed out, 68 task force agencies in 25 cities have worked on 150 council campaigns, involving the services of more than 2,100 contact and creative personnel.

### Contributor's List

Contributions to specific campaigns via radio and/or TV included the following (with name of volunteer coordinator and of the volunteer agency shown, in that order, in parentheses):

American Economic System (productivity)—"Campaign messages including free offers of . . . booklet were carried on virtually every major network radio program sometime during the year." (Robert M. Gray, Esso Standard Oil Co.; McCann-Erickson.)

American Heritage—"Radio and television advertisers contributed time for special messages during the year. A special television kit prepared by the council was sent to 107 local television stations and the four major networks for their use prior to Election Day." (Donald B. Hause, Armour & Co.; Leo Burnett Co.)

American Red Cross—"Through the



REUNION of "Operation Shangri-La" in New York July 19 was highlighted by presentation to "Skipper" Walter Evans (r), Westinghouse Radio Stations Inc. president, of miniature pirate's chest and expedition map. Making presentation is Curt Peterson (c), partner, Marschalk & Pratt, New York, spokesman for agency-advertiser group, and W. B. McGill, WRS advertising manager, who made oak and hammered silver chest and drew map. Reunion commemorated "Mystery Weekend" of Dec. 8-10, 1950, plane trip to Bermuda made by nearly 100, including formation of mystic "FFC."

council's Radio Allocation Plan, the program received 552,415,000 listener impressions. . . . Television networks and stations featured slides and film presentations . . ." (Philip J. Kelly; Compton Adv.)

Better Schools—"Campaign messages were scheduled on hundreds of leading radio network and television programs. Many television stations contributed time for the showing of a one-minute film." (Felix W. Coste, Coca-Cola Co.; Benton & Bowles.)

CARE—" . . . Support during 1950 included 10 weeks of radio allocations which resulted in 288,950,000 radio home-impressions. . . . The council distributed three 20-second spot announcements to every television station in the country with excellent results . . ." (A. R. Stevens, American Tobacco Co.; N. W. Ayer & Son)

Community Chests of America—"Council radio allocations resulted in 275,782,000 radio home-impressions during the year." (BBDO)

Forest Fire Prevention—"Through the council's Radio Allocation Plan, the program received 241,111,000 radio home-impressions." (Russell Z. Eller, California Fruit Growers Exchange; Foote, Cone & Belding)

Group Prejudice—"Radio allocations on networks and the shows of major advertisers resulted in 282,455,000 home-impressions. Display material was supplied to television stations on request." (Lee H. Bristol, Bristol-Myers Co.; Cecil & Presbrey, Fairfax Adv. Agency, Franklin Bruck Adv. Corp., Grey Adv. Agency, The Joseph Katz Co.; Kelly, Nason Inc.; Kenyon & Eckhardt, McCann-Erickson, Peck Adv. Agency, J. D. Tarcher & Co., J. Walter Thompson Co.)

Home Fire Prevention—"Through the council's Radio Allocation Plan, more than 58,895,000 radio home-impressions have been received." (Donald W. Stewart, Texas Co.; Erwin, Wasey & Co.)

Religion in American Life—"Nearly 300 messages were scheduled on commercial and sustaining network radio

programs. Local television stations and television advertisers carried special messages and, in many instances, contributed time for the showing of a RIAL film." (Robert W. Boggs, Union Carbide & Carbon Co.; J. Walter Thompson Co.)

Stop Accidents—"Through the council's Radio Allocation Plan, messages were carried on hundreds of major network and regional programs—both commercial and sustaining. Top commercial television programs also contributed time during the year." (Wesley I. Nunn, Standard Oil Co. of Indiana; Young & Rubicam)

Student Nurse Recruitment—" . . . Hundreds of network radio and television messages . . ." (Anson C. Lowitz; J. Walter Thompson Co.)

United Nation's Day—"Radio support was excellent, and television stations made use of a kit mailed by the NARTB." (Allan M. Wilson, Advertising Council; J. Walter Thompson Co.)

U. S. Defense Bonds—"Through the council's Radio Allocation Plan, the campaign received 386,824,000 listener impressions. . . . Specially prepared films received wide television use." (Thomas H. Young, U. S. Rubber Co.; Albert Frank-Guenther Law, G. M. Basford Co., Campbell-Ewald, Dancer-Fitzgerald-Sample, Foote, Cone & Belding, Schwab & Beatty, Swimmer & Scott, J. Walter Thompson Co.)

Estimates of listener impressions were based on the Nielsen Radio Index, made available to the council at no cost by A. C. Nielsen Co.

### ABA Convention

ALABAMA Broadcasters Assn. composed of 60 Alabama radio stations, has announced a convention to be held Oct. 12-13 at the U. of Alabama, Tuscaloosa. W. Emmet Brooks, general manager, WEBB, Brewton, Ala., is ABA president.

**"MOO-LA" Buys Your Tea IN WISCONSIN**

**AND LOOK WHAT'S STEAMING AT WKOW**

As fancy a dish as you ever might wish . . . a kettleful of "moo-la" — 460 million dollars' worth — waiting to buy your product. Get your share of these milk checks that Bossy earns. Take advantage of WKOW's concentrated low-cost coverage — a half-millivolt area.

**WKOW**  
daytime  
0.5 mv./millivolt

**A HOT SPOT FOR RESULTS**

**WKOW-CBS**

**MADISON, WISCONSIN**

Blankets the capital and 13 prosperous counties. Gives you the largest radio coverage in Wisconsin. That's why WKOW is Wisconsin's biggest advertising buy!

**1070 K.C.**

Represented by  
**HEADLEY-REED COMPANY**

**WISCONSIN'S MOST POWERFUL STATION**

**WKOW**



# VA CLASSING

## House Probes Radio-TV Issue

A HOUSE investigating committee can be expected to take to task the Veterans Administration for classifying students engaged in training for radio-TV under the G. I. Bill as following "avocational" pursuits.

Up until Feb. 20, 1951, the VA classified the training as vocational. The difference between avocational and vocational classification means:

The veteran who follows a vocational pursuit gets benefits, such as tuition and subsistence, paid by the government; on the other hand, vocational students must pay their own way entirely unless they can "justify" their training.

A hearing was held on the radio-TV situation July 19. Ralph W. Hardy, NARTB director of government relations, told the select committee probing the educational and training program, that: "It will come as a distinct shock to the broadcasters to learn that the VA, with which they have so long and faithfully cooperated, now classifies their industry along with bartending, dancing, etc., as being avocational and recreational and thus denies to it the stature it has achieved."

### Employment High

Information obtained by the committee shows 80-90% of the radio-TV graduates finding employment in the field, a spokesman told BROADCASTING • TELECASTING. The spokesman also said full employment and skilled personnel are deemed important because of the

## RALSTON RESIGNS

### To Join Screen Assoc.

GILBERT RALSTON will resign as executive producer of Procter & Gamble Productions Inc., Hollywood, to head up the recently formed television division of Screen Assoc. Inc., Beverly Hills, Calif. Currently working on P&G's *Fire-side Theatre* television film series, Mr. Ralston will leave for his new post when he has fulfilled his commitments for Procter & Gamble, probably sometime this fall.

He has been with the *Fire-side Theatre* unit since he organized it approximately 3½ years ago. Prior to that he was for six years head of night time radio for P&G in Cincinnati and Los Angeles. Previously he held a similar post with Compton Adv., New York and Los Angeles, for three years.

The new television operation plans to go into full-scale production of television films in the near future. Headquarters are at 328 S. Beverly Drive.

Principals in Screen Assoc. Inc. are Ralph E. Stolkin and A. L. Koolish, Chicago; Ray Ryan, San Antonio; Sherrill C. Corwin, Los Angeles; Irving B-J Levine, New York and California attorney; Jacques Braunstein, attorney and CPA.

part played by radio-TV technicians in civil defense.

It has been pointed out that regional offices of the VA were in disagreement with the Washington office on the February ruling. In 1948, the VA had ruled the field as avocational but then reversed itself. One regional office, in Dallas, categorically refused to go along with the latest VA order, it was disclosed.

A peculiarity pinpointed by the committee is the VA practice of discounting an entire curriculum, which may be made up of a majority of radio-TV engineering and other technical courses but which includes a course or two on radio announcing.

A committee report may be forthcoming in a few weeks, it was predicted, challenging the VA ruling.

WNJR Newark airing *Peace in Korea*, half-hour recorded roundup of cross-section opinion about effects of proposed cease-fire agreement in Korea.

## WPOR MOVE

### Changes Frequency, Studios

WPOR Portland, Me., began operating last Wednesday on a new frequency, 1490 kc, following FCC approval a fortnight ago of its \$22,000 purchase of WMTW Portland's facilities [BROADCASTING • TELECASTING, July 23].

In announcing the shift, which makes WPOR the ABC and Yankee-Mutual outlet in Portland, Harold H. Meyer, president and general manager of Oliver Broadcasting Co., the licensee, said the station will continue to use its own call letters. It also will continue to operate its 250 w transmitter. However, the station has moved to modern studios, located in the Chapman-Arcade Bldg. WPOR formerly operated on 1450 kc.

Mr. Meyer did not specify what disposition would be made of WPOR's former facility.

## AM With TV

THAT radio and TV can co-exist on a competitive basis was further demonstrated last week in an application filed by WBIW Bedford, Ind. for transfer of control [See FCC ROUNDUP]. The station's request included a statement that "WBIW has succeeded in spite of the fact that the smallest city in the world with a television station is located some 20 miles away (WTTV (TV) Bloomington, Ind.) and not only is television successfully received in this community, local merchants can advertise on television due to the fact that WTTV's rates are probably the lowest of any existing television station. We believe this situation is unprecedented." WBIW is a 250 w fulltimer, on 1340 kc.

## The Branham Network



# THE BRANHAM COMPANY





Only **ONE** Station  
**DOMINATES**

This

*Rich, Growing*

**15-COUNTY  
MARKET**

With

**HOME FURNISHINGS  
SALES**

OF

**\$37,378,000\***

\*Sales Management, 1951  
Survey of Buying Power



*The Journal-Sentinel Station*

AM-FM  
**WINSTON-SALEM**

NBC Affiliate

Reprinted by:  
HEADLEY-NEED CO.

## DENIES WDW BID

For Fulltime on 610 kc

CHANGE to fulltime operation on 610 kc with 1 kw-DA by WDW Decatur, Ill., now operating on 1050 kc with 1 kw-D, was denied in an initial decision last week by FCC Hearing Examiner Hugh B. Hutchison.

At the same time, the application of Negro-owned Afro-American Broadcasting System Inc. [BROADCASTING • TELECASTING, Dec. 27, 1948; Dec. 15, Nov. 24, 1947] for a new station in Chicago area's Hopkins Park on 610 kc with 1 kw unlimited was denied by default.

Denial of WDW application was based on "particularly severe" interference the proposed operation would give to service areas of WHKC Columbus, Ohio; WTMJ Milwaukee and WMT Cedar Rapids, as well as the interference it would receive in its own service area from these stations.

"... Upon an overall basis, approximately 2½ times as many listeners would be deprived of existing broadcast services from various sources as would benefit from the new broadcast service proposed by station WDW," the initial decision concludes.

Subsidiary issue of possible duopoly between WDW and WMBD Peoria was resolved in favor of the applicant. Although Charles C. Caley is president and 20.5% stockholder of WDW and vice president and 25% stockholder of WMBD, the hearing examiner concluded Decatur and Peoria were sufficiently distant to rule out conflict with the duopoly regulation.

## ABC HOLLYWOOD

Radio to Interim Quarters

TO ACCOMMODATE increasing television activity, ABC radio personnel quartered at the network's Hollywood Television Center, have moved to temporary offices at the ABC Vine St. Bldg.

Move involves Francis H. Conrad, director of radio for the Western Division and manager of KECA; Amos Baron, Western Division radio sales manager, and Ned Hullinger, station relations manager.

Vine St. Bldg. is being remodelled and enlarged to eventually house the network's entire radio personnel in that city.

## NBC Show to Europe

NBC *Double or Nothing* daytime quiz program Aug. 10 leaves for a three-week tour of military installations of European Theatre of Operations under USO Camp Shows Inc. Broadcasts will be taped daily from various points in England, France, Austria and Germany and flown back to New York for release on NBC. Walter O'Keefe is m.c. of the half-hour program.



MILLER Brewing Co., Milwaukee, adds 1951 games of Philadelphia's pro football Eagles on WCAU Philadelphia to its sponsorships. Arrangements are checked by (l to r): Seated, Vince McNally, Eagle gen. mgr.; Bo McMillin, head coach; Vernon S. Mullen, Miller adv. mgr.; standing, Roger Heiple, Miller eastern dist. mgr.; C. A. Mathisson, pres., Mathisson & Assoc., agency.



ED RINKE, pres., Metropolitan Detroit Chevrolet Dealers Assn., finalizes association sponsorship Michigan State's full grid schedule on WKMH Detroit. Standing (l to r): Tom Adams, Campbell-Ewald acct. exec.; Jack Davidson, WKMH sales rep.; and George Miller, station sls. mgr.

HALF-HOUR daily of the Bill Gordon Show on WHK Cleveland is approved by James B. Flanagan (l), adv. and sls. prom. mgr., Pick-N-Pay Super Markets. Contract is 52 weeks. Mon. through Fri., 9:15-9:30 a.m. and 3:15-3:30 p.m. At right is William K. Brusman, WHK acct. exec.



TED OBERFELDER (l), gen. mgr., of WJZ New York, Herb Sheldon and Bob Bories (r) exchange congratulations after negotiating for the Sheldon early morning show, packaged by Mr. Bories. Show starts on WJZ Aug. 13, 6:30-8:15 a.m., Mon. through Fri.

COLORADO National Bank renews for third consecutive year local sponsorship of CBS World News thrice weekly on KLZ Denver. L. to r.: Phil Gray, Gray Adv. Agency, Denver; Harker Spensley, KLZ acct. exec.; and W. L. Robertson, bank vice pres.

ACROSS-the-board newscast sponsorship on KLRA Little Rock, Ark., is undertaken by Old Golds. Seated is Ed Primus, dir. of merchandising, P. Lorillard Co. Standing (l to r): W. V. Hutt, KLRA gen. mgr.; John Hope, dist. sales mgr. for Old Golds; and Thaine Youst, Lennen & Mitchell.





# DRUG Rx BILL

## Manufacturers' Compromise Voted By House

A FAR-REACHING bill, which conceivably could mean the loss of millions of dollars of advertising revenue involving the sale of certain proprietary drugs, precipitated a heated controversy on Capitol Hill last week.

The House adopted a manufacturers' "compromise," defeating a proposal which would have empowered the Federal Security Administration's Food & Drug Administration to list those drugs which may be sold only on prescription. The measure, as sent to the Senate, now gives manufacturers the right to define so-called Rx drugs.

The measure (HR 3298) was introduced by Rep. Carl Durham (D-N. C.) and reported with amendments by the House Interstate & Foreign Commerce Committee after prolonged hearings. A companion piece (S 1186), authored by Sen. Hubert Humphrey (D-Minn.), awaits before the Senate Public Welfare Committee, which last week scheduled hearings.

As reported by the committee, Federal Security Administrator Oscar Ewing could list a drug in the prescription or Rx category without calling a hearing. "Interested parties" could have petitioned for hearing and rehearing and, failing that, take recourse to district and circuit courts and, finally, The Supreme Court.

### Draws Fire

The Humphrey-Durham bill drew stinging attacks on the floor from anti-administration sources, ranging from charges of "socialized medicine" to claims that "the proprietary industry can consider itself on the way out" if the bill were approved by the House and Senate.

The stricken provision had defined as prescription drugs those which are "safe and efficacious for use only after professional diagnosis by, or under the supervision of, a practitioner licensed by law." The bill would amend Sec. 503 (b) of the 1938 Food, Drug & Cosmetic Law.

Manufacturing and proprietary groups fought the new legislation as a serious threat. Additionally, some authorities pointed out that

the committee version would have entailed an appreciable effect on across-the-counter drug sales and current advertising practices.

Drug manufacturers have been among the top radio network advertisers in recent years. As the bill was reported by the House committee, it was feared, numerous products could be taken off the open market and labeled prescription items with the Rx legend.

The proposal was offered as a "public health" measure designed to relieve druggists of certain responsibilities and define others, such as legalizing oral prescriptions and establishing the right to so-called ad-lib refilling of others for non-Rx drugs.

## SALE TO ROYAL

### Planned by Gen. Entertainment

PLANS for the sale of General Entertainment Corp., New York radio transcription firm, to Royal Entertainment Corp., New York, for \$20,182, which will permit payment of 5% of the claims of general creditors of General Entertainment, have been announced. General Entertainment is the outgrowth of a firm organized by Howard G. Barnes, formerly vice president in charge of radio and television for Dorland Inc., when he acquired Kermit-Raymond Corp. and Transcription Broadcasting System in the fall of 1949 after making a deal with creditors of those two firms.

Spokesmen said the pending sale of General Entertainment is being made because "the committee representing the creditors [of Kermit-Raymond and TBS] requested that Mr. Barnes make an arrangement whereby his obligations to these creditors may be retired, and leave Mr. Barnes in a position of control without the obligations of the old corporations."

Stations and agencies using transcription properties involved in the sale, the announcement said, "will continue to receive uninterrupted service."

## WMAQ Goes 24 Hours

FIRST regularly-scheduled 24-hour operation began for WMAQ, NBC's M & O station in Chicago, July 31, with a five-hour early-morning disc show. WMAQ remained on the air fulltime for three months early in World War II, but this is the first time in its 29-year history that the schedule has been adopted permanently. Dirk Courtenay, freelance announcer and disc m. c., handles the six-a-week stint from 1 a.m. until 6 a.m. The sponsor is Polk Bros. Central Appliance & Furniture Co.



Advertisement

## From where I sit by Joe Marsh

## A Tonic For The Missus

*The missus came marching in with a new hat yesterday. She was as happy as a circus poster.*

I've learned one thing about the hats she buys. A hat is a tonic to her. If she's feeling blue, nothing gives her a lift like a new hat. Now, I could trade in my old grey fedora without raising my blood pressure a notch. But I'll admit that more than once I've bought a new briar pipe I didn't need—just because life was getting a little bit monotonous.

*With Buck Howell it's something else again. When Buck is feeling low, he gets over it by blowing on a broken-down clarinet he hasn't mastered in twenty years.*

From where I sit, different people are always going to respond to different things in different ways. So let's keep a friendly understanding of what other folks get out of a new hat, an old clarinet, a chocolate soda or a temperate glass of sparkling beer or ale now and then.

*Joe Marsh*

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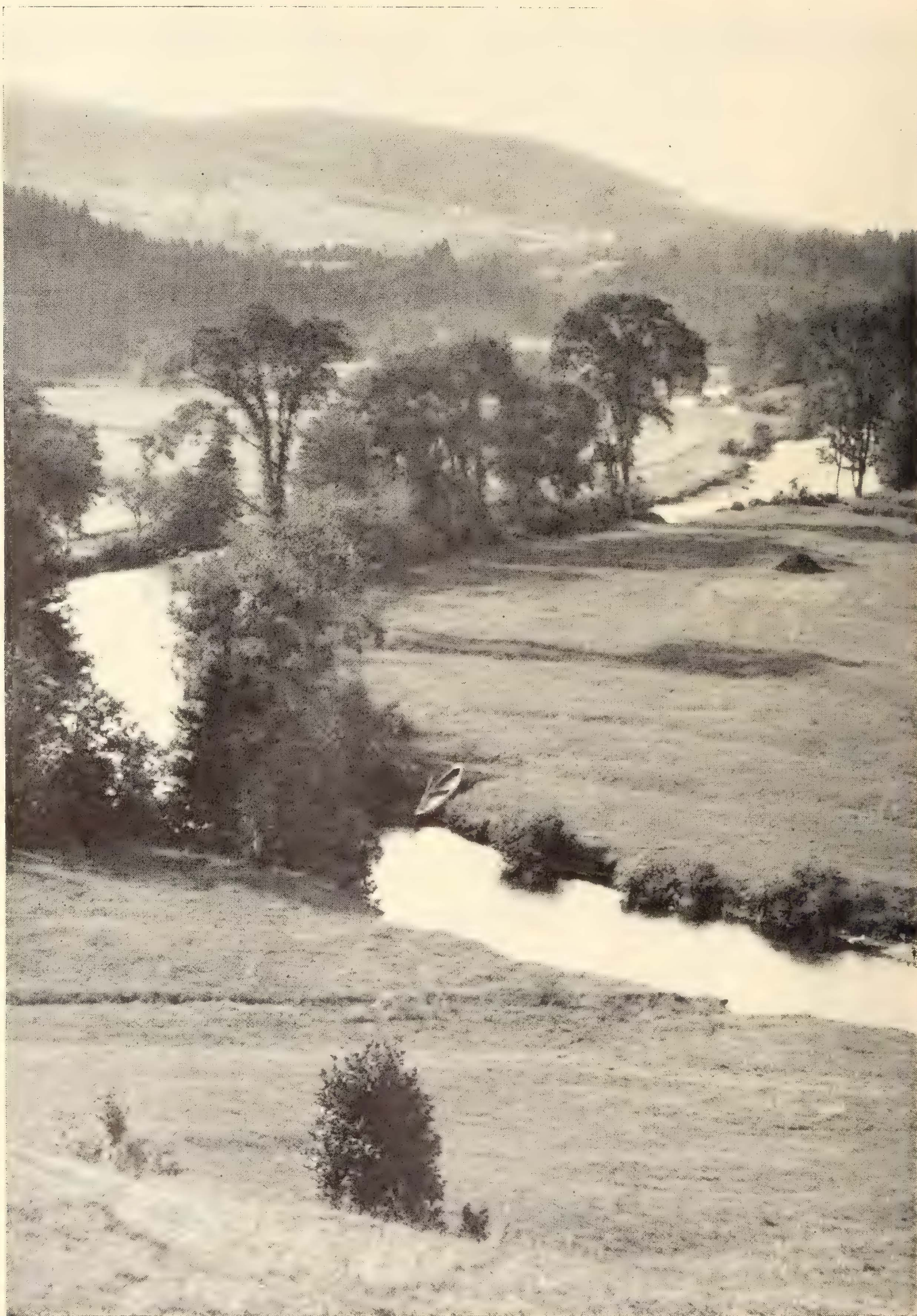
# WDRC

HARTFORD 4 CONNECTICUT  
WDRC - FM

**3R's = 1st**

The 3 R's . . . Ratings,  
Rates, Results . . . made  
WDRC 1st choice in the  
Hartford Market. Write  
Wm. Malo, Commercial  
Mgr., for availabilities.  
Represented by Raumer







# TAKE A TIP FROM MOTHER NATURE



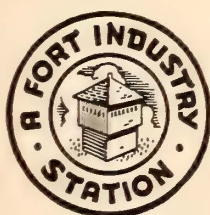
Ever spend a few minutes standing beside a mountain stream or a brook meandering through an apparently level meadow and wonder why it chose that exact spot to build its course?

The answer is simple... and it points a moral to radio time-buyers. Mother Nature never does things the hard way. She follows the line of least resistance to solve her problems with a minimum of fuss and bother.

Wise time-buyers can take a tip from Mother Nature and follow the line of least sales resistance in the seven rich markets where FORT INDUSTRY stations are located.

Like the mountain stream and the brook in the meadow, your message on any or all of the seven FORT INDUSTRY stations follows the line of least sales resistance to the loyal, responsive audiences that have been built by years of broadcasting in the public interest.

Check the stations listed below and make sure they are on your schedule. You'll be glad you did.



## THE FORT INDUSTRY COMPANY

WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WSAI, Cincinnati, O.  
WSPD, Toledo, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.  
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

*National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455*





## CBS 'P' Award

ASIDE from its announced objective of building audience, the huge promotion campaign which the CBS Radio Division is undertaking may, we venture to predict, achieve another but equally important purpose of encouraging advertisers to revise their belief that radio is at the end of its rope.

Advertisers cannot help but speculate whether, if CBS radio were feeling sick, it would be spending so much time and money to advertise its ills.

As Frank Stanton, enterprising CBS parent-company president, said recently, emotion governs much of the advertising buying these days. The whirlwind campaign planned by CBS is bound to have an emotional impact on those advertisers who, more because of passion than because of reason, have discounted radio.

While it does not mean that so great a sum is being spent out of pocket, the campaign will use \$8 million worth of time and space. The CBS radio promotion and the considerable campaigns that NBC and ABC are planning for the fall are most encouraging.

An \$8 million campaign is big in any league. We suspect that this one will do much not only for CBS but for all radio.

## TV Stitch in Time

THE establishment of a committee of practicing telecasters to act as a board of review over program standards is, to our mind, the most practical proposal yet advanced to assure the intelligent self-regulation of television.

Not all the other matters now under consideration by the NARTB's Television Program Standards Committee, however, seem as promising. In particular, the apparent determination of this committee to write out a formal code of standards for TV does not strike us as well-reasoned, unless, of course, the committee despairs of assembling a competent membership on the board of review.

A board composed of men of good taste would have scant use for a codified list of specifications as to what is and what is not objectionable. Indeed a code of fixed principles could be more of a hindrance than a help, since codes are more apt than not to encourage such concentration on their strictures that artistry suffers unnecessarily.

We suggest that the standards committee devote its concentrations to the organization of the board of review and a plan of its functions. Such a board, we think, should extend its activities beyond the narrow scope of reviewing programs. It should act as a spokesman body for television on questions of program standards. In case of unjustified attack, the board should serve as a defense counsel for television. It should be the repository of full information as to what is actually on the air.

The standards committee, under the energetic chairmanship of Robert D. Swezey, is blessed with favorable times in which to do its work. For the moment, at least, no strenuous attacks are being made against TV, and hence the committee can conduct its deliberations in a reasonable atmosphere. So blessed, it should use its time to evolve a workable plan for the operation of a board of review, unencumbered with useless codes and free to exercise its good judgment in helping telecasters to keep their programs clean but not to the extent that the art is scrubbed out of them.

## Pratt: Statesman, Engineer

A DISTINGUISHED scientist and engineer—Haraden Pratt—becomes the first telecommunications advisor to a President of the United States in the 176 years that we have been a sovereign nation. Whether he will become the first man in telecommunications only time will tell. The opportunity is there.

In making the appointment, the President selected the more innocuous of two recommendations of the Communications Policy Board he had created last year, headed by Dr. Irvin Stewart, a member of the original FCC. This temporary committee had recommended (1) a three-man Policy Board, which could have had the ingredients of a "super-FCC," or (2) an advisor. Succinctly, the task for either would be the formulation of national policy on frequency assignments as between government and private users and the operation of communications systems by government agencies, primarily the military.

Until now, it has been a one-way street. Through the Interdepartment Radio Advisory Committee, the military has preempted the blocks of channels it wanted—whether it used them or not—and private users, via the FCC have been battling it out for the residue. Hence there's always been a shortage for private users. And there never has been a more ex-cruciating one than exists today in television.

Our Presidents, heretofore, have been rubber stamps in communications matters. The one possible exception was Hoover, himself an engineer. A President could not be expected to be familiar with the intricacies of allocations. Hence, IRAC has in effect exercised the tremendously important powers of frequency allocations for government use vested by law in the President.

The Stewart Committee called for "better management of spectrum allocations." Implicit in its comments was the conclusion that more space could be found for essential private services—such as television—if the IRAC did not have *carte blanche*. Mr. Pratt will sit between IRAC and the FCC. He will be a member of the President's official family. He will be in a position to command the government agencies to justify their requirements and he will know what their needs are, because he has served as a communications advisor to the military and to other government agencies. Out of this *could* come the availability of more channels for both TV and radio for the public's benefit. Some estimate an increase of possibly 50% in spectrum space.

Mr. Pratt is a scientist and engineer. He has had vast experience as a top engineering executive of IT&T and its subsidiaries. He has been honored with the presidency of the Institute of Radio Engineers, and has served as its secretary for nearly a decade. Some question may be raised whether his background, admittedly distinguished as an engineer, qualifies him to sit at the right arm of the President on high public policy in the tremendously important field of telecommunications.

Those who have known Haraden Pratt over the years say unequivocally that he has the capacity. They regard him as a statesman among engineers. They have seen him arbitrate many a conflict. Their concern is not his ability, but his frail health, which forced his retirement from the top IT&T engineering command several years ago. But back into harness he went on classified government communications missions.

His is a big assignment. We wish him well.



# our respects to:



VICTOR WHITMAN KNAUTH

NEW HAVEN, Conn., a conservative community dominated by a creaking newspaper monopoly, has, within the past two years, been jarred by the brash voice of a radio station that dares to cover the news and editorialize about it—not always to the liking of the newspapers.

It is no accident that WAVZ New Haven, a 1 kw daytimer, has become known as "A Newspaper of the Air." Victor Whitman Knauth, co-owner and president of the station, is a former newspaperman whose experience ranges from covering local murders to interviewing Leon Trotsky back when he was not only alive but a top dog in the USSR.

Born in New York, Mr. Knauth entered Harvard U. after attending New York City elementary schools and Collegiate School. He left Harvard at the end of his second year and, as a member of the National Guard, went off to the Mexican border to chase Pancho Villa.

Later he went to France with the 26th Field Artillery, a part of the famed Yankee Division, and fought in the Chemin des Dames and Meuse Argonne offensives of World War I.

Returning home from the war, Mr. Knauth took a job as a reporter on the Springfield, Mass. *Daily News*. The first morning on his new job he was sent out to cover a murder. "Right then," he recalls, "I decided that newspaper work was mighty wonderful."

A yen to see the country took him to Santa Barbara, Calif., where he worked as a reporter on the *Daily News*, and then to San Francisco where he joined the *Chronicle*. This was in 1920-21.

Radio was then a novelty, and it struck the adventurous fancy of Mr. Knauth. He started a question-and-answer column on radio for the *Chronicle* in which, with the aid of an engineer, he dealt with the intricate problems that readers reported having with the cantankerous crystal sets of those days.

He also started a radio program for the paper—to his knowledge the first of its kind on the West Coast. The program consisted of newscasts and interviews with celebrities who came to San Francisco.

Mr. Knauth's next move was to New York where he became a feature writer for the old *New York World*, the workshop of such journalistic greats as Walter Lippmann, Heywood Broun, Franklin P. Adams and Frank Sullivan.

Then Europe again, this time as a civilian. He worked with United Press in both London

(Continued on page 53)



## Salesmaker to the Central South

By concentrating over half his entire advertising budget on WSM during the last six years, a Southern flour miller has expanded his sales area to 18 states and production from 160,000 units in 1945 to 410,000 units in 1950.

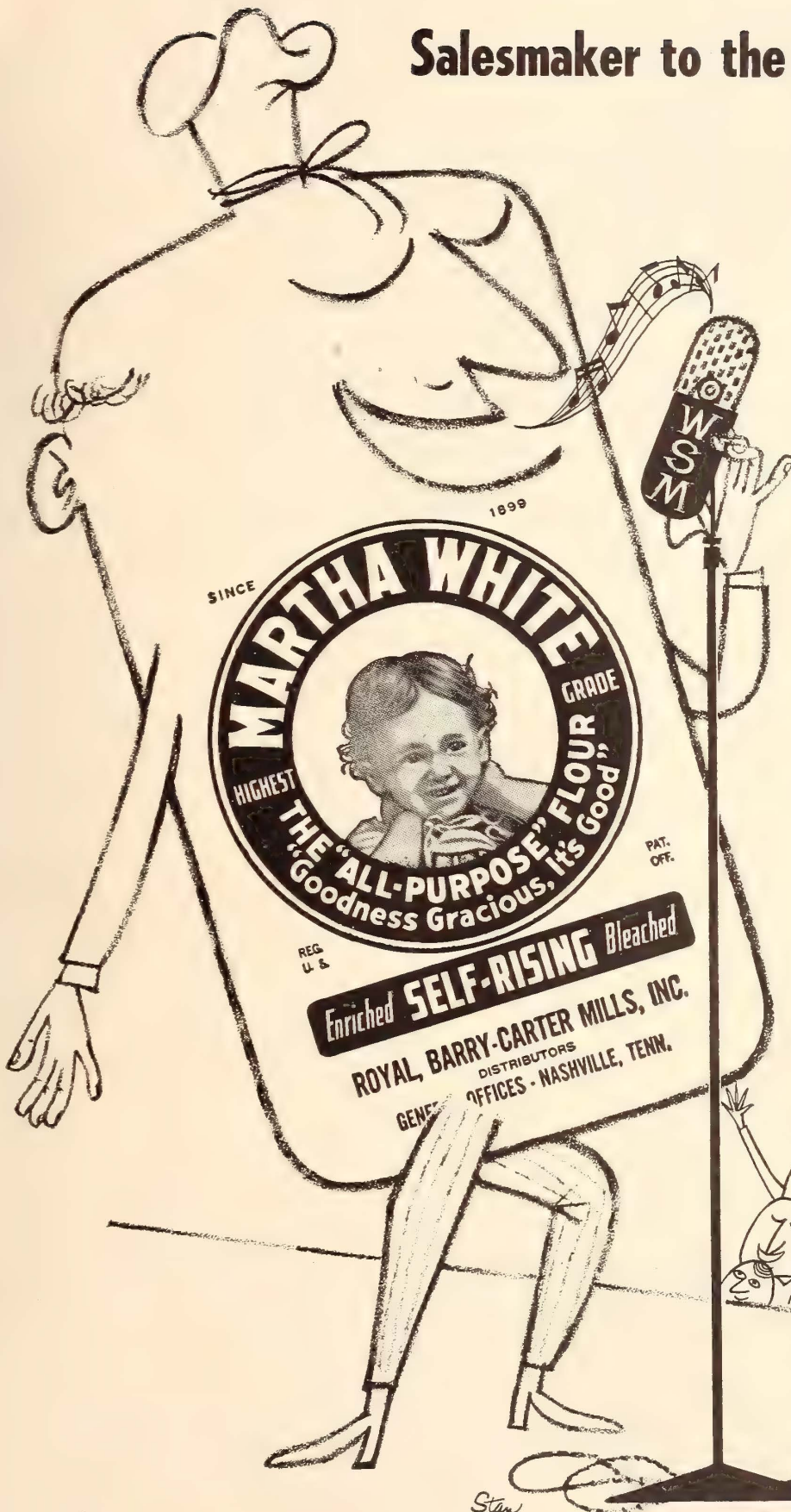
**Radio Stations Everywhere  
But Only One...**



with a talent staff of 200 top name entertainers . . . production facilities that originate 17 network shows each week . . . a loyal audience of millions that sets its dial on 650 . . . and leaves it there!

**CLEAR CHANNEL  
50,000 WATTS**

IRVING WAUGH, Commercial Manager  
EDWARD PETRY & CO., National Representatives





# front office



**ED ALLEN Jr.**, announcer NBC Chicago, resigns to become president and general manager of WDOR Sturgeon Bay, Wis., of which he is part-owner.

**WILLIAM A. MORRISON**, vice president Sidney Garfield & Assoc., S. F., to Free & Peters, radio and TV representative, as manager of San Francisco office.

**MARCEL E. (Yippy) CAILLIET**, account executive W. H. Male Adv. Ltd., Honolulu, appointed sales and promotion manager KIKI same city. Mr. Cailliet directed advertising and public information activities of many leading Honolulu wholesale and manufacturing firms while at Male Adv.



Mr. Cailliet

**ROLLAND REICHERT** named radio recording sales representative NBC Chicago, replacing **J. RICHARD LOUGHRIN**, named to NBC spot radio sales staff. Mr. Reichert's work as assistant to program manager has been taken over by **DOROTHY HORTON**.

**ROBERT J. CROSSWELL**, NBC New York, to radio sales department WFIL Philadelphia.

**G. E. (Buck) HURST**, Clark & Assoc. S. F., to KCBS San Francisco as national advertising representative.

**JAMES S. POLLAK**, TV program manager WJZ New York, to ABC Central Div., in same capacity.

**H-R REPRESENTATIVES**, N. Y., named as exclusive representative in national spot field for WNAC-TV Boston.

**HENRY S. MELHADO**, advertising-sales department *Esquire* Magazine, to sales staff WMGM New York.

**LOWELL JACKSON** named network radio account executive ABC Chicago. He is former partner in Chicago radio-TV package firm and officer of Monogram Productions.

**JOHN E. PEARSON Co.**, N. Y., appointed exclusive representative for all areas outside 11 western states for KCSJ Pueblo, Col. **KEENAN & EICKELBERG**, S. F., will be KCSJ's exclusive representative on West Coast.

## Personals . . .

**LOUISE T. STEINMAN**, minority stockholder in WGAL Lancaster, Pa. (4%), WKBO Harrisburg (5.2%) and WDEL-AM-FM-TV Wilmington (1.6%), and T. Peter Ansberry, announce engagement. They will be married Sept. 15. . . . **Dr. CLINTON H. CHURCHILL**, president and general manager WKBW Buffalo, and Frances G. Mack, married in Buffalo. . . . **ERNEST FELIX**, acting manager ABC Western Div., named chairman of the day at Los Angeles Advertising Club luncheon meeting tomorrow (Tuesday). **MITCH De GROOT**, ABC advertising and promotion manager, N. Y., is guest speaker.

## AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

**WIBW** The Voice of Kansas  
in TOPEKA

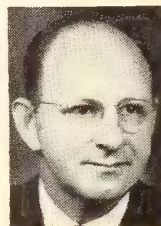
**MACGREGOR EDIE**, account executive KNBH (TV) Hollywood, father of boy, July 20. . . . **S. R. SAGUE**, president and general manager WSRB Cleveland, sailed Aug. 4 to Europe for month. . . . **RICHARD COLBURN**, account executive WTMA Charleston, S. C., father of boy, Richard Jr., July 23. . . . **WAYNE SANDER**, manager KCNA Tucson, elected president Tucson Sunshine Climate Club.

**EARLE C. ANTHONY**, president KFI-AM-TV, elected to executive committee Los Angeles Better Business Bureau. . . . **HARRY SYMONS WHITE**, manager KWTC Barstow, Calif., and Shirley Ruth Christenson, were to be married Aug. 5. . . . **CARROLL MARTS**, manager MBS Central Division, vacationing in northern Canada. . . . **J. T. SNOWDEN Jr.**, general manager WCPS Tarboro, N. C., father of girl, Martha Scott. . . . **PAUL H. GOLDMAN**, vice president and general manager KNOE Monroe, La., elected chairman of Ouachita Parish chapter, National Foundation for Infantile Paralysis.

**HAROLD P. DANFORTH**, president and general manager WDBO Orlando, appointed president of local Red Feather funds drive. **J. ALLEN BROWN**, vice president and general manager WLOF Orlando, appointed publicity director of drive. . . . **WALTER J. DAMM**, vice president and general manager of radio for The Journal Co., (WTMJ-AM-TV) Milwaukee, awarded membership in United Air Lines 100,000 Mile Club. . . . **JOHN D. SCHEUER Jr.**, operations assistant to general manager WFIL-AM-TV Philadelphia, named vice chairman in charge of promotion for 1951 YMCA annual city-wide membership campaign.

## ROGERS NAMED

Succeeds Rosene at WSAZ



Mr. Rosene



Mr. Rogers

**MARSHALL ROSENE**, general manager of WSAZ-AM-TV Huntington, W. Va., resigned on Aug. 1 to become president and general manager of WNXT Portsmouth, Ohio. He will be succeeded by Lawrence H. Rogers II, who has been manager of the television station in Huntington.

Mr. Rosene was station manager of WSAZ from 1944 to 1949 when he became general manager of both the AM and TV properties. He owns a substantial interest in the new station in Portsmouth, which is expected to be on the air the latter part of August. WNXT is 1 kw outlet on 1260 kc, DA-1, and will be affiliated with ABC.

Mr. Rogers was the former promotion manager of WSAZ before becoming manager of the television property. He helped design and put the television station into operation in 1949.

## Abrams Joins Staff

**EARL B. ABRAMS**, former editor of *Television Digest*, has joined the executive editorial staff of BROADCASTING • TELECASTING at Washington headquarters. Prior to joining the Washington-published newsletter six years ago, Mr. Abrams had been with the Army Signal Corps in an editorial capacity. He attended U. of Virginia, following his elementary and secondary education in New York City, where he was born.

## OVERSEAS REPORTS

Being Made for Radio, TV

TAPE-RECORDED and film reports on activities of the North Atlantic Treaty Organization activities and, in particular, of U. S. troops under Gen. Dwight D. Eisenhower's European command will be made available to radio and television networks late next month.

A special three-man radio-TV crew from the Defense Dept.'s Office of Public Information left the U. S. July 20 for a one-month stint at the Paris headquarters of SHAPE (Supreme Headquarters for Allied Powers of Europe). Unit will work under the direction of Brig. Gen. Charles Lanham, chief of public information for SHAPE.

The group includes Maxwell Marvin, special reporter, and S/Sgt. Ray Krueger, engineer, both of the Radio-TV Branch, and Sgt. Ralph Santos, cameraman, as well as other reporters and still and motion picture cameramen. Sgt. Santos will take special TV footage with a 16mm sound camera.

The mission will fulfill a "definite need" for more complete information on the European theatre, including coverage of the North Atlantic Treaty Organization—nations, according to Clayton Fritchey, director of OPI, Defense Dept. Reports also will be used on the military's *Time for Defense* (ABC) and *Pentagon-Washington* (DuMont TV Network).



RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director  
RCA INSTITUTES, INC.  
A Service of Radio Corporation of America  
350 W. 4th St., New York 14, N. Y.



## Respects

(Continued from page 50)

and Moscow, interviewing top European statesmen, including Mr. Trotsky.

After a few years, he returned to this country and joined the firm of Ivy Lee, working in public relations for George Washington Hill's campaign for Lucky Strike cigarettes, "Reach for a Lucky Instead of a Sweet."

At Ivy Lee he and two partners founded *Omnibook* magazine of which he is still an editor.

The main influence which prompted Mr. Knauth to purchase WAVZ was his strong belief that newspapers in New Haven amounted to a monopoly and he regarded this as an unhealthy situation.

In July 1949, he and Daniel W. Kops bought WAVZ. Mr. Knauth divides his time between WAVZ and *Omnibook* and Mr. Kops devotes fulltime to the 1 kw station, as co-owner, vice president, general and promotion manager.

The two men believe they have restored competitive reporting to New Haven. WAVZ has given strong support to civic campaigns in editorials over the air.

### Alarm System

Similar to newspaper operation, the WAVZ newsroom is equipped with a bell connected to the city fire alarm system. Every alarm is aired immediately and a WAVZ reporter rushes to the scene of fires and major accidents with a tape recorder.

Schools are of particular interest to this "Newspaper of the Air." Notable was its campaign for rebuilding a \$1½ million school in a Negro underprivileged neighborhood. WAVZ also broadcasts a series of programs into local classrooms which are a part of the schools' curricula.

Youth problems exist in most communities. WAVZ tackled New Haven's by starting its own Boy Scout Troop, staffed by station personnel, and using its studios as a meeting house.

The restoration of competitive reporting has not endeared the station to local newspaper publishers. The local papers will not carry radio listings and will not permit any

of their advertisers to insert references to WAVZ programs.

To counteract this, the station has distributed thousands of badges—"Listen to WAVZ—1260 on the dial"—which may be seen on beanie caps of New Haven youngsters.

Mr. Knauth believes "radio can do a great deal more than it has been allowed to do in digging itself into a community. It can make itself just as important, and trustworthy as a newspaper."

"We at WAVZ think that daytime AM radio is going to continue for a long time, if it performs a local service." Meanwhile, WAVZ has on file with FCC an application for a TV station.

What's more, WAVZ is a profitable organization, says Mr. Knauth. "The audience slowly began to find out about [the station] and our unexpected news bulletins kept them alert. And the more people became interested in us, the more we attracted our local advertisers."

Mr. Knauth is a member of the Harvard Club of Yale and the Harvard Club of New York. His only hobby is sailing and he has made the trip to Florida twice.

Mrs. Knauth, the former Marjorie Lord Strauss, is an M. D. During World War II when there was a shortage of doctors, she rehired her shingle in their home town of Wilton, Conn. They have two children, John, 16, and Mary, 14.

Mr. Knauth wishes that more stations would be established for the purpose of breaking up newspaper monopolies. For himself, he plans to maintain the air of a newspaper around his "Newspaper of the Air."

## Favors KLOK Nighttime

NIGHTTIME operation for KLOK San Jose, Calif., has been proposed in an initial decision by FCC Examiner Leo Resnick. KLOK is now operating daytime only with 5 kw on 1170 kc. The station will use 1 kw at night if the proposed operation is given final approval by the Commission. The hearing examiner's findings were that KLOK would not interfere with any other station and provide interference-free service.

## ROYAL RETIRES

### NBC Lauds Executive

JOHN F. ROYAL, one of the last of NBC's old-guard executives, retired from active service as a vice president last Wednesday (Aug. 1), in accordance with the company's



Mr. Royal

retirement plan, but will continue to serve the network in a consulting capacity [BROADCASTING • TELECASTING, June 25].

Recognized as one of the nation's great showmen, Mr. Royal has been with

NBC for more than a score of years. His retirement—he reached NBC's retirement age of 65 on July 4—evoked this statement from President Joseph H. McConnell:

"Mr. Royal is leaving active service with NBC to enjoy a well-earned retirement. We are indeed gratified that his services as a consultant will be available to us. His great contributions to radio and television will always be remembered by his many friends and associates at NBC as well as by the broadcasting industry. John Royal was the proponent of good, clean wholesome entertainment for the family and that policy will be continued by NBC."

Mr. Royal, a former newspaperman in Boston, served for some 20 years with B. F. Keith, the vaudeville promoter and the Keith-Orpheum theatre organization before joining NBC. As manager of the Keith Hippodrome in Cleveland he experimented with local radio programs and in 1921 was presenting major attractions on WHK there. He left the Keith organization to become general manager of WTAM Cleveland, and was holding that post when NBC bought the station.

He became program director for the network a short time later and was advanced to vice president in charge of programs in 1930. He became vice president in charge of television in 1944, and later was named a staff vice president. In addition to his contributions in radio and television, he was a pioneer in the international broadcasting field.



## Our belief

Free speech is a most cherished right . . . and the welfare of America depends directly upon the expressions of its people.

## Our belief in action

Every Saturday, WGAR broadcasts "Ask City Hall" to bring to hometown listeners the news and actual voices of the persons responsible for community service and government. A station, to be valuable to its advertisers, must render such vital service to its community . . . must keep its mike open for discussion by a free people.

# WGAR

Cleveland's Friendly Station

Represented Nationally by

Edward Petry & Company

RADIO - America's Greatest Public Service Medium

# WMIL

means

# MILWAUKEE

REPRESENTED BY FORJOE

## Interviews Fellows

TWO Australian broadcasters are currently in the United States making tape recordings for use on 4KQ Brisbane. One of the recordings made by Les Andrews, 4KQ general manager, and Peter Clark, commentator, was an interview with NARTB President Harold E. Fellows. Others were devoted to talks by U. S. labor leaders. 4KQ is a commercial station financed by a labor federation in Brisbane.



# BOYCOTTS

**PROSPECT** that radio-TV broadcasting unions may be restrained from engineering sponsor boycotts in cases where petitions for elections pend with NLRB was held out last week by industry legal authorities.

The issue was raised in a labor case involving the Hoover Vacuum Co. and the dealing with product boycotts as a union weapon. The 6th Circuit Court for Cincinnati held that the product boycott called by the union was "unlawful" and ruled that the firm was legally justified in discharging employees connected with the action.

The decision draws a distinction between union authorization of such a boycott in cases involving pendency of petitions for election and others touching on normal collective bargaining relations. The ruling did not condemn sponsor boycotts *per se* and the board predicated it on the basis of inherent facts in the dispute.

Industry authorities noted that AFRA and IBEW have, in the past, called product boycotts as a means of persuading employers in instances involving petitions for elections.

Two other NLRB actions also commanded the attention of legal authorities in the past fortnight:

- A ruling which declares invalid all union shop elections held by affiliated unions of parent federations prior to effective dates involving compliance with the non-Communist affidavit procedures of the Taft-Hartley Act.

- A decision spelling out that

## NLRB May Restrain Unions

\* "assessments" levied by unions are not the "periodic dues" employees are required to pay to retain their jobs under a union shop agreement.

The latter ruling recalls the case of Hollywood Producer Cecil B. DeMille, who in 1944 refused to pay a \$1 assessment levied by a union of radio performers (x x x) and was expelled from membership. Mr. DeMille was compelled, of course, to relinquish his job as producer of the *Lux Radio Theatre*.

Taking cognizance of the DeMille incident, NLRB stated that since "Congress intended to eliminate the non-payment of assessments, as such, as a basis for discharge of employees . . . it is our duty to follow that intent."

The decision prohibits the discharge of employees under a union shop "for reasons other than the failure of the employee to tender the periodic dues and the initiation fees uniformly required as a condition of acquiring or retaining membership."

The other NLRB decision, involving non-Communist affidavits, applied for the first time the recent Supreme Court ruling which, in effect, stated that the provision governed parent unions and not alone affiliated and independent organizations. NARTB has counselled broadcasters, however, to re-examine their own bargaining agreements.

The action invalidates over 4,500 pacts negotiated by various CIO and AFL unions, including AFRA and IBEW, previous to Dec. 22, 1949 (for CIO), and Nov. 7, 1947 (for AFL). Authorities felt, however, that the ruling would have little effect on agreements entered into with broadcasters.

Specifically, affiliate union pacts

### AFRA DC UNIT

#### Would Change Amendment

WASHINGTON branch of the American Federation of Radio Artists has submitted a proposal for two changes in the AFRA anti-subversive amendment, on which voting was slated to close July 28.

The proposal will be presented before the AFRA national convention Aug. 9-12 following announcement of the results of the balloting, which was conducted by mail.

The original amendment bars all persons who were members of the Communist Party or any affiliated organizations, retroactive to Dec. 31, 1945, and establishes the subversive list compiled by the U. S. Attorney General as its criterion.

The Washington proposal seeks to eliminate the retroactivity clause and to remove the Attorney General's list as a reference for any barring action.

containing union shop clauses authorized by balloting prior to those dates are affected. Additionally, the contracts will not be adjudged by the board as bars to new tests of majority representation in any shop.

In a recent case involving WARL Arlington, Va., NLRB held that the non-Communist affidavit provision did not apply to officers of the CIO and the AFL but only to those of independent and affiliated groups.

#### Union Shop Clause

Under the Taft-Hartley Act, a union shop clause—one requiring union membership after 30-days—can be incorporated in a bargaining contract upon agreement by a majority of employees. Unions not complying with the non-Communist provision are denied benefits of the labor board, including a request for a union shop vote under NLRB auspices.

## BRAZIL FREEDOM

### Radio Assn. Pledges Vigilance

A PLEDGE to exercise "strict vigilance over its rights and freedom which the Constitution grants to all Brazilian citizens" was given to members by the Brazilian Radio Assn. following a recent meeting devoted to study of new radio broadcasting and communication regulations.

In a statement issued by the board of directors to its members, BRA referred to a recent executive decree on communications and stated its position "as a representative association embodying elements of all opinions."

BRA said it was not possible for it to consider the decree "within its political or juridical province exclusively" as to "the interests of those working in radio broadcasting." Directors will make known their views to a commission which will draw up proposed legislation pertaining to the Brazilian radio code. Opinions and demonstrations by directors of BRA are exclusively "personal" and do not reflect the views of BRA, the announcement added.

## FLOOD SERVICE

### Stations Continue Aid

THOUGH the flood waters have subsided, radio stations continued their service to victims through the period of rehabilitation.

In cooperation with the American Red Cross, WBT Charlotte, N. C., developed a campaign to aid stricken areas in Kansas, Missouri, Oklahoma and Illinois.

WBT set aside Aug. 1 as "D (for disaster) Day" when citizens of Mecklenburg County aimed at meeting a goal of \$8,000 for flood relief.

Additional reports of radio's role during the deluge [earlier stories, BROADCASTING • TELECASTING, July 30, 23] trickled in last week. Among those accounts were the following:

KLWN Lawrence, Kan., was on the air 67 continuous hours, giving bulletins, aiding evacuation and reuniting families. The station also helped out other stations who for a time were knocked off the air.

KRMG Tulsa anticipated floods in the northeastern portion of Oklahoma and sent its mobile unit to Miami, Okla. Less than 12 hours after the mobile unit arrived, Miami was surrounded on three sides by water. As a result of this preparation, KRMG was able to obtain news quickly and directly from the source.

Radio advertising aided Santa Fe Railway to keep the public informed on train schedules during the flood. The railroad placed 32 spots over KFJZ Fort Worth. The announcements were phoned to Fort Worth from Santa Fe's office in Galveston.

## Sabotage Booklet

DIFFERENT ways of setting up an "effective industrial defense system" are pointed out in a new U. S. Chamber of Commerce publication, *Sabotage and Plant Protection*. The 25-page booklet presents views of many top civilian and military experts on combatting sabotage. Protection of classified information, principles of plant protection, disloyal employees and the handling of saboteurs are a few of the other measures discussed in the booklet.

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The **XL** Stations

constitute  
the  
dominant  
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billion  
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pacific  
northwest  
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Pacific Northwest Broadcasters

Sales Managers

Wythe Walker  
Eastern

Tracy Moore  
Western

Listeners have paid nearly  
\$1,500,000 to see

THE NATIONAL  
BARN DANCE

(See Front Cover)



CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance



# TDG BOARD

## National Bargaining Urged

HE RADIO and Television Directors Guild's national board was in record last week in advocating that all future RTDG collective bargaining negotiations with networks be conducted on a national rather than city-by-city basis.

Acting at its annual meeting in New York, the board also approved resolution condemning "kickback"

"recapture" clauses in network contracts. These were described by RTDG as provisions "under which staff directors who work on commercial programs are compelled to take a deduction in compensation," and were labeled by the board as "unsound, uneconomic, and totally without justification."

The board's actions included unanimous adoption of a statement condemning Communism and all forms of totalitarianism without equivocation."

Described by RTDG President Dick Mack, of Hollywood, as "the most aggressive and constructive board meeting in the nine years of the guild's history," the sessions were held July 23-26 with 19 delegates from RTDG locals in six cities participating. An executive committee, created during the meeting, held additional sessions until July 28.

"We feel that the resolution calling for national negotiation is particularly significant since all contracts have been negotiated locally heretofore," Mr. Mack asserted. Local negotiation, he said, involves considerable duplication and waste of time and money for both the networks and the locals. In the six cities in which the guild is active, most contracts will terminate in May 1952."

### Committee Members

The six cities are New York, Hollywood, Chicago, Philadelphia, Washington, and Detroit.

The new Executive Committee is composed of President Mack as chairman; Franklin J. Schaffner, of New York; Gordon T. Hughes, Hollywood; Hal Miller, Chicago; and Joseph Browne of Washington, representative-at-large.

Kenneth MacGregor, New York, was elected secretary of the board and Frances Buss, also of New York, was elected treasurer. The following continue in office: President Mack; Oliver W. Nicoll, New York, first vice president; Arthur Hanna, New York, second vice president, and Hal Miller, Chicago, third vice president.

President Mack said the coming year will see "closer cooperation between the locals of the guild and intensified activity in the national office," and that a "considerable"



President Dick Mack and Treasurer Frances Buss check over RTDG's budget for the coming year.

\* \* \*

increase in budget will permit the launching of many new national projects. More frequent meetings of representatives of the locals are planned, Mr. Mack said.

Members of the national board include, in addition to the officers and executive committee, Sherman A. MacGregor, Ralph Nelson, Charles Powers, Ernest D. Ricca, and Lester Vail of New York; Max Hutto, John Guedel, and Jack Lyman of Hollywood; Alan M. Fishburn of Chicago; Shields Dierkes of Detroit, and Lee Davis of Philadelphia.

## BURTON TO NPA

### In Electronics Products Div.

ROBERT BURTON, former chief of the Communications Division of the Federal Civil Defense Administration, has assumed the directorship of the Foreign Section of National Production Authority's Electronics Products Division.

In that position, he will work with other branches of the Dept. of Commerce and the Dept. of State (ECA) on applications from foreign countries involving electronics equipment. Most of the work is devoted to requests for priority assistance in electronics products.

Mr. Burton, former State Dept. international frequency expert headed up communications for FCDA before that branch was combined with the Air Warning Service [BROADCASTING • TELECASTING, April 2]. He had been responsible for compiling data on the role of broadcast and other communication services in national civil defense. He was succeeded by Col. William Talbot (USAF).

## New WHBF Unit

NEW 5 kw transmitter, a modern \$30,000 unit, has been installed by WHBF Rock Island, Ill., replacing equipment used since 1941. The old transmitter had accumulated some 75,000 service hours in the 10-year period, according to station officials. Installation of the new unit, under the direction of Chief Engineer Robert J. Sinnett, was completed in three days without interruption of programs, WHBF reports.

## POUTRIE NAMED

### Gets Munitions Board Post

APPOINTMENT of Col. Clifford A. Poutrie (U.S. Army) as director of the Munitions Board's Electronics Program Division, succeeding Marvin Hobbs, has been announced by John D. Small, chairman of the Munitions Board.

Mr. Hobbs, who has headed the division for the past year setting up military requirements and schedules for electronics goods, becomes special electronics consultant to Chairman Small and C. W. Middleton, vice chairman for production and requirements. As special adviser he will help coordinate electronics programming with production resources.

Col. Poutrie has been serving as a communications instructor at the Signal Corps' school at Fort Monmouth, N. J. Previously he was stationed with the Eighth Army at Yokohama, holding the rank of commander for the signal depot.

## KFUO Power Increase

KFUO-FM Clayton, Mo., installed an 85-foot eight-bay Collins antenna atop its AM tower. The installation boosts the station's effective radiated power to 6.7 kw. A 1 kw station, it also is operating on a new frequency, 99.1 mc (Channel 256). KFUE-AM-FM is owned by the Lutheran Church and is located at Concordia Seminary.

## REP. BUDGE CHARGE

### FCC, State Dept. Answer

CHARGE by Rep. Hamer H. Budge (R-Ida.) that the call letters of certain stations used to transmit Voice of America programs have subversive connotations has been soundly scorched by government officials.

Rep. Budge had said that the first three call letters of WRUL Scituate, Mass., mean "I lie" when translated into Russian and implied that this was more than a coincidence. WRUL is licensed to World Wide Broadcasting Corp., under Walter S. Lemmon.

Officials of FCC and the State Dept. were quick, however, to discount the inference. They pointed out that (1) Mr. Lemmon received those call letters over 15 years ago—long before the genesis of the Voice; (2) the "W" series is assigned by international treaties; (3) international broadcasting is a private operation, with State Dept. only leasing facilities and time; (4) transmissions abroad are sent minus the call letters and thus are not heard by the Russians.

State Dept. officials noted two stations beginning with WRU—WRUA and WRUL, with the "L" in the latter standing for Lemmon. WRUA is translated to mean "Radio University of the Air," while WRUL stands for "Radio University Lemmon," officials added.

...in Northern Maine

**WLBZ**

THE STATION

MOST PEOPLE PREFER

NBC Affiliate

### QUARTER HOURS

Monday thru Friday  
8.00 a.m. to 10.30 p.m.\*

### HOURS

Monday thru Saturday  
8.00 a.m. to 10.30 p.m.\*

Sunday 12 Noon-10.00 p.m.\*

**LEADS**  
IN AUDIENCE

**WLBZ 38** (NBC)  
Sta. A 11 (CBS)  
Sta. 2 9 (ABC)

**WLBZ 57**  
**WLBZ 21½**  
**WLBZ 18½**

\* Bangor Conlan March 1951.

**LEADS**  
IN CIRCULATION

**DAY**  
**WLBZ\* 86,140 homes**  
Sta. A\* 16,950 homes  
Sta. B\* 65,210 homes

**NIGHT**  
**80,430 homes**  
19,710 homes  
60,680 homes

\* BMB Study No. 2.

A Quarter Century of Service  
To Bangor and Maine Listeners

**MAINE BROADCASTING SYSTEM**

REPRESENTED BY

Weed & Company—Nationally Bertha Bannan—New England

REACHES  
93,217  
RADIO  
FAMILIES

**WEEK**  
POUGHKEEPSIE

REPRESENTED BY DEVNEY



## TR DEFENDS SERVICE

Answers 'Readers Digest' Article

# ET's

... are an important part of RCA Victor's business!

### \*ELECTRICAL TRANSCRIPTIONS

of every description—from spot announcements to full-length programs—are RECORDED, PROCESSED, PRESSED in the country's best-equipped studios and plants.

Complete transcribed radio production and script-writing facilities are also available.

# A-1

Quality and Service

... are always assured at RCA Victor!

LARGE or SMALL, your transcription order always gets the same careful attention...the same world-famous engineering. With this, plus prompt HANDLING & DELIVERY, your ET can't miss... at

# RCA

## VICTOR

Contact a Custom Record Studio today at Dept. 8-B in

New York Chicago or Hollywood



Custom  
Record  
Sales



Radio Corporation of America RCA Victor Division

AN ARTICLE in the July issue of *Readers Digest* describing opposition to musically-soothed rides has drawn a sharp sally from Transit Radio Inc., Cincinnati, which labeled the piece "characteristic of the most violent type of yellow journalism."

The rebuttal appeared in a review of transistcasting's current status as a result of the U. S. Court of Appeals ruling which challenged the constitutionality of the service, with particular application to the District of Columbia [BROADCASTING • TELECASTING, June 18, 11].

Referring to the "piously fraudulent assault" on transit FM, Transit Radio Inc. said it had called the attention of the *Digest* to "half-truths and omissions" but had received no answer. Additionally, it challenged the "misrepresentation" implied in a cartoon which purported to show rider disfavor, and use of certain adjectives like "captive," "blaring," "plug-uglies" and "amplified howls."

Moreover, TR charged, "the *Digest* carried no mention of the past, present and future contributions of Transit Radio to civilian defense as a means of communication in times of emergency." The transistcasting company also cited the recent flood disaster, in which the service played a vital role, and the willingness, of national civil defense authorities to take advantage of its assets.

Transit Radio Inc. authorities

### DEFENSE ROLE

Cited in WWDC-FM Spots

SERIES of spot announcements pointing up the value of transit radio in the event of full-scale emergency has been launched by WWDC-FM Washington, capital outlet for Transit Radio Inc. The announcements are being aired hourly from 7 a.m. to 7 p.m. on Washington street cars and busses.

Officials of Washington Transit Radio Inc. said the broadcasts are designed to apprise the public of the importance of transit messages and are not aimed at winning public support in view of the recent U. S. Court of Appeals decision. The majority of riders in the District of Columbia already approve transistcasting, they contend.

One sample of the spot announcements being aired by WWDC-FM is the following:

If a full-scale emergency should develop, the radio-equipped busses and street cars of the Capital Transit Co. stand ready to be mobilized at a moment's notice by our civil defense officials. Directed by static-free FM radio, they could be sent wherever needed. Passengers would be provided with accurate, up-to-the minute information to avoid panic—save lives. . . .

observed they have petitioned the Supreme Court for writ of certiorari and expressed hope it would be granted, with a final decision on Transit FM's constitutionality "sometime between February and June 1952." In the interim, "expansion of Transit Radio into new cities, as well as revival of others, is out of the question until final action by the court," Transit Radio stated. There has been no "noticeable" decline in sales volume since the court's ruling, authorities added.

TR also warned that advertisers "should view with alarm" implications in the decision which may portend "a direct attack on all advertising," including fields which heretofore have enjoyed "relative freedom" from attack.

### NEW KHQ TOWER

Scheduled for Sept. 1

CONSTRUCTION on one of the largest towers in the world has begun for KHQ Spokane. The 826-ft. tower will replace one torn in half by a violent windstorm in November 1949. Costing an estimated \$93,253, the tower is expected to be completed about Sept. 1.

Richard O. Dunning, KHQ president, said "the tower's half-wave design will give Spokane the tallest tower in the West, and one of the four largest in the world."

It is designed to give constant signal strength in central Washington, Montana, Oregon and Idaho.

KHQ had started construction of a new tower immediately in 1949 but it toppled over before completed. The current building started in July, Mr. Dunning reports. Prime contractor is RCA, fabrication by International Derrick & Equipment Co., Torrance, Calif., and erection by Radio Towers Inc.

### Radio-TV Marathon

THE NETWORKS and five independent New York radio and TV stations participated fortnight ago in a 45-hour marathon presenting Conover TV model-actresses in appeals on behalf of United Cerebral Palsy. UCP spokesmen said stars, commentators and disc jockeys joined with network and station executives and personnel in arranging for the appearances of the models, which started at 6:30 a.m., July 22 on Bill Taylor's *Sunrise Serenade* on WOR New York and Mutual, and ended on Barry Gray's program on WMCA New York at 3 a.m., July 24. In between, spokesmen reported, there were appearances on CBS, NBC, ABC, DuMont TV Network, and WNEW, WINS, WPIX (TV), and WMGM, for a total of 35 shows.



PERFORMERS who fear tomatoes from the audience can take a lesson from Hillis Hauser, advertising manager, F. A. Read Co., Freeport, Ill., department store, who calmly carries on amidst flying knives. Occasion was "Dairy Day" in Freeport, highlighted by the Jay Gould Million Dollar Circus. Series of special events shows covering the project were broadcast over WFRL Freeport by Mr. Hauser and Dave Taylor, WFRL commercial manager, under Read Co. sponsorship. Man with the knives is Tex Allen of the circus.

### CHURCH WORKSHOP

Protestant Radio Course

PROTESTANT clergymen and lay leaders from more than 12 states and four foreign countries will gather today (Monday) at Butler U. in Indianapolis for a month of intensive training in religious broadcasting. They will participate in a workshop conducted by the Broadcasting and Films Commission of the National Council of the Churches of Christ in the U. S. A.

Speakers scheduled include C. E. Hooper, of the Hoopering service, and Dr. George Crowthers, director of educational broadcasting for CBS.

### Advice to Politicians

POLITICIANS should use radio and television to stir up public interest in political campaigns and swell the number of voters, Dr. Ernest Dichter, psychological consultant, has said in a report sent to the nation's political leaders. Among "10 commandments" he offered for getting more people to vote were use of "top radio, television and show people (to) glamorize the whole voting process"; regular use of radio and TV by candidates, and use of radio and TV in publicizing trends toward increased interest in balloting.

Why buy 2 or more...  
do 1 big sales job

on "RADIO BALTIMORE"

Contact  
EDWARD  
PETRY CO

# WBAL